



HUMANE SOCIETY  
INTERNATIONAL



IFAW



WILDAID

July 18, 2018

James Quincey  
President and Chief Executive Officer  
Coca-Cola Company Headquarters  
1 Coca Cola Plz NW  
Atlanta, GA 30313

**Re: Appeal to Worldwide Olympic Partner Coca-Cola Regarding Japan’s Elephant Ivory Sales**

Dear Mr. Quincey:

I am writing on behalf of my organization, the Environmental Investigation Agency (EIA), and the undersigned environmental organizations, to respectfully appeal to Coca-Cola Company as a Worldwide Olympic Partner to urge the Government of Japan to close Japan’s legal domestic ivory market in advance of the Tokyo 2020 Olympics. To further elaborate our concerns, we respectfully request the opportunity to discuss this matter with you or your nominated representative at your earliest convenience.

EIA has previously worked closely with Coca-Cola representatives via the Consumer Goods Forum initiative to phase down use of HFC refrigerants and we note Coca-Cola’s impressive initiatives to transition out of HFCs to natural refrigerants to help protect the global climate. As an influential voice for environmental protections and a longtime major sponsor of the Olympics, we respectfully ask for your support to advocate that Japan ban domestic ivory trade prior to the Tokyo 2020 Olympics.

An estimated 20,000 African elephants are being poached each year for their ivory tusks, threatening the future of these majestic and iconic animals. Ivory poaching also fuels corruption, costs the lives of wildlife rangers, and destabilizes rural communities, many of which depend on elephant-based tourism. Legal markets stimulate and validate the demand for ivory. Only a cessation of ivory sales sends a signal that purchasing ivory is not acceptable and makes enforcement clear. Japan’s open ivory trade is an affront to elephant range states suffering from elephant poaching and to the many consumer nations taking steps to close their domestic ivory markets to protect elephants.

In 2016, 180 nations party to the global endangered species treaty CITES (Convention on International Trade in Endangered Species of Wild Fauna and Flora) agreed by consensus to a resolution calling for nations to close ivory markets where such trade is linked to illegal trade or poaching. The African Elephant Coalition members recently reiterated their demand for a global ban on ivory trade to protect Africa’s elephants.<sup>1</sup> The United States and China having already banned the trade in ivory (in 2016 and 2018 respectively), the United Kingdom is poised to implement the strictest ban to date, and Hong

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<https://www.independent.co.uk/voices/campaigns/elephant-campaign/more-action-needed-to-protect-africa-s-elephants-a8391536.html>

Kong, Taiwan, and Singapore have also announced their intent to ban domestic ivory trade. In contrast, Japan's legal ivory market is the largest legal domestic ivory market in the world, with more than 8,000 registered ivory sellers.

Japan's ivory trade not only ignores the 2016 CITES resolution calling for domestic ivory bans but also conflicts with the Tokyo Olympics' sustainability theme. Additionally, the trade in ivory is incompatible with United Nations Sustainable Development Goal (SDG) number 15, including the target to "take urgent action to end poaching and trafficking of protected species of flora and fauna and address both demand and supply of illegal wildlife products."

Historically, Japan has played a large role in the global ivory trade and the Japanese demand for ivory has driven the deaths of thousands of African elephants. Evidence from Japan's burgeoning illegal ivory trade in recent years illustrates that Japan's legal ivory market is contributing to the illegal trade.<sup>2</sup> The Government of Japan has failed to implement ivory trade controls on the "upstream" ivory trade in Japan as required by CITES ivory trade controls. Despite recent attempts by the Government of Japan to control the trade by amending its legislation, Japan's ivory controls still cannot prevent illegal ivory from entering the market and its trade serves to launder illicit ivory and enable illegal export.

Without a domestic prohibition on ivory, it is likely that visitors to the Olympics will facilitate a major surge of illegal ivory exports that will continue to fuel ivory demand while threatening China's ban on domestic ivory trade. China has made over 100 seizures of illegal ivory from Japan in recent years while Japan has not prosecuted a single case of illegal ivory exports to China.

In spite of Japan's resistance to joining global leaders in banning ivory trade, we are encouraged by the actions of the private sector, including by the exemplary actions of leading Japanese retail companies. Globally, e-commerce retailers Alibaba, eBay, Amazon, Google, Tencent, Etsy and others have already prohibited ivory sales on their platforms. Japan's Rakuten, Aeon, Ito-Yokado, and Mercari, have also recently committed to ceasing all elephant ivory sales. For example, Rakuten ceased all ivory ads on its platform in August 2017 and in September, Aeon advised the 180 ivory selling tenants of its Japanese malls that all ivory trade must end by March 2020, before the Tokyo Olympics.

Coca-Cola climate and sustainability policies have a global impact and your company strives to make lasting positive change for consumers, communities and the environment. The 2020 Tokyo Olympics present a unique and extraordinary opportunity for Coca-Cola Company to support and effect real, meaningful change that will help secure the survival of Africa's elephants as a lasting legacy for future generations. The Government of Japan's refusal to abolish its ivory industry appears badly out of step with the corporate social responsibility values embraced by the Worldwide Olympic Partners and cheapens the Olympics' declared commitments to sustainability and integrity.

In advance of the Tokyo 2020 Olympics, we encourage you to appeal for an ivory-free Japan and we respectfully ask you to raise your concerns about Japan's persistent legal ivory trade with the Government of Japan as well as the International Olympic Committee, U.S. Olympic Committee, Tokyo Olympic Committee, Japanese Olympic Committee and others, and urge Japan to close its domestic ivory market before the end of 2019.

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Sincerely,



Allan Thornton, OBE | President  
**Environmental Investigation Agency**  
[www.eia-global.org](http://www.eia-global.org)

**On Behalf of:**



Dr. Tom Ogilvie-Graham | Chief Executive Officer  
**African Wildlife Foundation**  
[www.awf.org](http://www.awf.org)



Masayuki Sakamoto | Executive Director  
**Japan Tiger and Elephant Fund**  
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Grace Ge Gabriel | Asia Regional Director  
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[www.ifaw.org](http://www.ifaw.org)



Peter Knights | Chief Executive Officer  
**WildAid**  
[www.wildaid.org](http://www.wildaid.org)

CC: Beatriz Perez, Senior VP and Chief Public Affairs, Communications and Sustainability  
James Williams, VP of Olympic Assets and Marketing Tokyo 2020



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July 18, 2018

Mr. Jack Ma  
Executive Chairman/CEO  
Alibaba (China) Co., Ltd  
969 West Wen Yi Road  
Yu Hang District  
Hangzhou 311121  
China

**Re: Appeal to Worldwide Olympic Partner Alibaba Regarding Japan’s Elephant Ivory Sales**

Dear Mr. Ma:

I am writing on behalf of my organization, the Environmental Investigation Agency, and the undersigned environmental organizations, to respectfully appeal to Alibaba Group as a Worldwide Olympic Partner to urge the Government of Japan to close Japan’s legal domestic ivory market in advance of the Tokyo 2020 Olympics. To further elaborate our concerns, we respectfully request the opportunity to discuss this matter with you or your nominated representative at your earliest convenience.

We hope that you, as a global leader of an influential private sector company and a U.N. Sustainable Development Goal Advocate, and Alibaba will continue to think of the planet and sustainability first, as you have demonstrated by banning sales of elephant ivory products on Alibaba’s platform.

An estimated 20,000 African elephants are being poached each year for their ivory tusks, threatening the future of these majestic and iconic animals. Ivory poaching also fuels corruption, costs the lives of wildlife rangers, and destabilizes rural communities, many of which depend on elephant-based tourism. Legal markets stimulate and validate the demand for ivory. Only a cessation of ivory sales sends a signal that purchasing ivory is not acceptable and makes enforcement clear. Japan’s open ivory trade is an affront to elephant range states suffering from elephant poaching and to the many consumer nations taking steps to close their domestic ivory markets to protect elephants.

In 2016, 180 nations party to the global endangered species treaty CITES (Convention on International Trade in Endangered Species of Wild Fauna and Flora) agreed by consensus to a resolution calling for nations to close ivory markets where such trade is linked to illegal trade or poaching. The African Elephant Coalition members recently reiterated their demand for a global ban on ivory trade to protect Africa’s elephants.<sup>1</sup> The United States and China having already banned the trade in ivory (in 2016 and 2018 respectively), the United Kingdom is poised to implement the strictest ban to date, and Hong Kong, Taiwan, and Singapore have also announced their intent to ban domestic ivory trade. In contrast,

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Japan's legal ivory market is the largest legal domestic ivory market in the world, with more than 8,000 registered ivory sellers.

Japan's ivory trade not only ignores the 2016 CITES resolution calling for domestic ivory bans but also conflicts with the Tokyo Olympics' sustainability theme. Additionally, the trade in ivory is incompatible with United Nations Sustainable Development Goal (SDG) number 15, including the target to "take urgent action to end poaching and trafficking of protected species of flora and fauna and address both demand and supply of illegal wildlife products."

