



HUMANE SOCIETY
INTERNATIONAL



ENGAGING CHINESE IN AFRICA IN WILDLIFE CONSERVATION 2017 – 2018 REPORT



2018, NAMIBIA

Construction workers signing the “Don’t Buy Wild” pledge.

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2015, KENYA

Chinese expatriates with China House joining the Africa Network for Animal Welfare in a de-snaring project at Lake Naivasha area, about 90 miles north of Nairobi.

LETTER FROM THE FOUNDER



Huang Hongxiang

Founder of China House

Along with Belt and Road Initiative, Chinese businesses and migrants have been going more and more global. Given that China is a very important market for many illegal wildlife products in the world, such as ivory, rhino horn, pangolin, shark fin, China's going global has a significant impact on global wildlife conservation.

For one thing, Chinese overseas communities have become an immediate market for local illegal wildlife products and therefore stimulates poaching; for another, such communities have become important hubs for illegal wildlife products to be trafficked from Africa and other areas to China. In some regards, China's outbound investment and communities have created more challenges for wildlife conservation in the world, especially in places such as Africa and Latin Americas.

However, such Chinese overseas communities have also created opportunities for engaging Chinese citizens. As many Chinese citizens in China would claim wildlife conservation is something too far away from their lives and therefore they feel very disconnected, being in Africa and so on means some differences: they could more likely see the wildlife in their natural environment and feel the emotional connection, and they could more likely feel the impact of China's demand for illegal wildlife products ---- this creates a negative image of Chinese and overseas Chinese communities could see this in local press.

Over the past few years, more and more NGOs have realized the importance of engaging Chinese communities not only in China but in places like Africa. WCS, WWF, Traffic, AWF and so on have been joining this process of engaging Chinese in Africa on wildlife conservation. However, lack of understanding of Chinese communities in Africa as well as their interaction pat-

tern with illegal wildlife trade has been the biggest challenge for NGOs to influence them.

China House has the unique advantage of having the knowledge and network with Chinese communities in Africa. Not only have we done a lot of researches on these communities regarding various aspects, but also we have been providing services for Chinese business communities, and therefore we are seen as their friend. The nature of China House being a pure Chinese organization instead of an international NGO has also helped us reduce Chinese overseas communities' suspicion of "foreign NGOs". As China House has more and more media coverage from CCTV, Xinhua and Chinese state media, today we are in a strong position to create a bridge between Chinese communities in Africa and international organizations.

Thanks to Humane Society International's support, China House has been running this project of "engaging Chinese communities in Africa on wildlife conservation" since 2015. We began from scratch and met many challenges as we tried to understand Chinese in Africa as well as how to influence them. As a small and a young organization, we were also not able to run high profile and costly campaigns. However, our project was deeply rooted inside the Chinese communities in African countries that we have been working on, and we have slowly developed a model of monitoring and evaluation based on the real and complicated situation.

We have created many "first-time"s:

- The first time that Chinese communities in Kenya participated in on the ground wildlife conservation volunteering activities such as de-snaring;



2017, TANZANIA | WALK FOR ELEPHANTS

Chinese Ambassador to Tanzania Youqing Lu, walking with Hongxiang Huang, founder of China House, and other hundreds of Chinese and local people to protest against the ivory trade.

- The first time that Chinese communities in Kenya participated in the anti-ivory-rhino-horn global march;
- The first time that over 500 Chinese community members participated at once in wildlife conservation events in Kenya and Tanzania (Wild Run & Walk for Elephants);
- The first time that the Chinese embassy representatives, Chinese business community members, various NGOs and all other relevant stakeholders who are skeptical and hostile to each other sit together and openly discuss how they think of each other;
- The first time that Chinese business communities in Africa donated for pangolin conservation...

Regarding reach, our project is nothing compared to celebrity campaigns and so on. However, we have been able to interact with real illegal wildlife buyers in Africa, and listen to their real thoughts about how they see ivory, rhino horn, pangolin and so on. Also, we have been witnessing a lot of small but real changes: Chinese community members asking each other “now you have signed this pledge, you could not buy rhino horn anymore”, Chinese business leaders saying “now I have donated for pan-

golin, I could not eat them anymore although I am very good at cooking them”, Chinese workers telling “before I knew it is illegal but I did not know it is so terrible, I would not buy ivory anymore” ...

As Chinese business communities in Africa are usually relatively closed communities, we believe this kind of change from a few community members would gradually spread out to the whole. We have already been seeing this kind of changes over the past few years: now many Chinese community members in Africa that we have engaged have become passionate wildlife conservationists.

