



For Sudan -  
the last male  
Northern  
White Rhino

Nature Needs More Ltd Annual Report - Financial Year  
2017/2018



NATURE NEEDS MORE



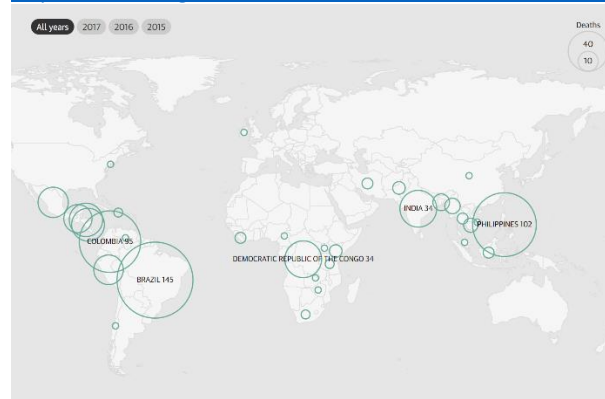
This reported is dedicated to:

### All Wildlife Defenders



### Those Who Died Protecting Nature

<https://www.theguardian.com/environment/series/the-defenders>



### The Beacons of Hope – Extinction Rebellion

<https://rebellion.earth/>



### The Beacons of Hope – Greta Thunberg

<https://www.facebook.com/gretathunbergsweden/>



And to all those who continue to commit to protecting nature in the face of danger, intimidation, threats and ridicule from the people who want to exploit & plunder the natural world for personal or financial gain.

Nature Needs More's work, which began in 2013 as the Breaking The Brand project, could not have been achieved without a number of supporters and donors who have made a huge and ongoing commitment to getting these projects off the ground. **A special thanks to Tuyen, An, Nicholas, Mike, Peter, Catherine, Nigel and Allan.**

#### Contact Information:

Dr Lynn Johnson, Founder  
Nature Needs More Ltd  
[www.natureneedsmore.org](http://www.natureneedsmore.org)

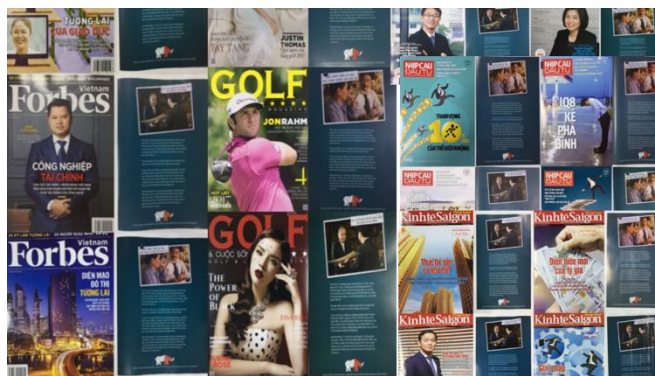
e: [lynn@natureneedsmore.org](mailto:lynn@natureneedsmore.org)  
p: +61 418 124 660 (Australia, GMT+10)

## Executive Summary

This report covers the period August 2017 to June 2018, which includes the period from January 2018 when Nature Needs More (NNM) Ltd was formally registered as a non-profit Australian Public Company Limited by Guarantee with its core objectives as laid down in NNM's constitution.

The exact Nature Needs More model and its components will continue to evolve over time, and 2017-2018 was a period of research and testing over a broad area of connected issues associated with the trade in wildlife. Nature Needs More's underlying ideology is opposed to the over-valued and over-generalised free trade/sustainable use mantra that has brought so much damage to wildlife and the planet. The sustainable use model has been, and still is, the foundation for too many failed or misguided initiatives.

Over the financial year 2017/2018, Nature Needs More has worked on:



**Demand Reduction:** launching its sixth and largest demand reduction campaign on 7<sup>th</sup> August 2017. This campaign ran throughout 2017 and over the Lunar New Year period finishing in March 2018. The campaign was carried through to conclusion by Nature Needs More who took over all work and intellectual property of Breaking The Brand. The budget of USD \$100,000 allowed for the publication of 58 full-page ads in the

major Vietnamese business and lifestyle magazines read by the consumers of genuine rhino horn in Viet Nam.

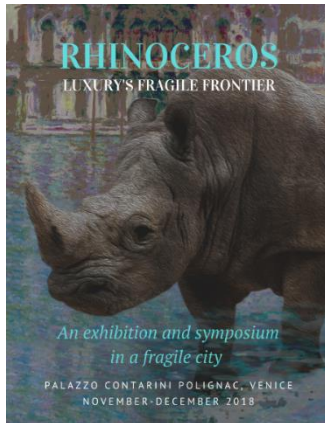
**Redirecting Desire:** Whilst in the short-term demand reduction campaigns will be needed to change people's motivations to consume illegal and endangered wildlife 'products', to ensure a long-term sustainable future **we must provide alternative ways to engage with nature**. This involves re-directing desire and is the reason Nature Needs More is researching the social psychology of desire and social differentiation, the history of luxury consumption and the evolving ethical fashion industry. The work in this area includes:

1. Ongoing magnificence research, early results and first steps
2. Venice launch of November 2018 Symposium & Exhibition
3. How to engage luxury & fashion industry (including evolving ethical fashion strategy)

The magnificence research identified two clear patterns from the interviews with wealthy men as to the reasons they contribute to solving complex social and environmental problems; namely how they derive status from contribution to the world and leaving a personal legacy.



**Success is What you Leave to The World**, outlined in the demand reduction section; the aim is to run this campaign in 2019.



January 2018 saw the Venice launch of the project **Rhinoceros: Luxury's Fragile Frontier** an exhibition and symposium to highlight the destructive pseudo-luxury market. The project has been designed and will be curated by Dr Catherine Kovesi, a historian at the University of Melbourne who specialises in the history of luxury consumption.

This event will run in November - December 2018 and brings together a number of stakeholders from the luxury sector, academia, the arts, tourism and conservation.

One thing that has become increasingly apparent is that the boundary between the legal trade and the illegal trade in rare and prestigious animal body parts is blurred. For this reason, **it is critical to**

**understand the luxury industry and its commercial relationship with wildlife products.**

From our early research we can see that while the sustainable and ethical (luxury) fashion movement is asking many good questions, a topic missing from the discussion is fashion's impact on the wildlife trade and how it drives up poaching activity. Wildlife needs to be factored in to the sustainable fashion strategy; currently it is not.



For this reason, Nature Needs More has co-authored an article, with Dr Catherine Kovesi, on **Wildlife, Conservation, and Rethinking Ethical Fashion Strategy** which has been submitted for peer review to be published in 2019.

**Basic Income Model (Linked To Conservation Outcomes):** Nature Needs More agrees that the citizens of range countries and impoverished communities bordering key wildlife populations need to benefit from the wildlife of which they are custodians. However, we believe that the almost exclusive emphasis on the sustainable use model, at the exclusion of other ideas, means that current conservation models have failed in their wildlife protection and (re)connecting impoverished people with the natural world.

