

# RHINOS IN CRISIS

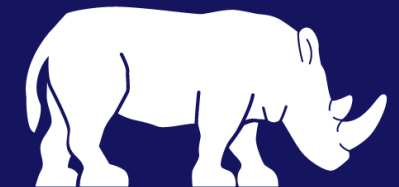
Rhinos. One of the world's oldest living mammals. Today's rhinos are the descendants of the largest mammal to ever walk the earth, and that roamed our planet over 40 million years ago. Immediately recognizable and iconic though maybe not as high profile as elephants, they are equally imposing, charismatic and irreplaceable.

Their role in the ecosystem is unsurpassed. Rhinos are nature's environmental engineers. They don't just shape the landscape. They change it in ways that ensure the survival of countless other species.

Their survival is under threat. Climate change and habitat degradation have significantly contributed to their decline. More recently, consumer demand, almost exclusive to Asian countries, for rhino horn has pushed rhinos towards extinction.

Rhino horn was a staple for centuries. In addition to serving as a status symbol, medicinal tool, and practical item, horns are also traded as investments, scarcity driving up their value. Today rhino horn is considered to be among the most valuable commodities in the world. The value of rhino horn per gram exceeds that of gold, diamonds, heroin, and cocaine.

International trade in horn has been prohibited since 1977 by the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES), but illegal trade continues to thrive. In addition to being a low-risk and high-reward activity, rhino horn trafficking is intimately linked to other organised crimes and terrorist groups. Despite rhino poaching being geographically limited, its effects can be felt by all.



ACTION FOR  
RHINOS

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## SMALL ACTIONS. BIG IMPACTS.

At Action For Rhinos, we recognise that simple day-to-day actions can really raise the profile of rhinos' plight. In order to ensure the future of our rhinos, we must act on simple steps to engage, inform and inspire social, political, economic and environmental change. Through shareable media, free downloads, and our education programme, we provide factual information about rhinos and the poaching crisis.

### OUR MISSION

- Empower children to contribute to rhino conservation through our education initiative
- Increase public awareness by influencing public attitudes, emotions, knowledge, and behaviours
- Influence policy makers and lobby for more stringent legislation and greater protection

### OUR WORK

- Children's education initiative
- Free campaign resources
- Public event presentations
- Video link lessons and talks
- Targeted social media campaigns
- Public awareness initiatives

Action For Rhinos is a grass-roots community organisation headed by Jane Acott and Laurian McLaren. We founded our organization in response to a dramatic increase in rhino fatalities caused by poaching after identifying the need for curated information and public resources to foster an understanding of our five rhino species.

We aim to promote rhino conservation by providing education and increasing public awareness of rhinos and their threats.

For more information on our projects, resources, partnership and sponsorship opportunities, please contact us at:

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