

Increasing Demand for Live Wild Tigers in the Wild

Their survival depends on it!



Hua Hin pledge

“Focused outreach to target audiences to reduce demand for tiger parts and enhance demand for live tigers living in the wild”

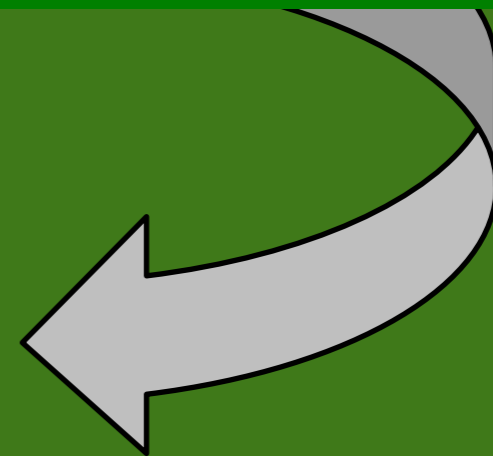


Two type of demand for dead tigers

1. Consumptive
2. Non-consumptive



Supply-chain intervention points



Best entry points

The demand sandwich!

Before killing



Before consuming

Interventions that work

1. Laws
2. Law enforcement
3. Campaigns to change folkways
 - Shame-base or pride-based
4. Economic incentives
 - Penalties or compensation



Examples that worked



Making tigers wanted alive & wild

1. Resources, both monetary & professional

2. Experts

- Intel-led law enforcement
- Rural livelihoods
- Marketing & campaigning
- Opinion polling

3. Sustained effort

This is *not* a one-off endeavor!



Nothing in this world can take the
place of persistence.

Calvin Coolidge

