



For the Attention of the Ambassador

Dear Ambassador,

The recent pandemic has given me and hopefully most of us time to reflect on our relationship with animals and the natural world. The novel coronavirus made its transition to humans via the trade in exotic wildlife, which is a global problem. This time has confirmed to me that I want to be part of a global solution and so I am writing to you to ask for your help.

A strong signal from the Vietnamese government will convince many that the time has come to stop consuming exotic species. While the focus of this letter is rhino horn, it could equally apply to pangolins and more.

The rapid economic growth experienced in Vietnam provides wonderful opportunities for current and future generations. Continental Africa's unique wildlife is vital to securing the same economic prosperity for its children, through the tourism sector.

I ask that the Vietnamese government does all it can to stop the consumption of rhino horn in Vietnam. The selfish acts of a very small number of status driven Vietnamese men and the cruel poaching trade that supplies the rhino horn they desire to 'show off' to their peer group must stop.

Rhino poaching is still at alarming levels based on Vietnamese demand and it is vital that your government acts now. I am asking for your help in ensuring that the desire for rhino horn is decisively closed down in Vietnam. These wonderful animals deserve our compassion and commitment. We are privileged to be their custodians and we must all take responsibility to ensure their survival in the wild.

I hope that you will help to lead the solution to closing this trade in Vietnam.

Signed

Print Name:

Date:

Country: