



## *The* BUENOS AIRES DECLARATION



### *The WTTC Travel & Tourism Declaration on Illegal Trade in Wildlife*

The scale of wildlife crime has drastically increased in recent years. The UN World Wildlife Crime Report shows that over 7,000 species of animals and plants from across all regions are impacted, and this illegal trade is estimated to be worth up to \$20 billion annually.

Flora and fauna are often key drivers of Travel & Tourism activity and as such it is in the interest of the sector to support initiatives to combat the illegal trade in them. While there are many initiatives taking place at ground level, until now there has been no co-ordinated, high profile engagement from the Travel & Tourism sector as a whole.

Following a call to action by John Scanlon, Secretary General of the Convention on Illegal Trade in Endangered Species (CITES) at the 2017 WTTC Global Summit, WTTC has developed a Declaration for the Travel & Tourism sector worldwide to demonstrate co-ordinated commitment and action to combat the illegal trade in wildlife.

The Declaration was launched at the 2018 WTTC Global Summit in Buenos Aires, Argentina, on 19 April 2018.

#### *What is the declaration?*

The Declaration contains 12 actions which the Travel & Tourism sector can take to combat the illegal wildlife trade, grouped into 4 areas:

1. Expression and demonstration of agreement to tackle the illegal wildlife trade
2. Promotion of responsible wildlife-based tourism
3. Awareness raising among customers, staff and trade networks
4. Engaging with communities and investing locally

#### *Who can sign?*

WTTC Members and other Travel & Tourism related entities with an interest in and commitment to this issue – industry organisations, companies, tourist boards and NGOs – are all invited to sign the Declaration.



## *What is the commitment?*

Upon signing, a company/organisation will be asked to assign a named colleague to sit on a Working Group. The Working Group will meet virtually four times a year with the purpose of 1) updating others on key activities being undertaken in each of the four areas covered by the Declaration, and 2) identifying any opportunities for collective action which WTTC and the Group may take forward.

## *What is the plan of action?*

### 2018

Launch Buenos Aires Declaration

Consumer Campaign

Expansion of Declaration to 100 signatories

### 2019

Industry Guidance

Research into Economic Impact of Wildlife Tourism

Announce winner of Tourism for Tomorrow Changemaker Award for IWT initiatives

Industry Best Practice Portal

### 2020

Employee training module

## *Participation in High Level Meeting in London, 11-12 October 2018*

Signatories to the Declaration are invited to join the London Conference on the Illegal Wildlife Trade, hosted by the UK Foreign and Environment Ministries, and patronised by the Royal Family, to advise on what progress has been made and how government entities can best engage with the Travel & Tourism private sector to address this global challenge.

The conference will recognise the illegal wildlife trade as a security issue, affecting people as well as animals, and will focus on three themes:

1. Tackling the illegal wildlife trade as a serious organised crime: strengthening end-to-end law enforcement and addressing associated corruption;
2. Building coalitions: engaging the private sector, NGOs and academia; harnessing technology and innovation; and
3. Closing markets for illegally traded wildlife.

Tourism has been identified as one of four industry sectors to be showcased at the event.