

## **Prince William's 'United for Wildlife' launches new action fighting illegal wildlife trade and environmental crime with backing from global finance, transport and technology companies**

**London, 22 June 2026** – Some of the world's largest companies will today pledge a new wave of commitments to disrupt the illegal wildlife trade, in a landmark Business Forum convened by HRH The Prince of Wales, and The Royal Foundation's United for Wildlife during London Climate Action Week.

The forum will bring together United for Wildlife's members and partners – now the world's largest business coalition tackling the illegal wildlife trade and environmental crime – to unveil significant action across the transport, finance and technology sectors, all of which play a crucial role in the illegal wildlife supply chain.

Commitments will include:

- Major tech companies and e-commerce platforms, including Alibaba, Amazon, Baidu, eBay, Etsy, Google, Meta, Pinterest and TikTok have collectively committed for the first time publicly to end wildlife trafficking on their platforms. Representing a third of the global e-commerce market and 90% of the world's social media users, these companies will collaborate under United for Wildlife to explore ways to eradicate illegal wildlife listings online, with a focus on AI-enabled detection and prevention.
- Vodafone, together with Vodacom and Safaricom, will use AI in the fight against wildlife crime by leveraging their intelligent anti-money-laundering and transaction monitoring systems across M-Pesa. This is Africa's largest mobile money platform in East Africa, reaching 72 million customers.
- Leading cryptocurrency companies – with a total market capitalisation of c. \$500 – 600 billion, and responsible for 24% of the total market – are committing to disrupt the financial flows behind illegal wildlife trade for the first time and are signing the [Mansion House Declaration](#). They are also forming a dedicated working group to track and disrupt traffickers' financial flows.
- A public awareness campaign led by British Airways and Heathrow and timed to align with the opening of London Climate Action Week, that will bring the realities and ways to prevent wildlife trafficking directly to passengers at one of the world's busiest transit hubs.

*Full list of announcements can be found in the Notes to Editors.*

The announcements come as criminal networks increasingly exploit digital marketplaces, cryptocurrency and hyper-connected supply chains to traffic wildlife products and launder the proceeds, an illicit trade estimated to be worth up to \$23 billion a year globally<sup>i</sup>.

The forum marks a significant 10 years since the launch of the [Buckingham Palace Declaration](#), signed by more than 40 corporations and agencies in 2016. Since then, United for Wildlife has developed its network to more than 300 corporate members and partners.

A decade on, the world has changed. Global trade, transport and digital connectivity have grown at unprecedented speed, bringing major economic benefits but also creating new routes for criminal exploitation. As a result, the trade in illegal wildlife is more complex, geographically dispersed and more difficult to detect than ever before. United for Wildlife is evolving to meet that challenge, working with partners to strengthen collaboration, accelerate innovation and raise ambition for the decade ahead.

**David Fein, Co-Chair of United for Wildlife said:** *“Criminal networks are exploiting hyperconnected transport systems, digital marketplaces and financial flows at unprecedented scale and sophistication. What we see from the private sector today is a recognition that the illegal wildlife trade is both an environmental and a business issue. The past decade of innovation and action to combat it shows what's possible when businesses, governments and conservation organisations work together with urgency and purpose.”*

**Dr Tom Clements, Executive Director, The Royal Foundation said:** *“As United for Wildlife enters its next decade, our focus is clear: to work with businesses and partners around the world to close the gaps criminals exploit, unlock new investment for nature, and support the people protecting wildlife every day.”*

The forum also marks the launch of United for Wildlife’s refreshed strategy for its Business Taskforces. United for Wildlife looks to prevent threats to wildlife by closing the gaps that criminal networks exploit across systems, supply chains and digital platforms and protecting nature by supporting rangers, Indigenous Peoples and local communities, as well as inspiring greater action by deepening business, political and public support for systemic change.

## **ENDS**

### **Notes to Editors**

Actions announced today, include:

#### **Digital platforms and AI**

Dozens of companies representing more than fifty of the world's most popular digital apps and platforms including Google, Meta, TikTok, Amazon, Alibaba, Baidu, eBay, Etsy, and Pinterest will commit publicly for the first time to end illegal wildlife trade listings online, including through using AI-enabled detection. Together, the signatories operate platforms representing approximately 33% of the global e-commerce market, worth more than \$6.4 trillion in 2025, including the two largest online marketplaces in the world by value. Their services reach more than 90% of the world's 5.79 billion social media users, giving the coalition unprecedented reach to eradicate wildlife trafficking online.

This is the next and welcome development in commitments made by companies working with the *Coalition to End Wildlife Trafficking Online*, focused on the eradication of illegal wildlife trade listings on company platforms. These 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.

#### **Cryptocurrency sector**



For the first time, United for Wildlife is expanding its reach into the crypto ecosystem with a new initiative to disrupt the financial flows behind wildlife trafficking. A group of cryptocurrency exchanges, blockchain analytics firms and payment companies – including PayPal, TRM Labs, Chainalysis, Circle, and Luno – with a total market capitalisation of circa \$500-600 billion and responsible for 24% of the total crypto market, are committing to disrupt the financial flows behind illegal wildlife trade for the first time and are signing the Mansion House Declaration.