As a result of these and other factors, Nature Needs More decided to explore a (Universal) Basic Income (UBI) approach, similar to the GiveDirectly model (<https://www.givedirectly.org/vision>), but linked to conservation outcomes. In September 2017, Nature Needs More was invited to speak at the **Basic Income Congress** in Lisbon, Portugal to introduce the project, gain feedback on the model from people and organisations embedded in the Basic Income Earth Network (BIEN). The feedback



on linking a UBI to conservation outcomes, in addition to social outcomes, was very positive.

In November 2017 Nature Needs More undertook a research field trip to Zimbabwe to speak to a range of stakeholders, living in communities bordering key wildlife populations, to get their input on designing the pilot model. Given the changing political situation in Zimbabwe over late 2017 and 2018, leading up to the elections, increasing concerns about the volatility

in Zimbabwe has resulted in this project being put on hold. NNM will monitor what happens politically over the next 12-24 months.





While we are not yet in a position to run a trial of a basic income linked to conservation, we are delighted to be able to offer some **support to organisations testing innovative models that can help alleviate survival anxiety** in communities bordering key wildlife populations, for example a newly established charity, **The Soft Foot Alliance (SFA)**. What particularly impressed Nature Needs More about SFA's work was that it was providing training for young men in technical trades such as carpentry, plumbing (water harvesting) and industrial sewing. To get access to this training and employment opportunities these young men are asked to help with projects to minimise human-wildlife conflict (<https://softfootalliance.org/co-herd-ndawonye/>).

**CITES Permit and Trade Monitoring Issues:** Research undertaken to support For the Love of Wildlife's call for an Australian domestic trade ban on elephant ivory and rhino horn led to:

1. Nature Needs More Ltd making a submission to the Parliamentary Joint Committee (PJC) on Law Enforcement enquiry into the legal domestic trade in rhino horn and elephant ivory in June 2018 (<https://natureneedsmore.org/wp-content/uploads/2019/03/NNM-Submission-to-PJC-Lynn-Johnson-Nature-Needs-More-Ltd-.pdf>) and we attended the hearings conducted by the PJC. The PJC then reported back on its findings in September 2018 and recommended a complete ban on the domestic trade in rhino horn and ivory, with some minor exemptions for museum pieces and musical instruments.



2. Nature Needs More and For the Love of Wildlife are collaborating on a project highlighting the systemic issues in the global CITES permit and trade monitoring system. As a result, we propose a solution of a **reverse-listing approach** where:
  - a. The default position is no trade
  - b. The onus is on the company/industry who will benefit financially from the legal trade to prove sustainability of such trade based on both supply and demand considerations, and,
  - c. Imposing a **trade levy on legal trade** to help raise the necessary funds and make the overall trade monitoring system tamper-proof, traceable and transparent.



This work is in the early stages and will be progressed over the Financial Year 2018/2019.

## Introduction

In August 2017 a review of the original purpose for creating the Breaking The Brand (BTB) project was undertaken and as a result BTB was incorporated as one of the pillars of a broader strategy titled Nature Needs More (NNM). The aim of Nature Needs More is to provide an end-to-end alternative to the current ways to tackle the illegal wildlife trade and the flaws in the legal trade model.

The reasons for taking this broader approach included the profound failure of the traditional conservation sector to tackle the illegal wildlife trade. The 2017 World Customs Union Illegal Trade Report estimated the profit from the illegal trade in flora and fauna to be between \$91- 258 billion USD per year. According to the United Nations Environment Programme, this amount is growing at 2-3 times the pace of the global economy.

Despite this worrying trend, there is a continued focus on national law enforcement, anti-poaching measures and alternative livelihoods, with a 2016 World Bank Report highlighting nearly 90% of international funding going to these areas only to tackle the illegal wildlife trade. This is a business as usual approach, by global governments and large conservation, and whilst law enforcement and security measures should be part of the mix, they will never be sufficient in stopping the trade.

In observing the global conservation sector since 2013, we see a very muddled strategy. It relies on the limited ability of a trade convention (CITES) to restrict trade in endangered species as a vehicle to push conservation outcomes and messages. In addition, CITES relies on scientific data for its decision making, even if data take decades to collect or is simply unavailable. As a result, the conservation sector is permanently lagging far behind the critical wildlife trade issue of the day.

Currently, no large agency is genuinely tackling the desire for legal and illegal wildlife products. How can you manage a trade in a species, as a basis to conserve it, when you have very little (or no) understanding of demand side markets or consumer desire? Given global conservation's lack of understanding of the commercial world, all too often their work is focused on captive breeding, farming and harvesting, which are all supply-side factors and take no account of consumer desire.

**This begs the question: What happens when there is a desire to make money from supplying a wildlife product that consumers have no interest in purchasing?**

Demand in many cases is linked to status-based consumption, as a social differentiator. Nature Needs More's is looking for alternative strategies to address the crisis facing the natural world. The exact nature of the model and its components will continue to evolve over time, but the underlying ideology is diametrically opposed to the over-valued and over-generalised free trade/sustainable use mantra that has brought so much damage to wildlife and the planet. This includes tackling the fundamental flaws in the legal wildlife trade system that enable the illegal trade.

This report covers the period August 2017 to June 2018, including the work and the research done to inform the Nature Needs More model. In January 2018, Nature Needs More Ltd was registered as a non-profit Australian Public Company Limited by Guarantee and its core objectives laid down in NNM's constitution. As a small, volunteer run organisation, Nature Needs More currently has 3 directors who all act in an unpaid capacity. None of our work, which started in 2013, could have been achieved without a number of supporters and donors who have made a huge commitment to getting these ideas off the ground.

## Nature Needs More Ltd - Registration and Constitution

Nature Needs More Ltd was registered as a non-profit Australian Public Company Limited by Guarantee on January 17, 2018.

Its core objectives as laid down in its constitution are:

- (a) raising and effectively directing funds towards reducing wildlife trafficking and wildlife crimes throughout the world;
- (b) creating and running demand reduction campaigns in countries where illegally trafficked wildlife is consumed;
- (c) conducting research into the consumers of illegal wildlife products and their motivations to consume and stop consuming;
- (d) conducting research into global leaders donating to conservation and other charitable causes to uncover their motivations to contribute to the public good;
- (e) working with policy makers to change or adapt laws and policies in favour of wilderness, habitat and animal rights;
- (f) promoting, motivating and educating the global and local communities to take action to prevent wildlife trafficking and wildlife crimes;
- (g) creating and running global awareness raising and education campaigns advocating more effective conservation strategies, including strategies and principles not reliant on the concept of sustainable use;
- (h) creating and promoting new and improved strategies and tools to protect endangered wildlife and to stop or reduce wildlife trafficking and wildlife crimes;
- (i) designing, trialing and implementing strategies, such as a basic income linked to conservation, that enable local communities in wildlife range countries to embrace conservation and actively reduce wildlife trafficking and wildlife crimes;

The company was successfully registered with the Australian Charities and Not-for-profit Commission (ACNC) under its ABN: 85 623 878 428 on April 6, 2018.