We plan to continue this project and expand it to more African countries, potentially even other developing countries where the influx of Chinese nationals is impacting wildlife trade. We believe, one day, instead of being part of the problem, Chinese overseas communities could become part of the solution.

Hongxiang Huang
Founder of China House

2018, ZIMBABWE

A Chinese girl signing the the “Don’t Buy Wild” pledge in a Chinese market in Harare.



2017 – 2018 PROJECT HIGHLIGHTS

REACHES

- **34** events and activities held, including workshops, pledge signature collections, and brochures or postcards distributions.
- Partnered with **10** Chinese companies to hold wildlife conservation events and activities, such as China Harbour Engineering Company (CHEC), China Railway Group and HUAWEI.
- **4,921** Chinese people directly involved.
- Educational posters reached **160,000** Chinese people.
- **2,545** Chinese people pledged to SAY NO to wildlife trade.
- Over **50** times of media reports including newspapers, TV shows, and social media reports, with over **26 million** views.
- The **1st time** wildlife conservation activities go deep into Chinese construction sites in Namibia and Zimbabwe.



2018, SOUTH AFRICA

Staff of ZTE taking group photos in front of “Don’t Buy Wild” pledge.

2017 – 2018 PROJECT HIGHLIGHTS

IMPACTS

Raising awareness:

Chinese people’s awareness of wildlife conservation and attitudes towards wildlife products have changed significantly.

	Do not really know much about wildlife issues	Know a lot about wildlife issues	Willing and Very Willing to participate in wildlife conservation events
Namibia 2017	56.9%	12.5%	38.8%
Namibia 2018	0%	61.1%	93%
South Africa 2017	52.3%	17.4%	40.6%
South Africa 2018	0%	50%	94.1%

Changing behavior:

We have witnessed at least 10 Chinese people consuming wildlife products all the time pledging say no to wildlife products after participating in our activities. For example, a business leader in South Africa who used to eat pangolin very often swore never to eat pangolin again.

Cultivating wildlife lovers:

We have established a Chinese wildlife conservation communication group on WeChat to cultivate wildlife lovers within Chinese communi-

ties, and to prepare for establishing Chinese Wildlife Conservation Association in each African country and for our long-term activities.

Donating for pangolin:

- 5,700 USD donated for pangolin conservation from Chinese SOE association and Chinese business migrants’ community leaders.
- The 1st time that Chinese communities in Africa donate for pangolin conservation.
- The 1st time that the concept of pangolin conservation goes deep into Chinese communities’ mind in South Africa.

China Africa wildlife Conservation Cooperation Conference:

- The 1st wildlife conference opening up a substantive dialogue between all the main stakeholders, including the South Africa government, Chinese embassy, Chinese SOEs, Chinese business migrants, local and international NGOs, wildlife conservationists and researchers, and both Chinese and local media.
- Lin Songtian, Chinese Ambassador to South Africa and the former head of Department of African Affairs of Ministry of Foreign Affairs, expressed his support to our efforts both in the conference and on the official website of the Chinese embassy.
- The 1st time that 200 global Chinese community leaders and business leaders signed and pledged to contribute to wildlife conservation.
- Reported by over 30 influential Chinese media, including the official website of Forum on China-Africa Cooperation, Xinhua News Agency and People.cn.

2016, KENYA | WILDLIFE CONSERVATION COLOR RUN

The first time in Africa that such large number (over 500) of Chinese nationals gathered to support wildlife conservation.



PROJECT BACKGROUND

China House has been working on engaging Chinese communities in Africa in wildlife conservation since 2015. Till the end of 2016, we have achieved great successes in Kenya and Tanzania. For example, 81% of the Chinese in Kenya attended the HSI-China events know that ivory often comes from an elephant that has been killed and 0% of them thought that the poaching is “not at all an urgent issue”.

Continuing under the HSI-China House partnership, in the period of October 2017 to October 2018, we expanded our activities in **South Africa** to make history: securing Chinese donations to protecting Pangolins, while also expanding our activities into **Namibia and Zimbabwe**.

As Chinese individuals ourselves, China House has been able to establish trust amongst Chinese communities in African countries, and learn nuanced information that enables us to craft effective campaigns within the context of each country and community that we visit. Through our in-depth, qualitative interviews and understanding of Chinese perspectives, we have found three different types of campaign messages to be effective in reducing Chinese engagement in the wildlife trade:

- The first highlights the cruelty of the wildlife trade towards animals.
- The second outlines the punishment for participating in the illegal wildlife trade.
- The last describes the negative impact that participating in the illegal wildlife trade has on the perception, and therefore treatment of Chinese

individuals in Africa.

