



## **WILDLIFE IN CSR:**

**How to strengthen your brand integrity, avoid reputational risk and strengthen your appeal to partners and customers**

As a successful business leader in Viet Nam, you have great influence over your staff and the wider business community: when you speak, people listen. Your business policies can help influence policies nation-wide.

Your position makes you a role model for your employees, as well as for peers, friends and family. You have earned their respect in part because of your pioneering attitude. You are successful because you are creative, innovative and receptive to new concepts, ideas and practices.

TRAFFIC, the wildlife trade monitoring network, would like to work with you to develop a new and innovative Corporate Social Responsibility (CSR) plan to protect the world's wildlife.

Corporate Social Responsibility is a business management concept whereby companies integrate social and environmental concerns into their business operations. CSR is generally understood as being the way whereby a company improves its business practices whilst also meeting the expectations of shareholders and stakeholders through a focus on economic, environmental and social imperatives.

In this guide, we will show you how to take advantage of increasing consumer interest in social and environmental issues by showing leadership in your attitude towards the consumption of illegal wildlife products. By pledging to protect the world's wildlife, you give your company an opportunity to enhance its reputation; attract more customers, partners and investors; prepare to enter a global market; and reduce reputational and legal risks. You can play a critical role in the protection of endangered species.



# INTERNAL COMPLIANCE

**Incorporate your company's stance on illegal wildlife trade into your Code of Conduct, HR policy and CSR policy.**

*Model company: Buffalo Tours  
Responsible Travel Policy*

What we endeavor to do:

- a. Only contract hotels that have a policy of not supporting sex tourism
- b. Encourage our guests to shop responsibly and support organisations that promote equal opportunity employment especially for the disabled
- c. Support projects that actively promote the conservation of endangered wildlife and natural environment**
- d. Encourage our guests to make charitable donations to organizations that can distribute equitably throughout the community and to places of real need

**TRAFFIC can help prepare a clause to integrate into your company's credentials/ corporate profile/ Code of Conduct/ CSR policy.**

[Your company] is committed to wildlife protection by: (i) not engaging in illegal trade or consumption of endangered wildlife species; (ii) adopting a zero tolerance policy towards illegal trade and the consequences for anyone in the company found to be buying or consuming illegal wildlife products especially rhino horn; (iii) encouraging all business partners and clients to share in our mission.

**Share your zero tolerance policy and list consequences for consuming endangered species products, especially rhino horn, on office notice boards and information networks.**

**Hold events or prepare small, in-office exhibits for employees to educate them about illegal wildlife trade and related company policy.**

**Prepare a pledge that staff can sign, stating they will not harm the business' reputation by consuming illegal wildlife products, especially rhino horn.**

*Declaration of Support*

As a responsible employee of [your company], I am committed to doing what is good for my business and for wildlife by declaring my full compliance with the company's zero-tolerance policies regarding the consumption of endangered species products.

I pledge to fully support, in my professional and personal life, my company's efforts to protect the world's wildlife against poaching, illegal trade and consumption. I will not harm my company's reputation by engaging in activities that threaten endangered species.

By signing this declaration, I show my support for the conservation of wildlife, especially rhino, and commit that:

1. I will not consume, purchase, trade, or condone the consumption, purchase or trade of endangered species products, especially rhino horn;
2. I will encourage colleagues and business partners to share my commitment to protect endangered species by sharing the message that consuming endangered species products, especially rhino horn, is unacceptable.

I understand that by adopting this initiative, I am working to enhance the reputation of my business and the wider business community in doing its part to reduce the demand for rhino horn. In so doing, I hope to assist in ending to the killing of the world's rhinos.

# PARTNER COMPLIANCE

**TRAFFIC can help draft a Code of Conduct for business partners and modify it to fit your needs.**

[Your company] is fully committed to wildlife protection in its business activities and does not cooperate with any supplier or business partner who is involved in illegal trade or consumption of endangered wildlife species.

**Incorporate a clause in your company's Code of Conduct about only partnering with entities who are not involved in the illegal trade or consumption of wildlife products, especially rhino horn.**

*Model company: Pick n Pay, a major supermarket chain in South Africa  
Code of Conduct for business partners*

“Steps must be taken to minimize any negative impact on the environment which may result from the processes and operations of the business. Business partners must comply with all local laws regarding environmental standards...Cruel treatment of animals is not permitted.”

# PUBLIC STATEMENT

**Incorporate a message into your company's credentials/corporate profile, stating your views and policies on the use of illegal wildlife products.**

*Model company: FPT  
Statement*

“Leaders and all FPT staff are committed to not using wildlife products. With our advantage in technology, FPT will disseminate this message to the large community and society.”

