



World Wide Fund for Nature deploys new tool in the fight against rhino poaching

News release

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For Immediate Release

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Rhino poaching continues to escalate at unprecedented levels - with 668 rhino being killed in South Africa in 2012, representing an increase of 49% on the previous year. In the first three months of 2013, South Africa lost 203 rhinos to poaching – more than two rhinos per day. Conservationists and their agencies are now being challenged to find new ways of dealing with the scourge.

WWF South Africa (WWF-SA) recently announced a number of strategic initiatives to combat rhino poaching, including a focus on addressing the increased demand for horn in South-East Asia and in particular, Viet Nam.

Deploying the global phenomena of mobile gaming, the organisation aims to shift perceptions about the use of rhino horn via an interactive and engaging mobile game, "WWF Rhino Raid".

WWF-SA, in partnership with Flint Sky Interactive, is poised to launch "WWF Rhino Raid" developed entirely in Cape Town. "We are proud to be developing a unique homegrown solution to address a very serious South African problem," says Flint Sky director, Athol Moul.

Dr Morné du Plessis, CEO of WWF-SA, believes the game represents a novel approach to the challenge of effective communication around rhino issues: "The objective is not just to have fun playing the game, but to begin a process of debunking the myths around the use of rhino horn. "

"It is becoming increasingly recognised that games can positively influence behavior change; accordingly, the game will be localised into Asian languages in target countries"; comments Dr Andrew Baxter, Head of Business Development at WWF. "Rhino Raid is set to be both an entertaining game and a source of informative facts. A daring rhino character called Rad takes up the fight against poachers in gameplay that takes Rad on an epic journey, as he chases down the poachers in an attempt to save his species."

ENDS

CONTINUES...

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About WWF

WWF is one of the world's largest and most respected independent conservation organisations, with almost 5 million supporters and a global network active in over 100 countries. WWF's mission is to stop the degradation of the earth's natural environment and to build a future in which humans live in harmony with nature, by conserving the world's biological diversity, ensuring that the use of renewable natural resources is sustainable, and promoting the reduction of pollution and wasteful consumption.

WWF South Africa

WWF South Africa is a national office that is part of the WWF network. We are a local NGO that for more than 40 years has worked towards the aim of inspiring all South Africans to live in harmony with nature, for the benefit of our country and the well-being of all our people.

WWF stands for the World Wide Fund for Nature

See www.wwf.org.za for more information

Follow WWF on twitter <http://twitter.com/WWFSouthAfrica>

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About Flint Sky Interactive

Flint Sky interactive is a small, dedicated team of Information Designers, based in Cape Town South Africa.

Partners Athol Moulton and Di Botha have pooled their skills and experience in the communication, design and advertising industries to focus on innovative projects that can change the way the world thinks about and responds to environmental and sustainability issues.

For more information and interviews:

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