Nature Needs More currently has 3 directors:

1. Dr Lynn Johnson, Founder & CEO
2. Dr Peter Lanius, Co-Founder
3. David McPherson

All 3 directors act in an unpaid capacity and all work is performed on a voluntary basis. Board meetings for this reporting period were held in February, April and June.

## Nature Needs More's Projects

At present, projects fall in to four categories:

1. **Demand side projects:** In our projects, or when supporting other organisations to develop demand side strategies, the goal is to understand the effects of social, cognitive and emotional factors on the economic decisions of the buyers of the 'product'. By putting ourselves in to the buyers' shoes we have a much better ability to influence and shape them. By delivering a message in a currency that the other party relates to, this can lead to behaviour change in purchasing and lifestyle decisions.
2. **Supply side projects:** Today, nearly half the population of sub-Saharan Africa still live on less than \$1.90 a day, causing widespread food insecurity and survival anxiety. Absolute poverty rates in sub-Saharan countries in Africa have barely fallen in the last 30 years, despite massive flows in both development aid and resource extraction investment money (from mining, oil, gas). Even with all of this, the vast majority of people living next to key wildlife populations don't get involved in poaching activity associated with the illegal wildlife trade. For the people who do, we need to understand the decisions that brought them to the attention of the international crime syndicates and enabled organised crime to infiltrate these impoverished communities. There are a range of factors and decisions that are worth researching as a way to design interventions that reduce the probability of this pathway being taken.
3. **Mechanisms of legal trade projects:** Currently the poor implementation of CITES legal trade regulations is providing opportunities to launder illegal products into the legal marketplace. Research will be undertaken to understand the transparency, trackability and auditability of the legal trade system.
4. **Other:** Nature Needs More also tests smaller projects that may be integrated in to its key strategic areas in coming years. NNM also collaborates and/or provides support to other organisations who are developing innovative and pragmatic projects tackling key issues.

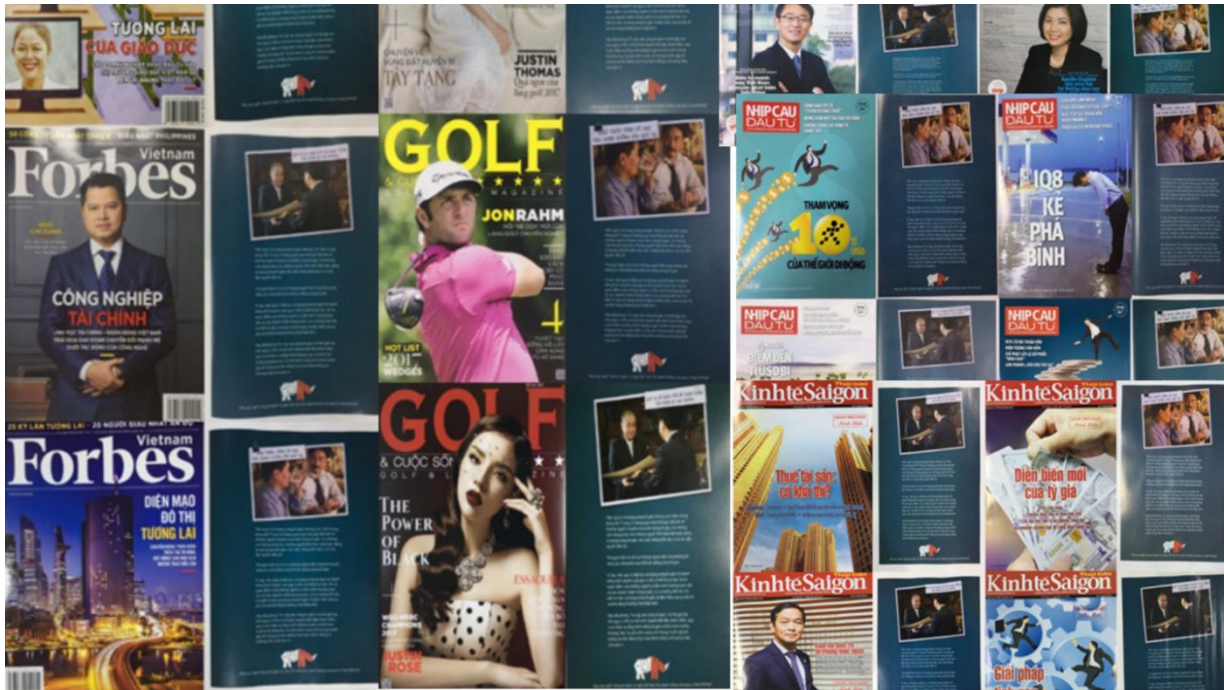
## Demand Reduction

Breaking The Brand (BTB) has become one pillar of Nature Needs More Ltd and we continue the demand reduction work previously carried out under the Breaking The Brand project.

Breaking The Brand pioneered targeted demand reduction campaigns for rhino horn in Viet Nam (<https://breakingthebrand.org/campaigns/>) and educated the conservation sector about how to design and run targeted demand reduction campaigns (<https://breakingthebrand.org/how-to-create-a-demand-reduction-campaign/>).

Breaking The Brand launched its sixth and largest demand reduction campaign on 7<sup>th</sup> August 2017. This campaign ran throughout 2017 and over the Lunar New Year period finishing March 2018. The campaign was carried through to conclusion by Nature Needs More, which took over all work and intellectual property from Breaking The Brand.





The budget of USD \$100,000 allowed for the publication of 58 full-page adverts in the major Vietnamese business and lifestyle magazines read by the consumers of genuine rhino horn in Viet Nam. The campaign adverts aimed to trigger status anxiety in the target group, one of the only two possible motivations to stop rhino horn consumption highlighted by the actual users during interviews.

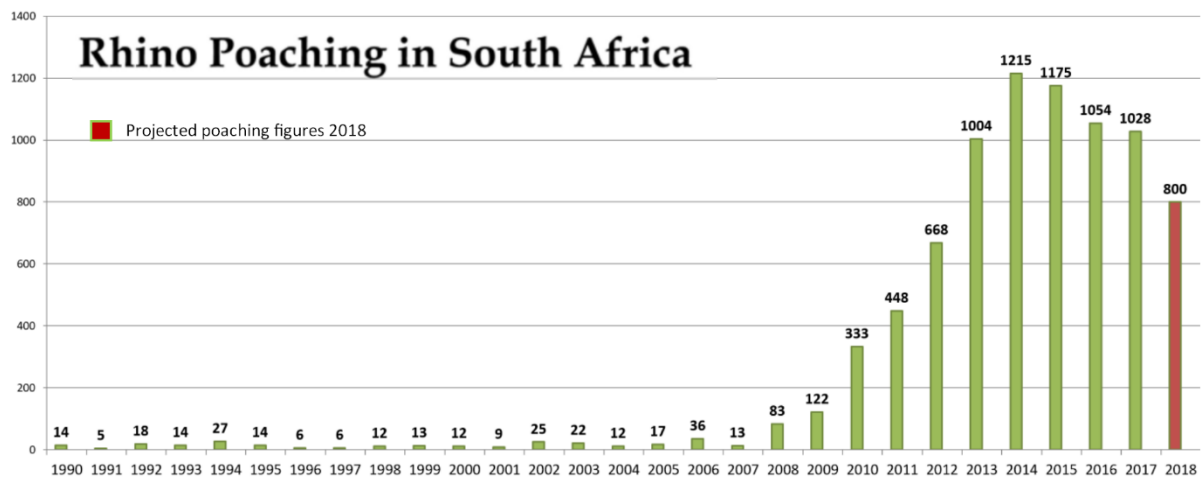


The adverts changed in January 2018 and an advert, specifically designed for the Lunar New Year, ran until March 2018. Shown are just some of the adverts published.

