



## PEOPLE AND NATURE RECONCILIATION

Office: 39 Lane 68, Trung Kinh street  
Yen Hoa quarter, Cau Giay district, Hanoi, Vietnam  
Tel: +8424 3556-4001 | Email: [contact@nature.org.vn](mailto:contact@nature.org.vn)  
Website: <https://www.nature.org.vn>

Hanoi, 10 November 2022

**To:** Country Manager Vietnam at Facebook

**RE:** Combating online wildlife trade on the Facebook platform

Dear Ms./Mr.,

People and Nature Reconciliation (PanNature) is a Vietnamese not-for-profit organization dedicated to protecting and conserving the diversity of life and improving human well-being in Vietnam by seeking, promoting, and implementing feasible, nature-friendly solutions to critical environmental problems and sustainable development issues.

As part of our efforts to fulfill this mission, we are taking actions to stop the increasing illegal wildlife trade in Vietnam. Recently, to provide applicable recommendations for stakeholders, we work with the Asian Turtle Program (ATP) to conduct a study on the status of online turtle trading on social media platforms in Vietnam, including Facebook.

According to our survey, Facebook is a thriving platform for turtle trading, which tends to appear in increasing posts on both pages and groups. By 2021, there are over 96 Facebook pages and 200 Facebook groups that often update the activities related to captive breeding and trade of turtles and accessories for raising turtles. Of these, 93 pages and 151 groups specialize in selling turtles and accessories for turtle raising, while the rest are groups and pages that focus on sharing experiences of taking care of turtles as pets and networking with people with the same hobby. Digging deeper into more than 20 groups and 01 page specializing in selling turtles on Facebook reveals a total number of 671 posts attempting to sell 17 native turtle species of Vietnam. Among the commonly listed turtle species, there are species that are listed as Critically Endangered or Endangered by the IUCN Red List, such as the Elongated Tortoise (*Indotestudo elongata*), Keeled Box Turtle (*Cuora mouhotii* - 86 visits), and Vietnamese Pond Turtle (*Mauremys sinensis*). There are 1,811 native turtles advertised for sale in all posts, not counting the number of individuals in repeated posts in these 20 in-detail groups and pages. In many cases, these illegal trades are even promoted with Facebook ads. All turtle species for sale have no information of origins. It should be noted that, all of these 17 native turtle species on sale are listed in Annexes I and II of the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES), which are prohibited and restricted from exploiting wild populations for commercial purposes, and prioritized for protection under Vietnamese laws.

We acknowledge that Facebook has policies in place to restrict wildlife trading on Facebook Marketplace or Facebook pages/groups. However, it is a fact that users are trying to apply many workarounds and tricks to evade these regulations. Therefore, we would like to send this letter, accompanied by the survey report with specific results and recommendations,

along with a list of Facebook pages and groups. We urge that Facebook (Meta) review existing regulations and apply more effective mechanisms to eliminate wildlife trading activities on your social media platform.

We look forward to joining hands with Meta (Facebook) to prevent the endemic trade of wildlife species, both online and offline.

Should you have any feedback, please kindly send to:

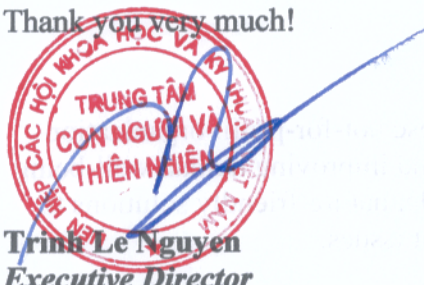
**People and Nature Reconciliation**

No. 39, Lane 68, Trung Kinh Street, Yen Hoa Ward, Cau Giay District, Hanoi, Vietnam

Postal code: 11312

Email: [contact@nature.org.vn](mailto:contact@nature.org.vn)

Thank you very much!



**Trinh Le Nguyen**  
**Executive Director**