

### 1970



1975

Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES) becomes effective



1978

African elephant is listed as **'threatened'** due to hunting and poaching



1979

An estimated **1.3 million elephants** roam across Africa

### 1980



1988

**LESS THAN:**  
**600,000 elephants** remain in Africa



1989

- Kenyan Officials burn **\$3m** worth of stockpiled ivory
- CITES ban the international commercial trade in African elephant ivory by placing species on Appendix I as **most-endangered species**



### 1990

ELEPHANT POPULATIONS  
BEGIN TO STABILISE AND THE  
DEMAND FOR IVORY DROPS TO  
A HISTORIC LOW



1992

- Zambia burns **9.5 tons** of seized ivory
- Dubai burns **12 tons** of confiscated ivory



1999

CITES approves a one-off sale of **49.4 metric tons** of stockpiled ivory from Botswana, Namibia and Zimbabwe to Japan

### 2008-2015

ILLEGAL TRADING OF  
IVORY EXPLODES



2008

CITES approves another one-off sale of **102 metric tons** of ivory from Botswana, Namibia, South Africa and Zimbabwe to China and Japan traders



2011

Over **25,000 ELEPHANTS POACHED** in Africa in 12 months and Kenya burns nearly 5 tons of ivory worth **\$16m**



2012

**30,000 ELEPHANTS POACHED IN AFRICA:**  
CITES recognises that elephant poaching has reached 'unsustainable' levels

- Gabon burns nearly **5 tons** of ivory
- The Iworry campaign is launched by The David Sheldrick Wildlife Trust



2013

- US Government destroys nearly **6 tons** of confiscated ivory
- Philippines burns **5 tons** of illegal ivory



2014

- China destroys **6 tons** of confiscated ivory
- Hong Kong vows to destroy **28 tons** of confiscated ivory by end of 2016 and begins with crushing **1 ton**
- France becomes first European country to destroy ivory stockpile as **3 tons** is publically crushed
- President Obama introduces a US ban on commercial African elephant ivory imports
- Belgium destroys **1.5 tons** of confiscated ivory
- Chad burns over **1 ton** of seized ivory
- USA States New Jersey and New York make history as the first states to pass ivory trade restrictions



2015

- Kenya burns **15 tons** of ivory on World Wildlife Day (3rd March) marking biggest ivory burn in history
- HRH The Duke of Cambridge visits China and urges officials to take action for elephants
- China imposes a one-year ban on ivory carving imports
- USA States California, Vermont, Illinois, Massachusetts, Hawaii, Florida, Oklahoma, Virginia, Maryland, Washington State, Iowa and Connecticut introduce ivory and rhino horn proposals
- Democratic Republic of Congo destroys **4.7 tons** of seized ivory
- Less than **400,000 elephants remain** across Africa
- UAE destroys more than **10 tons** of ivory
- China announces it will 'phase out' its ivory industry to combat elephant poaching
- New York City crush over **1 ton** of ivory in Times Square
- Iworry continues to campaign for a complete ban on the trade in ivory

# \$1,607,624.83

VALUE OF ELEPHANT over its lifetime to tourism

# \$21,000

Average raw VALUE OF IVORY an elephant carries

\*\*Taken from the Iworry report Dead or Alive: Valuing an Elephant'