Not only will this be the longest running campaign to-date, but we are also delighted that we have been able to publish adverts at the recommended frequency to maximise the chance of a behaviour change in the target group. This schedule was based on research done in both anti-tobacco and road

safety campaigning.

Whilst we are yet to do any formal research of the campaign results with the target groups in Viet Nam, other global conservation organizations, who are monitoring rhino horn customers, believe they are seeing evidence that demand is slowing and wholesale prices are dropping. Many respondents to surveys done this year reported decreased interest in consuming rhino horn.



Even though the rhino poaching figures are still tragically high, the fact that rhino poaching is no longer growing exponentially indicates that at least some Vietnamese businessmen have lost their interest in rhino horn.

We will continue to create campaigns to trigger status anxiety in those men who consume genuine rhino horn, highlighting the negative impact on their business brand, reputation, leadership status and professional opportunities. The consumption spike of the last decade has always been a fad and related to status and prestige gain, not medical use. As interest may be waning, the brand risks of continued use could start to outweigh the (status) benefits.

The next campaign was intended to be in partnership with a young Canberra based artist, Nayana: <http://www.lobokingofcurrumpaw.com/> Sadly a personal tragedy for Nayana has meant this campaign will be postponed until 2019.



An interim demand reduction campaign will be launched in late 2018.

## Redirecting Desire

Whilst in the short-term demand reduction campaigns will be needed to change people's motivations to consume illegal and endangered wildlife 'products', to ensure a long-term sustainable future we must provide alternative ways to engage with nature. This involves re-directing desire and this is the reason Nature Needs More is researching the social psychology of desire and social differentiation, the history of luxury consumption and the evolving ethical fashion industry. The work on this area includes:

- Ongoing magnificence research, early results and first steps
- Venice launch of November 2018 Symposium & Exhibition
- How to engage luxury & fashion industry

## Magnificence Research

Currently many users of illegal wildlife products in Asia gain status with their peer group by consuming these rare and precious ‘products’ or gifting them. At the same time, many of the elite male users of wildlife products also aspire to, and are influenced by, international business leaders who have gained an even higher status than their current peer group. Many of those same international business leaders have pledged or are already contributing a large part of their wealth to the common good including nature (which used to be called ‘magnificence’).

The purpose of this empirical research is to understand what motivates those who have chosen to contribute to do this and how their direct involvement in such philanthropic projects makes them feel about themselves and changes their personal identity. The aim is to use the insights gained from interviewing 20-30 of these leaders to create campaigns that will trigger lasting behaviour change away from consumption of illegal/endangered wildlife to contribution to the common good.



By creating a new narrative about re-investing in the natural world as a way to demonstrate status and prestige, can we provide these elites an alternative to fulfil their self-image needs and a way to ‘win’ in the social comparison stakes?

To-date, 17 interviews have been conducted with wealthy businessmen in the West (age 35 – 70+). The vast majority felt that they had outgrown their business and had nothing left to prove in the business context. At the same time, they still want to prove that they can solve complex problems, and a few are still very competitive. By focusing on solving complex issues in the public sphere they saw a chance to shift this competition into a new, larger arena. A couple mentioned specifically how being taken seriously in that context is much higher status than success in the business sphere.

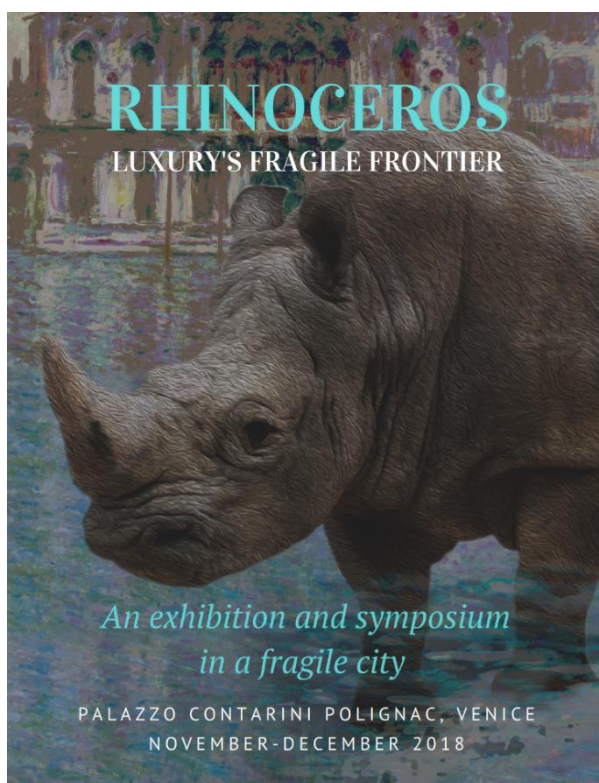
Two clear patterns emerged from these interviews:

1. **Solving complex (global) problems is the new cool/status enhancing activity for this group of men**
2. **What they don’t want is repetition and boredom**

In the first instance these findings provided the basis of the design for the demand reduction campaign: **True Success is What You Leave to The World** outlined in the demand reduction section; the aim is to run this campaign in 2019.



## Venice January 2018 Project Launch



As many of our long-term followers know, we believe that global influencers need to be involved in closing the market for perceived luxury products that come from the natural world, both flora and fauna. If wildlife and timber crime does not move beyond the concerns of conservation groups and law enforcement to also include those involved in the luxury trade, marketing and advertising sectors, we will not solve this issue in time to save even some of the most iconic species from extinction in the wild.

As part of this work, Nature Needs More has had the privilege of collaborating with Dr Catherine Kovesi, a historian at the University of Melbourne. One of Dr Kovesi's specialist areas of research is the history of luxury consumption. In hearing about the plight of the rhino and the fact that the current poaching crisis is a result of rhino horn being considered

a luxury 'product', Dr Kovesi made the decision to design and curate an exhibition and symposium to highlight the destructive pseudo-luxury market. She felt that Venice was the appropriate location to stage this event because of the severe impact on the city of Venice of a growing consumer class' desire for luxury travel experiences.

The rhino and Venice have a curiously entwined history, as well as sharing their present day predicament. The rhino is represented in one of the city's most ancient mosaics, and an eighteenth-century touring rhino is famously depicted in the city's art. Now the rhino and Venice are both under threat from their status as luxuries.