Historically, Japan has played a large role in the global ivory trade and the Japanese demand for ivory has driven the deaths of thousands of African elephants. Evidence from Japan's burgeoning illegal ivory trade in recent years illustrates that Japan's legal ivory market is contributing to the illegal trade.<sup>2</sup> The Government of Japan has failed to implement ivory trade controls on the "upstream" ivory trade in Japan as required by CITES ivory trade controls. Despite recent attempts by the Government of Japan to control the trade by amending its legislation, Japan's ivory controls still cannot prevent illegal ivory from entering the market and its trade serves to launder illicit ivory and enable illegal export.

Without a domestic prohibition on ivory, it is likely that visitors to the Olympics will facilitate a major surge of illegal ivory exports that will continue to fuel ivory demand while threatening China's ban on domestic ivory trade. China has made over 100 seizures of illegal ivory from Japan in recent years while Japan has not prosecuted a single case of illegal ivory exports to China.

In spite of Japan's resistance to joining global leaders in banning ivory trade, we are encouraged by the actions of the private sector, including by the exemplary actions of leading Japanese retail companies. Globally, e-commerce retailers Alibaba, eBay, Amazon, Google, Tencent, Etsy and others have already prohibited ivory sales on their platforms. Japan's Rakuten, Aeon, Ito-Yokado, and Mercari, have also recently committed to ceasing all elephant ivory sales. For example, Rakuten ceased all ivory ads on its platform in August 2017 and in September, Aeon advised the 180 ivory selling tenants of its Japanese malls that all ivory trade must end by March 2020, before the Tokyo Olympics.

Alibaba's global role and active commitment to corporate social responsibility by implementing sustainability into real projects set the stage for strong engagement to ensure a sustainable, environmentally friendly Olympics. The 2020 Tokyo Olympics present a unique and extraordinary opportunity for Alibaba to support and effect real, meaningful change that will help secure the survival of Africa's elephants as a lasting legacy for future generations. The Government of Japan's refusal to abolish its ivory industry appears badly out of step with the corporate social responsibility values embraced by the Worldwide Olympic Partners and cheapens the Olympics' declared commitments to sustainability and integrity.

In advance of the Tokyo 2020 Olympics, we encourage you to appeal for an ivory-free Japan and we respectfully ask you to raise your concerns about Japan's persistent legal ivory trade with the Government of Japan as well as the International Olympic Committee, U.S. Olympic Committee, Tokyo

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Olympic Committee, Japanese Olympic Committee and others, and urge Japan to close its domestic ivory market before the end of 2019.

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Sincerely,

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**Environmental Investigation Agency**  
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**On Behalf of:**

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**African Wildlife Foundation**  
[www.awf.org](http://www.awf.org)

Angela Sheldrick | Chief Executive Officer  
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Kitty Block | President  
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CC: Jennifer Kuperman, Head of International Corporate Affairs  
Chris Tung, Chief Marketing Officer  
Candice Huang, Media Contact



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July 19, 2018

Thierry Breton  
Chairman & CEO  
Atos Global Head Office  
River Ouest, 80 quai Voltaire  
95877 Bezons cedex – France  
thierry.breton@atos.net

**Re: Appeal to Worldwide Olympic Partner Atos Regarding Japan’s Elephant Ivory Sales**

Dear Mr. Breton:

I am writing on behalf of my organization, the Environmental Investigation Agency, and the undersigned environmental organizations, to respectfully appeal to Atos as a Worldwide Olympic Partner to urge the Government of Japan to close Japan’s legal domestic ivory market in advance of the Tokyo 2020 Olympics. To further elaborate our concerns, we respectfully request the opportunity to discuss this matter with you or your nominated representative at your earliest convenience.

An estimated 20,000 African elephants are being poached each year for their ivory tusks, threatening the future of these majestic and iconic animals. Ivory poaching also fuels corruption, costs the lives of wildlife rangers, and destabilizes rural communities, many of which depend on elephant-based tourism. Legal markets stimulate and validate the demand for ivory. Only a cessation of ivory sales sends a signal that purchasing ivory is not acceptable and makes enforcement clear. Japan’s open ivory trade is an affront to elephant range states suffering from elephant poaching and to the many consumer nations taking steps to close their domestic ivory markets to protect elephants.

In 2016, 180 nations party to the global endangered species treaty CITES (Convention on International Trade in Endangered Species of Wild Fauna and Flora) agreed by consensus to a resolution calling for nations to close ivory markets where such trade is linked to illegal trade or poaching. The African Elephant Coalition members recently reiterated their demand for a global ban on ivory trade to protect Africa’s elephants.<sup>1</sup> The United States and China having already banned the trade in ivory (in 2016 and 2018 respectively), the United Kingdom is poised to implement the strictest ban to date, and Hong Kong, Taiwan, and Singapore have also announced their intent to ban domestic ivory trade. In contrast, Japan’s legal ivory market is the largest legal domestic ivory market in the world, with more than 8,000 registered ivory sellers.

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Japan's ivory trade not only ignores the 2016 CITES resolution calling for domestic ivory bans but also conflicts with the Tokyo Olympics' sustainability theme. Additionally, the trade in ivory is incompatible with United Nations Sustainable Development Goal (SDG) number 15, including the target to "take urgent action to end poaching and trafficking of protected species of flora and fauna and address both demand and supply of illegal wildlife products."

Historically, Japan has played a large role in the global ivory trade and the Japanese demand for ivory has driven the deaths of thousands of African elephants. Evidence from Japan's burgeoning illegal ivory trade in recent years illustrates that Japan's legal ivory market is contributing to the illegal trade.<sup>2</sup> The Government of Japan has failed to implement ivory trade controls on the "upstream" ivory trade in Japan as required by CITES ivory trade controls. Despite recent attempts by the Government of Japan to control the trade by amending its legislation, Japan's ivory controls still cannot prevent illegal ivory from entering the market and its trade serves to launder illicit ivory and enable illegal export.

Without a domestic prohibition on ivory, it is likely that visitors to the Olympics will facilitate a major surge of illegal ivory exports that will continue to fuel ivory demand while threatening China's ban on domestic ivory trade. China has made over 100 seizures of illegal ivory from Japan in recent years while Japan has not prosecuted a single case of illegal ivory exports to China.

In spite of Japan's resistance to joining global leaders in banning ivory trade, we are encouraged by the actions of the private sector, including by the exemplary actions of leading Japanese retail companies. Globally, e-commerce retailers Alibaba, eBay, Amazon, Google, Tencent, Etsy and others have already prohibited ivory sales on their platforms. Japan's Rakuten, Aeon, Ito-Yokado, and Mercari, have also recently committed to ceasing all elephant ivory sales. For example, Rakuten ceased all ivory ads on its platform in August 2017 and in September, Aeon advised the 180 ivory selling tenants of its Japanese malls that all ivory trade must end by March 2020, before the Tokyo Olympics.

Atos' longstanding partnership with the Olympics, recognition as a global leader in corporate social responsibility, and its environmental policy, including its eight high-level principles, set the platform for strong engagement to ensure a sustainable, environmentally friendly Olympics. The 2020 Tokyo Olympics present a unique and extraordinary opportunity for Atos to support and effect real, meaningful change that will help secure the survival of Africa's elephants as a lasting legacy for future generations. The Government of Japan's refusal to abolish its ivory industry appears badly out of step with the corporate social responsibility values embraced by the Worldwide Olympic Partners and cheapens the Olympics' declared commitments to sustainability and integrity.

In advance of the Tokyo 2020 Olympics, we encourage you to appeal for an ivory-free Japan and we respectfully ask you to raise your concerns about Japan's persistent legal ivory trade with the Government of Japan as well as the International Olympic Committee, U.S. Olympic Committee, Tokyo Olympic Committee, Japanese Olympic Committee and others, and urge Japan to close its domestic ivory market before the end of 2019.

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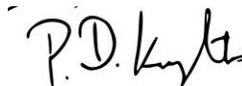
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CC: Patrick Adiba, Senior Executive Vice-President, CEO North America Operations and  
CEO Olympics & Major Events  
Sylvie Raybaud, Deputy Head of Global PR & Media



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INTERNATIONAL



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WILDAID

July 19, 2018

Masaaki Tsuya  
Chairman and CEO  
Bridgestone Japan Headquarters  
1-1, Kyobashi 3-chome,  
Chuo-ku, Tokyo 104-8340  
Japan

**Re: Appeal to Worldwide Olympic Partner Bridgestone Regarding Japan's Elephant Ivory Sales**

Dear Mr. Tsuya:

I am writing on behalf of my organization, the Environmental Investigation Agency, and the undersigned environmental organizations, to respectfully appeal to Bridgestone as a Worldwide Olympic Partner to urge the Government of Japan to close Japan's legal domestic ivory market in advance of the Tokyo 2020 Olympics. To further elaborate our concerns, we respectfully request the opportunity to discuss this matter with you or your nominated representative at your earliest convenience.

