



TECH COMPANIES COMMITMENTS ON ENDING WILDLIFE TRAFFICKING ONLINE

OVERVIEW

On 22nd June, at the *United for Wildlife* High Level Business Forum, the following tech companies agreed to these commitments designed to close-down opportunities for wildlife traffickers to exploit their platforms and services to facilitate the illegal wildlife trade. The commitments have been designed with companies that are members of the Coalition to End Wildlife Trafficking Online.

The commitments (1) reaffirm and strengthen the existing commitments made by Coalition members; and (2) scale the development and deployment of advanced AI tools by companies to prioritise tackling prohibited wildlife content and escalate and expand detection, removal and future deterrence.

COMMITMENTS

Today, on June 22, 2026, we [companies], who are members of the Coalition to End Wildlife Trafficking Online, convened by IFAW, TRAFFIC, and WWF:

- I. Reaffirm our commitments made through the Coalition to End Wildlife Trafficking Online, by specifically:*
 - Ending illegal wildlife trade on company platforms and services, with a focus on enhancing automated wildlife detection systems; working toward ensuring that recommended content features do not surface illegal wildlife trade; and deploying multilingual detection systems assessing text, images, video, and known bad actor tactics or equivalent protections.
 - Continuing to strengthen prohibited content and advertising policies to ensure that strong, enforceable endangered species language is included and consistent with tech companies across the sector; maintaining strong enforcement measures against the buying, selling, trading, or rehoming of endangered species or their parts; and reinforcing platform or service-appropriate measures to address repeat violations, and high-risk wildlife trafficking activity.
 - Improving the effectiveness of reporting and takedown systems; incorporating prohibited wildlife content detection into comprehensive staff training; and raising awareness of the issue while educating and empowering users to report suspicious listings.
 - Enhancing external reporting and knowledge sharing, including incorporating illegal wildlife trade in internal and external transparency reporting in alignment with applicable regulatory and legal frameworks; working with law enforcement agencies in accordance with applicable laws and terms of service; and contributing to industry and civil society learning and knowledge sharing through the Coalition where not proprietary.

II. Additionally, through a new and expanded collaboration with United for Wildlife (UfW), companies will deepen this commitment to focus on developing the most promising tool in the fight against wildlife crime: Artificial Intelligence. Companies agree to push the technical boundaries and prioritise wildlife in the following ways:

- Adapt and apply their most effective/appropriate integrity and AI-driven technologies to proactively detect, remove, and deter prohibited wildlife content on their platforms and services, minimising opportunity for any prohibited online transactions.
- Leverage and test advanced general AI models to identify and target prohibited wildlife content across languages, locales, and new criminal avoidance techniques.
- Analyse and refine AI automated detection technologies and report back on impact on detection and deterrence utilising existing reporting structures
- Companies agree to act as sectoral pioneers who help advance technological progress, share learnings and take the leadership role in ending wildlife trafficking online at speed and scale.

UNITED FOR WILDLIFE TECHNOLOGY CHALLENGE

Additionally, United for Wildlife (UfW) will convene a Technology Challenge and encourage tech companies to participate either in competing in the challenge, advising/supporting the challenge, or taking up the AI tools developed as an outcome. **Details are in the annex below.** Companies are invited to agree to be part of the design process for this challenge, which is expected to involve participation in online workshops and reviewing documents.

Please note companies that endorse the above commitments do not have to participate in the challenge, however, participation is encouraged.

Annex: UfW Technology Challenge on Disrupting Illegal Wildlife Trade Across Digital Commerce Systems

OVERVIEW

Over the past decade, United for Wildlife, founded by The Royal Foundation of The Prince and Princess of Wales, has built one of the world's most influential cross sector coalitions focused on disrupting the illegal wildlife trade. Through its Taskforces and growing network of industry and enforcement partners, the coalition has brought together airlines, ports, logistics companies, technology platforms, financial institutions, conservation organisations, and law enforcement agencies to address wildlife trafficking as a systems level global challenge.

Ten years into this effort, there is now an opportunity to catalyse a step change in how illegal wildlife trade is detected, disrupted, and prevented across global digital commerce systems. Illegal wildlife trade has evolved into a digitally enabled and globally distributed criminal economy operating across online marketplaces, social media platforms, messaging systems, parcel shipping networks, cargo infrastructure, and international transport systems. Trafficking networks increasingly exploit the scale and complexity of global commerce and logistics systems in ways that overwhelm traditional enforcement approaches.

