

Use Case: Environmental Oversight

Spot illegal wildlife trade and protect endangered species

The situation

Illegal wildlife trafficking is big business with low risk and high returns. The poaching and illegal trade of protected or managed species has become an international crisis in the past decade.

Consequences are grave and wide-ranging. These illegal activities can devastate already-endangered species, destroy ecosystems, and threaten biodiversity. There is also an increased risk of spreading diseases to humans.

Furthermore, poaching and illegal wildlife trade often involve other criminal activities, such as money laundering, corruption, and drug trafficking. Widespread economic damage often results from the damage to ecosystems, biodiversity, and the tourism industry.

Our PAI solution

The illegal trade of wildlife, along with the resulting exploitation and profiteering, can be disrupted with an always-on vigilant approach that leverages publicly available information (PAI) from around the world.

Babel Street's analytics platform offers an AI-enabled cross-lingual, persistent search of thousands of global

What evidence exists online regarding poaching or wildlife trafficking?

Babel Street empowers teams with actionable insights to spot wildlife trafficking and trace the sources of the illegal activity.

and regional PAI sources in over 200 languages to rapidly discover and decipher online indications of illegal wildlife trafficking. Machine learning algorithms monitor for certain keywords and triggers across social media, blogs, message boards as well as the deep and dark web to provide alerts of posts or ads promoting wildlife trafficking as well as the communities from which they are generated. Further exploration may identify signals, proximity, and known clusters as warranted. These insights are automatically translated into your native language and delivered in a single pane of glass for analysis and action.

Mission impact

Environmental oversight aims to stop illegal wildlife trade in its tracks and protect endangered species and the environment.

PAI DATA SOURCES	DATA STREAMS	FILTERS	KNOWLEDGE
<ul style="list-style-type: none">• 50,000+ hyper local & global news sites• Billions of blogs & message boards• 50+ social media/geographic specific sites• Dark web• Watchlists• Public records• Business registration records• Commercial telemetry data (restrictions apply)	<ul style="list-style-type: none">• Entity and brand name variants• Executives• Products• Domains• Geolocation• Relevant user handles• Phones• Addresses• Emails	<ul style="list-style-type: none">• Temporal• Keywords• Exclusions• Intent• Geo vernacular• Language• Regular expressions	<ul style="list-style-type: none">• Credible leads• Posted ads• Images/videos of areas of interest• Persons of Interest (POIs)• Groups of Interest (GOIs)• Last known locations• Timelines• Clustered views