While the second strategy is usually most immediately effective, its impact also lasts for the shortest amount of time. The first and third campaign messages are much more effective in the long run.

We used a combination of these strategies throughout its campaign projects according to the context of different population. While some populations we interacted with were more homogenous, and more effective to focus on one campaign message with (i.e. construction workers in Namibia), we often found that a mixed strategy was the most effective one for the activities we conducted.

During this period, we held 18 workshops with over 2,000 people in attendance, and held public pledging and postering events that reached over 14,000 people. We continued running our online social media accounts, hitting over a million views on one of our articles. We hosted the 2018 China Africa Wildlife Protection Forum in Johannesburg, where China House facilitated its first Chinese Corporate donations to wildlife conservation, and where Chinese individuals donated to the cause of protecting pangolins for the first time in history. But most importantly, by changing Chinese individuals' awareness and attitudes towards wildlife issues, we actually stopped them from purchasing wildlife products.

COUNTRY STORIES: NAMIBIA

REACHING STATE-OWNED ENTERPRISE CONSTRUCTION SITES

BY THE NUMBERS

- The **1st** time wildlife conservation activities went deep into Chinese construction sites in Namibia
- **11** events and activities held
- **1,083** Chinese people directly involved
- **560** Chinese people pledged to say no to wildlife trade
- **5,000** Chinese people reached by postering
- **93%** of participants willing to join in wildlife conservation after our activities

In Namibia, China House has successfully reached construction workers of Chinese State Owned Enterprises for the first time in Namibia.

Out of the research we did in 2017, we found that the Chinese people in Namibia's two biggest cities Windhoek and Swakopmund, 70% of whom working in private enterprises, have a fair knowledge of wildlife issues. The major problem lies in the Chinese construction workers and small business runners located in northern Namibia and the border areas. Combined with the court cases at that time regarding the trafficking of wildlife products by SOE employees in Namibia, we determined construction workers to be the largest Chinese population potentially involved in perpetrating the illegal wildlife trade.

As such, our work in Namibia centered on education and awareness efforts in the country's 5 largest SOEs' Construction sites. Our postering, pledge drives, and distribution of brochures in Chinese neighborhoods brings the total number of Chinese directly engaged in Namibia to be over 2,000 individuals.



2018, NAMIBIA

Construction workers of China Harbour Engineering Company learning knowledge on wildlife conservation.

DEEP INTO CONSTRUCTION CAMPS

We organized various educational activities regarding wildlife issues in the 5 largest SOEs' construction sites in Namibia, including China Railway 7th Group, China Civil Engineering Construction Corporation, China Jiangsu International Economic and Technical Group, Zhongmei Engineering Group, and China Harbour Engineering Company.

Construction workers, given their low education around wildlife issues and proximity to wildlife, purchase illegal wildlife products at disproportionately high rates. They are often unaware of the extent of cruelty practiced in curating wildlife products, but also of the illegality of purchasing such products in Namibia in the first place. Because construction workers rarely leave their sites, we have found that the most successful strategy for reaching this group has been to go them directly and engage them in onsite activities.

Through workshops, film screenings, postering, and pledge events, we have directly reached 123 construction site workers, with over 100 sign-

ing pledges with their names saying “Employee _____ pledges to boycott the purchase of wildlife products.” Our events have garnered us invitations to come back to host similar onsite events for the next years to come.

PUBLIC CAMPAIGN

We reached the Chinese community in Namibia more generally by posting, holding pledge drives, and distributing informational brochures on wildlife issues created in partnership with local wildlife organizations in neighborhoods with large Chinese populations. Sites we covered included Chinese restaurants, Chinese hotels, Chinese shops, main roads and other places Chinese visit very often in 5 cities in Namibia. These measures further contribute to increasing awareness of wildlife issues amongst the Chinese community, and focused largely on disseminating information about the legal consequences of engaging in the illegal wildlife trade.

According our research, the places we covered are potentially visited by almost all Chinese people in Namibia, the total number of whom is estimated to be 10,000. Assuming that at least half of the Chinese population would visit these sites after we attached the posters, the number of people who got these messages would be 5,000.

Other than on-site activities, we further spread the message through both Chinese and local media in Namibia. For example, stories of our activities were posted on Xinhua, one of the most influential official Chinese media in the Chinese communities in Africa. The Chinese embassy in Namibia also posted our stories on their official website and showed their support. We also got our stories reported in two major local newspapers, the Namibian, the Sun, and the New Era, which have both many local and Chinese readers.

