

**Saving the Tiger:
Reducing Use of Tiger-based Products in China**

Project # 97-082-043

October 31, 1997 to October 30, 1998

FINAL REPORT

to the
National Fish and Wildlife Foundation

from the
Wildlife Conservation Society

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PROJECT TITLE: Saving the Tiger: Reducing Use of Tiger-based Products in China

PROJECT # : 97-082-043

GRANT PERIOD: October 31, 1997 to October 30 1998

REPORT PERIOD: June 1, 1998 to October 30, 1998 (Report 3 of 3)

Goals: 1) To raise public awareness and influence patterns of use of tiger-based products among Asian populations as a way to reduce pressures on tigers in the wild, and 2) to strengthen existing collaborations between the Wildlife Conservation Society (WCS) and various levels of the government and scientific institutions in China to promote public conservation education.

Progress: This is the third and final report under the first National Fish and Wildlife grant for the consumer-oriented program conducted by Dr. Endi Zhang, Director of the WCS Asia Conservation Communication Program (ACCP). The project is divided into five sections.

1) Changing attitudes and practices of students of Traditional Chinese Medicine (TCM)

Efforts were made continuously to educate students and practitioners of TCM. During this report period, arrangements were made for the third workshop on *TCM and Endangered Wildlife Conservation* which was held on November 25 in Haikou. About 100 TCM professionals nationwide attended. Dr. Endi Zhang gave a presentation on the conservation of wild tigers and other endangered animals used in TCM. He and TCM Coordinator Hanchen Zheng, a professor in TCM, held a round table discussion on the role that TCM professionals can play in protecting tigers by refusing to use tiger-based products.

2) Educating present and future TCM consumers

To increase the awareness among young students that tigers are in danger in the wild, and that poaching for their body parts is one of the major causes, Education Coordinators Wang Jianhua, and Enle Pei continued working on the education activities described in the last report, including:

a) Science and Technology Action Day

On July 5, "*Saving the Tiger Campaign*" scientific education activities were held at the Shanghai Zoo. Nearly one thousand teachers and students from urban and rural schools around Shanghai participated. Representatives of the Shanghai Student Wildlife Conservation Club advocated to all the students in Shanghai to save tigers and protect wild animals. More than 120 students took part in the "Paint a Tiger in the Year of the Tiger" activity, painting tigers on cloth and umbrellas. Copies of the booklet "*Jiujiu Laohu*" (Saving the Tiger) were given to attendees by the Shanghai Science Education Press.

Attending the meeting were Mr. Chen Zhengxing, Vice President of the Shanghai Committee, C.C.P.P.C.; Zhou Guoqi, President of the Shanghai Wildlife Conservation Association, Vice

President of the Shanghai Agri-Forestry Bureau; Hu Yunha, Vice president of the Shanghai Wildlife Conservation Association, Director of Shanghai Bureau for Gardening; Qian Xueyuan, Vice president of Shanghai Science and Technology Association; Lin Tongguang, Shanghai Science and Educational Committee; Qiu Zaiguo, Dean of the Shanghai Environment Protection Office; Zhang Honghua, Deputy Director of the Shanghai Science and Technology Advisory Station for Youth; and Wang Jianhua, WCS China Education Program Coordinator. Mr. Chen Zhengxing gave a speech in which he recognized the significance of the conservation activities among youth. He also promoted that young people learn the value of protecting the environment, protecting wildlife, and sustainably using natural resources. Correspondents from Shanghai TV Station (STV), Oriental TV Station (OTV), Shanghai People's Radio, *Wenhui Newspaper*, *Jiefang Daily*, *Xinmin Evenings*, *The Youth*, *Shanghai Youth Science & Technology* also attended and reported on the event.

b) Contest to write a popular scientific speech on "Saving the Tiger"

Teenagers took part in "Saving the Tiger" campaign by viewing the "Saving the Tiger" exhibits in the Shanghai Zoological Park and the Shanghai Museum of Natural History, reading a scientific paper about tigers, writing an essay about tigers, painting a tiger, taking photos of tigers, and more.