An estimated 20,000 African elephants are being poached each year for their ivory tusks, threatening the future of these majestic and iconic animals. Ivory poaching also fuels corruption, costs the lives of wildlife rangers, and destabilizes rural communities, many of which depend on elephant-based tourism. Legal markets stimulate and validate the demand for ivory. Only a cessation of ivory sales sends a signal that purchasing ivory is not acceptable and makes enforcement clear. Japan's open ivory trade is an affront to elephant range states suffering from elephant poaching and to the many consumer nations taking steps to close their domestic ivory markets to protect elephants.

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Bridgestone's Tokyo roots, mission to ensure a healthy environment for current and future generations, and long-term goal to protect biodiversity, set the stage for strong engagement to ensure a sustainable, environmentally friendly Olympics. The 2020 Tokyo Olympics present a unique and extraordinary opportunity for Bridgestone to support and effect real, meaningful change that will help secure the survival of Africa's elephants as a lasting legacy for future generations. The Government of Japan's refusal to abolish its ivory industry appears badly out of step with the corporate social responsibility values embraced by the Worldwide Olympic Partners and cheapens the Olympics' declared commitments to sustainability and integrity.

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[www.awf.org](http://www.awf.org)



Masayuki Sakamoto | Executive Director  
**Japan Tiger and Elephant Fund**  
[www.jtef.jp](http://www.jtef.jp)



Angela Sheldrick | Chief Executive Officer  
**David Sheldrick Wildlife Trust**  
[www.sheldrickwildlifetrust.org](http://www.sheldrickwildlifetrust.org)



Motokazu Ando | President  
**Japan Wildlife Conservation Society**  
[www.jwcs.org](http://www.jwcs.org)



Kitty Block | President  
**Humane Society International**  
[www.hsi.org](http://www.hsi.org)



Airi Yamawaki | Co-Founder and Co-Director  
**Tears of the African Elephant**  
[www.taelephants.org](http://www.taelephants.org)



Grace Ge Gabriel | Asia Regional Director  
**International Fund for Animal Welfare**  
[www.ifaw.org](http://www.ifaw.org)



Peter Knights | Chief Executive Officer  
**WildAid**  
[www.wildaid.org](http://www.wildaid.org)

CC: Asahiko "Duke" Nishiyama, Executive Vice President and Executive Officer  
Gordon Knapp, CEO and President, Bridgestone Americas, Inc.  
Ana Maria Arce, Communications and Sustainability Specialist, Bridgestone Americas, Inc.



HUMANE SOCIETY  
INTERNATIONAL



IFAW



WILDAID

July 19, 2018

Andrew Liveris  
Chief Executive Officer  
Dow Chemical Co.  
2030 Dow Ctr.  
Midland, MI 48674

**Re: Appeal to Worldwide Olympic Partner Dow Regarding Japan's Elephant Ivory Sales**

Dear Mr. Liveris:

I am writing on behalf of my organization, the Environmental Investigation Agency, and the undersigned environmental organizations, to respectfully appeal to Dow as a Worldwide Olympic Partner to urge the Government of Japan to close Japan's legal domestic ivory market in advance of the Tokyo 2020 Olympics. To further elaborate our concerns, we respectfully request the opportunity to discuss this matter with you or your nominated representative at your earliest convenience.

An estimated 20,000 African elephants are being poached each year for their ivory tusks, threatening the future of these majestic and iconic animals. Ivory poaching also fuels corruption, costs the lives of wildlife rangers, and destabilizes rural communities, many of which depend on elephant-based tourism. Legal markets stimulate and validate the demand for ivory. Only a cessation of ivory sales sends a signal that purchasing ivory is not acceptable and makes enforcement clear. Japan's open ivory trade is an affront to elephant range states suffering from elephant poaching and to the many consumer nations taking steps to close their domestic ivory markets to protect elephants.

In 2016, 180 nations party to the global endangered species treaty CITES (Convention on International Trade in Endangered Species of Wild Fauna and Flora) agreed by consensus to a resolution calling for nations to close ivory markets where such trade is linked to illegal trade or poaching. The African Elephant Coalition members recently reiterated their demand for a global ban on ivory trade to protect Africa's elephants.<sup>1</sup> The United States and China having already banned the trade in ivory (in 2016 and 2018 respectively), the United Kingdom is poised to implement the strictest ban to date, and Hong Kong, Taiwan, and Singapore have also announced their intent to ban domestic ivory trade. In contrast, Japan's legal ivory market is the largest legal domestic ivory market in the world, with more than 8,000 registered ivory sellers.

Japan's ivory trade not only ignores the 2016 CITES resolution calling for domestic ivory bans but also conflicts with the Tokyo Olympics' sustainability theme. Additionally, the trade in ivory is incompatible

<sup>1</sup> *More action needed to protect Africa's elephants' says the African Elephant Coalition.* June 9, 2018.  
<https://www.independent.co.uk/voices/campaigns/elephant-campaign/more-action-needed-to-protect-africa-s-elephants-a8391536.html>

with United Nations Sustainable Development Goal (SDG) number 15, including the target to "take urgent action to end poaching and trafficking of protected species of flora and fauna and address both demand and supply of illegal wildlife products."

Historically, Japan has played a large role in the global ivory trade and the Japanese demand for ivory has driven the deaths of thousands of African elephants. Evidence from Japan's burgeoning illegal ivory trade in recent years illustrates that Japan's legal ivory market is contributing to the illegal trade.<sup>2</sup> The Government of Japan has failed to implement ivory trade controls on the "upstream" ivory trade in Japan as required by CITES ivory trade controls. Despite recent attempts by the Government of Japan to control the trade by amending its legislation, Japan's ivory controls still cannot prevent illegal ivory from entering the market and its trade serves to launder illicit ivory and enable illegal export.

Without a domestic prohibition on ivory, it is likely that visitors to the Olympics will facilitate a major surge of illegal ivory exports that will continue to fuel ivory demand while threatening China's ban on domestic ivory trade. China has made over 100 seizures of illegal ivory from Japan in recent years while Japan has not prosecuted a single case of illegal ivory exports to China.

In spite of Japan's resistance to joining global leaders in banning ivory trade, we are encouraged by the actions of the private sector, including by the exemplary actions of leading Japanese retail companies. Globally, e-commerce retailers Alibaba, eBay, Amazon, Google, Tencent, Etsy and others have already prohibited ivory sales on their platforms. Japan's Rakuten, Aeon, Ito-Yokado, and Mercari, have also recently committed to ceasing all elephant ivory sales. For example, Rakuten ceased all ivory ads on its platform in August 2017 and in September, Aeon advised the 180 ivory selling tenants of its Japanese malls that all ivory trade must end by March 2020, before the Tokyo Olympics.

Dow's commitment to sustainability and intent to set a high bar for social and environmental progress set the stage for strong engagement to ensure a sustainable, environmentally friendly Olympics. The 2020 Tokyo Olympics present a unique and extraordinary opportunity for Dow to support and effect real, meaningful change that will help secure the survival of Africa's elephants as a lasting legacy for future generations. The Government of Japan's refusal to abolish its ivory industry appears badly out of step with the corporate social responsibility values embraced by the Worldwide Olympic Partners and cheapens the Olympics' declared commitments to sustainability and integrity.

In advance of the Tokyo 2020 Olympics, we encourage you to appeal for an ivory-free Japan and we respectfully ask you to raise your concerns about Japan's persistent legal ivory trade with the Government of Japan as well as the International Olympic Committee, U.S. Olympic Committee, Tokyo Olympic Committee, Japanese Olympic Committee and others, and urge Japan to close its domestic ivory market before the end of 2019.

May we kindly ask you to confirm receipt of this letter? We welcome the opportunity to discuss this issue further with you or your nominated representative. Please contact Amy Zets Croke at the Environmental Investigation Agency at [amyzets@eia-global.org](mailto:amyzets@eia-global.org) or via phone at +1 202-482-6621. If we have not heard from you within the coming weeks we will reach out to follow up.

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Sincerely,



Allan Thornton, OBE | President  
**Environmental Investigation Agency**  
[www.eia-global.org](http://www.eia-global.org)

**On Behalf of:**



Dr. Tom Ogilvie-Graham | Chief Executive  
Officer  
**African Wildlife Foundation**  
[www.awf.org](http://www.awf.org)



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[www.taelephants.org](http://www.taelephants.org)



Peter Knights | Chief Executive Officer  
**WildAid**  
[www.wildaid.org](http://www.wildaid.org)

CC: Neil Hawkins, Chief Sustainability Officer & CVP  
Louis Vega, Vice President of Olympic & Sports Solutions; President & Managing Director,  
Australia and New Zealand



HUMANE SOCIETY  
INTERNATIONAL



IFAW



WILDAID

July 19, 2018

John L. Flannery  
Chairman and Chief Executive Officer  
General Electric Company  
41 Farnsworth St.  
Boston, MA 02210

**Re: Appeal to Worldwide Olympic Partner GE Regarding Japan’s Elephant Ivory Sales**

Dear Mr. Flannery:

I am writing on behalf of my organization, the Environmental Investigation Agency, and the undersigned environmental organizations, to respectfully appeal to GE as a Worldwide Olympic Partner to urge the Government of Japan to close Japan’s legal domestic ivory market in advance of the Tokyo 2020 Olympics. To further elaborate our concerns, we respectfully request the opportunity to discuss this matter with you or your nominated representative at your earliest convenience.