The idea for the event, **Rhinoceros: Luxury's Fragile Frontier** was launched in Venice in January 2018 to a number of potential stakeholders from the luxury sector, academia, artists, tourism, architecture. The response has been very positive with a number of donations being made to help stage the exhibition and symposium in November-December 2018, including the donation of the venue of the Palazzo Contarini Polignac on the Grand Canal.

Nature Needs More is delighted to be able to support Dr Kovesi in some small way as she creates this exhibition and symposium.

For the Symposium: Nature Needs More will present research on redirecting desire titled **Reinventing Magnificence: Status from Contribution**.

For the Exhibition: Nature Needs More will produce a short video highlighting the story of the Breaking The Brand, RhiNO horn demand reduction strategy and campaigns, titled **Extinction: The Vulgarly of Desire**.

## Engaging the Luxury & Fashion Industry

One thing that has become increasingly apparent is that the boundary between the legal trade and the illegal trade in rare and prestigious animal body parts is blurred. At best this causes confusion for the customers wanting the social differentiation these perceived luxury items bring. Much worse is that a poorly regulated legal trade provides very easy opportunities to launder illegal product in to the legal market place.

As early as 2013, when interviewing the primary users of rhino horn, wealthy men in Viet Nam, it became apparent that they had been able to purchase all the legal manufactured luxury items they were interested in (cars, watches, cognac etc) and as a result they have moved to illegal items as a way of differentiating themselves from their broader, elite peer group.

In ongoing discussion and research, the social differentiation stages, for at least some consumers, follow the trajectory:

1. Legal manufactured luxury, e.g. Mercedes, Rolex etc
2. Legal and rare perceived luxury items e.g. Mammoth ivory, vintage elephant skin bags etc
3. Illegal and rare perceived luxury items e.g. rhino horn, red ivory etc

As a result, when considering how to re-direct desire away from illegal wildlife products, the buyers will not simply change back to 'legal luxury consumption'. Simply reverting to mainstream luxury products would be seen as a backward step by the elite users of illegal wildlife products. For this group, if we don't provide a motivation to not consume products from nature, they will simply substitute one product for another in response to demand reduction campaigns; this is the motivation for the Magnificence: Status from Contribution research.



Better still is to ensure that consumers come to see the desire for wildlife products as vulgar and unsophisticated. For this reason, it is critical to understand the luxury industry and its commercial relationship with wildlife products and the mechanism for the legal trade in wildlife – namely CITES, the Convention on International Trade in Endangered Species of Wild Fauna and Flora.

Greater investigation of the legal luxury and fashion trade is timely given the work being done in to evolve a sustainable and ethical (luxury) fashion strategy. If the vegan movement has been the catalyst for change for farmed, and other domesticated, animals, can the growing ethical and sustainable fashion movement become the catalyst to drive change for the use of exotic wildlife?

From our early research we can see that while the sustainable and ethical (luxury) fashion movement is asking many good questions, a topic missing from the discussion is fashion's impact on the wildlife trade and how it drives poaching activity.

Collaborations and frameworks are evolving to bring clarity to this rapidly evolving sustainable fashion agenda; one such collaboration is the Global Fashion Agenda which was founded in 2016. So what evidence is there that wildlife is being factored in to the sustainable fashion strategy?

Publications arising from the Global Fashion Agenda collaboration include the Pulse of the Fashion Industry Report. In the 2017 report, the word 'wildlife' features only once and in the 2018 report the word 'wildlife' is not mentioned at all.



To make matters worse, one of the pillars of the sustainable fashion movement is buying vintage and timeless artisan design. Yet this simplistic message can be a catalyst for driving up the desire for rare and exotic wildlife products.

Examples of this include the poaching of:

1. Turtles for their shell, given the increasing desire for vintage turtle shell (tortoiseshell) products.
2. Elephants for their skin, given the increasing desire for vintage and new elephant skin accessories
3. Elephants for their tusks, given the desire for mammoth antiquities.

More information on this can be accessed via: <https://natureneedsmore.org/sustainable-fashion-and-wildlife/>

More research will be undertaken on this topic throughout 2018/2019. This will also include the mechanisms of the legal trade and how it is facilitated and monitored via CITES.

## Basic Income (Linked To Conservation Outcomes)

Nature Needs More agrees that the citizens of range countries and impoverished communities bordering key wildlife populations need to benefit from the wildlife of which they are custodians. However, we believe that the prevalent reliance on the sustainable use model, at the exclusion of other ideas, means that current conservation models have failed in protecting wildlife and (re)connecting impoverished people with the natural world.

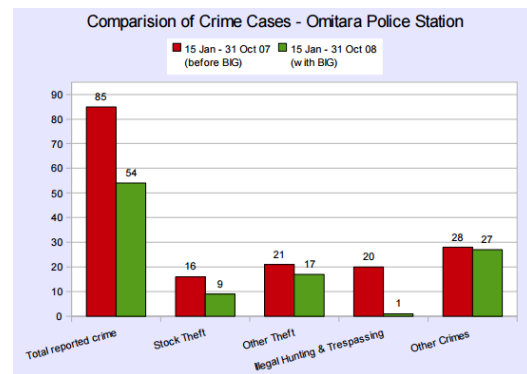
Programs that provide employment and revenue sharing at tourism or hunting conservancies have equally failed to stop poaching and illegal harvesting; there are too few jobs and there has been too little transparency about what percentage of profits actually gets to the community. The 2015 the Panama Papers (11.5 million leaked documents from just one Panamanian law firm), contained at least 30 safari operators who were sending their profits offshore to tax havens.

As a result of these and other factors, Nature Needs More decided to explore a basic income approach, similar to the GiveDirectly model (<https://www.givedirectly.org/vision>), but linked to conservation outcomes. The aim was to see if it could provide a way to significantly change the incentives and hence behaviour of communities living in and around protected wildlife areas.



The Namibian basic income trial, while not directly linked to conservation, did see a great reduction in illegal hunting ( [http://www.bignam.org/Publications/BIG\\_Assessment\\_report\\_08b.pdf](http://www.bignam.org/Publications/BIG_Assessment_report_08b.pdf) ).

Throughout 2017 and 2018, Nature Needs More researched and built this project with the aim of launching a small trial in Zimbabwe in 2019. Today, nearly half the population of sub-Saharan Africa still live on less than \$1.90 a day, causing widespread food insecurity and survival anxiety. Absolute poverty rates in sub-Saharan countries in Africa have barely fallen in the last 30 years, despite massive flows in both development aid and resource extraction investment money (from mining, oil, gas).



Even with all of this, the vast majority of people living next to key wildlife populations don't get involved in poaching activity associated with the international market. For the people who do, we need to understand the decisions that brought them to the attention of the international crime syndicates and enabled organised crime to infiltrate these impoverished communities.



Financial security would not only mean less poaching for food and less illegal harvesting, but could also mean wildlife trafficking syndicates would have less leverage to recruit poachers and informers from the communities neighbouring key conservation areas. This is based on the insight that survival anxiety is a primary driver of opportunistic behaviour and poor decision making in populations living in absolute poverty.