PARTNERSHIPS

Partner Companies and Institutions:

Chinese Chamber of Commerce

China Civil Engineering Construction Corporation

China Harbour Engineering Company

China Jiangsu International Economic and Technical Group

China Railway 7th Group

Embassy of the People’s Republic of China in the Republic of Namibia

Zhongmei Engineering Group



2018, NAMIBIA

China House staff attaching wildlife conservation posters in Chinese communities.



2018, NAMIBIA

The local newspaper, New Era, reporting our activities.



2018, NAMIBIA

Construction workers of China Railway Seventh Group signing the “Don’t Buy Wild” pledge.

IMPACTS

Changes in awareness and attitudes:

- Chinese people who “do not really know much about wildlife issues” dropped from 56.9% in 2017 before the project to 0% in 2018
- Chinese people who “know a lot about wildlife issues” increased from 12.5% in 2017 before the project to 61.1% in 2018
- Chinese people “willing or very willing to participate in wildlife conservation events” increased from 38.8% in 2017 before the project to 93% in 2018

Changing purchasing behavior:

Our efforts have made many Chinese people change their behaviors regarding wildlife trade. For example, a construction worker said to us after a workshop: **“thank goodness you gave us this information, otherwise I would have been preparing to go back to China with a suitcase full of wildlife products, but now I know that is illegal.”**

COUNTRY STORIES: SOUTH AFRICA

INVOLVING VARIOUS STAKEHOLDERS

BY THE NUMBERS

- The **1st** success in bringing wildlife issues into Chinese companies' CSR practices
- **5,700 USD** raised for pangolin conservation
- **12** events and activities held
- **2,465** Chinese people directly involved
- **1,475** Chinese pledge to say no to wildlife trade
- **150,000** Chinese people reached by poster
- **94.1%** of participants willing to join in wildlife conservation after our activities

Beginning our activities in South Africa in 2015, we chose to continue our activities here for two main reasons: the fact that it has the largest Chinese population out of any African country, and the legalization of the domestic rhino horn trade in 2017.

In addition to the usual types of private and public activities that we conduct, which were unprecedented in scale this year, directly reaching 2,465 Chinese individuals and drastically changing their attitudes towards wildlife issues, we were the primary host of the 2018 China Africa Wildlife Conservation Conference. A major accomplishment is that through this conference, in addition to hosting 90 local Chinese and South African individuals, we were able to secure over 75,000 RAND or 5,700 USD in Corporate Donations to the African Pangolin Working Group. This represents our first success in bringing wildlife issues into Chinese companies' Corporate Social Responsibility practices, an influence which we hope to continue to expand in the future.



2018, SOUTH AFRICA

The Ambassador to South Africa, HSI representative, NGO representatives and Leaders of Chinese communities accepting the Certificate of Appreciation in the China Africa Wildlife Conservation Conference.

CHINA AFRICA WILDLIFE CONSERVATION CONFERENCE

In June of 2018, we hosted the China Africa Wildlife Conservation Cooperation Conference, the largest forum regarding the topic of Chinese in African Wildlife Conservation for that year, partnering with the China Biodiversity Conservation, Green Development Foundation, and the China-Africa Reporting Project of the University of the Witwatersrand.

More than 100 people participated, including South African government officials, Africa-China relations scholars, representatives of Chinese communities in Africa, wildlife conservation organizations from different counties, and media outlets.

With a focus on pangolin, this conference represents a lot of “first time”s:

- The 1st wildlife forum opening up a substantive dialogue between all the main stakeholders, including the South Africa government, Chinese embassy, Chinese SOEs, Chinese business migrants, local and international NGOs, wildlife conservationists and researchers, and both Chinese

and local media.

- The 1st time that the concept of “conserving pangolin” goes deep into Chinese communities’ mind in South Africa.
- The 1st time that Chinese communities in Africa donate for pangolin conservation
- The 1st time that 200 global Chinese community leaders and business leaders signed and pledged to contribute to wildlife conservation

Lin Songtian, Chinese Ambassador to South Africa and the former head of Department of African Affairs of Ministry of Foreign Affairs, expressed his support to our efforts both in the conference and on the official website of the Chinese embassy, saying:

“They have committed themselves to wildlife conservation. And their passion and dedication have inspired and will continue to inspire more and more Chinese people for wildlife conservation.”



2018, SOUTH AFRICA
Ambassador Lin Songtian delivering his speech.

This event was also reported by over 30 influential Chinese media, including the official website of Forum on China-Africa Cooperation, Xinhua News Agency and People.cn.

