



Operation Game Change

The world has lost 52 percent of its biodiversity over the last 40 years. One of the biggest causes of biodiversity loss is the international illegal trade in endangered species, which has become a multi-billion dollar industry. A growing consumer demand for illegal wildlife and wildlife products is fuelling unrelenting poaching, and as a result driving rapid declines in many wild animal populations around the world including iconic species such as rhinos, elephants, and tigers, while strengthening organized crime and weakening the capacity to effectively enforce the rule of law. China, the United States and Vietnam are the top three consumer countries of illegal wildlife in the world.

This is a global challenge of growing urgency which requires a united, immediate and effective response. No one group can do this alone and everyone has an important role to play in helping to stop the poaching, trafficking, trade and consumption of endangered species.

Marking the 20th anniversary of the normalization of diplomatic relations, the United States and Vietnam will partner in **Operation Game Change (OGC)** to form a new alliance aimed at ending wildlife crime, especially rhino horn trafficking. **OGC** will raise public awareness and spark a reduction in demand for illegal wildlife, while simultaneously improving bilateral and global ties in environmental security. Funded by the U.S. Department of State, **OGC** complements and expands upon the U.S. Agency for International Development (USAID)-funded Asia's Regional Response to Endangered Species Trafficking (ARREST) program. The ARREST program works to reduce the consumption and sale of endangered species in Asia, including in Vietnam.

OGC is implemented by an alliance of government and non-government agencies including the U.S. Mission in Vietnam, Biodiversity Conservation Agency (BCA) of the Ministry of Natural Resources and Environment (MONRE), Vietnam CITES Management Authority of the Ministry of Agriculture and Rural Development (MARD), Education for Nature – Vietnam (ENV), Freeland Foundation, LoveFrankie, community and youth groups, and the private sector. Together with these partners, **OGC** will work to reach and positively influence millions of people in Vietnam over the months leading up to the late 2015 flagship event.

OGC presents a unique opportunity to make a real difference on this urgent global issue. By working together, we can stop wildlife crime, help uphold the law, and safeguard animals on the brink of extinction for our children and future generations to enjoy.

For more information about this project :

- Ms. Hoang Vu Lan Phuong
Project Coordinator
- Email: phuong@freeland.org
- Tel: +84 903000385

