

**Question for written answer E-003545/2023
to the Commission**

Rule 138

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Subject: Developing artificial intelligence to detect fraudulent ads for wild animals

The illegal trade in wild animals or products made from wild animals (ivory, tiger canines or skin, pangolin scales, etc.) is weakening biodiversity by accelerating the extinction of thousands of species.

This trade is now growing through online sales, where illegal advertisements often escape detection: fraudsters can publish ads using code words, images, short videos and live broadcasts.

In 2019, for example, the International Fund for Animal Welfare (IFAW) found that half of illegal ads contained only photos of the 'product' and that the descriptive texts did not really indicate what product was being sold.

As a result, the IFAW, in cooperation with Baidu, launched an artificial intelligence tool called 'AI Guardian of Endangered Species', which identifies images of illegal wildlife products traded online.

As part of its efforts to tackle cybercrime and its collaboration with Interpol, is the Commission also funding the development of artificial intelligence capable of memorising all animal species that have already been photographed or filmed in order to detect species banned from sale that appear in online advertisements?

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