Together, they are forming a dedicated working group to develop shared typologies and red-flag indicators to detect trafficker behaviour and coordinate investigations with law enforcement. While traffickers have turned to cryptocurrency to bypass conventional banking checks, blockchain analysis can in many cases trace, de-anonymise and geolocate transactions turning the technology used to hide proceeds into a tool for exposing them.

A second initiative, Project Pangolin, is designed for participation from organisations across public sector, private sector, and nonprofits. Spearheaded by TRM Labs, the group will create a shared digital workspace where members exchange datasets, reports, and intelligence on wildlife trafficking and run operational sprints in which members combine intelligence into packages that law enforcement can act on.

Blockchain analytics firms, cryptocurrency exchanges and financial institutions are working alongside law enforcement to trace and dismantle the financial networks behind some of the world's most serious crimes, from terrorist financing and sanctions evasion to child exploitation and large-scale fraud. For the first time, that same capability is being turned, in a coordinated way, on wildlife trafficking.

### **British Airways**

British Airways is launching a pilot public awareness campaign at Heathrow, timed to align with the opening of London Climate Action Week, that will bring the realities of wildlife trafficking directly to passengers at one of the world's busiest transit hubs. The campaign will be scaled to include an in-flight entertainment package with short episodes raising awareness of the role of frontline environmental defenders.

The airline, which carries hundreds of thousands of passengers each day, will also expand its canine-detection programme and roll out frontline staff training. The initiative is designed as a replicable model for UK ports of entry and international airport partners.

### **Vodafone**

Vodafone, together with Vodacom and Safaricom, is partnering with United for Wildlife to apply AI in the fight against wildlife crime. They leverage intelligent anti-money-laundering and transaction monitoring systems across M-Pesa, Africa's largest mobile money platform in East Africa with 72 million customers. The initiative will expand to the whole of its African footprint to trace financial transactions linked to wildlife trafficking and help identify and disrupt the criminal networks behind it.

### **World Shipping Council**

Members of the World Shipping Council, which together operates more than 90% of the global container fleet have adopted a new policy to address illegal wildlife trade risks in their operations, and have developed an industry-wide screening tool to track and act on

illegal wildlife trade risks in their operations, using AI and machine learning. This responds to policies adopted by WSC members last year, which included a commitment to strengthen screening, tracking and reporting shipments of suspected illegal wildlife.

The new tool is an industry first and builds on members' existing proprietary screening tools.

### **Taskforce on Nature-related Financial Disclosures**

United for Wildlife has worked with the Taskforce on Nature-related Financial Disclosures (TNFD) to develop guidance for companies to assess their risk exposure to environmental crime, through supply chains or other channels, and report on it accordingly. The guidance was shared with all TNFD member companies on 1 June, opening a three-month consultation period during which organisations can review, comment on and suggest changes. A final version incorporating feedback is expected to be published at Climate Week NYC in September.

### **Scotiabank**

Scotiabank – one of North America's largest financial institutions – is supporting efforts to combat wildlife trafficking by identifying illicit financial flows with the Bank's advanced anti-money laundering (AML) capabilities, including artificial intelligence and machine learning. The Bank is committed to sharing its approach and insights with United for Wildlife partners to enhance collective efforts to disrupt these activities by following the money.

In addition, Scotiabank's AML team will support new research, by leading universities, focused on the nexus between wildlife trafficking and organized crime networks. The Bank also plans to introduce wildlife trafficking awareness into its mandatory training program for all its employees.

### **New United for Wildlife Taskforce members:**

New signatories expected on 22 June to the Buckingham Palace Declaration include Oneworld Alliance, Oman Air, Scandinavian Airlines System (SAS), SkyTeam Alliance and Hamad International Airport. Financial institutions signing the Mansion House Declaration include PayPal, Tether, Circle, TRM Labs, Chainalysis and the London Stock Exchange Group.

### **About The Royal Foundation**

The Prince and Princess of Wales and The Royal Foundation lead with the belief that change is always possible and are committed to building innovative, collaborative and optimistic solutions that deliver positive impact where it matters most.

Together, Their Royal Highnesses and The Royal Foundation have an unparalleled ability to take a long-term view and unite people, ideas and resources; inspiring action to deliver meaningful change for a better future for individuals, communities, society and our planet.

For more information on The Royal Foundation and its programmes of work, please visit: <https://royalfoundation.com/>

### **About United for Wildlife**



Founded in 2013 by HRH Prince William, United for Wildlife aims to prevent the illegal wildlife trade and its links to wider environmental crime. It unites law enforcement organisations, governments, NGOs, communities, and the private sector to expose trafficking routes, disrupt criminal networks, protect the people risking their lives to defend our natural world, and inspire and effect direct change.

For more information on United for Wildlife, please visit: <https://unitedforwildlife.org/>

### **About the illegal wildlife trade**

The illegal wildlife trade is one of the world's largest criminal enterprises. It threatens biodiversity, undermines the rule of law, fuels corruption and deprives communities of natural resources and livelihoods. Criminal networks exploit global transport, financial and digital infrastructure to move products and launder the proceeds.

### **About London Climate Action Week**

London Climate Action Week is the UK's flagship annual programme of events focused on accelerating climate action. The 2026 edition runs from 22 June.

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<sup>i</sup> United Nations Environment Programme: <https://www.unep.org/news-and-stories/story/three-ways-united-nations-environment-programme-works-address-illegal-trade>