An estimated 20,000 African elephants are being poached each year for their ivory tusks, threatening the future of these majestic and iconic animals. Ivory poaching also fuels corruption, costs the lives of wildlife rangers, and destabilizes rural communities, many of which depend on elephant-based tourism. Legal markets stimulate and validate the demand for ivory. Only a cessation of ivory sales sends a signal that purchasing ivory is not acceptable and makes enforcement clear. Japan’s open ivory trade is an affront to elephant range states suffering from elephant poaching and to the many consumer nations taking steps to close their domestic ivory markets to protect elephants.

In 2016, 180 nations party to the global endangered species treaty CITES (Convention on International Trade in Endangered Species of Wild Fauna and Flora) agreed by consensus to a resolution calling for nations to close ivory markets where such trade is linked to illegal trade or poaching. The African Elephant Coalition members recently reiterated their demand for a global ban on ivory trade to protect Africa’s elephants.<sup>1</sup> The United States and China having already banned the trade in ivory (in 2016 and 2018 respectively), the United Kingdom is poised to implement the strictest ban to date, and Hong Kong, Taiwan, and Singapore have also announced their intent to ban domestic ivory trade. In contrast, Japan’s legal ivory market is the largest legal domestic ivory market in the world, with more than 8,000 registered ivory sellers.

Japan’s ivory trade not only ignores the 2016 CITES resolution calling for domestic ivory bans but also conflicts with the Tokyo Olympics’ sustainability theme. Additionally, the trade in ivory is incompatible

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<https://www.independent.co.uk/voices/campaigns/elephant-campaign/more-action-needed-to-protect-africa-s-elephants-a8391536.html>

with United Nations Sustainable Development Goal (SDG) number 15, including the target to "take urgent action to end poaching and trafficking of protected species of flora and fauna and address both demand and supply of illegal wildlife products."

Historically, Japan has played a large role in the global ivory trade and the Japanese demand for ivory has driven the deaths of thousands of African elephants. Evidence from Japan's burgeoning illegal ivory trade in recent years illustrates that Japan's legal ivory market is contributing to the illegal trade.<sup>2</sup> The Government of Japan has failed to implement ivory trade controls on the "upstream" ivory trade in Japan as required by CITES ivory trade controls. Despite recent attempts by the Government of Japan to control the trade by amending its legislation, Japan's ivory controls still cannot prevent illegal ivory from entering the market and its trade serves to launder illicit ivory and enable illegal export.

Without a domestic prohibition on ivory, it is likely that visitors to the Olympics will facilitate a major surge of illegal ivory exports that will continue to fuel ivory demand while threatening China's ban on domestic ivory trade. China has made over 100 seizures of illegal ivory from Japan in recent years while Japan has not prosecuted a single case of illegal ivory exports to China.

In spite of Japan's resistance to joining global leaders in banning ivory trade, we are encouraged by the actions of the private sector, including by the exemplary actions of leading Japanese retail companies. Globally, e-commerce retailers Alibaba, eBay, Amazon, Google, Tencent, Etsy and others have already prohibited ivory sales on their platforms. Japan's Rakuten, Aeon, Ito-Yokado, and Mercari, have also recently committed to ceasing all elephant ivory sales. For example, Rakuten ceased all ivory ads on its platform in August 2017 and in September, Aeon advised the 180 ivory selling tenants of its Japanese malls that all ivory trade must end by March 2020, before the Tokyo Olympics.

GE's worldwide reach and commitment to sustainability set the stage for strong engagement to ensure a sustainable, environmentally friendly Olympics. The 2020 Tokyo Olympics present a unique and extraordinary opportunity for GE to support and effect real, meaningful change that will help secure the survival of Africa's elephants as a lasting legacy for future generations. The Government of Japan's refusal to abolish its ivory industry appears badly out of step with the corporate social responsibility values embraced by the Worldwide Olympic Partners and cheapens the Olympics' declared commitments to sustainability and integrity.

In advance of the Tokyo 2020 Olympics, we encourage you to appeal for an ivory-free Japan and we respectfully ask you to raise your concerns about Japan's persistent legal ivory trade with the Government of Japan as well as the International Olympic Committee, U.S. Olympic Committee, Tokyo Olympic Committee, Japanese Olympic Committee and others, and urge Japan to close its domestic ivory market before the end of 2019.

May we kindly ask you to confirm receipt of this letter? We welcome the opportunity to discuss this issue further with you or your nominated representative. Please contact Amy Zets Croke at the Environmental Investigation Agency at [amyzets@eia-global.org](mailto:amyzets@eia-global.org) or via phone at +1 202-482-6621. If we have not heard from you within the coming weeks we will reach out to follow up.

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Sincerely,



Allan Thornton, OBE | President  
**Environmental Investigation Agency**  
[www.eia-global.org](http://www.eia-global.org)

**On Behalf of:**



Dr. Tom Ogilvie-Graham | Chief Executive  
Officer  
**African Wildlife Foundation**  
[www.awf.org](http://www.awf.org)



Masayuki Sakamoto | Executive Director  
**Japan Tiger and Elephant Fund**  
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Angela Sheldrick | Chief Executive Officer  
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Kitty Block | President  
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**International Fund for Animal Welfare**  
[www.ifaw.org](http://www.ifaw.org)



Peter Knights | Chief Executive Officer  
**WildAid**  
[www.wildaid.org](http://www.wildaid.org)

CC: Kim Dellaquila, Sustainability Programs Reporting Manager  
Christopher Katsuleres, Director of Olympic Marketing and Sports Programs



HUMANE SOCIETY  
INTERNATIONAL



IFAW



WILDAID

July 19, 2018

Robert (Bob) Swan  
Chief Executive Officer  
Intel Corporation  
2200 Mission College Blvd.  
Santa Clara, CA 95054-1549

**Re: Appeal to Worldwide Olympic Partner Intel Regarding Japan's Elephant Ivory Sales**

Dear Mr. Swan:

I am writing on behalf of my organization, the Environmental Investigation Agency, and the undersigned environmental organizations, to respectfully appeal to Intel Corporation as a Worldwide Olympic Partner to urge the Government of Japan to close Japan's legal domestic ivory market in advance of the Tokyo 2020 Olympics. To further elaborate our concerns, we respectfully request the opportunity to discuss this matter with you or your nominated representative at your earliest convenience.

An estimated 20,000 African elephants are being poached each year for their ivory tusks, threatening the future of these majestic and iconic animals. Ivory poaching also fuels corruption, costs the lives of wildlife rangers, and destabilizes rural communities, many of which depend on elephant-based tourism. Legal markets stimulate and validate the demand for ivory. Only a cessation of ivory sales sends a signal that purchasing ivory is not acceptable and makes enforcement clear. Japan's open ivory trade is an affront to elephant range states suffering from elephant poaching and to the many consumer nations taking steps to close their domestic ivory markets to protect elephants.

In 2016, 180 nations party to the global endangered species treaty CITES (Convention on International Trade in Endangered Species of Wild Fauna and Flora) agreed by consensus to a resolution calling for nations to close ivory markets where such trade is linked to illegal trade or poaching. The African Elephant Coalition members recently reiterated their demand for a global ban on ivory trade to protect Africa's elephants.<sup>1</sup> The United States and China having already banned the trade in ivory (in 2016 and 2018 respectively), the United Kingdom is poised to implement the strictest ban to date, and Hong Kong, Taiwan, and Singapore have also announced their intent to ban domestic ivory trade. In contrast, Japan's legal ivory market is the largest legal domestic ivory market in the world, with more than 8,000 registered ivory sellers.

Japan's ivory trade not only ignores the 2016 CITES resolution calling for domestic ivory bans but also conflicts with the Tokyo Olympics' sustainability theme. Additionally, the trade in ivory is incompatible

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with United Nations Sustainable Development Goal (SDG) number 15, including the target to "take urgent action to end poaching and trafficking of protected species of flora and fauna and address both demand and supply of illegal wildlife products."

Historically, Japan has played a large role in the global ivory trade and the Japanese demand for ivory has driven the deaths of thousands of African elephants. Evidence from Japan's burgeoning illegal ivory trade in recent years illustrates that Japan's legal ivory market is contributing to the illegal trade.<sup>2</sup> The Government of Japan has failed to implement ivory trade controls on the "upstream" ivory trade in Japan as required by CITES ivory trade controls. Despite recent attempts by the Government of Japan to control the trade by amending its legislation, Japan's ivory controls still cannot prevent illegal ivory from entering the market and its trade serves to launder illicit ivory and enable illegal export.