About 65,000 students were involved in the activities. Through these activities, not only did they learn about the value of saving tigers, but they spread the word that everyone should protect tigers by refusing tigers products. In the contest "Talk about the Tiger" held on July 5 at the Shanghai Zoo, more than 30 students gave lectures; five first, seven second, and 10 third place prizes were awarded.

c) "Paint a Tiger" contest

Two "Paint a Tiger" contests were held, one at the Shanghai Museum of Natural History on April 26 and the other at the Shanghai Zoo on July 5. More than 200 students participated on those days, painting tigers on cloth and umbrellas. Nine students received first place awards, 21 received second place awards, and 39 third place awards were granted.

d) The EXXON Cup "Watch the Tiger" photographic contest and "The Future of Tigers and Humans" scientific presentations

On September 26, the EXXON Cup photographic contest entitled, "Watch the Tiger" and "The Future of Tigers and Humans" scientific presentations were held at the Shanghai Zoo. More than 400 students attended the activities. In the "Watching the Tiger" photographic contest, after a pre-selection at district and county levels, about 200 photographs taken by teenagers were chosen, among which four students received first place awards, six received second place, and six received third place awards. The youngest child who participated was only six years old.

"The Future of Tigers and Humans" scientific presentations also involved students from urban and rural areas of Shanghai. More than 50 essays written in both Chinese and English were

selected for the contest, among which five were awarded first place prizes and seven were awarded second place prizes.

Dr. Endi Zhang also supported two activities of a student environmental group “Life and Nature Association” at East China Normal University, Shanghai by providing them photographs and giving lectures about the conservation of tigers. Education materials *Burning it Bright- WCS’ Global Save the Tiger Campaign* (videotape), and *Saving the Tiger: Conservation Strategy* (report) were also provided.

e) Dr. Zhang conducted other activities related to increasing tiger conservation awareness, including:

- Working with WCS’ China Education Program and giving tiger conservation presentations to a total of 120 teachers participating WCS Teacher Training Workshops in Chengdu and Nanchang between August 12 and 20, 1998. A contest on their knowledge of tigers and their conservation was organized and some 120 teachers participated in it from Jiangxi, Hubei, Yunnan, and Sichuan Provinces.
- Three talks on the conservation of wild tigers, TCM and conservation, and wildlife trade were given to the participants of the International Wildlife Conservation and Management Training Course sponsored by the Smithsonian Institution, USA. Twenty participants from eight countries attended talks on September 28, and 29.
- Lectures were given to nine graduate students majoring in Ecology at the East China Normal University on October 7 and to 15 Masters in Education students on October 8.
- Talks about tiger conservation were given to about 3000 students at Puxiong Middle School on October 13 and to 450 students at Baiyu Middle School on November 10. Materials from National Geographic’s, “Habitats: Realm of the Tiger” were used for these two talks.

3) Building support for tiger conservation among Government officials and other influential decision makers

Because the wild population of Siberian tigers in China remains unclear, a survey is urgently needed. Working with WCS field scientist Dr. Dale Miquelle and Russian Scientist Dr. Dimitry Pikunov, Dr. Endi Zhang attended a meeting held in Harbin in July, 1998, at which several Chinese specialists from the Heilongjiang Institute of Wildlife, Northeast University of Forestry, Heilongjiang Department of Forestry, and Heilongjiang Institute of Natural Resources were called to discuss plans for a survey in Heilongjiang in the winter of 1999. A Memorandum of Understanding was reached at the meeting. Lobbying was successful and the Bureau of Forestry in Beijing approved the survey project in October. Preparation for the field survey is underway.

To date, a total of 3,010 copies of the Chinese version of *Saving the Tiger: A Conservation Strategy*, have been distributed to universities, nature reserves, and forestry departments nationwide. Copies also have been sent to the primary and secondary schools in Shanghai, the Shanghai Zoo, the Shanghai Wild Animal Park, and selected individuals.

4) Raise broad-based public awareness: television, zoo exhibit, and leaflets

a) “Saving the Tiger” Exhibit

In June, Education Coordinator Mr. Enle Pei contacted Shanghai Internet Trading Co., Ltd. and successfully placed the STF sponsored “Saving the Tiger” exhibit on the Internet. The web address is <http://china-window.com/shanghai/zoo/tiger>. Since the opening of this web site, many people have sent e-mails to the Shanghai Zoological Park to ask questions about tigers. This has opened a new avenue for the dissemination of tiger conservation messages.

