

# Help Save the Rhinoceros

(Play a role in saving five unique species from extinction)

## All five rhinoceros (rhino) species are threatened with extinction.

The sad figures, in the wild:

- The javan rhino (*rhinoceros sondaicus*) has only 63 to 67 individuals left;
- The sumatran rhino (*dicerorhinus sumatrensis*) has only 100 individuals left;
- The black rhino (*diceros bicornis*) has around 5,042 to 5,455 individuals left;
- The white rhino (*ceratotherium simum*) has around 19,682 to 21,077 individuals

In 2018, Sudan, the last male northern white rhino (a sub species) died. Today there are just two northern white rhinos left; sadly both are female!

Humans are the problem. **We are also the only solution!**

The ongoing demand for rhino horn in Asia (particularly Vietnam and China) is the root cause. Sadly, a false myth suggesting the rhinoceros horn contains curative properties and a speculative "investment" in the horns as jewellery has turned the beautiful rhino into a simple commodity. A horn with absolutely no medical value has become one of the most valuable commodities on earth (a rhino horn is estimated to be worth US\$65,000 per kg). A boom for poachers and the death warrant for one of the world's most beautiful and unique creatures.

The only real solution to the problem is: **"the rhinoceros horn must become a socially unacceptable product in Asia, reducing the rhino horn to a commodity of no real value"**.

It sounds difficult, but your organisation can play a part in preserving the world's rhinoceros.

'World Rhino Day' is on the 22<sup>nd</sup> of September. The goal of 'World Rhino Day' is to debunk the rhino horn myth and thereby reduce the demand for rhinoceros horn. As with any commodity: if you reduce the demand you can reduce the commodity value. In theory: no demand; no poaching!

As an organisation you can take a number of simple, low-cost steps to save the world's rhinos:

### (1) Make a Noise

Organisations (large and small) and Individuals have the ability, through their global offices, business connections and social media accounts, to help make a change.

Support 'World Rhino Day'; visit the website: (<https://www.worldrhinoday.org/>) and communicate their posters (or your own ideas and thoughts) across your organisation and to your clients (particularly across Asia); and

### (2) Provide Funds and Resources

You can donate directly to a number of organisations who are doing great work (often at a significant cost), including:

- Australian Rhino Project (<https://www.theaustralianrhinoproject.org/>);
- Save the Rhino (<https://www.savetherhino.org/>);
- Sumatran Rhino Rescue (<https://savesumatranrhinos.org/>);
- International Rhino Foundation (<https://rhinos.org/>);
- Rhino Fund Uganda (<https://www.rhinofund.org/>);
- Chipembere Rhino Foundation (<http://www.chipembere.org/>);
- Sheldrick Wildlife Trust (<https://www.sheldrickwildlifetrust.org/>);
- Rhino Conservation Botswana (<https://www.rhinoconservationbotswana.com/>);
- African Wildlife Foundation (<https://www.awf.org/wildlife-conservation/rhinoceros>)

Karza