Without a domestic prohibition on ivory, it is likely that visitors to the Olympics will facilitate a major surge of illegal ivory exports that will continue to fuel ivory demand while threatening China's ban on domestic ivory trade. China has made over 100 seizures of illegal ivory from Japan in recent years while Japan has not prosecuted a single case of illegal ivory exports to China.

In spite of Japan's resistance to joining global leaders in banning ivory trade, we are encouraged by the actions of the private sector, including by the exemplary actions of leading Japanese retail companies. Globally, e-commerce retailers Alibaba, eBay, Amazon, Google, Tencent, Etsy and others have already prohibited ivory sales on their platforms. Japan's Rakuten, Aeon, Ito-Yokado, and Mercari, have also recently committed to ceasing all elephant ivory sales. For example, Rakuten ceased all ivory ads on its platform in August 2017 and in September, Aeon advised the 180 ivory selling tenants of its Japanese malls that all ivory trade must end by March 2020, before the Tokyo Olympics.

Intel's dedication to building a better world and being a leader in environmental sustainability set the stage for strong engagement to ensure a sustainable, environmentally friendly Olympics. The 2020 Tokyo Olympics present a unique and extraordinary opportunity for Intel to support and effect real, meaningful change that will help secure the survival of Africa's elephants as a lasting legacy for future generations. The Government of Japan's refusal to abolish its ivory industry appears badly out of step with the corporate social responsibility values embraced by the Worldwide Olympic Partners and cheapens the Olympics' declared commitments to sustainability and integrity.

In advance of the Tokyo 2020 Olympics, we encourage you to appeal for an ivory-free Japan and we respectfully ask you to raise your concerns about Japan's persistent legal ivory trade with the Government of Japan as well as the International Olympic Committee, U.S. Olympic Committee, Tokyo Olympic Committee, Japanese Olympic Committee and others, and urge Japan to close its domestic ivory market before the end of 2019.

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Sincerely,



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**On Behalf of:**



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Peter Knights | Chief Executive Officer  
**WildAid**  
[www.wildaid.org](http://www.wildaid.org)

CC: Suzanne Fallender, Director, Corporate Responsibility  
Stephanie Joukoff, Sports, New Technologies & Olympic Games Marketing Leader



HUMANE SOCIETY  
INTERNATIONAL



July 19, 2018

Raynald Aeschlimann  
Chief Executive Officer  
Omega Ltd.  
Jakob-Stämpflistrasse 96  
CH-2502 Biel / Bienne  
Switzerland  
Phone: +41 32 343 92 11

## Re: Appeal to Worldwide Olympic Partner Omega Regarding Japan's Elephant Ivory Sales

Dear Mr. Aeschlimann:

I am writing on behalf of my organization, the Environmental Investigation Agency, and the undersigned environmental organizations, to respectfully appeal to Omega as a Worldwide Olympic Partner to urge the Government of Japan to close Japan's legal domestic ivory market in advance of the Tokyo 2020 Olympics. To further elaborate our concerns, we respectfully request the opportunity to discuss this matter with you or your nominated representative at your earliest convenience.

An estimated 20,000 African elephants are being poached each year for their ivory tusks, threatening the future of these majestic and iconic animals. Ivory poaching also fuels corruption, costs the lives of wildlife rangers, and destabilizes rural communities, many of which depend on elephant-based tourism. Legal markets stimulate and validate the demand for ivory. Only a cessation of ivory sales sends a signal that purchasing ivory is not acceptable and makes enforcement clear. Japan's open ivory trade is an affront to elephant range states suffering from elephant poaching and to the many consumer nations taking steps to close their domestic ivory markets to protect elephants.

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Omega's longstanding partnership with the Olympics and dedication to the conservation of the natural environment and its resources set the stage for strong engagement to ensure a sustainable, environmentally friendly Olympics. The 2020 Tokyo Olympics present a unique and extraordinary opportunity for Omega to support and effect real, meaningful change that will help secure the survival of Africa's elephants as a lasting legacy for future generations. The Government of Japan's refusal to abolish its ivory industry appears badly out of step with the corporate social responsibility values embraced by the Worldwide Olympic Partners and cheapens the Olympics' declared commitments to sustainability and integrity.

In advance of the Tokyo 2020 Olympics, we encourage you to appeal for an ivory-free Japan and we respectfully ask you to raise your concerns about Japan's persistent legal ivory trade with the Government of Japan as well as the International Olympic Committee, U.S. Olympic Committee, Tokyo Olympic Committee, Japanese Olympic Committee and others, and urge Japan to close its domestic ivory market before the end of 2019.

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**On Behalf of:**



Dr. Tom Ogilvie-Graham | Chief Executive Officer  
**African Wildlife Foundation**  
[www.awf.org](http://www.awf.org)



Masayuki Sakamoto | Executive Director  
**Japan Tiger and Elephant Fund**  
[www.jtef.jp](http://www.jtef.jp)



Angela Sheldrick | Chief Executive Officer  
**David Sheldrick Wildlife Trust**  
[www.sheldrickwildlifetrust.org](http://www.sheldrickwildlifetrust.org)



Motokazu Ando | President  
**Japan Wildlife Conservation Society**  
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Kitty Block | President  
**Humane Society International**  
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Airi Yamawaki | Co-Founder and Co-Director  
**Tears of the African Elephant**  
[www.taelephants.org](http://www.taelephants.org)



Grace Ge Gabriel | Asia Regional Director  
**International Fund for Animal Welfare**  
[www.ifaw.org](http://www.ifaw.org)



Peter Knights | Chief Executive Officer  
**WildAid**  
[www.wildaid.org](http://www.wildaid.org)

CC: Nick Hayek, CEO of Swatch Group and Chairman of OMEGA



HUMANE SOCIETY  
INTERNATIONAL



IFAW



WILDAID

July 19, 2018

Kazuhiro Tsuga  
President & CEO  
Panasonic Corporation  
1006, Oaza Kadoma, Kadoma-shi  
Osaka 571-8501  
Japan

**Re: Appeal to Worldwide Olympic Partner Panasonic Regarding Japan's Elephant Ivory Sales**

Dear Mr. Tsuga:

I am writing on behalf of my organization, the Environmental Investigation Agency, and the undersigned environmental organizations, to respectfully appeal to Panasonic Corporation as a Worldwide Olympic Partner to urge the Government of Japan to close Japan's legal domestic ivory market in advance of the Tokyo 2020 Olympics. To further elaborate our concerns, we respectfully request the opportunity to discuss this matter with you or your nominated representative at your earliest convenience.

An estimated 20,000 African elephants are being poached each year for their ivory tusks, threatening the future of these majestic and iconic animals. Ivory poaching also fuels corruption, costs the lives of wildlife rangers, and destabilizes rural communities, many of which depend on elephant-based tourism. Legal markets stimulate and validate the demand for ivory. Only a cessation of ivory sales sends a signal that purchasing ivory is not acceptable and makes enforcement clear. Japan's open ivory trade is an affront to elephant range states suffering from elephant poaching and to the many consumer nations taking steps to close their domestic ivory markets to protect elephants.

In 2016, 180 nations party to the global endangered species treaty CITES (Convention on International Trade in Endangered Species of Wild Fauna and Flora) agreed by consensus to a resolution calling for nations to close ivory markets where such trade is linked to illegal trade or poaching. The African Elephant Coalition members recently reiterated their demand for a global ban on ivory trade to protect Africa's elephants.<sup>1</sup> The United States and China having already banned the trade in ivory (in 2016 and 2018 respectively), the United Kingdom is poised to implement the strictest ban to date, and Hong Kong, Taiwan, and Singapore have also announced their intent to ban domestic ivory trade. In contrast, Japan's legal ivory market is the largest legal domestic ivory market in the world, with more than 8,000 registered ivory sellers.

<sup>1</sup> *More action needed to protect Africa's elephants' says the African Elephant Coalition.* June 9, 2018.  
<https://www.independent.co.uk/voices/campaigns/elephant-campaign/more-action-needed-to-protect-africa-s-elephants-a8391536.html>

Japan's ivory trade not only ignores the 2016 CITES resolution calling for domestic ivory bans but also conflicts with the Tokyo Olympics' sustainability theme. Additionally, the trade in ivory is incompatible with United Nations Sustainable Development Goal (SDG) number 15, including the target to "take urgent action to end poaching and trafficking of protected species of flora and fauna and address both demand and supply of illegal wildlife products."

Historically, Japan has played a large role in the global ivory trade and the Japanese demand for ivory has driven the deaths of thousands of African elephants. Evidence from Japan's burgeoning illegal ivory trade in recent years illustrates that Japan's legal ivory market is contributing to the illegal trade.<sup>2</sup> The Government of Japan has failed to implement ivory trade controls on the "upstream" ivory trade in Japan as required by CITES ivory trade controls. Despite recent attempts by the Government of Japan to control the trade by amending its legislation, Japan's ivory controls still cannot prevent illegal ivory from entering the market and its trade serves to launder illicit ivory and enable illegal export.