In July, Mr. Pei organized 15 one-night summer camps, which involved more than 600 students from primary and middle schools in Shanghai. Visiting the “Saving the Tiger” exhibit is one of the organized activities during the sleep-over.

As of October, the number of visitors to the exhibit had reached about 20,000. To make the exhibit more attractive, Dr. Zhang contacted EXXON-China to provide the Shanghai Zoo with a TV set and a VCR to play tiger conservation related videotapes. Currently, representatives from Exxon- Shanghai and the Shanghai Zoo are working together to prepare the videos.

b) Publications

With the sponsorship of WCS and the Save the Tiger Fund, and in collaboration with the Shanghai Wildlife Conservation Association and the Shanghai Science and Technology Publishing House, a booklet entitled, “*Jiu Jiu Lao Hu*” (Saving the Tiger) was published in June. It is the first material of tiger conservation to be published in China that is oriented toward students and it gained high praise. As of October, it had been reprinted three times, making a total of 67,000 copies.

Three print advertisements with pictures taken from the student paintings and photographs were also designed and printed (7,500 copies). One ad says, “*Where is Home for Us Tigers?*,” and the other two say, “*How Long Can Tigers Survive?*”

c) “Saving the Tiger” advertising campaign

Working with Ogilvy & Mather Shanghai, a 15-second-long TV advertisement was created and produced. Agreements were reached to broadcast the ad as of September by the following 28 TV stations:

North China (11):

Beijing TV
Shenyang TV 1 & 2
Dalian TV 2
Changchun TV
Changcun cable TV
Jilin TV
Jilin Economic TV
Tianjin TV
Tianjin Cable TV and
Xi'an TV.

South China (4):

Guangdong Cable TV,
Hong Kong TV (aired by Zhongshan Cable TV and Maoming Cable TV),
Zanjiang Cable TV

East China (13)

Jiangsu TV,
Nanjing TV,
Wuxi TV,
Hefei TV,
Changzhou TV,
Yangzhong TV,
Nantong TV,
Hubei Economic TV,
Hangzhou West Lake TV,
Hangzhou Cable TV,
Ningbo TV,
Ningbo Cable TV and
Wenzhou TV.

As of October 31, the ad had been aired by the following TV Stations in northern China.

<i>TV stations</i>	<i>Date of Broadcasting</i>	<i>Time Aired</i>	<i>Accumulative Times</i>
Beijing TV	Oct. 23-Nov. 1	18:00	10
<i>Shenyang TV-1</i>	September	21:00	7
<i>Shenyang TV-2</i>	September	20:00-20:50	7
<i>Dalian TV-2</i>	Oct. 8-Oct.17	19:00	17
<i>Changchun TV</i>	Sept. 17-Oct. 5	18:50-20:00	19
<i>Changchun Cable TV</i>	Sept. 22-28	19:00	7
<i>Jilin TV</i>	Sept. 14-18	19:00-22:00	5
<i>Jilin Education TV</i>	Sept. 16-Oct. 15	20:15	30
<i>Tianjin TV</i>	Oct. 15-19	18:45	5
		13:00	5
<i>Tianjin Cable TV</i>	Sept. 20-Oct. 20	19:40	6
		21:30	6
		12:30	6
<i>Xi'an TV</i>	Sept. 17-Oct. 26	22:30	40

Dr. Zhang and his team are still working on getting more TV stations to air the ad and are planning to conduct an attitudinal survey on the audience to evaluate the ad.

d) Other activities related to public awareness of tiger conservation

Two papers entitled “*WCS is committed to save wildlife*” and “*WCS in China*,” written by Program Assistant Miss Min Chen, were published in June in *Chunjiang Fuwu Daobao*. Also, two papers entitled, “*China is swallowing up snakes*,” and, “*Saving the South China Tiger*,” written by Dr. Endi Zhang, were published in the October 1998 issue of WCS’s *Wildlife Conservation* magazine and *The Collection of the Papers Concerning South China Tiger* published by Chinese Zoo Association, respectively.

Several reports on WCS-ACCP’s conservation activities were published by various media, including: 1) an article written by Fiona Holland entitled, “*Shanghai fights to stop exotic onslaught*” in the *South China Morning Post* on June 7; 2) “*Will there be Tigers in the Next Century?*” by Xie Weiqun in the *People’s Daily* on June 8; and 3) “*Saving the Tiger*” news brief in the *Xinmin Evening Paper* on July 5. Shanghai Oriental TV Station also gave a report on June 11.

