



# IMAGERY GUIDELINES FOR GREAT APES

PREPARED BY



the Jane Goodall Institute

1595 Spring Hill Rd., Ste. 550, Vienna, VA 22182  
janegoodall.org • rootsandshoots.org



@JaneGoodallInst • @rootsandshoots



RESCUED CHIMPANZEE KABI AT JGI'S TCHIMPOUNGA CHIMPANZEE REHABILITATION CENTER IN THE REPUBLIC OF THE CONGO.

## OVERVIEW

Videos and imagery on social media and across digital and print marketing convey specific messages about chimpanzees and other wildlife. The Jane Goodall Institute Global Chapters have introduced several policies and campaigns to ensure respectful and protective representations of great apes, including this set of guidelines.

Inappropriate portrayals of great apes and other wildlife can give false and misleading impressions, which cause great harm, including fuelling wildlife trafficking and transmission of disease through inappropriate contact. To increase awareness of the issue and to end inappropriate content across these channels, the following guidelines introduce a specific framework through which to rate and understand content through the lens of what is and is not harmful to great apes. Though these guidelines are specific to chimpanzees and other great apes, it is our hope and want that NO wildlife/captive non-human animal be represented inappropriately following similar guidelines.

These guidelines are influenced by JGI's Dr. Rebeca Atencia Chimpanzee Welfare Index (CWI) and the expertise of the Jane Goodall Institute staff; see reference and explanation at the end of this document.

## BACKGROUND

It is essential that the public understand the following about chimpanzees and other great apes:

- ▶ **Chimpanzees are wild animals. They are not safe nor fun to interact with and they are NOT pets. They should not be handled by humans (unless under very specific conditions) or used by humans as props/ in entertainment.** Humans and chimpanzees are so biologically similar, we can spread disease to one another very easily.<sup>1</sup> Chimpanzees also grow to be larger, stronger and potentially aggressive—putting humans and chimpanzees in danger. It must be made clear to the public that it is not safe to interact with wildlife or captive non-human animals in this manner—any handling is justified only in very restricted circumstances such as rescues, sanctuaries and/or medical care of captive chimpanzees by experts and professionals.
- ▶ **Chimpanzees are under great threat in the wild.<sup>2</sup> Chimpanzee mothers are killed for their infants by poachers who are responding to an illicit demand for chimpanzees as pets and in entertainment.<sup>3</sup>** This poaching not only causes great individual suffering, as these chimpanzees are often not cared for properly and then abandoned, but it is also stealing great apes (which are all considered endangered species)<sup>4</sup> from the wild. **More than 3,000 great apes are stolen from the wild every year.<sup>5</sup>**
- ▶ **Spreading misleading images and materials harms chimpanzees in the wild and the efforts of governments, wildlife welfare specialists, and conservationists to protect them.<sup>6</sup>** Therefore, imagery which shows chimpanzees along with other wildlife and/or represented with humans should (whether they are represented in the wild or in captivity):
  - 1) **Demonstrate respect and adequate conditions for the species (which will be outlined below) and;**
  - 2) **Not demonstrate chimpanzees or other wildlife closely interacting with and/or touching humans, unless accompanied by a disclaimer indicating the context, e.g., sanctuary care, historical imagery, etc.<sup>7</sup>**

### THE JANE GOODALL INSTITUTE GLOBAL POLICIES

**Chimpanzees should not be kept as pets:** As explained in the [JGIG Anti-Wildlife Trafficking Policy](#), chimpanzees and other great apes should not be kept in people's homes as 'pets'.

**The problem with chimpanzees in entertainment:** The [JGIG Anti-Wildlife Trafficking Policy](#) also explains problems with great apes being used in entertainment.

<sup>1</sup> See Pedersen, A., & Davies, B. (2009). Cross-Species Pathogen Transmission and Disease Emergence in Primates. *EcoHealth*, 6(4), 496–508; Garber, P. (2008). Disease Transmission from Humans to Wild Apes: Perspectives on the Costs and Benefits of Research and Conservation. *American Journal of Primatology*, 70(8), 715.