This conference has brought about real changes. In addition to donating

to the African Pangolin Working Group (South Africa Guangdong, Hong Kong, and Macau Chamber of Commerce; China Construction Bank; South African Chinese Enterprise Association; South African Chamber of Commerce), money which went to purchasing GPS trackers for pangolins, the business leaders attending the event left the forum with their attitudes regarding consuming pangolin completely changed: they used to eat pangolin very often, but now they decided to stop consuming wildlife products and also to influence their friends.

DEEP INTO INFLUENTIAL CHINESE ENTERPRISES

We held two private activities during this period of time. The first was a wildlife protection informational session held at Huawei, the largest Chinese Enterprise in South Africa. In addition to increasing educational awareness here, we were also able to collect 400 pledge signatures. We also held a similar event at the China Construction Bank Johannesburg Branch, where 500 individuals were in attendance. The banners that we had brought to and put up at the event were kept up for a year, long after the event itself. When we first were in contact with CCB, they were hesitant in even hosting this kind of event. In 2018, CCB has proactively contacted us to donate money to Elephant GPS trackers.

PUBLIC CAMPAIGN

We continued our poster and pledge drive activities in the Chinese neighborhoods of Johannesburg and Pretoria. We put up posters in every Chinese restaurant and supermarket in these cities, guaranteeing that every Chinese resident will see them. During pledge drive events, China House staff continued to present educational information on the cruelty and legal regulations around purchasing wildlife products.

It is estimated that there are over 300,000 Chinese people living and working in these places. Again, conservatively assuming half of the population would see the posters, at least 150,000 Chinese people could receive the information on wildlife issues and legal regulations around wildlife trade.

PARTNERSHIPS

Partner Companies and Institutions:

China Biodiversity Conservation and Green Development Foundation (CBCGDF)

China Construction Bank

China-Africa Reporting Project of the University of the Witwatersrand

Embassy of the People's Republic of China in South Africa

Global Max Media Group (GMMG)

Nature Guardian Wildlife Conservation Centre

Huawei Technologies Co., Ltd

South Africa Guangdong, Hong Kong, and Macau Chamber of Commerce

South African Chinese Enterprise Association

IMPACTS

Changes in Awareness and Attitudes:

- Chinese people who “do not really know much about wildlife issues” dropped from 52.3% in 2017 before the project to 0% in 2018
- Chinese people who “know a lot about wildlife issues” increased from 17.4% in 2017 before the project to 50% in 2018
- Chinese people “willing or very Willing to participate in wildlife conservation events” increased from 40.6% in 2017 before the project to 94.1% in 2018

Donating for pangolin:

This year was the first time that any Chinese individual has ever donated money to the cause of protecting Pangolins. Before, Chinese individuals would donate items that were helpful in promoting their own image to wildlife conservation groups, but were utterly useless (such as t-shirts with Chinese logos on them). This donation of money not only signifies a growing awareness of wildlife issues, but more importantly, a shift in mindset – one where Chinese individuals want to genuinely contribute to the protection of wildlife.

Stories of change:

At the beginning of our Forum, we found that knowledge about pangolin was incredibly low. Most of the attendees had eaten Pangolin before, and thought that that was their sole purpose – to be eaten. One participant said that Pangolins are as ugly as rats, indicating no need for protecting such a species. However, after hearing the speakers and participating in the workshops at the forum, many changed their tune, saying that they would never eat pangolin again, with some even donating to the cause.

During dinner on the night of the conference, one of the Chinese business leaders confided in us that he eats pangolin very frequently, and so do many Chinese people living in South Africa. He also told us that a famous Chinese restaurant in South Africa even serves Pangolin as a dish. After attending the conference, he expressed a few things to us. First, he was really glad that China House does what it does, and that our work promotes a positive image of Chinese in Africa, for he has encountered many locals who want to “kill off all the Chinese.” Second, he swore to never eat pangolin again. During the same night, he told the boss of that restaurant that he should not eat pangolin ever again. Later on, he approached every single Chinese person that he saw, telling them, “We have entered a new era, no longer are our old practices acceptable. We must now protect our wildlife.”



2018, SOUTH AFRICA
Chinese people taking group photos in front of “Don’t Buy Wild” pledge

COUNTRY STORIES: ZIMBABWE

A MIXED STRATEGY FOR CHINESE INDIVIDUALS WITH UNIQUE NEEDS

BY THE NUMBERS

- **14 events and activities held**
- **713 Chinese people directly involved**
- **510 Chinese people pledged to say no to wildlife trade**
- **5,000 Chinese people reached by postering**

2018 was also the first year that we expanded our activities into Zimbabwe. We selected Zimbabwe as one of our target countries because of its loose legal regulations surrounding the wildlife trade. We hoped that loose legal regulation in Africa would not be reflected Chinese individuals' understanding of the ban on bringing wildlife products into China.