In addition, we would like to ascertain if communities feel they benefit from neighbouring protected areas through receiving a basic income, they would be more likely to engage with conservation. This would be tested by using a tiered basic income model, where activities linked to conservation (what Nature Needs More calls the new 3Rs – rehabilitation, re-vegetation and re-wilding) would translate into a higher level of basic income. More on this project can be seen via:

<http://natureneedsmore.org/basic-income-trials/>

We are proposing to trial paying a basic income to adults and children living in absolute poverty in communities surrounding protected areas (areas of significant importance to wildlife) in Zimbabwe, where there is a high incidence of poaching. The basic income would be positioned to the communities as unconditional, combined with a request that they make a moral commitment on their part to refrain from aiding poachers and engaging in poaching themselves.

Given we are proposing a (near) universal basic income for this trial, the project is expected to also significantly enhance the living standards and physical and emotional wellbeing of low-income families (living on less than USD \$2 per day). We are proposing a trial size of 2,500-4,000 adults set up as a randomized controlled trial with two control group communities in a similar area. We are further proposing a 2-year trial duration to eliminate seasonal effects often seen in poaching activity.



This proposal was initially presented at the Basic Income Earth Network Congress in Lisbon, Portugal in September 2017.

The presentation can be viewed via: <https://natureneedsmore.org/wp-content/uploads/2017/09/BIEN-Congress-Presentation-Lynn-Johnson.pdf>

Based on the positive feedback we received, we undertook research in Zimbabwe to select potential trial locations and road-test the idea with local representatives. Our aim was to understand the journey from snaring wildlife for subsistence poaching to snaring for the commercial bushmeat trade and then on to connections with national trafficking networks and finally the international wildlife trafficking syndicates. If this was understood could it then be disrupted in a community vulnerable to infiltration by international traffickers by offering that community a basic income linked to conservation?

Similarly, could a basic income be used to help alleviate survival anxiety and, as a result, give people the capacity to reconnect with the natural world? Research shows that when survival anxiety takes hold in humans, focus becomes extremely narrow and the ability to make rational decisions is impaired.

We published a full project proposal in late January 2018 and circulated it to a small number of basic income advocates. The proposal can be found here: <https://natureneedsmore.org/wp-content/uploads/2018/05/Conservation-Basic-Income-Trial-Project-Proposal-v4.pdf>

As the situation in Zimbabwe has deteriorated significantly since the elections and we did not get access to potential donors via our basic income advocates, **we put this project on hold as of July 1, 2018.**

## Other Projects - Soft Foot Alliance Website

While the basic income project is on hold, Nature Needs More felt that we could make an immediate, small contribution by helping a newly established charity, **The Soft Foot Alliance (SFA)**, which is based in a community bordering Hwange National Park in Zimbabwe, and help promote its innovative and exciting work. We did this by creating a new website for the organisation: <https://softfootalliance.org/> and we are delighted to say that this has helped the organisation raise more funds to roll out its important projects.



What particularly impressed Nature Needs More about the SFA's work was that it was providing training for young men, in communities bordering key wildlife populations, in technical trades such as carpentry, plumbing (water harvesting) and industrial sewing.

To-date most conservation programs we have seen have provided opportunities for local people to work in anti-poaching, tourism and parks; however, these jobs can never provide the scale of employment needed to make a difference for all members of the community.

To get access to the training opportunities, these men must agree to participate in SFA's co-herd program: <https://softfootalliance.org/co-herd-ndawonye/> as described by SFA:

*"Herding, or lack thereof, is the single biggest reason why lions kill livestock around the Hwange national park's boundaries. Something like 90% of cattle killed by lions are grazing unattended and yet Africans have had a deep culture of attending livestock since time began.*

*Something changed, and we needed to understand why people stopped herding their cattle. The answer is a simple one, we were told by the young men, the traditional demographic given the task of herding that "herding is seen as a dead-end job and one without prospects. Our challenge then was clear, that by looking at the task from the Herder's perspective, how could we to turn herding into an opportunity?*

*The Co-Herd program has been designed to rebuild the status of herding in the community and with the young male demographic group. Only the young men who agree to join the team of local herders get access to training and an opportunity to be a part of the growing number of social enterprises the Soft Foot Alliance is developing in our local community."*

In addition, this program has not only reduced stock loss and human-wildlife conflict, with the rainwater capture it has also provided an alternative to bore holes (the water table has dropped significantly over the years and where once a water boring needed to dig 60 meters down to find water, now it may need to bore 90 meters). Similarly, it is aiding the resurgence of permaculture techniques in the community and improving crop yields.

Nature Needs More has been delighted to support SFA in this small way and we encourage people to visit the SFA website: <https://softfootalliance.org/> to read more about their projects.

## **Mechanisms of Legal Trade - CITES Permit and Trade Monitoring Issues**

Research into the effectiveness of the CITES permit and trade monitoring system began in 2017. It wasn't difficult to find information highlighting the CITES trade and permit system is not fit for purpose. The system is full of significant loopholes that make it very easy to launder illegal items into the legal marketplace. It is also not linked to customs systems, has no traceability, no transparency and information submitted to the CITES trade database is of very poor quality, inconsistent and not provided in a timely manner. These discrepancies have been known to the global conservation sector for some time.

As a result of this research, NNM decided that finding ways to 'fix' the CITES trade and permit system should be one of our key areas of focus. Instead of suggesting piecemeal solutions, based on our analysis only a drastic overhaul of the system can fix its current flaws. As an example of something that can be done, an electronic permitting (e-permit) system which can link to customs



systems could be a first step to overcome some of the problems. Implementing such a system is up to the CITES signatory countries and in the nearly 10 years this system has been discussed at CITES, most countries have not spent any money to move to an electronic permitting approach.

From NNMs perspective it is impossible to create a tamper-proof, traceable, transparent, interoperable and real-time trade system without CITES raising the necessary funds. There is little evidence that the significant funds needed will come from the signatory governments (currently CITES core funding is just US\$6m pa), we see the only way to raise the required resources is via a levy on legal trade. With the legal trade under CITES worth approximately US\$320 billion pa, such a levy can be very low and still raise sufficient money to build and maintain a proper trade system.



1. Information on the US\$320 Billion of the legal trade can be found via:  
<https://publications.parliament.uk/pa/cm201213/cmselect/cmenvaud/140/140.pdf>
2. Information on the estimated scale of the illegal trade can be found via the 2017 World Customs Union Illegal Trade Report.  
<http://www.wcoomd.org/en/media/newsroom/2018/november/the-wco-releases-the-2017-illicit-trade-report.aspx>
3. Finally, the information on CITES core funding can be found via the link:  
<https://www.cites.org/eng/disc/fund.php>

In addition, over 35,000 species are the currently listed for trade restrictions, making enforcement practically impossible. Even in wealthy countries, such as Australia, customs officials only receive a few hours training specific to the trade in flora and fauna.

From Nature Needs More's early research, we believe it will be necessary to change the CITES articles to switch to a reverse listing approach, which was first suggested by Australia in 1981 when only 700 species (not 35,000+) were listed for trade restrictions. A reverse listing approach would

mean the default position is that a species cannot be traded and those who wish to trade would bear the burden of proof that the trade is ecologically and biologically sustainable.