At the same time, the convergence of rapidly advancing artificial intelligence, expanding digital commerce ecosystems, increasingly sophisticated trafficking networks, and mounting pressure on online platforms creates a critical opportunity to establish new operational capabilities before illicit trade networks further scale and adapt. The evolution of multimodal analytics, computer vision, anomaly detection, automated screening systems, and network intelligence create the possibility for a major leap forward in detection and disruption.

This creates a unique opportunity for United for Wildlife and tech companies to collectively shape and accelerate a new generation of implementation ready technological solutions capable of operating at operational scale across both digital and physical trade systems.

THE OPPORTUNITY

This challenge will be a coalition driven effort focused on identifying barriers, accelerating breakthroughs, and creating pathways for operational deployment across online commerce. The initiative is being designed from the outset around deployment realities rather than purely technical demonstration.

The current design phase invites coalition members, stakeholders, technology experts, enforcement agencies, logistics operators, and online platforms to help shape the core architecture of the challenge. Early engagement will be essential to ensuring that incentive structures, evaluation criteria, and deployment pathways are aligned with the operational realities, technical priorities, and capabilities most likely to drive meaningful adoption and long-term impact at scale.

Through structured workshops and stakeholder engagement, the challenge will focus on identifying where existing systems are failing, where technological gaps remain most significant, and how challenge incentives can best accelerate scalable solutions capable of integrating into workflows, infrastructure, and enforcement environments.

eCommerce: Within the online ecosystem, the challenge will focus on accelerating scalable detection and disruption capabilities across high volume digital commerce environments where existing moderation and enforcement systems struggle to keep pace with increasingly adaptive trafficking tactics. Priority areas include adaptive detection systems capable of identifying evasive trafficking behavior across multilingual and multi-platform environments, as well as enhancing the operational infrastructure required to improve detection effectiveness across participating systems, including reference datasets, wildlife product image libraries, and privacy conscious coordination mechanisms between platforms and enforcement actors.

WHY A TECHNOLOGY CHALLENGE

The challenge offers a powerful mechanism for accelerating innovation in a space that remains highly fragmented across sectors, jurisdictions, and operational systems. Well-designed incentive competitions are proven to attract unconventional solvers, compress research and development timelines, validate emerging technologies, and catalyse cross sector collaboration. This approach is particularly relevant for illegal wildlife trade, where meaningful progress depends on coordination across artificial intelligence, logistics systems, customs enforcement, trust and safety systems, conservation organisations, and global transport infrastructure. Beyond advancing technological innovation, the challenge is intended to create operational pathways for implementation, adoption, interoperability, and cross sector integration across systems.

Importantly, the Coalition to End Wildlife Trafficking Online itself is one of the initiative's greatest advantages. While companies and other sectors may pursue these challenges independently, the coalition creates an opportunity to align priorities, share operational insight, improve interoperability, and coordinate more effective responses across the broader trafficking ecosystem. By bringing together organisations across this ecosystem, the challenge can help define operational requirements, shape implementation, and establish shared frameworks for coordinated action across sectors.

DESIGN & DEVELOPMENT PROCESS

The challenge will progress through five phases, beginning with coalition engagement and co-design to define priorities, architecture, and deployment pathways, followed by a design phase to refine governance, participation, and implementation. Once designed, the challenge will formally open to participation, leading into an operational phase focused on testing, evaluation, and real-world validation, and ultimately transitioning into deployment and scaling to drive adoption and measurable impact across platforms and systems.

STRATEGIC IMPORTANCE

The opportunity extends beyond wildlife trafficking alone. Technologies accelerated through this effort may also strengthen capabilities related to biosecurity threats, illegal timber and fisheries trade, counterfeit goods, illicit trafficking networks, and transnational organised crime detection. More broadly, the initiative creates an opportunity for United for Wildlife and the Coalition to End Wildlife Trafficking Online to help establish stronger operational standards, interoperable detection systems, and technology enabled environmental and security infrastructure across sectors that have historically addressed these threats in fragmented and inconsistent ways. Collectively, this effort represents an opportunity to accelerate detection and disruption capabilities able to match the speed, complexity, and sophistication of modern wildlife trafficking networks.