Our goal in Zimbabwe was two-fold: to conduct research on the Chinese community in Zimbabwe in order to better understand its nature and involvement in wildlife issues, and to raise awareness of wildlife issues once this research was established. Given our research and finding of a scattered Chinese community, we used a mixed-strategy in Zimbabwe, targeting different facets, rather than focusing on a single group, of the community when holding film screenings, workshops, and pledge drives with various groups.

UNDERSTANDING CHINESE PEOPLE IN ZIMBABWE

Through our in-depth interviews with Chinese individuals, we were able to learn several things unique to Chinese people in Zimbabwe. First, though Chinese individuals in Zimbabwe believe that they have a good sense of regulatory laws surrounding the wildlife trade in both Zimbabwe and China, a majority of individuals are still in practice, breaking Chinese law. With regards to the ivory trade, while 98% of survey re-



spondents answered yes when asked whether or not they understood the regulations surrounding the ivory trade, 32% of respondents still reported that they or their friends brought back ivory products to China. This confusion may be attributed to the loose policies surrounding wildlife products in Zimbabwe, and reflects a gap in knowledge and need for educational campaigns amongst the community.

Second, Chinese in Zimbabwe feel like they face many hostilities from the local people, and many believe this is because of the perception of their involvement in the wildlife trade. We found this perception to be largely true when interacting with local people, as they blame Chinese as being the sole perpetrators of the wildlife trade.

Additionally, local media seem to focus on reporting negative news when regarding Chinese people, with a newspaper dedicated exclusively to this. Amongst Chinese individuals surveyed, 91% believed that the ivory trade has a definite to very large influence on the image of Chinese individuals living in Africa, with 42% believing that that influence is very large. This reflects a potential opening for outreaching to the Chinese community and engaging them in conservationist efforts – by incentivizing changing the image of their involvement in the trade, and promoting a positive one instead.

DEEP INTO DIFFERENT CHINESE COMMUNITIES

Because we found the Chinese community in Zimbabwe to be very scattered, we hosted private workshops with a variety of different groups. Like in Namibia, we hosted events directly on construction sites of 2 Chinese enterprises. In addition, in partnership with the representatives of these organizations, we hosted additional workshops with members of the Chinese Chamber of Commerce, Peaceful Reunification Promotion Association, and Chinese Enterprise Association. At these events, leaders of their industries and associations were in attendance, pledging to “say no to the wildlife trade,” and bringing back such sentiments to their respective organizations. Our collaboration with the representatives has again earned us an invitation for the next year.

PUBLIC CAMPAIGNS

Given the dispersed Chinese population, we held many events in many different places. We put posters up in all of Harare’s, the capitol’s, Chinese restaurants and supermarkets. We held pledge events in Dragon City, 2 Chinese restaurants, the weekend Chinese farmer’s market, in a private home where we met with members of the Chinese Medical Team (an organization of the Chinese Ministry of Health), and at a Chinese School.

Again, these places could cover almost all Chinese population, estimated to be around 10,000. Our posters are estimated to influence at least half of the population, which is 5,000 Chinese people.

We also expanded our influence through media. Our efforts were reported by both Chinese and local media in Zimbabwe which have both a lot of Chinese and local readers, including two Chinese media Zimbabwe Chinese Community Online and Zimbabwe Times, and a local newspaper News Day.

PARTNERSHIPS

Partner Institutions:

Chinese Chamber of Commerce

Chinese Enterprise Association

Embassy of the People’s Republic of China in the Republic of Zimbabwe

Peaceful Reunification Promotion Association

Sinohydro Group Ltd.

IMPACTS

Stories of change:

In the year of 2018, we hoped that our work would lay the groundwork for the beginning of an appreciation of animals in Chinese communities in Zimbabwe. During one of our events, we spoke with a Chinese representative of the community, and he told us that he had once purchased ivory. We then told him about the work that we do, and why we do it. After he began to understand our efforts, he actually began to help us with a lot of our work, serving like one of our own staff members during many events. He helped us connect with many Chinese individuals in Zimbabwe, including the Ambassador himself. **He told us that because of our influence, he will never buy wildlife products ever again.**



BEYOND NAMIBIA, SOUTH AFRICA AND ZIMBABWE

Thanks to HSI's support, other than the three major focus countries Namibia, South Africa and Zimbabwe, we have also done a lot of efforts in wildlife conservation in both other African countries and China via various ways.

ENGAGING CHINA IN WILDLIFE CONSERVATION IN TANZANIA

In January 2017, China House cooperated with Chinese embassy in Tanzania to hold the event "Walk for Elephants". Over 550 Chinese people and local people took to the streets of Tanzania's biggest city to protest the trade in ivory.

