

You Get What You Give: Give Bears a Better Life and Receive the Same

Hanoi, April 22, 2021 – Education for Nature Vietnam (ENV) debuts their new Public Service Announcement (PSA), [Bear Karma](#), shining a light onto the dark reality of Vietnamese bear bile farms which keep modern-day Vietnam bound to adverse practices of the past.

Confined, confused, and completely helpless, [the PSA](#) opens as a bear bile user must now endure the extraction of his own bile. Personifying the experience of bears held captive for their bile, the PSA's surreal perspective exposes the very real world of wildlife exploitation that continues in Vietnam due to demand.



“ENV’s [latest PSA](#) ends with a strong message to the public that humans must change our relationship with nature to avoid negative consequences,” states Dung Nguyen, Vice Director of ENV. “We need to end the cruel and illegal bear bile business, and give the remaining captive bears a better life at rescue centers.”

After the most successful year yet for the movement to end bear bile farming, which saw a total of **32** bears voluntarily transferred from bear farms to rescue centers in 2020. “Vietnam is clearly on its way to eliminating this illegal industry,” says Dung. As of April 22, 2021, a total of **369** bears still remain on bear bile farms in **24** provinces. In this respect, ENV is calling on the remaining 24 provinces and cities, including the nation’s capital of Hanoi, to join the rest of Vietnam in putting an end to bear bile farms in their jurisdictions.

“In 2021, ENV continues efforts to convince bear farmers to give up their bears while working with authorities to do the same,” Dung remarks. “But the responsibility to end this outdated and illegal industry is not only on authorities and bear farm owners, it’s also up to the people of Vietnam to end demand for bear bile.”

ENV wishes to thank and acknowledge our bear coalition partners, World Animal Protection and FOUR PAWS International, for supporting national efforts to reduce demand for bear bile and end bear bile farming in Vietnam.

ENDS.

For more information, please contact:

Communications Team

internationalcomms@env4wildlife.org

Tel/Fax: +84 4 6281 5424/ +84 4 6281 5423

Website: www.env4wildlife.org

Facebook: <https://www.facebook.com/EducationforNatureVietnam>

About ENV

Education for Nature – Vietnam (ENV) was established in 2000 as Vietnam's first non-governmental organization focused on wildlife conservation. ENV has spearheaded efforts to end Vietnam's illegal wildlife trade by employing out-of-the-box strategies that strengthen wildlife protection legislation and its application, provide support to law enforcement in addressing wildlife crime, and engage the public to reduce consumer demand and mobilize public action to protect wildlife. ENV is committed to securing a better future for wildlife, both in Vietnam and globally.

Since 2008, ENV has focused its activities on three major program areas that comprise ENV's integrated strategic approach to end the illegal wildlife trade in Vietnam. These include:

- Support law enforcement authorities across Vietnam by alerting them to public reports of wildlife crime and assisting them in the legal procedures required to effectively combat wildlife crime, including dealing with confiscated wildlife and strictly punishing criminals
- Address major conflicts and loopholes in wildlife protection laws while working closely with court authorities across the country to promote the application of the criminal code in wildlife criminal cases
- Carry out massive awareness campaigns aimed at reducing wildlife consumption and mobilizing public action in combatting the illegal wildlife trade by reporting wildlife crime to ENV

In all, ENV's efforts are widely credited with having helped transform the quality of wildlife protection in Vietnam by promoting greater transparency in law enforcement, sustaining a high level of support to authorities, and bringing public attention to the widespread issue of wildlife crime in Vietnam.