With initial assistance from Mr. Ed Ahnert, President of the Exxon Education Foundation, WCS-ACCP has forged an agreement with Exxon China, whereas Exxon China will provide additional support to the ACCP’s student tiger conservation awareness activities in Shanghai schools.

5) Evaluation

An evaluation of the tiger awareness project has been completed by WCS-ACCP in association with Lin Longnian and Cui Lijuan at East China Normal University. A separate report that shows the positive effects of the ACCP's efforts to increase tiger awareness on TCM and school students has been prepared and is included with this package.

Summary of Activities and Accomplishments

October 31, 1997 to October 30 1998

1) Changing attitudes and practices of students of Traditional Chinese Medicine (TCM)

Prior to the start of the NFWF grant, Dr. Zhang had organized a workshop in June of 1997 entitled, "Traditional Chinese Medicine and Endangered Wildlife Conservation." Following the great success of this workshop, he and his team organized and hosted three more workshops during the NFWF grant period:

- 1) December 3, 1997 — held in Shanghai and co-sponsored by the Shanghai University of TCM. Participants included professors of TCM and pharmaceutical research, students, and representatives from the government, the Shanghai Zoo, CITES authorities, and journalists.
- 2) May 23, 1998 — held at the Shanghai Wild Animal Park where several tigers are housed, and included discussions on conservation efforts of the international community.
- 3) November 25, 1998 — held in Haikou, and was attended by almost 100 TCM professionals from around the country.

The December 3 workshop was televised on several stations in Shanghai, and articles about two of the workshops appeared in a number of newspapers. Proceedings from the June and December 1997 workshops were prepared and are included with this report.

2) Educating Present and Future TCM Consumers

Early in the grant period, Dr. Zhang contracted Mr. Enle Pei and Mr. Wang Jianhua to coordinate the project's young consumer education component. In February, at a meeting attended by representatives from twenty districts in Shanghai, they launched a citywide series of scientific education activities as part of the "**Saving the Tiger Campaign.**" The activities were coordinated with urban and rural schools in the Shanghai area that are known for their excellence in teaching biological sciences. Participants ranged from primary to high school students.

The purpose of the program was to increase awareness among young students that tigers are in danger in the wild and that poaching for their body parts is a major cause. It ran from April through November, 1998, and consisted of four main activities:

1. Science and Technology Action Day: On July 5, nearly one thousand teachers and students from urban and rural schools around Shanghai participated in the first Science and Technology Action Day held at the Shanghai Zoo. The meeting was attended by

officials from numerous Shanghai-based science and conservation organizations and reported on by correspondents from local television and radio stations and newspapers.

2. “Paint a Tiger” competition: Two “Paint a Tiger” competitions took place, the first at the Shanghai Museum of Natural History on April 26, 1998, and the second on July 5 at the Shanghai Zoo. More than 200 students from twelve districts participated in the contests, painting tigers on cloth and umbrellas.

3. Contest to write a popular scientific speech on ‘Saving the Tiger’: At the first contest, held on July 5 at the Shanghai Zoo, more than 30 students gave lectures and prizes were awarded. A second competition entitled, “The Future of Tigers and Humans” was held on September 26 and involved scientific presentations by students from urban and rural areas of Shanghai. More than 50 essays written in both Chinese and English were selected for this contest and prizes were awarded.

4. The EXXON Cup “Watch the Tiger ” photographic contest: On September 26, the EXXON Cup photographic contest entitled, “Watch the Tiger, ” was held at the Shanghai Zoo. More than 400 students attended the activities. A pre-selection process took place at the district and county levels, then about 200 photographs taken by teenagers considered in the contest. Winners were chosen and prizes awarded. The youngest child to participate was only six years old.

It is estimated that more than 40,000 students participated in the Saving the Tiger Campaign activities. Wang Jianhua and Enle Pei prepared a booklet entitled, “Saving the tiger,” (enclosed), which was printed by the Shanghai Scientific Education Publishing House and distributed to every student participating in the Saving the Tiger Campaign activities. As of October, it had been reprinted three times, for a total of 67,000 copies.

