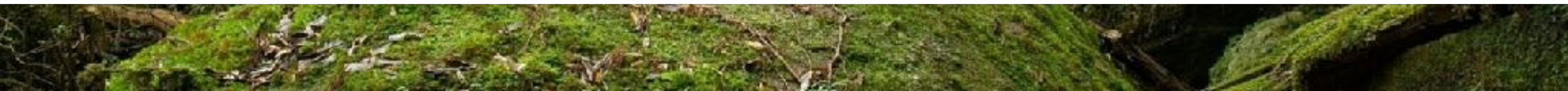




# PROTECTING WILDLIFE

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*Team Rhino*





“

Problem Statement 3 - “Your Idea!”

*Inspired by problem statement 5*





# MINIMISE ANIMAL TRAFFICKING

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- Awareness
- Reduce Demand
- Ground level actions



**HOW IS OUR IDEA  
DIFFERENT?**

**IT INTEGRATES ALL 3  
POINTS AND ATTEMPTS  
TO REACH MASS PEOPLE**

**HOW TO REACH PEOPLE ?**

**THROUGH GAME**

Score: 610 Saves: 5 Lost: 2

# WHY GAME?

.....

- Interactive and easy to learn
- Influencing (Blue Whale, Pokemon Go)
- Interesting
- Keep people engaged







Play Now



PLAY GAME

SPECIES

EVENTS

NEWS

ARTICLES

# GAME

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- Avoid obstacles
- Reach traps to save animals from hunter
  - Species more endangered -> more points
- Unlock new **avatar** (endangered species) and get their strengths
  - By upgrading the level

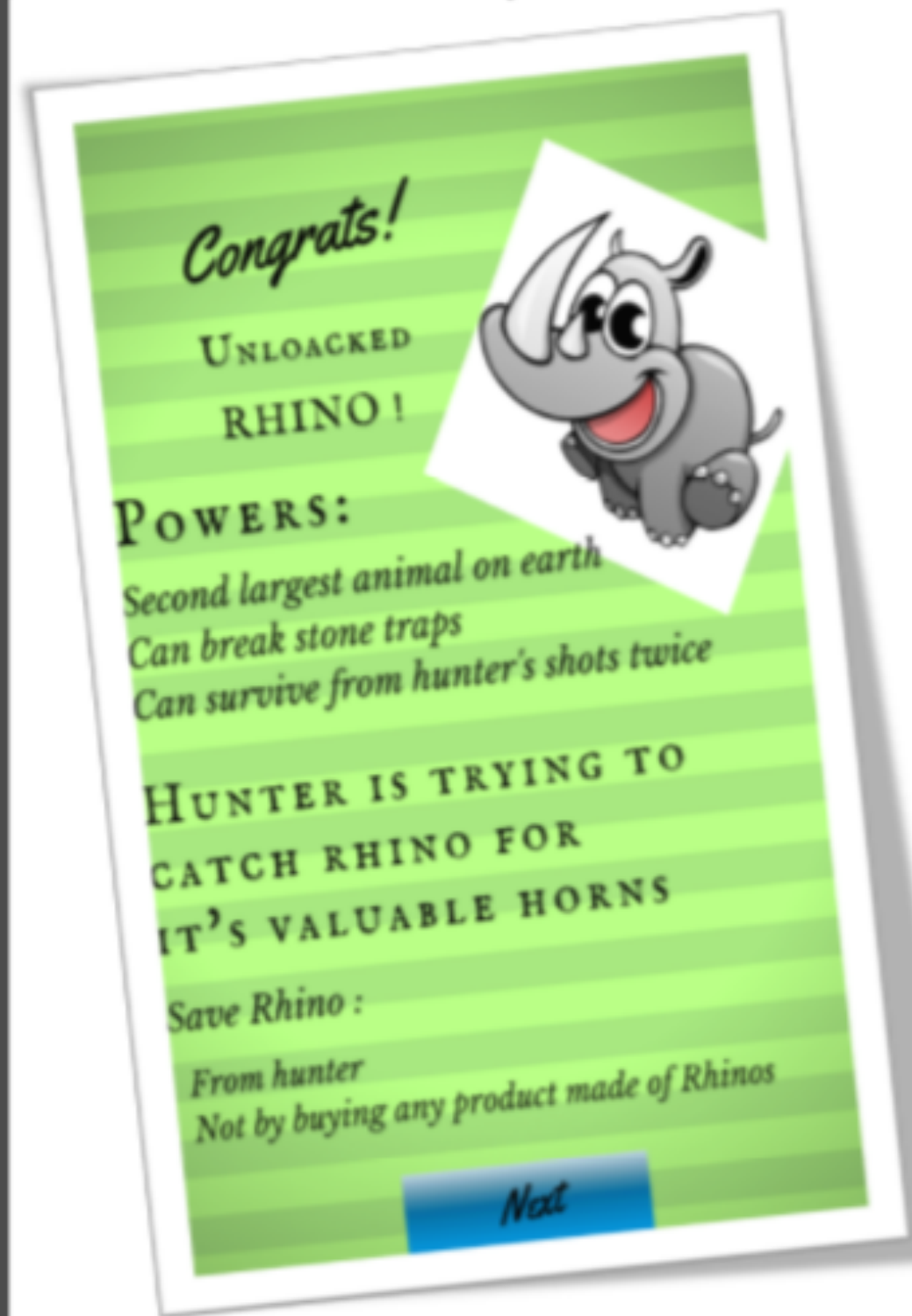


# UPGRADE LEVEL BY

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- *Writing articles*
- *Sharing news*
- *Organising and participating in events*
- *Save animal*
- *Report trafficking*

You saved a special Rhino!



CONTINUE

KNOW MORE

# AWARENESS AND REDUCING DEMAND

.....

- *Strength*
- *Contribution to ecosystem*
- *Smuggled body part*
- *Identification*
- *Its substitute*

## Rhino



*Looks better alive, with it's horn!*

*Hunters are trying to kill and capture rhinos for their valuable horns.*

Rhinoceros horns and other products, such as blood, skin and urine, have long been important constituents in traditional Chinese medicines used to reduce fevers, headaches and other illnesses.

There is a history of ornamental use of rhinoceros horn also.

Contrary to popular myth, rhinoceros horn has never been used in traditional medicine as an aphrodisiac.

### Resouces

- <http://www.traffic.org/rhinos/>



# GAME PROMOTION

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- *Social media*
- *All ground level works*

# DEPENDENCIES

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- Online community of moderation
- Government organisations
- NGOs



*"The blood of a unicorn will keep you alive, even if you are an inch from death, but at a terrible price. You have slain something pure and defenceless to save yourself, and you will have but a half-life, a cursed life, from the moment the blood touches your lips."*

— Firenze explains to Harry Potter why the slaying of a unicorn is a crime

.....