In February 2018, the event turned to a higher level - the China-Tanzania Forum on Wildlife Conservation and Tourism Development was held to strengthen cooperation in wildlife conservation between China and Tanzania. Tanzanian and Chinese officials and diplomats, Jane Goodall, the famous Chinese actress Hai Qing, and founder of China House Huang Hongxiang attended the forum.



2018, TANZANIA
Huang Hongxiang, founder of China House, speaking at the China-Tanzania Forum on Wildlife Conservation and Tourism Development



2018, KENYA
Chinese volunteers making the road-spanning ladder bridge for colobus monkeys.

YOUTH EDUCATION

China House has paid special attention to engaging young Chinese people in wildlife conservation. In 2018, we have provided for 20 Chinese students with in-depth conservation activities in Ol Pejeta Conservancy, Kenya. Two of the students went to investigate illegal wildlife trade in Southeast Asia voluntarily after participating in our projects.

Also, we have connected Chinese youth with wildlife conservation organizations in Kenya and Tanzania. In 2017 and 2018, we sent 16 Chinese young volunteers to colobus conservation project in Kenya and 12 volunteers to sea turtle conservation project in Tanzania. We hope that the Chinese young generation can become one of the most important parts of the world wildlife conservation.

PROMOTING WILDLIFE CONSERVATION IN CHINA

Back in China, China House has been promoting wildlife conservation through a variety of ways. We shared knowledge and stories on wildlife conservation in many public spaces and platforms, such as one of the biggest travel website Mafengwo, sharing sessions with Roots & Shoots, and book stores. Also, we have established a long-term partnership with Zoo Coffee, one of the most popular cafés in China, to hold different types of activities concerning wildlife conservation, including film screening, wildlife photography exhibition and so on.



2018, SHANGHAI

Huang Hongxiang sharing wildlife conservation knowledge and stories at Fudan University.

We have also organized wildlife conservation sharing sessions in over 50 universities and high schools, including Peking University in Beijing and Fudan University in Shanghai.

In May 2018, the founder of China House Huang Hongxiang was invited to share stories and knowledge of Africa's wildlife conservation on Langduzhe(The Reader), one of China's most popular TV shows produced by CCTV. This episode has over 26 million views online.

ONLINE CAMPAIGN

Since April 2017, China House has initiated a large number of posts about wildlife conservation online. These posts have reached both the Chinese living overseas, but also Chinese individuals living in China. Reaching both of these populations is important, as these two populations are very liquid – often moving back and forth between China and African countries. In addition to our own posts, China House is frequently reported on by other Chinese media outlets. The large amount of coverage that we receive furthers readers' awareness of wildlife conservation.

Sina Weibo:

Sina Weibo is a Chinese microblogging website. It is one of the most popular social media sites in China, in use by well over 30% of Internet users, with a market penetration similar to the United States' Twitter. According to iResearch's report on 30 March 2011, Sina Weibo had 56.5% of China's microblogging market based on active users. As of Q3 2017, Sina Weibo has over 376 million monthly active users.

China House has its own account of Sina Weibo. Its posts are widely read and reposted. Each post averages at least 5000 views, which means the direct reach is 5000+, and because of the number of reposts that our articles get, the indirect reach is 30000+. One of the videos introduced by China House has even hit 1 million views, and another, 555,000 views.

WeChat:

Wechat was first released in 2011, and by 2017 it was one of the largest standalone mobile apps by monthly active users, with over 980 million monthly active users (902 million daily active users). It has been called China's "App for Everything" and a "Super App" because of its wide range of functions and platforms.

China House has its own official accounts on Wechat. Since January 2018, it has posted every day about wildlife news, information and activities that both we and other wildlife organizations are holding. Currently, there are over 20,000 followers of the account, and the number is growing at an impressive rate, as just six months before the number had been less than 6,000. From April 2017 until now, we have posted 123 original Wechat posts about wildlife conservation. Many posts have been read more than 5,000 times, meaning the direct reach of each post is 5,000+ and the indirect reach is 20,000+.

In addition to our own account, many other official accounts also write about China House and its conservation efforts. These have totaled to be over 213. Some of the posts are not just simple posts, but extensive articles explaining China House activities in detail. These articles have directly reached over 100,000 individuals. Many comments on these posts show individuals' great desire to contribute to wildlife conservation.