Additional young consumer education activities conducted during the grant period include:

1) Dr. Zhang and other ACCP staff members made seven presentations throughout the grant period to schools and universities, addressing a total of approximately 6,600 students on the subject of tiger conservation.

2) Working with WCS’ China Education Program, Dr. Zhang and his staff gave tiger conservation presentations to a total of 120 teachers participating WCS Teacher Training Workshops in Chengdu and Nanchang between August 12 and 20, 1998. A contest on their knowledge of tigers and their conservation was organized and some 120 teachers participated in it from Jiangxi, Hubei, Yunnan, and Sichuan Provinces.

3) Three talks on the conservation of wild tigers, TCM and conservation, and wildlife trade were given to the participants of the International Wildlife Conservation and Management Training Course sponsored by the Smithsonian Institution, USA. Twenty

participants from eight countries attended talks on September 28 and 29.

4) With initial assistance from Mr. Ed Ahnert, President of the Exxon Education Foundation, WCS-ACCP forged an agreement with Exxon China, whereas Exxon China will provide additional support to the ACCP's student tiger conservation awareness activities in Shanghai schools.

3) Raising Broad-based Public Awareness: television, zoo exhibits, and market posters

Exhibits: With generous financial support from the National Fish and Wildlife Foundation (NFWF), China's first conservation-oriented tiger exhibit opened at the Shanghai Zoological Park on January 1, 1998. In June, Education Coordinator Mr. Enle Pei contacted Shanghai Internet Trading Co., Ltd. and successfully placed the STF sponsored "Saving the Tiger" exhibit on the Internet. The web address is <http://china-window.com/shanghai/zoo/tiger>. A printout of the web site contents is included as an attachment with this report. As of October, the number of visitors to the exhibit had reached about 20,000.

Media: Dr. Zhang appeared as the guest presenter and host on a special program entitled "Happy Scientific City" on Shanghai cable television, STV and OTV. This hour-long program, aired just before the Chinese New Year, was about the culture, biology, and conservation needs of tigers.

The WCS Asia Conservation Communication Program worked with Shanghai Television Station (STV) to produce a program entitled, "Talking about tigers and beyond in the Year of the Tiger," as part of "Today's Impression" — a popular program of the Station. It was aired in the evening on April 15 on Channel 8 and repeated on the following day. Our WCS Program volunteer, Miss Yang Yu, a final year student at East China Normal University, wrote the script.

Throughout the grant period, numerous articles on tiger conservation, either inspired by Dr. Zhang or written by Dr. Zhang or other members of his team, appeared in local and national newspapers in China. Several samples are enclosed with this report.

Advertising: WCS Asia Conservation Communication Program, in association with WCS Manager of Marketing and Promotions Tarmara Krizek and WCS Director of the Asia Program Dr. Joshua Ginsberg, worked with Ogilvy & Mather Advertising in Shanghai to launch a tiger conservation advertising campaign. Meetings with Ogilvy & Mather staff in Shanghai helped to clearly define WCS's objectives and the approach of the China-based advertising campaign, and a field trip to the Shanghai Wild Animal Park was arranged to provide the creative team at Ogilvy & Mather with some knowledge and inspiration regarding tiger ecology and conservation. The Agency Review of the

campaign is enclosed with this report. The 15-second-long TV advertisement was produced and broadcast as of September by 28 TV stations throughout China. Dr. Zhang and his team are still working on getting more TV stations to air the ad and are planning to conduct an attitudinal survey on the audience to evaluate its impact.

Three print advertisements with pictures taken from the student paintings and photographs were also designed and printed (7,500 copies). One ad says, "*Where is Home for Us Tigers?*," and the other two say, "*How Long Can Tigers Survive?*"

Posters, Calendars, and Other Literature: In collaboration with the Shangdong Dongqi Film & Television Development Center, 10,000 copies of a one-page calendar for the Year of the Tiger were produced and distributed in Shangdong and Shanghai.

With the assistance of Cheryl Chetkiewicz, WCS's Policy Analyst, the Program worked with the Shanghai Branch of the Administrative Office on Import and Export of Endangered Species of Wild Fauna and Flora to produce a leaflet named "Instructions for Importing and Exporting Wild Animals and Plants and their Products." This leaflet is for airport distribution, and it is the first such leaflet ever produced by Chinese CITES authorities. A copy of the leaflet is enclosed.

