



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
Website: <https://www.nature.org.vn>

Hanoi. 24 November 2022

To: Country Manager Vietnam at Google

RE: Combating online wildlife trade on the YouTube 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 action 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 YouTube.

According to our survey, videos on turtle trading and encouraging raising in captivity, including endangered turtle species, are prevalent on YouTube channels and appear to be increasing. The research team listed 230 related channels that still exist in 2021 and 92 channels updated in 2021 with 930 published videos.

Digging deeper into 930 videos published in 2021, the team found that besides videos sharing turtle-raising experiences, there are 97 videos advertising turtles for sale. We counted 39 turtle species appearing in the videos and identified ten species as rare native turtles of Vietnam. Among these IUCN Red List species, Elongated Tortoise (*Indotestudo elongata*) belongs to Critically Endangered (CR) category, seven other species are categorised as Endangered (EN), and two species are Vulnerable (VU). The total number of native turtle individuals on sale is 586.

Notably, all turtle species for sale have no information on origins and legal status. Meanwhile, these ten native turtle species 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 YouTube has policies and regulations preventing violent or hated content and illegal goods/services. However, it is a fact that users apply many workarounds and tricks to evade these regulations.

Therefore, we would like to send this letter with the survey report on specific results and recommendations and a list of YouTube channels. We urge that YouTube (Google) review existing regulations and apply more effective mechanisms to eliminate wildlife trading activities on your social media platform.

We look forward to your collaboration to prevent the illegal trade of wildlife.

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

Thank you very much!



Trình Lê Nguyễn
Executive Director