<sup>2</sup> GRASP & IUCN (2018). Report to the CITES Standing Committee on the Status of Great Apes. United Nations Environment Programme Great Apes Survival Partnership, Nairobi, and International Union for Conservation of Nature, Gland. See also Estrada, A., Garber, P., Mittermeier, R., Wich, S., Gouveia, S., Dobrovolski, R., ... Setiawan, A. (2018). Primates in Peril: The Significance of Brazil, Madagascar, Indonesia and the Democratic Republic of the Congo for Global Primate Conservation. *PeerJ Life & Environment*, 6(6), E4869.

<sup>3</sup> Clough, C., and May, C. Illicit Financial Flows and the Illegal Trade in Great Apes. Washington, DC: Global Financial Integrity, 2018; Nijman, V., Nekaris, K., Donati, G., Bruford M., Fa, J. (2011) Primate Conservation: Measuring and Mitigating Trade in Primates. *Endangered Species Research*, 13:159–161. See also CITES Conf. 13.4 on the Conservation of and Trade in Great Apes (Rev CoP18), preambulatory clauses two, six, seven, and nine which reference the trade in live specimens.

<sup>4</sup> See CITES Conf. 13.4 on the Conservation of and Trade in Great Apes (Rev CoP18), preambulatory clause four.

<sup>5</sup> See Stiles, D., Redmond, I., Cress, D., Nellemann, C., Formo, R.K. (eds). 2013. Stolen Apes: The Illicit Trade in Chimpanzees, Gorillas, Bonobos and Orangutans. A Rapid Response Assessment. United Nations Environment Programme, GRID-Arendal.

<sup>6</sup> See, for example, Aldrich, B. (2018). The Use of Primate "Actors" in Feature Films 1990–2013. *Anthrozoos*, 31(1), 5–21; Ross, S., Lukas, K., Lonsdorf, E., Stoinski, T., Hare, B., Shumaker, R., & Goodall, J. (2008). Inappropriate Use and Portrayal of Chimpanzees. *Science*, 319(5869), 1487; Ross, S., Vreeman, V., & Lonsdorf, E. (2011). Specific Image Characteristics Influence Attitudes about Chimpanzee Conservation and Use as Pets. *PLoS ONE*, 6(7), E22050; Leighty, K., Valuska, A., Grand, A., Bettinger, T., Mellen, J., Ross, S., ... Ogden, J. (2015). Impact of Visual Context on Public Perceptions of Non-Human Primate Performers. *PLoS ONE*, 10(2), E0118487.

<sup>7</sup> See, for example, Norconk, M., Atsalis, S., Tully, G., Santillán, A., Waters, S., Knott, C., ... Stiles, D. (2020). Reducing the Primate Pet Trade: Actions for Primatologists. *American Journal of Primatology*, 82(1).



“Chimpanzees are highly social animals, very intelligent and have complex emotions like humans—it is imperative that we portray them appropriately and that they receive the best possible care in captive environments. Portraying chimpanzees in this way on social media is also perpetuating the illegal pet trade in great apes, and as they cannot be domesticated, interactions with humans as displayed by this video are highly dangerous, as well as harmful to the well-being of the chimpanzee. As responsible and compassionate individuals, I hope anyone who sees the video will not like, share or comment on it and all responsible media outlets change the coverage of the video to highlight stories of chimpanzees in wild or responsible captive care. And I hope and urge the people who have chimpanzees in their care will cease use of him in this way and join those of us who are working to end the cruel treatment of chimpanzees in entertainment.”

—DR. JANE GOODALL

*DBE, founder of the Jane Goodall Institute  
and UN Messenger of Peace*

RESCUED CHIMPANZEE ANZAC AT JGI'S TCHIMPOUNGA CHIMPANZEE REHABILITATION CENTER IN THE REPUBLIC OF THE CONGO.