Without a domestic prohibition on ivory, it is likely that visitors to the Olympics will facilitate a major surge of illegal ivory exports that will continue to fuel ivory demand while threatening China's ban on domestic ivory trade. China has made over 100 seizures of illegal ivory from Japan in recent years while Japan has not prosecuted a single case of illegal ivory exports to China.

In spite of Japan's resistance to joining global leaders in banning ivory trade, we are encouraged by the actions of the private sector, including by the exemplary actions of leading Japanese retail companies. Globally, e-commerce retailers Alibaba, eBay, Amazon, Google, Tencent, Etsy and others have already prohibited ivory sales on their platforms. Japan's Rakuten, Aeon, Ito-Yokado, and Mercari, have also recently committed to ceasing all elephant ivory sales. For example, Rakuten ceased all ivory ads on its platform in August 2017 and in September, Aeon advised the 180 ivory selling tenants of its Japanese malls that all ivory trade must end by March 2020, before the Tokyo Olympics.

Panasonic's Tokyo roots, environment vision to achieve "a better life" and "a sustainable global environment," and aim to contribute to a sustainable society set the stage for strong engagement to ensure a sustainable, environmentally friendly Olympics. The 2020 Tokyo Olympics present a unique and extraordinary opportunity for Panasonic to support and effect real, meaningful change that will help secure the survival of Africa's elephants as a lasting legacy for future generations. The Government of Japan's refusal to abolish its ivory industry appears badly out of step with the corporate social responsibility values embraced by the Worldwide Olympic Partners and cheapens the Olympics' declared commitments to sustainability and integrity.

In advance of the Tokyo 2020 Olympics, we encourage you to appeal for an ivory-free Japan and we respectfully ask you to raise your concerns about Japan's persistent legal ivory trade with the Government of Japan as well as the International Olympic Committee, U.S. Olympic Committee, Tokyo Olympic Committee, Japanese Olympic Committee and others, and urge Japan to close its domestic ivory market before the end of 2019.

---

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May we kindly ask you to confirm receipt of this letter? We welcome the opportunity to discuss this issue further with you or your nominated representative. Please contact Amy Zets Croke at the Environmental Investigation Agency at [amyzets@eia-global.org](mailto:amyzets@eia-global.org) or via phone at +1 202-482-6621. If we have not heard from you within the coming weeks we will reach out to follow up.

Sincerely,



Allan Thornton, OBE | President  
**Environmental Investigation Agency**  
[www.eia-global.org](http://www.eia-global.org)

On Behalf of:



Dr. Tom Ogilvie-Graham | Chief Executive Officer  
**African Wildlife Foundation**  
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Peter Knights | Chief Executive Officer  
**WildAid**  
[www.wildaid.org](http://www.wildaid.org)

CC: Jeff Werner, Vice President, Corporate and Government Affairs at Panasonic USA  
Masahiro Ido, Director, Tokyo Olympic & Paralympic Enterprise Division



HUMANE SOCIETY  
INTERNATIONAL



July 19, 2018

David Taylor  
Chairman of the Board, President and CEO  
Procter & Gamble, Inc.  
1 Procter & Gamble Plaza  
Cincinnati, OH, 45201-3315

**Re: Appeal to Worldwide Olympic Partner Procter & Gamble Regarding Japan's Elephant Ivory Sales**

Dear Mr. Taylor:

I am writing on behalf of my organization, the Environmental Investigation Agency, and the undersigned environmental organizations, to respectfully appeal to Procter & Gamble, Inc. as a Worldwide Olympic Partner to urge the Government of Japan to close Japan's legal domestic ivory market in advance of the Tokyo 2020 Olympics. To further elaborate our concerns, we respectfully request the opportunity to discuss this matter with you or your nominated representative at your earliest convenience.

An estimated 20,000 African elephants are being poached each year for their ivory tusks, threatening the future of these majestic and iconic animals. Ivory poaching also fuels corruption, costs the lives of wildlife rangers, and destabilizes rural communities, many of which depend on elephant-based tourism. Legal markets stimulate and validate the demand for ivory. Only a cessation of ivory sales sends a signal that purchasing ivory is not acceptable and makes enforcement clear. Japan's open ivory trade is an affront to elephant range states suffering from elephant poaching and to the many consumer nations taking steps to close their domestic ivory markets to protect elephants.

In 2016, 180 nations party to the global endangered species treaty CITES (Convention on International Trade in Endangered Species of Wild Fauna and Flora) agreed by consensus to a resolution calling for nations to close ivory markets where such trade is linked to illegal trade or poaching. The African Elephant Coalition members recently reiterated their demand for a global ban on ivory trade to protect Africa's elephants.<sup>1</sup> The United States and China having already banned the trade in ivory (in 2016 and 2018 respectively), the United Kingdom is poised to implement the strictest ban to date, and Hong Kong, Taiwan, and Singapore have also announced their intent to ban domestic ivory trade. In contrast, Japan's legal ivory market is the largest legal domestic ivory market in the world, with more than 8,000 registered ivory sellers.

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Japan's ivory trade not only ignores the 2016 CITES resolution calling for domestic ivory bans but also conflicts with the Tokyo Olympics' sustainability theme. Additionally, the trade in ivory is incompatible with United Nations Sustainable Development Goal (SDG) number 15, including the target to "take urgent action to end poaching and trafficking of protected species of flora and fauna and address both demand and supply of illegal wildlife products."

Historically, Japan has played a large role in the global ivory trade and the Japanese demand for ivory has driven the deaths of thousands of African elephants. Evidence from Japan's burgeoning illegal ivory trade in recent years illustrates that Japan's legal ivory market is contributing to the illegal trade.<sup>2</sup> The Government of Japan has failed to implement ivory trade controls on the "upstream" ivory trade in Japan as required by CITES ivory trade controls. Despite recent attempts by the Government of Japan to control the trade by amending its legislation, Japan's ivory controls still cannot prevent illegal ivory from entering the market and its trade serves to launder illicit ivory and enable illegal export.

Without a domestic prohibition on ivory, it is likely that visitors to the Olympics will facilitate a major surge of illegal ivory exports that will continue to fuel ivory demand while threatening China's ban on domestic ivory trade. China has made over 100 seizures of illegal ivory from Japan in recent years while Japan has not prosecuted a single case of illegal ivory exports to China.

In spite of Japan's resistance to joining global leaders in banning ivory trade, we are encouraged by the actions of the private sector, including by the exemplary actions of leading Japanese retail companies. Globally, e-commerce retailers Alibaba, eBay, Amazon, Google, Tencent, Etsy and others have already prohibited ivory sales on their platforms. Japan's Rakuten, Aeon, Ito-Yokado, and Mercari, have also recently committed to ceasing all elephant ivory sales. For example, Rakuten ceased all ivory ads on its platform in August 2017 and in September, Aeon advised the 180 ivory selling tenants of its Japanese malls that all ivory trade must end by March 2020, before the Tokyo Olympics.

With its broad outreach, Procter & Gamble's environmental sustainability policies have a large global impact. The 2020 Tokyo Olympics present a unique and extraordinary opportunity for Procter & Gamble, Inc. to support and effect real, meaningful change that will help secure the survival of Africa's elephants as a lasting legacy for future generations. The Government of Japan's refusal to abolish its ivory industry appears badly out of step with the corporate social responsibility values embraced by the Worldwide Olympic Partners and cheapens the Olympics' declared commitments to sustainability and integrity.

In advance of the Tokyo 2020 Olympics, we encourage you to appeal for an ivory-free Japan and we respectfully ask you to raise your concerns about Japan's persistent legal ivory trade with the Government of Japan as well as the International Olympic Committee, U.S. Olympic Committee, Tokyo Olympic Committee, Japanese Olympic Committee and others, and urge Japan to close its domestic ivory market before the end of 2019.

May we kindly ask you to confirm receipt of this letter? We welcome the opportunity to discuss this issue further with you or your nominated representative. Please contact Amy Zets Croke at the

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Environmental Investigation Agency at [amyzets@eia-global.org](mailto:amyzets@eia-global.org) or via phone at +1 202-482-6621. If we have not heard from you within the coming weeks we will reach out to follow up.