Nature Needs More will focus on this work in the lead-up to CITES COP18 in May 2019.

## Other Projects - Domestic Trade Ban in Elephant Ivory and Rhino Horn

Nature Needs More has been delighted to support the work of For the Love of Wildlife Ltd (FLOW) as it pushes for a ban on the domestic trade in elephant ivory and rhino horn in Australia.

By 2017, For the Love of Wildlife had built a significant body of evidence to demonstrate illegal elephant ivory and rhino horn was being traded in the Australian marketplace. FLOW's research clearly demonstrated that Australia's borders are porous for illegal wildlife products, that the customs service is not focussed on the illegal wildlife trade and, while Australia has good laws on paper, that there was no evidence that prosecutions are occurring in line with the legislation, even though several hundred items had been confiscated at the border.

In August 2017, Nature Needs More facilitated a conservation lab to make a contribution to FLOW's work, inviting people with a broad range of experience and expertise together with the aim to develop a strategy to tackle the domestic trade in elephant ivory and rhino horn. This group included politicians, economists, businesspeople, policy experts, media experts and conservationists. With their insights and knowledge, an overall strategy was developed to drive an Australian domestic trade ban.

Donalea Patman OAM, Founder of For the Love of Wildlife Ltd has led the strategy, managing all the recommended components and timelines.



It is a great pleasure to support her work and dedication for making such a difference for wildlife (<http://www.fortheloveofwildlife.org.au/>).

Nature Needs More made a submission to the Parliamentary Joint Committee (PJC) on Law Enforcement enquiry into the domestic trade in rhino horn and ivory in June 2018 and attended the hearing conducted by the PJC. Our submission, which can be found here:

<https://natureneedsmore.org/wp-content/uploads/2019/03/NNM-Submission-to-PJC-Lynn-Johnson-Nature-Needs-More-Ltd-.pdf>

concluded that there are a number of interconnected factors that lead the organisation to support a total domestic trade ban of elephant ivory and rhino horn; these concerns include but are not limited to:

1. The significant and growing evidence that the CITES permit and trade system is not fit for purpose and requires a massive investment overhaul and renew globally.
2. No evidence that the Australian Federal Government is currently willing to make the necessary investment needed for customs monitoring and testing of confiscated items to

support fines and prosecutions. This brings in to question the usefulness of the CITES signatory process.

3. The retailers and auction houses who want to maintain this trade, and who are the only industry that benefits from it, do not want to pay the ‘true’ costs of conducting their business. (<https://natureneedsmore.org/a-message-to-the-australian-antiques-industry/>)
4. The fact that local institutions are enabling money laundering. At the time of the JPC the Royal Commission into Misconduct in the Banking, Superannuation and Financial Services Industry was underway, and the Commonwealth Bank of Australia had received a huge fine after it had been found to contravening the Anti-Money Laundering and CounterTerrorism Financing Act 2006 on 53,750 occasions.

The PJC then reported back on its findings in September 2018 and recommended a complete ban on the domestic trade in rhino horn and ivory, with some minor exemptions for museum pieces and musical instruments. However, by the date of publishing of this annual report a domestic trade ban had still not been enacted in Australia.

## Fundraising

In coming years there will be a need to scale up and roll out more demand reduction campaigns. Further, in moving to incorporation, Nature Needs More must investigate how to develop a fundraising pipeline to support the organisation’s projects tackling the wildlife trade supply/demand chain. Given Nature Needs More is run by volunteer directors who make the commitment to the organisation in their personal time, this activity could not be too onerous.

As novice fundraisers the starting point was investigating who already donates to wildlife conservation and where donations go. Culturally the USA has a strong tradition of private individuals making donations. Information from Charity Navigator (<https://www.charitynavigator.org/>) indicates that non-government donations to the ‘Environment & Animals’ have been steady over a number of years at about 3% of donations. This 3% covers 960 organisations, of which 99 are classified as Wildlife Conservation. So even if we assume an equal distribution across all these organisations, this means that only 0.3% of all non-government donations in the US goes to wildlife conservation. Whilst this is in no way a precise estimate, it was sufficient to predict the difficulty in raising significant funds.

The scale of the effort required was compounded when reading a paper that stated that conservation is underfunded by \$300billion to \$400billion dollars per annum ([https://globalcanopy.org/sites/default/files/documents/resources/LittleBiodiversityFinanceBook\\_3rd%20edition.pdf](https://globalcanopy.org/sites/default/files/documents/resources/LittleBiodiversityFinanceBook_3rd%20edition.pdf)). Whilst this included government donors, as well as private commitments, we must accept that the natural world cannot be protected and rehabilitated with 0.3% of non-government donations per year.





Where Nature Needs More has taken heart is that we have lost count of the number of people we discussed the crisis facing the natural world with, who said “I used to donate to this organisation or that organisation, but I haven’t for years because I don’t believe in them anymore. But I am giving to your [BTB] demand reduction campaign because it is the first thing I have seen, in a long time, that I believe can make a real difference”. There is a large cohort of people who are looking for something they believe in to re-engage with conservation.

While a small number of dedicated donors are the backbone of any organisation, Nature Needs More wants to build a diverse pipeline of funding in the coming years to ensure that specific donor relationships aren’t overstretched. In designing fundraising opportunities, Nature Needs More will explore how to:

1. Re-engage the people who have stopped giving to conservation, and
2. Access new groups of donors, who haven’t, as yet, contributed to the natural world.

As a result of this research, in the first instance the primary fundraising activities are:

1. Maintain and build on current committed donor base
2. Create engaging online crowdfunding initiatives that become annual events
3. Develop a legacy/bequest pack to launch in the next 12-18 months

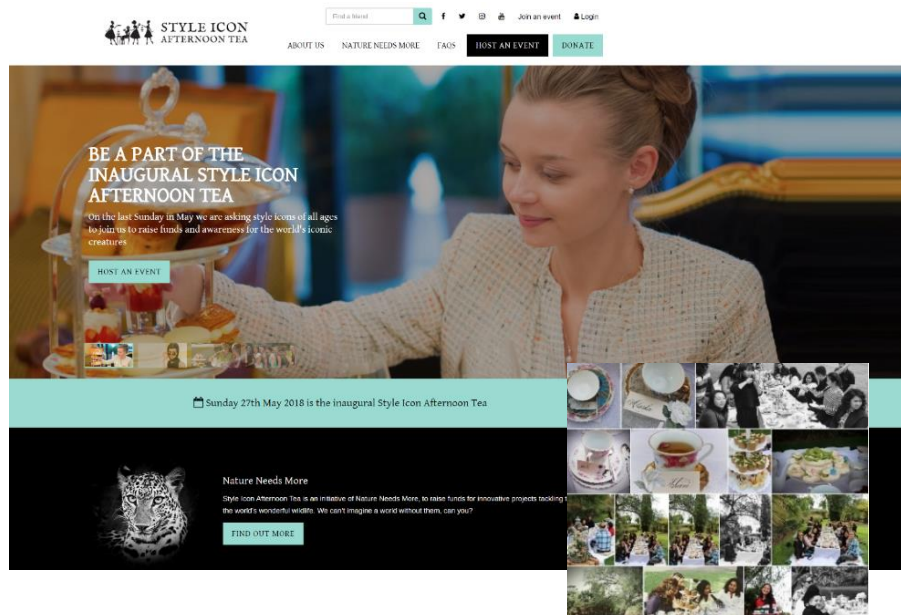
### **Annual Online Crowdfunding Initiatives**

Modelled on successful online fundraising events, such as the Distinguished Gentlemen’s Ride and Do It For Cancer, Nature Needs More launched three major online fundraising initiatives:

1. The Style Icon Afternoon Tea – a global tea party for wildlife
2. World Games For Wildlife, and
3. The Global First 5000 – a membership scheme for the Basic Income trial

By the time of this report, two are up and running and the third has been launched.

