**RHINO RAID**

**LOCALISED INFO GRAPHICS FOR NETWORK OFFICES**

**COPY FOR TRANSLATION**

**NB;**

**Please refer to** [**http://www.flintsky.com/info/rhino/**](http://www.flintsky.com/info/rhino/) **to see the text in the English version of the info graphics. Please aim to keep the translation within the English word count . Also please keep the English text in brackets next to your translation so we can place it correctly.**

**Thank you!**

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**More on Rhinos & WWF**

**Click the panda to find out what else WWF is doing in your country**

**2.**

**(page headline)**

Here’s the big picture

Scroll down to find out more…

**(Info graphic 1 text)**

Rhino Alert!

Fact!

Approximately…

25,000 rhinos live in Africa,

21,0000 live in South Africa.

19,000 white rhinos and 2,000 black rhinos.

White rhino has a square lip

Black rhino has a pointed lip

Hundreds of thousands of rhinos once roamed across Africa. Today…

Crisis

Rhinos are in trouble!

Demand for rhino horn from South-East Asia is fuelling ruthless rhino poaching in South Africa.

South Africa

Asia

The deadly chain

End user

Traders

Smugglers

Middlemen/Buyers

Poachers

Demand is rising!

Number of rhinos killed in South Africa

That’s nearly 2 rhinos every day!

**3.**

International criminals exploit African communities who then risk their lives as rhino poachers.

Fact is…

Rhino horn cannot prevent cancer, cure hangovers or make you stronger.

Truth is

We need to get radical and take action, or criminals will win and South Africa will lose its rhinos!

Play now!

Save the rhinos!

Let’s get radical!

**(Info graphic 2 text) What’s WWF doing to save rhinos?**

WWF South Africa has a 5-point action plan to help grow rhino populations, stop rhino poaching and decrease demand for rhino horn.

1 Protect and grow rhino populations

WWF provides support for rhino rangers and vital equipment like radios, vehicles and motorbikes.

Our Black Rhino Range Expansion Project (BRREP) has created…

8 new populations & 40 new claves

and secured over 160,000 hectares for rhinos

2 Connect local communities

Peace & prosperity

WWF also works in connecting local communities who live close to rhinos, to share the benefits of protecting wildlife.

3 Support Law Enforcement

WWF provides support to agencies fighting to combat the illegal trafficking in rhino horn.

**4.**

4 Break the illegal trade chain

WWF campaigns internationally to reduce the demand for rhino horn.

5 Stop the demand

WWF drives international co-operation between governments to halt illicit trade in rhino horn.

We need to get radical and take action, or criminals will win and South Africa will lose its rhinos!

**(heading)**

Rhino Raid

Play now!

Save the rhinos!

Let’s get radical!

**(heading)**

What does WWF do to help rhinos?

In response to the dramatic increase in rhino poaching, on Rhino Day 2012 WWF-SA launched a National program to strengthen and support rhino conservation efforts in South Africa.

**(heading)**

The five key objectives:

1. Continuing to protect key rhino populations and create new, resilient populations in South Africa through our Black Rhino Range Expansion Project (BRREP).
2. Develop buffers in among communities who live amongst and around rhinos as the first critical line of defense.
3. Support and tighten pro-active law enforcement efforts to break illegal trade chains.
4. Improve co-operation between South Africa and countries demanding rhino horn.

**5.**

1. Understand the dynamics of the trade in rhino horn to better influence demand.

**(heading)**

Rhino conservation: How can you help?

1. Raise funds or donate money. Rhino conservation is expensive and demands a massive ongoing effort on the ground from the heroes who defend our rhinos.
2. Report anything suspicious to your local conservation authority or contact the Department of Environmental Affairs Rhino Hotline: 0800 205 005.
3. Visit game reserves. Share your love for rhinos with people who don’t yet understand their plight.

**(heading)**

Rhino Relocation

Black rhinos moved to new home by helicopter from WWF on Vimeo.

**(Vimeo)**

A group of 19 critically endangered black rhinos were recently relocated under WWF’s Black Rhino Range Expansion Project (BRREP). The project largely supported by the Mazda Wildlife Fund, is a partnership between WWF, Ezemvelo KZN Wildlife, and the Eastern Cape Parks & Tourism Board.

**(heading)**

WWF BRREP (Black Rhino Range Expansion Project):

The Black Rhino Range Expansion Project (BRREP) aims to increase numbers and growth rate of the critically endangered black rhino. It does this through facilitating partnerships between landowners with good black rhino habitat.

**6.**

Since the project began in 2003, eight new black rhino populations have been created in South Africa relocating more than 130 black rhino. To date, over 40 calves have been born on project sites. The sites have also benefitted many other species such as elephant, vultures, leopard tortoises and wild dog.

As well as creating new populations, the BRREP supports the security of black rhino source populations by providing equipment for anti-poaching work, financing veterinary and helicopter requirements, supporting rhino monitors on the ground and purchasing light aircraft and drones for aerial surveillance.

**(heading)**

WWF ARP (African Rhino Program)

The African Rhino Program (ARP) coordinates WWF’s investment in rhino conservation across Africa. It works closely with TRAFFIC (wildlife trade monitoring network), rhino expert groups and WWF’s various regional program and country offices. The ARP provides technical and leadership support to ensure overall coordination of rhino-related projects. Strategically, ARP raises the profile of rhinos globally and creates awareness for greater corporate and civil society responsibility towards rhino conservation presents increased funding streams and opportunities.

**ends.**