Sincerely,



Allan Thornton, OBE | President  
**Environmental Investigation Agency**  
[www.eia-global.org](http://www.eia-global.org)

**On Behalf of:**



Dr. Tom Ogilvie-Graham | Chief Executive Officer  
**African Wildlife Foundation**  
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Peter Knights | Chief Executive Officer  
**WildAid**  
[www.wildaid.org](http://www.wildaid.org)

CC: Jack Mcaneny, Director of Sustainability



HUMANE SOCIETY  
INTERNATIONAL



IFAW



WILDAID

July 19, 2018

Ki Nam Kim  
President & CEO  
Samsung Electronics  
129 Samsung-Ro  
Suwon, Gyeonggi-do 443-742  
South Korea

Dong Jin Koh  
President & CEO  
Samsung Electronics  
129 Samsung-Ro  
Suwon, Gyeonggi-do 443-742  
South Korea

Hyun Suk Kim  
President & CEO  
Samsung Electronics  
129 Samsung-Ro  
Suwon, Gyeonggi-do 443-742  
South Korea

**Re: Appeal to Worldwide Olympic Partner Samsung Regarding Japan’s Elephant Ivory Sales**

Dear Mr. Ki Nam Kim, Mr. Hyun Suk Kim, and Mr. Dong Jin Koh:

I am writing on behalf of my organization, the Environmental Investigation Agency, and the undersigned environmental organizations, to respectfully appeal to Samsung as a Worldwide Olympic Partner to urge the Government of Japan to close Japan’s legal domestic ivory market in advance of the Tokyo 2020 Olympics. To further elaborate our concerns, we respectfully request the opportunity to discuss this matter with you or your nominated representative at your earliest convenience.

An estimated 20,000 African elephants are being poached each year for their ivory tusks, threatening the future of these majestic and iconic animals. Ivory poaching also fuels corruption, costs the lives of wildlife rangers, and destabilizes rural communities, many of which depend on elephant-based tourism. Legal markets stimulate and validate the demand for ivory. Only a cessation of ivory sales sends a signal that purchasing ivory is not acceptable and makes enforcement clear. Japan’s open ivory trade is an affront to elephant range states suffering from elephant poaching and to the many consumer nations taking steps to close their domestic ivory markets to protect elephants.

In 2016, 180 nations party to the global endangered species treaty CITES (Convention on International Trade in Endangered Species of Wild Fauna and Flora) agreed by consensus to a resolution calling for nations to close ivory markets where such trade is linked to illegal trade or poaching. The African Elephant Coalition members recently reiterated their demand for a global ban on ivory trade to protect Africa’s elephants.<sup>1</sup> The United States and China having already banned the trade in ivory (in 2016 and

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<https://www.independent.co.uk/voices/campaigns/elephant-campaign/more-action-needed-to-protect-africa-s-elephants-a8391536.html>

2018 respectively), the United Kingdom is poised to implement the strictest ban to date, and Hong Kong, Taiwan, and Singapore have also announced their intent to ban domestic ivory trade. In contrast, Japan's legal ivory market is the largest legal domestic ivory market in the world, with more than 8,000 registered ivory sellers.

Japan's ivory trade not only ignores the 2016 CITES resolution calling for domestic ivory bans but also conflicts with the Tokyo Olympics' sustainability theme. Additionally, the trade in ivory is incompatible with United Nations Sustainable Development Goal (SDG) number 15, including the target to "take urgent action to end poaching and trafficking of protected species of flora and fauna and address both demand and supply of illegal wildlife products."

Historically, Japan has played a large role in the global ivory trade and the Japanese demand for ivory has driven the deaths of thousands of African elephants. Evidence from Japan's burgeoning illegal ivory trade in recent years illustrates that Japan's legal ivory market is contributing to the illegal trade.<sup>2</sup> The Government of Japan has failed to implement ivory trade controls on the "upstream" ivory trade in Japan as required by CITES ivory trade controls. Despite recent attempts by the Government of Japan to control the trade by amending its legislation, Japan's ivory controls still cannot prevent illegal ivory from entering the market and its trade serves to launder illicit ivory and enable illegal export.

Without a domestic prohibition on ivory, it is likely that visitors to the Olympics will facilitate a major surge of illegal ivory exports that will continue to fuel ivory demand while threatening China's ban on domestic ivory trade. China has made over 100 seizures of illegal ivory from Japan in recent years while Japan has not prosecuted a single case of illegal ivory exports to China.

In spite of Japan's resistance to joining global leaders in banning ivory trade, we are encouraged by the actions of the private sector, including by the exemplary actions of leading Japanese retail companies. Globally, e-commerce retailers Alibaba, eBay, Amazon, Google, Tencent, Etsy and others have already prohibited ivory sales on their platforms. Japan's Rakuten, Aeon, Ito-Yokado, and Mercari, have also recently committed to ceasing all elephant ivory sales. For example, Rakuten ceased all ivory ads on its platform in August 2017 and in September, Aeon advised the 180 ivory selling tenants of its Japanese malls that all ivory trade must end by March 2020, before the Tokyo Olympics.

With its "PlanetFirst" focus, Samsung demonstrates its dedication to a healthy environment for a sustainable future, setting the stage for strong engagement to ensure a sustainable, environmentally friendly Olympics. The 2020 Tokyo Olympics present a unique and extraordinary opportunity for Samsung to support and effect real, meaningful change that will help secure the survival of Africa's elephants as a lasting legacy for future generations. The Government of Japan's refusal to abolish its ivory industry appears badly out of step with the corporate social responsibility values embraced by the Worldwide Olympic Partners and cheapens the Olympics' declared commitments to sustainability and integrity.

In advance of the Tokyo 2020 Olympics, we encourage you to appeal for an ivory-free Japan and we respectfully ask you to raise your concerns about Japan's persistent legal ivory trade with the Government of Japan as well as the International Olympic Committee, U.S. Olympic Committee, Tokyo

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Olympic Committee, Japanese Olympic Committee and others, and urge Japan to close its domestic ivory market before the end of 2019.

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Sincerely,



Allan Thornton, OBE | President  
**Environmental Investigation Agency**  
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On Behalf of:



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CC: Younghee Lee, CMO and Executive Vice President  
Tim Baxter, President & CEO, Samsung Electronics North America  
Emily Jansen, Global Public Affairs & CSR, Global Mobility at Samsung Electronics



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HUMANE SOCIETY  
INTERNATIONAL



IFAW



WILDAID

July 19, 2018

Akio Toyoda  
Toyota Motor Corporation 1  
Toyota-Cho, Toyota City  
Aichi Prefecture 471-8571  
Japan

**Re: Appeal to Worldwide Olympic Partner Toyota Regarding Japan’s Elephant Ivory Sales**

Dear Mr. Toyoda:

I am writing on behalf of my organization, the Environmental Investigation Agency, and the undersigned environmental organizations, to respectfully appeal to Toyota as a Worldwide Olympic Partner to urge the Government of Japan to close Japan’s legal domestic ivory market in advance of the Tokyo 2020 Olympics. To further elaborate our concerns, we respectfully request the opportunity to discuss this matter with you or your nominated representative at your earliest convenience.

An estimated 20,000 African elephants are being poached each year for their ivory tusks, threatening the future of these majestic and iconic animals. Ivory poaching also fuels corruption, costs the lives of wildlife rangers, and destabilizes rural communities, many of which depend on elephant-based tourism. Legal markets stimulate and validate the demand for ivory. Only a cessation of ivory sales sends a signal that purchasing ivory is not acceptable and makes enforcement clear. Japan’s open ivory trade is an affront to elephant range states suffering from elephant poaching and to the many consumer nations taking steps to close their domestic ivory markets to protect elephants.

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Japan’s ivory trade not only ignores the 2016 CITES resolution calling for domestic ivory bans but also conflicts with the Tokyo Olympics’ sustainability theme. Additionally, the trade in ivory is incompatible

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In spite of Japan's resistance to joining global leaders in banning ivory trade, we are encouraged by the actions of the private sector, including by the exemplary actions of leading Japanese retail companies. Globally, e-commerce retailers Alibaba, eBay, Amazon, Google, Tencent, Etsy and others have already prohibited ivory sales on their platforms. Japan's Rakuten, Aeon, Ito-Yokado, and Mercari, have also recently committed to ceasing all elephant ivory sales. For example, Rakuten ceased all ivory ads on its platform in August 2017 and in September, Aeon advised the 180 ivory selling tenants of its Japanese malls that all ivory trade must end by March 2020, before the Tokyo Olympics.

Toyota's Tokyo roots and dedication to sustainability and the environment set the stage for strong engagement to ensure a sustainable, environmentally friendly Olympics. The 2020 Tokyo Olympics present a unique and extraordinary opportunity for Toyota to support and effect real, meaningful change that will help secure the survival of Africa's elephants as a lasting legacy for future generations. The Government of Japan's refusal to abolish its ivory industry appears badly out of step with the corporate social responsibility values embraced by the Worldwide Olympic Partners and cheapens the Olympics' declared commitments to sustainability and integrity.

In advance of the Tokyo 2020 Olympics, we encourage you to appeal for an ivory-free Japan and we respectfully ask you to raise your concerns about Japan's persistent legal ivory trade with the Government of Japan as well as the International Olympic Committee, U.S. Olympic Committee, Tokyo Olympic Committee, Japanese Olympic Committee and others, and urge Japan to close its domestic ivory market before the end of 2019.