– Mrs Truong Thanh Thanh, Deputy Chair of FPT

**TRAFFIC can draft a statement for your company and help you modify it for different channels.**

[Your company] is fully committed to integrating wildlife protection into our business activities. We are dedicated to creating a sustainable planet where all species, especially those threatened with extinction, can thrive. We commit to a zero tolerance policy towards illegal wildlife trade and support the enforcement of consequences for anyone found to be consuming illegal wildlife products, especially rhino horn.

**Share your company's commitment to protecting endangered wildlife through articles in industry or popular publications, or through talks and presentations at industry or public events.**

# JOINT CAMPAIGN

Develop a joint campaign with TRAFFIC, which may take the form of a public communications campaign, a public relations (PR) campaign, or an internal informational campaign. Our cooperation can range from one-time actions to long-term efforts, and could include any of the following:

- Using an e-signature with a message about endangered species and/or rhino horn in all professional correspondence;
- Uploading a website banner with a message about protecting endangered wildlife through CSR on your company website;
- Including a message or image from TRAFFIC's Chi Campaign in corporate communication materials;
- Hosting an event to spread information about protecting endangered species and/or wildlife in CSR.

There are many other possibilities for collaboration, and TRAFFIC is able to support developing and implementing efforts that will best suit your company.

## *"I am not a souvenir" with Buffalo Tours*

TRAFFIC developed bags and stickers for Buffalo Tours' clients with the message that endangered wildlife products are not souvenirs. TRAFFIC provided a training presentation for the company's guides.



## *"I am not medicine" with Elite Fitness & Spa*

"I am not medicine" stickers and bookmarks, developed jointly with Elite Fitness & Spa, were distributed at various TRAFFIC events and at the front desk of Elite gyms. The gyms also featured informational standees at their entrances to educate patrons about rhino horn.

## *"Rhino horn is not a miracle medicine" with Parkway Cancer Centre*

TRAFFIC developed stickers in English and Vietnamese for Parkway Cancer Centre to use in their informational brochures. The stickers inform patients that there is no proof that rhino horn can treat cancer, and urges them not to leave their treatment up to chance.



## *"Be More Than Beautiful" with The Body Shop, at the Congress of the Viet Nam Association for Women Entrepreneurs (VAWE)*

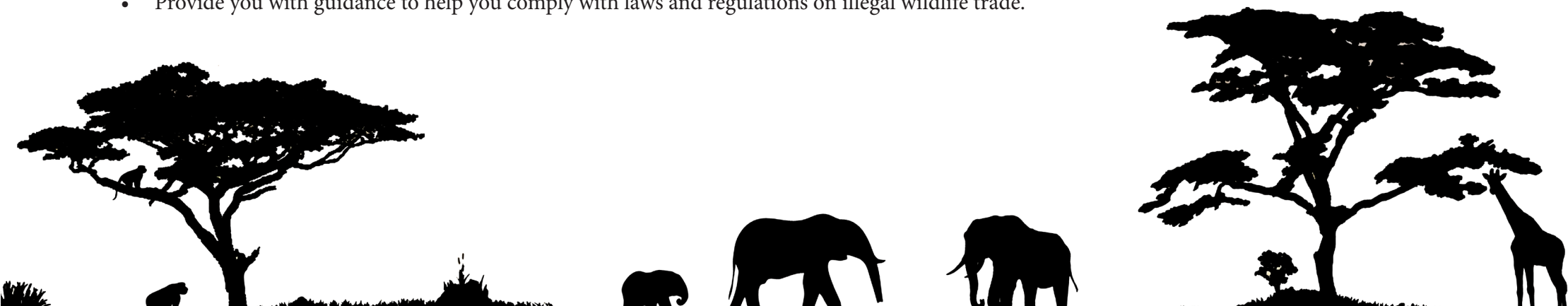
The Body Shop incorporated wildlife protection into their "Be More Than Beautiful" campaign by lending the slogan to TRAFFIC's message about CSR at the VAWE Congress. The congress, which was funded by a grant from The Body Shop, featured presentations by TRAFFIC about how to incorporate wildlife into CSR.





If you would like support in implementing any of the examples provided in this guide, or if you would like to discuss other opportunities to protect wildlife trade, please contact TRAFFIC. We would be happy to help you:

- Develop or strengthen your company's CSR strategy to include actions demonstrating your corporate commitment to tackling illegal wildlife trade;
- Raise awareness among and encourage action by your staff to address the illegal wildlife trade crisis, especially the poaching of rhinos;
- Strengthen your reputation as a pioneering and socially responsible business;
- Provide you with guidance to help you comply with laws and regulations on illegal wildlife trade.



*For more about Chi and CSR:*  
[suctaichi.com](http://suctaichi.com)



TRAFFIC, the wildlife trade monitoring network, is the leading non-governmental organization working globally on trade in wild animals and plants in the context of both biodiversity conservation and sustainable development.

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