## GREAT APE INAPPROPRIATE CONTENT

### SOCIAL MEDIA

To ensure safe and adequate captive care, protection of wild great ape populations and individuals, and to end perpetuation of false and harmful ideas about great apes which in part fuels their illegal trade, the following content should be considered **inappropriate and harmful**. It should not be created/posted, and if found should be immediately reported/removed. Content that demonstrates chimpanzees or other great apes:

- ▶ Alive (or parts) for sale;
- ▶ As pets;
- ▶ Being physically or emotionally abused by humans or other animals (except natural competitive displays as part of play/hierarchy in great ape social groups);
- ▶ Dressed in human clothing/unnatural outer wear/accessories;
- ▶ In isolated captive conditions (unless immediately necessary e.g. quarantine, pre integration, etc.);
- ▶ In inadequate captive conditions such as:
  - Enclosures that are too small for the individual(s)
  - Harmful health and hygiene conditions
  - Enclosures that are devoid of enrichment or stimulation (unless immediately necessary e.g. quarantine, pre integration, etc.);
- ▶ In a non-accredited facility by governing body locally or internationally
- ▶ In proximity/being handled by humans that are not experts/caretakers;
- ▶ In entertainment e.g. used in film, television, advertisements, print media, stationery, artwork, cards, as props and/or unnaturally etc.;
- ▶ Being used as props for social media influencers;
- ▶ Being “rented” or “pay for play” in captive facilities or for social media/otherwise.

### EDITORIAL—PRINT/DIGITAL/ART/ADVERTISING, ETC.

To ensure safe and adequate captive care, protection of wild great ape populations and individuals, and to end perpetuation of false and harmful ideas about great apes which in part fuels their illegal trade, the following content should be considered inappropriate and never created/posted. Content that demonstrates chimpanzees or other great apes:

- ▶ Being physically or emotionally abused by humans or other animals (this exempts natural competitive displays within great ape social groups as part of play/hierarchy);
- ▶ In proximity/being handled by humans that are not experts/professional caretakers;
- ▶ Dressed in human clothing/unnatural outer wear/accessories;
- ▶ In entertainment e.g. used in film, television, advertisements, print media, stationary, artwork, cards, as props or unnaturally etc.;
- ▶ Being used as props;
- ▶ Being “rented” or “pay for play” in captive facilities/otherwise;
- ▶ In isolated captive conditions (unless immediately necessary e.g. quarantine, pre integration, etc.);
- ▶ In inadequate captive conditions such as:
  - Enclosures that are too small for the individual(s)
  - Harmful health and hygiene conditions
  - Enclosures that are devoid of enrichment or stimulation (unless immediately necessary e.g. quarantine, pre-integration, etc.)
  - Human environments (movie theaters, etc.)
- ▶ Participating in unnatural behaviors outside of enrichment activities, especially when forced/trained to do so.
  - Telling the difference:
    - **It is NOT appropriate if:**
      - They're **trained** to do the activity and/or;
      - Are being used for the entertainment of others and/or;
      - For monetary benefit of the **human** and not for the enrichment of the individual chimpanzee/great ape.

## GREAT APE INAPPROPRIATE CONTENT CONTINUED

### It IS appropriate if:

- ▶ A great ape is given enrichment supplies and can choose whether they interact with the materials **for their own enrichment**, not for entertainment.
- ▶ If there is a financial component from the outcome of these chosen enrichment behaviors, the funds directly support their care, not the individual humans.

### DISCLAIMERS TO ACCOMPANY IMAGERY THAT PERTAINS TO EXEMPTIONS OF ABOVE CRITERIA:

- ▶ [Entity Name] does not endorse handling, interacting or close proximity to chimpanzees or other wildlife.
- ▶ This image(s) represents a historical context. [Entity Name] does not endorse handling, interacting or close proximity to chimpanzees or other wildlife.

### ADDITIONAL (Applies only to trained/vetted professionals/historical context):

- ▶ The rescued chimpanzees seen in this [TYPE OF CONTENT] are cared for by trained professionals at [ACCREDITED FACILITY].