## 1. The Style Icon Afternoon Tea, launched May 2018



The Style Icon Afternoon Tea (SIAT) event involves individuals or teams hosting a public or private tea party and raising money for Nature Needs More.

For the May 2018 launch event, we were able to get 30 hosts in 11 countries (over 5 continents) and 17 cities and towns to participate. The event

raised \$19,000 from over 250 donors.

We provided fundraisers with a broad range of resources and they could use as much or as little as they wanted, these included:



**The 2018 Inaugural Global Tea Party For Wildlife**  
Style isn't what you wear or how you look, it is defined by how you think, the decisions you make and the actions you take, or at least it should be!



The Style Icon Afternoon Tea provided a proof of concept for using online events and the Funraisin.co platform for fundraising purposes, so we are planning to turn this into an annual event and increase its scale to raise \$50,000 in 2019.

## 2. World Games For Wildlife, website launched for event to run in November 2018



With the roll-out of the SIAT, Nature Needs More was approached by people who said they would support a similar event that had a sporty theme. As a result we created the World Games for Wildlife, which will launch in November 2018.

With this event, NNM is saying whatever your sport, soccer, rugby, golf, tennis, table tennis, cricket, chess, Aussie rules, baseball etc., get together with family,

friends, colleagues and teammates and be a part of a global event to help wildlife.

The aim is to grow this event over the coming years as a way to raise funds and get people active in their support of wildlife.

### **3. Global First 5000**

#### Global First 5000 – Memberships



Global First 5000 is a membership scheme designed for raising funds for the Basic Income trial in Zimbabwe. It is targeted at people around the world who would like to take part in an innovative trial to provide an alternative to the sustainable-use model and to demonstrate that there is an alternative approach to the over generalised, overvalued suitable use model.

We have not advertised this scheme as the basic income trial is currently on hold.

### **Demand Reduction Campaign Donors**

In addition to these three online (crowd)fundraising initiatives Nature Needs More's has worked towards building a funding mix from conservation organisations (including Taronga Zoological Society), private foundations (including SAVE African Rhino Foundation, Oak Foundation and Tanglewood Foundation), family and global business (including Hudson's Coffee, Premcar, Connected Analytics) and very committed group of private, individual donors.

Nature Needs More is very grateful to these and our many donors who have enabled the continuation of our rhino horn demand reduction campaign in Viet Nam. With their ongoing support over \$100,000 has been committed to our next campaign due to be launched in late 2018 and our campaigns running in 2019.

### **Financial Report**

Nature Needs More's financial report can be viewed via the ACNC website.

### **Plans for The Financial Year 2018 -2019**

Over the coming year Nature Needs More will build on key work in the areas of:

1. Demand Reduction, continuing our focus on rhino horn demand reduction campaigns in Viet Nam.
2. Reducing the desire for legal and illegal luxury wildlife products through redirecting desire and continuing our Magnificence research.



3. Developing access to influencers from the luxury retail and sustainable fashion area, with the aim that a growing number will support a change in the perception of wildlife products and help drive down the desire and demand for such products.
4. Our work on the CITES permit and trade monitoring issues in the legal trade system that enable the massive illegal trade. We will continue to research systemic fixes such as the ‘reverse listing’ approach and a trade levy. We are planning to attend CITES CoP18 in Sri Lanka as part of this work.
5. Continuing to evolve our online crowdfunding initiatives as such the Style Icon Afternoon Tea and the World Games For Wildlife.
6. Continuing our collaboration with For the Love of Wildlife and the SAVE African Rhino Foundation, especially on the domestic trade ban and the CITES related work.

## Acknowledgements

This work could not have been achieved without the support of a number of individuals and organisations. While this list is by no means exhaustive, given the people who have helped over the last few years, Nature Needs More would like to acknowledge the following:

1. Nicholas Duncan, Co-Founder and President of the Save African Rhino Foundation (SARF) for not only donating to BTB, but also opening doors for and encouraging our research. These thanks are extended to Mike & Eva Palmer and the SARF committee and sub-committee.
4. Nature Needs More Ltd’s Co-Directors Peter Lanius and David McPherson, whose work on research, projects and the administration of the evolving organisation is wonderful, and I can’t thank them enough for their efforts.
2. An Tran and Tuyen Hoang and all the members of the Vietnamese community for your ongoing insights, advice and in education of BTB. For your willingness to listen to BTB’s ideas and help us evolve our thinking & understanding of the best approach to tackle the demand for rhino horn in Viet Nam.
3. Peter Eastwood, of the Tanglewood Foundation in New Zealand for their continued support of our campaigns, research and broader projects.
4. To our amazing donors and supporters: <http://breakingthebrand.org/supporters/>
5. Nigel Dawson and Randal Glennon of Three Wise Men (<http://www.three-wise-men.com.au/who-weare>) who have been committed to this campaign from as early as April 2013 when they were first approached. In addition, Peter Becker of ThompsonBecker for his ongoing commitment to the campaign.
6. Dr Catherine Kovesi, School of Historical and Philosophical Studies, Faculty of Arts, University of Melbourne, for all her knowledge and commitment in helping to create projects to build awareness in the luxury and fashion industry regarding their impact on the natural world and specifically that they are not factoring in wildlife to their evolving sustainable retail strategy.
7. To Allan Kaufman and the team at Leba Ethnic Media (<http://www.leba.com.au/>) and to everyone involved in the campaign at TKL Media in Viet Nam.

8. Donalea Patman OAM, Founder of For the Love of Wildlife (FLOW), for all her fantastic work driving the no domestic trade strategy and project in Australia. It has been a pleasure to support her efforts and we look forward to collaborating with FLOW on a growing number of projects.
9. BTBs volunteers, with a special thanks to James Dunton (USA) and Caroline Bertin (UK).
10. Everyone who has been willing to be interviewed for Nature Needs More Reinventing Magnificence: Status from Contribution research. Your openness in interviews has provided a new and exciting direction to the way we can help the natural world.

This list is by no means comprehensive. Thank you all from Breaking The Brand & Nature Needs More

In finishing, we wish Nayana well in his recovery.