

2008



National Campaign against Illegal Wild Bird Trade in Bolivia: *Extinction is Forever*



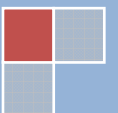
Final Report

This document summarizes the activities and achievements of this national campaign



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Introduction

The illegal trade of wild birds in Bolivia continues to be one of the most serious threats to many species that are particularly vulnerable to overexploitation. Some of these species, such as Blue-throated Macaw (*Ara glaucogularis*), Red-fronted Macaw (*Ara rubrogenys*) and Hyacinth Macaw (*Anodorhynchus hyacinthinus*), are clear examples of how this activity - along with habitat destruction - has decimated populations to the point where the species are now Endangered or Extinct.

In response to this threat, in November 2008 Asociación Armonía (BirdLife partner in Bolivia) launched a national campaign against the illegal trade of wild birds in Bolivia. The goal of the campaign "Extinction is Forever" is to promote the conservation of wild bird species at the national level, in particular by generating attitude changes to the illegal trade of wild birds.

Actions Developed

Our target audience included:

- **News Media**
- **Educational Institutions** (universities, schools, students)
- **Government and politicians** (Ministries, Vice Ministries, Prefectures, Deputies and Bar Association of La Paz)
- **General Public** (departments of La Paz, Santa Cruz, Cochabamba, Chuquisaca, Beni).

We developed educational presentations in five major cities - Santa Cruz de la Sierra, Cochabamba, La Paz, Sucre, and Trinidad - covering five Bolivian departments. These had the support of government agencies and environmental NGOs that participated in the campaign. This created a forum for government institutions, media, educational institutions, academics and representatives of environmental organizations at the national level to come together to discuss the problem of illegal wild bird trade.

An itinerant exhibition in the cities of Santa Cruz de la Sierra, Cochabamba, La Paz, Sucre, and Trinidad displayed 20 panels with photographs and explanatory text on illegal wild bird trade. The exhibition was placed in strategic areas for attracting a large number of people in major cities. The response to the exhibition by the general public was very positive. We estimate that 2,690 people visited the exhibition, which reached people of all ages, including families with children and people who have shown interest in making contacts with the organizers of the campaign. The exhibition has been requested by educational institutions, state and environmental organizations to further raise awareness during 2009.



A media campaign received great national support, with articles highlighting the problem of illegal wild bird trade run by 33 departmental and national news media outlets, with special emphasis on two Critically Endangered Bolivian endemic species, the Blue-throated Macaw and the Red-fronted Macaw. We conducted 28 press interviews, resulting in 238 radio and television broadcasts, and 21 national and local newspaper and internet articles. It is estimated that approximately 2,800,000 people (thirty-three percent of the population) heard, saw or read the campaign's message "Extinction is Forever".



Distribution of promotional materials included 1,800 posters, 260 stickers, 113 t-shirts, and 650 pamphlets containing photographs and explanatory text on illegal wild bird trade in the markets of Santa Cruz de la Sierra.

Achievements

Management and Institutional Policies

- Asociación Armonía has been asked to give technical advice on a bill proposing the Blue-throated Macaw as a symbol of National Heritage.
- The Bar Association of La Paz has expressed their desire to work within the legal community to foster better protection for species threatened by illegal trafficking.
- The creation of a draft agreement between Asociación Armonía and the University of San Francisco Xavier in Sucre for dissemination and support of the Red-fronted Macaw Conservation Program.
- The Vice-Ministry of Tourism wishes to broadcast parts of the Campaign.
- An invitation by Bolivia's environmental agency to work with Asociación Armonía together on the problem of wild bird trafficking.
- Support from the press offices of the prefectures in the departments of Santa Cruz, Chuquisaca, Cochabamba and Beni to help support and disseminate information from the Campaign

Continuation and Future Plans

- **Legislation:** Reconcile technical support issues on the bill to declare the Red-fronted Macaw a National Heritage; work with the Bar Association of La Paz, through its environment committee to support proposed law amendments regarding illegal wild bird trade.
- **Media Management:** Continue to promote the conservation of birds through the 33 news media organizations supporting the campaign.
- **Itinerant Exhibition:** Define an agenda for the 2009 tour of educational institutions (colleges, universities, museums) and municipalities in the Red-fronted Macaw and Blue-throated Macaw conservation regions; Potosí has requested the exhibition.
- **Promoting the Message of the Campaign:** Continue the production and dissemination of promotional materials for the Vice-Ministry of Tourism, which has supported the distribution of materials to airports, libraries, zoos, and others.
- **Disseminate Research Findings** on illegal wild bird trade in the markets of Santa Cruz and other cities by way of talks and lectures at universities, environmental organizations and public events.
- **Develop Educational Materials:** Guidelines for teachers and didactic materials for schools on the topic of illegal wild bird trade.
- **Fund Raising:** Raise funds to continue the campaign in the five departments and also take it to the other three Bolivian departments.