4) Building Support for Tiger Conservation among Chinese Government Officials and Other Influential Decision Makers

WCS's policy report, *Saving the Tiger: A Conservation Strategy*, was translated into Chinese and printed by the China Forestry Publishing House. To date, a total of 3,010 copies of the Chinese version of *Saving the Tiger: A Conservation Strategy*, have been distributed to universities, nature reserves, and forestry departments nationwide. Copies also have been sent to the primary and secondary schools in Shanghai, the Shanghai Zoo, the Shanghai Wild Animal Park, and selected individuals, as well as to every school in four provinces participating in the WCS China Education Program, namely, Jiangxi, Hubei, Sichuan and Yunnan.

Over the course of the grant period, Dr. Zhang attended several important conferences in mainland China, Hong Kong, and abroad, including:

The First International Symposium on Endangered Species Used in Traditional East Asian Medicine: Tiger Bone and Musk Substitutes in Hong Kong from December 7-8, 1997, at which he made a presentation entitled, "Working to save endangered wildlife used in TCM - the Wildlife Conservation Society's Public Awareness Program Phase 1".

The 3rd National Conference of China's Wildlife Conservation Association (CWCA) in Beijing, China from December 23-26, 1997. Dr. Zhang was invited as a special guest.

The Year of the Tiger Conference in Dallas, Texas from February 10-12, 1998, at which Dr. Zhang gave a presentation.

After successful lobbying efforts with the Shanghai Authority of Wildlife Management Office, the Shanghai CITES Office, and authorities at East China Normal University, the Shanghai Wildlife Forensics Laboratory was founded on April 2. It is the first functioning lab of its sort in China.

Working with several collaborators, including WCS field scientist Dr. Dale Miquelle, Russian Scientist Dr. Dimitry Pikunov, and several Chinese specialists from the Heilongjiang Institute of Wildlife, Northeast University of Forestry, Heilongjiang Department of Forestry, and Heilongjiang Institute of Natural Resources, Dr. Endi Zhang has begun laying the plans for a survey of the wild population of Siberian tigers in China. The Bureau of Forestry in Beijing approved the project, and plans are being set to conduct the survey in Heilongjiang in the winter of 1999.

5) Evaluation

An evaluation of the effectiveness of our tiger awareness program was conducted by Dr. Zhang, Ms. Lijuan Cui, Lecturer of Psychology, and Mr. Longnian Lin, Lecturer of Physiology, at East China Normal University. It was designed to evaluate whether or not our programs and the materials we presented have had an effect on the patterns of consumption of wildlife products by the Asian communities being targeted. The results were very positive. A copy of the report is attached.

Attachments:

- 1) Twenty (20) color 35mm transparencies with captions
- 2) “Public Awareness on Conservation of the Tiger and Tiger-based Products in Shanghai, PRC — and Evaluation Report” by Dr. Endi Zhang, Lijuan Cui and Longnian Lin. November 16, 1998.
- 3) Eight (8) articles from Chinese newspapers
- 4) CITES pamphlet “Instruction for Import and Export of Wild Animals and Plants and their Products.”
- 5) “South China Tiger: The Raising, Breeding, Management, Disease Prevention, and Conservation.” Proceedings from the “South China Tiger” conference.
- 6) Three (3) posters/information sheets
- 7) Tiger booklet “Jiujiu Laohu”
- 8) Printed pages from the Shanghai Zoo tiger exhibit web site.
- 9) Chinese translation of WCS’s Saving the Tiger: A Conservation Strategy policy report.
- 10) “Save the Tiger” TV Ad Campaign — Agency Review by Ogilvy & Mather
- 11) Proceedings from the 1st Workshop on TCM & Endangered Wildlife Species Conservation, Shanghai, June 1997.
- 12) Proceedings from the 2nd Workshop on TCM & Endangered Wildlife Conservation, Shanghai, December 1997.
- 13) Article by E. Zhang in the journal Chinese Wild Plant Resources entitled, “Conservation Strategy for Sustainable Use of the Wildlife Used in the Traditional Chinese Medicine,” November 1998.
- 14) Article by E. Zhang in the Ming Pao Monthly entitled, “Status and Conservation Strategy for Saving the Tiger in China,” February 1998.