EXAMPLE IMAGE FOR USE WITH DISCLAIMER ABOVE.



## EXPANDED BACKGROUND

### JGI CHIMPANZEE WELFARE INDEX

JGI staff at Tchimpounga Chimpanzee Rehabilitation Center in the Republic of the Congo have created a quantitative scoring methodology that has been helping to ensure the best possible chimpanzee care. Historically, understanding of chimpanzee welfare has been very reliant on subjective opinions of staff on the ground. Developed by JGI's Dr. Rebeca Atencia of the Tchimpounga Chimpanzee Rehabilitation Center in the Republic of the Congo, this new JGI Chimpanzee Welfare Index (CWI) helps to standardize for a more structured and objective view of welfare. It also allows others who aren't involved in day-to-day activities to ensure that long-term caregiving plans are advanced and can be shared as best practice for other facilities.

The basis of the CWI was a Ph.D. thesis written by Australian primatologist Amanda Fernie, who was seeking to develop a common methodology for assessing captive care. Currently, the CWI is a work in progress with 17 criteria—including categories such as diet, social and physical environment—that individual chimpanzees and groups are scored against. Across these criteria, chimpanzees fall into categories from excellent to poor. Caregivers can identify a poor score in one area, for example, and look across the other scores for clues about the source of the problem and adapt their caregiving approach to the individual's needs.

### THE PROBLEM—TRAFFICKING AND TRADE OF GREAT APES

Despite its being illegal to kill or capture great apes and to trade live animals or their body parts in all great ape range states, as well as great apes being afforded the highest levels of international trade controls as CITES Appendix 1 listed species, thousands of great apes are lost from the wild every year as a result of illegal trade. The existing data is limited, so it is impossible to know the true extent of great apes lost from the wild. A conservative calculation, extrapolating only from confiscations, has estimated that at least 3,000 great apes are lost to trafficking annually, with about two thirds of these being chimpanzees. The true number of animals lost each year is likely to be much higher, since it is clear that many

trafficked animals reach their destination undetected and unfortunately many will die in the process and disappear (e.g. when infants are rescued, they are often in very poor shape after their ordeal and take many months to recover, if at all).

For every live chimpanzee that is a victim of illegal trade, as many as 10 others may have been killed in the process. Entire families can be wiped out in the capture of a single infant and due to slow reproductive rates, the taking of a few chimpanzees can spell disaster for the viability of their community.



RESCUED CHIMPANZEE JEJE AT JGI'S TCHIMPOUNGA CHIMPANZEE REHABILITATION CENTER IN THE REPUBLIC OF THE CONGO.

# REFERENCES

CITES, Kinshasa Declaration

GRASP & IUCN (2018). Report to the CITES Standing Committee on the Status of Great Apes. United Nations Environment Programme Great Apes Survival Partnership, Nairobi, and International Union for Conservation of Nature, Gland; Stiles, D., Redmond, I., Cress, D., Nellemann, C., Formo, R.K. (eds). 2013. Stolen Apes – The Illicit Trade in Chimpanzees, Gorillas, Bonobos and Orangutans. A Rapid Response Assessment. United Nations Environment Programme, GRID-Arendal; Rodriguez, M., M. Pascual, J. Wingard, N. Bhatni, A. Rydannykh, A. Russo, J. Janicki. 2018. Legal Protection of Great Apes & Gibbons: Country Profiles for 17 Range Countries. Legal Atlas. Available at <https://www.legal-atlas.com/legal-atlaspublications.html>

RESCUED CHIMPANZEE LEMBA AT JGI'S TCHIMPOUNGA CHIMPANZEE REHABILITATION CENTER IN THE REPUBLIC OF THE CONGO.



the Jane Goodall Institute

1595 Spring Hill Rd., Ste. 550, Vienna, VA 22182  
janegoodall.org • rootsandshoots.org



@JaneGoodallInst • @rootsandshoots