Creation of the "Overseas Chinese Wildlife Conservation Association" :

Soon, we decided that we wanted to bring a more personal aspect to our account than just feeding our followers information from our posts. In the first half of 2018, we created the "Overseas Chinese Wildlife Conservation Association," a Wechat group wherein we hoped to empower Chinese in Africa who are most naturally passionate about conservation efforts. Currently, there are 121 members in this group from various different African countries, including Namibia, Mozambique, South Africa, Tanzania, etc. In this group, members themselves are actively sharing news about wildlife with one another, and are encouraging each other in their efforts. Since we have created the group, users have also gone on to create other groups for their specific communities (i.e. Overseas Chinese in Namibia), illustrating the extent to which they care about the issue.





2018, SOUTH AFRICA
Staff of Bank of China taking group photos in front of “Don’t Buy Wild” pledge.

LOOKING AHEAD

In the coming year of 2019, we are going to push forward our project more broadly and deeply. We will continue our work in South Africa, Namibia and Zimbabwe to further engage Chinese people there in wildlife conversation. In addition, we will add Botswana to our focus countries because we have established a good relation with Nan Gengxu, the CEO of Global Max Media Group and the Chinese community leader in Botswana, in our previous efforts.

The goals for the next year have two major components: first, making Chinese people in Africa determinedly resist illegal wildlife products, such as ivory, rhino horn, and pangolin; second, making Chinese people in Africa gradually move away from the legal while controversial wildlife products.

To achieve these goals, our plan for the next year project will focus on three aspects: intervention effectiveness, the breadth of our reach and the depth of our impact.

For the effectiveness of our intervention, based on our experience interacting with Chinese people who consumed illegal wildlife product before, we will try to build up a systematic approach that really works in influencing Chinese people in Africa.

For the breadth of our reach, we aim to reach Chinese people in our target countries as many as possible by displaying wildlife conservation posters in 80% of the places where Chinese people often visit, including Chinese restaurants, Chinese supermarkets, Chinese hotels and the offices of Chinese Chamber of Commerce. This would contribute to shortening the “distance” between Chinese people and the idea of wildlife conservation and influencing them to join in wildlife conservation.

For the depth of our impact, this year, other than raising Chinese people’s awareness of the importance of wildlife conservation and changing their attitudes, we aim to encourage Chinese people to contribute to wildlife conservation on their own by establishing a Chinese Wildlife

Conversation Volunteer Community in each target country. This capacity building approach would ensure that after our project staffs leave, wildlife conservation activities would continue and transform the community gradually.

Individuals and organizations (including big companies, small businesses and different kind of associations) can become our members. By being a member, individuals and organizations (including its staff or members) are responsible for resisting wildlife products trade, influencing their friends or staff/members, and participating in or organize a wildlife conservation event/activity every quarter. To demonstrate the commitment, Individuals would be required to pay 20 USD per year to become a member. Organizations are required to pay 100 – 500 USD according to its scale. The membership fee will be only used for them organizing wildlife conservation activities and would be managed by the leader of the Chinese wildlife conservation society in each country.

China House will provide a certificate for every member and support for members to organize activities. Every member (if he/she likes) will be listed on our annual report for appreciating their contribution and gain media exposure. When our members encountering wildlife conservation issues, China House will also help them communicate with local or international wildlife conservation organizations if needed. The long-term goal is that these members can contribute to wildlife conservation voluntarily and independently. We will also produce and share wildlife conservation related information and stories with our members regularly via WeChat to keep them involved continuously.

In terms of our target countries, we have the specific emphasis on each country:

South Africa

- Reach its 300,000 Chinese population in Johannesburg, Cape Town, and Durban
- Develop at least 15 organization members and 30 individual members

Namibia

- Push forward our interactions with construction sites
- Turn at least five sites into “wildlife friendly construction site”
- Develop at least 5 organization members and 10 individual members

Zimbabwe

- Establish a new Chinese wildlife conservation group apart from the existing group that was involved with elephant export
- Develop at least 5 organization members and 10 individual members

Botswana

- Organize a China Arica Wildlife Conservation Cooperation Conference
- Facilitate donation from the Chinese community to wildlife conservation
- Develop at least 5 organization members and 10 individual members





ABOUT CHINA HOUSE

Found in 2014 in Kenya, China House is a social enterprise aiming to connect Chinese overseas business with local sustainable development in the developing world through youth engagement. Utilizing the unique role of young Chinese professionals, China House specializes in researching and engaging Chinese communities in Africa, Latin America and other developing regions regarding sustainable development. We have worked with the International Institute for Environment and Development (IIED), World Wildlife Fund (WWF), the China Africa Research Initiative (CARI) at the Johns Hopkins University and other organizations to research Chinese business in Africa, and have been working with Humane Society International (HSI) since 2015 to engage Chinese community in Africa in wildlife conservation.

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