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<sup>2</sup> EIA (2016), *The Dirty Secrets of Japan's Illegal Ivory Trade*, [https://content.eia-global.org/posts/documents/000/000/525/original/Japans\\_Dirty\\_Secret\\_English.pdf?1475526291](https://content.eia-global.org/posts/documents/000/000/525/original/Japans_Dirty_Secret_English.pdf?1475526291).  
EIA (2015), *Japan's Illegal Ivory Trade and Fraudulent Registration of Tusks*, [https://content.eia-global.org/posts/documents/000/000/010/original/EIA\\_Japans\\_Illegal\\_Ivory\\_Trade.pdf?1485972867](https://content.eia-global.org/posts/documents/000/000/010/original/EIA_Japans_Illegal_Ivory_Trade.pdf?1485972867).

Sincerely,



Allan Thornton, OBE | President  
**Environmental Investigation Agency**  
[www.eia-global.org](http://www.eia-global.org)

On Behalf of:



Dr. Tom Ogilvie-Graham | Chief Executive  
Officer  
**African Wildlife Foundation**  
[www.awf.org](http://www.awf.org)



Masayuki Sakamoto | Executive Director  
**Japan Tiger and Elephant Fund**  
[www.jtef.jp](http://www.jtef.jp)



Angela Sheldrick | Chief Executive Officer  
**David Sheldrick Wildlife Trust**  
[www.sheldrickwildlifetrust.org](http://www.sheldrickwildlifetrust.org)



Motokazu Ando | President  
**Japan Wildlife Conservation Society**  
[www.jwcs.org](http://www.jwcs.org)



Kitty Block | President  
**Humane Society International**  
[www.hsi.org](http://www.hsi.org)



Airi Yamawaki | Co-Founder and Co-Director  
**Tears of the African Elephant**  
[www.taelephants.org](http://www.taelephants.org)



Grace Ge Gabriel | Asia Regional Director  
**International Fund for Animal Welfare**  
[www.ifaw.org](http://www.ifaw.org)



Peter Knights | Chief Executive Officer  
**WildAid**  
[www.wildaid.org](http://www.wildaid.org)

CC: James Lentz, CEO, North America Region, President & COO, Toyota Motor North America, Inc.  
Chris Schultz, General Manager of Olympic/Paralympic Marketing, Toyota Motor North America  
Kevin Butt, General Manager - Regional Environmental Sustainability Director



HUMANE SOCIETY  
INTERNATIONAL



IFAW



WILDAID

July 19, 2018

Alfred F. Kelly, Jr.  
Chief Executive Officer  
Visa Inc.  
900 Metro Center Blvd  
Foster City, CA 94404-2172

**Re: Appeal to Worldwide Olympic Partner Visa Inc. Regarding Japan’s Elephant Ivory Sales**

Dear Mr. Kelly:

I am writing on behalf of my organization, the Environmental Investigation Agency, and the undersigned environmental organizations, to respectfully appeal to Visa Inc. as a Worldwide Olympic Partner to urge the Government of Japan to close Japan’s legal domestic ivory market in advance of the Tokyo 2020 Olympics. To further elaborate our concerns, we respectfully request the opportunity to discuss this matter with you or your nominated representative at your earliest convenience.

The Environmental Investigation Agency reached out to you in 2017 regarding concerns about your affiliation with Rakuten (Marketing), which at the time was hosting sales of elephant ivory products on its Japanese website. Your representative responded with concern and a commitment to follow up with Rakuten, which we greatly appreciate. We were pleased to see Rakuten Ichiba cease ivory sales in August 2017.

An estimated 20,000 African elephants are being poached each year for their ivory tusks, threatening the future of these majestic and iconic animals. Ivory poaching also fuels corruption, costs the lives of wildlife rangers, and destabilizes rural communities, many of which depend on elephant-based tourism. Legal markets stimulate and validate the demand for ivory. Only a cessation of ivory sales sends a signal that purchasing ivory is not acceptable and makes enforcement clear. Japan’s open ivory trade is an affront to elephant range states suffering from elephant poaching and to the many consumer nations taking steps to close their domestic ivory markets to protect elephants.

In 2016, 180 nations party to the global endangered species treaty CITES (Convention on International Trade in Endangered Species of Wild Fauna and Flora) agreed by consensus to a resolution calling for nations to close ivory markets where such trade is linked to illegal trade or poaching. The African Elephant Coalition members recently reiterated their demand for a global ban on ivory trade to protect Africa’s elephants.<sup>1</sup> The United States and China having already banned the trade in ivory (in 2016 and 2018 respectively), the United Kingdom is poised to implement the strictest ban to date, and Hong Kong, Taiwan, and Singapore have also announced their intent to ban domestic ivory trade. In contrast,

<sup>1</sup> *More action needed to protect Africa’s elephants’ says the African Elephant Coalition.* June 9, 2018.  
<https://www.independent.co.uk/voices/campaigns/elephant-campaign/more-action-needed-to-protect-africa-s-elephants-a8391536.html>

Japan's legal ivory market is the largest legal domestic ivory market in the world, with more than 8,000 registered ivory sellers.

Japan's ivory trade not only ignores the 2016 CITES resolution calling for domestic ivory bans but also conflicts with the Tokyo Olympics' sustainability theme. Additionally, the trade in ivory is incompatible with United Nations Sustainable Development Goal (SDG) number 15, including the target to "take urgent action to end poaching and trafficking of protected species of flora and fauna and address both demand and supply of illegal wildlife products."

Historically, Japan has played a large role in the global ivory trade and the Japanese demand for ivory has driven the deaths of thousands of African elephants. Evidence from Japan's burgeoning illegal ivory trade in recent years illustrates that Japan's legal ivory market is contributing to the illegal trade.<sup>2</sup> The Government of Japan has failed to implement ivory trade controls on the "upstream" ivory trade in Japan as required by CITES ivory trade controls. Despite recent attempts by the Government of Japan to control the trade by amending its legislation, Japan's ivory controls still cannot prevent illegal ivory from entering the market and its trade serves to launder illicit ivory and enable illegal export.

Without a domestic prohibition on ivory, it is likely that visitors to the Olympics will facilitate a major surge of illegal ivory exports that will continue to fuel ivory demand while threatening China's ban on domestic ivory trade. China has made over 100 seizures of illegal ivory from Japan in recent years while Japan has not prosecuted a single case of illegal ivory exports to China.

In spite of Japan's resistance to joining global leaders in banning ivory trade, we are encouraged by the actions of the private sector, including by the exemplary actions of leading Japanese retail companies. Globally, e-commerce retailers Alibaba, eBay, Amazon, Google, Tencent, Etsy and others have already prohibited ivory sales on their platforms. Japan's Rakuten, Aeon, Ito-Yokado, and Mercari, have also recently committed to ceasing all elephant ivory sales. For example, Rakuten ceased all ivory ads on its platform in August 2017 and in September, Aeon advised the 180 ivory selling tenants of its Japanese malls that all ivory trade must end by March 2020, before the Tokyo Olympics.

A recognized leader in corporate sustainability, Visa Inc. is dedicated to environmental stewardship and makes an effort to reduce its impact on the environment and promote a culture of sustainability. The 2020 Tokyo Olympics present a unique and extraordinary opportunity for Visa Inc. to support and effect real, meaningful change that will help secure the survival of Africa's elephants as a lasting legacy for future generations. The Government of Japan's refusal to abolish its ivory industry appears badly out of step with the corporate social responsibility values embraced by the Worldwide Olympic Partners and cheapens the Olympics' declared commitments to sustainability and integrity.

In advance of the Tokyo 2020 Olympics, we encourage you to appeal for an ivory-free Japan and we respectfully ask you to raise your concerns about Japan's persistent legal ivory trade with the Government of Japan as well as the International Olympic Committee, U.S. Olympic Committee, Tokyo Olympic Committee, Japanese Olympic Committee and others, and urge Japan to close its domestic ivory market before the end of 2019.

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<sup>2</sup> EIA (2016), *The Dirty Secrets of Japan's Illegal Ivory Trade*, [https://content.eia-global.org/posts/documents/000/000/525/original/Japans\\_Dirty\\_Secret\\_English.pdf?1475526291](https://content.eia-global.org/posts/documents/000/000/525/original/Japans_Dirty_Secret_English.pdf?1475526291).  
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May we kindly ask you to confirm receipt of this letter? We welcome the opportunity to discuss this issue further with you or your nominated representative. Please contact Amy Zets Croke at the Environmental Investigation Agency at [amyzets@eia-global.org](mailto:amyzets@eia-global.org) or via phone at +1 202-482-6621. If we have not heard from you within the coming weeks we will reach out to follow up.

Sincerely,



Allan Thornton, OBE | President  
**Environmental Investigation Agency**  
[www.eia-global.org](http://www.eia-global.org)

On Behalf of:



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Peter Knights | Chief Executive Officer  
**WildAid**  
[www.wildaid.org](http://www.wildaid.org)

CC: Douglas Sapo, VP, Head of Global Corporate Responsibility & Philanthropy  
Martin Elliot, Global Head of Brand Protection