



the Jane Goodall Institute | Global

## The Jane Goodall Institute Launches ForeverWild Campaign

*International NGO founded by Dr. Jane Goodall raises awareness to protect species from trafficking*

### Media Release – For immediate release

**(London UK) October 9, 2018** –With the imminent publication of *Horizon Scan*, a ground-breaking report that, for the first time, identifies and prioritizes the most urgent issues fueling wildlife trafficking, and as delegates gather for the Illegal Wildlife Trade Conference in London, UK, the Jane Goodall Institute (JGI) announces the launch of the ForeverWild campaign to help end trafficking of endangered species, many on the brink of extinction.

Says Dr. Jane Goodall, world-renowned primatologist and ethologist, “Without a concerted global effort to stop trafficking, primates and other wildlife will be gone for good. My hope is that we can work together and end one of the most dangerous threats to the survival of chimpanzees, elephants, rhinos, and many other animals for whom, like us, this planet is their only home.”

JGI’s Zara Bending, a legal expert in wildlife trafficking, is a contributor to both *Horizon Scan* and JGI Australia’s campaign to end the domestic trade in ivory and rhino horn. “Wildlife trafficking is a global problem that demands a global response,” says Bending. “There are actions everyone can take to turn the tide and put an end to the illegal wildlife trade. It starts with becoming informed and advocating for better law enforcement while eliminating demand for trafficked animals and animal parts.”

According to the most up-to-date analysis, as reported in *Horizon Scan*, emerging issues to watch closely range from rapid growth in urbanization in many African countries to increasingly active trading in endangered species through online platforms.

The ongoing migration of rural populations to urban centers has caused demand for bushmeat (wild animals including endangered chimpanzees sold as meat) to spike. At the same time, monitoring the global online sales of exotic pets and animal parts poses new challenges which must be addressed.

JGI is pushing back against wildlife crime on several fronts. JGI has contributed to the development of new facial recognition software to counter online marketing of great apes. JGI also operates one of Africa’s largest chimpanzee sanctuaries where 138 rescued chimpanzees are protected and cared for under conditions that most closely mimic a natural life in the wild.

Providing sanctuary for chimpanzees that have been victims of trafficking is pivotal to ending the practice. Enforcement agencies can only be effective if there is a safe place to bring confiscated animals. Simultaneously, JGI is actively collaborating with local communities to educate people on how and why to protect great apes from the threat of illegal trade.

Through the ForeverWild (#4EverWild) campaign, the Jane Goodall Institute aims to raise awareness of the urgency with which we must end wildlife crime. In addition to JGI’s multiple approaches to stopping trafficking of chimpanzees, local JGI chapters around the world are engaged in efforts to save region-

specific wildlife by reducing demand for exotic pets and animal parts, changing government policies, and public engagement activities.

Says Patrick van Veen, Chair of JGI Global, “The Jane Goodall Institute is in a unique position in that we can use our world-wide network to fight illegal trade of great apes and other wildlife in many places and in many ways whether it’s reducing demand or supporting sustainable alternatives for income generation. If we come together we can still secure a future where wild animals can live safely in the wild.”

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**For more information about the ForeverWild campaign and the Jane Goodall Institute contact:**

Emily Butterworth: [Erika.Helms@janegoodall.global](mailto:Erika.Helms@janegoodall.global); +44 07410411586

Victoria Foote: [Victoria@janegoodall.ca](mailto:Victoria@janegoodall.ca); +1 647 290.9384

**About the Jane Goodall Institute:**

The mission of the Jane Goodall Institute is to understand and protect chimpanzees, other great apes and their habitats, and to work towards creating an informed and compassionate multitude who will help create a better world for people, other animals and our shared environment.