

Advocacy work focused on threats to elephants may further strengthen support for government action, but this may not significantly alter the embedded social values that fuel demand.

Finally, the study found that non-profit environmental organizations, scientists and family and friends are the most trusted sources of information on issues related to ivory. The types of organizations that are currently working to reduce demand and facilitate regulatory changes are well positioned for impact.

Although there have been other studies that have examined ivory demand, this is the first study of which we are aware that looked across five key ivory consumption countries and analysed socio-economic drivers of ivory consumption. We hope that this research can inform methods to reduce ivory demand, including policy measures, grass-roots and social marketing campaigns, consumer-focused communications and country-specific approaches. We recognize that solutions must go beyond consumer behaviour change to incorporate and address legality, corruption, law enforcement, intelligence sharing, education, capacity building and coordination, transportation and logistics, economics, livelihoods and governance. At the same time, what ultimately drives the illegal killing of elephants and the highly commercialized and criminalized trafficking of ivory are socio-economic cultural beliefs tied to the perceived value of ivory. We believe that the results of this research point to a need for transformational steps to decouple ivory and high status to make ivory purchasing socially and culturally unacceptable.

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Rediscovery of the supposedly extinct *Pedicularis humilis* in the eastern Himalayas

Pedicularis humilis Bonati, a perennial herb species of the family Orobanchaceae, is endemic to the Hengduan Mountains in south-west China. It was categorized as Extinct on the China Species Red List in 2013. This species had only been collected once, in 1913, by George Forrest and was described by Gustave Henri Bonati in 1921 (G.H. Bonati, 1921, *Notes from the Royal Botanic Garden Edinburgh*, 13, 106–107). According to the single type collection (George Forrest 11969) stored at the herbaria of the Royal Botanic Garden Edinburgh (E, holotype) and the Institute of Botany, Chinese Academy of Sciences (PE, isotype), this species is only known from the Shweli–Salween divide, in the southern Hengduan Mountains, an area of c. 400,000 ha in western Yunnan. Neither the Qinghai–Tibet Plateau

Expedition of 1982 nor the Gaoligongshan Biodiversity Survey of 1998–2007, which surveyed close to the type location and adjacent areas, located additional specimens.

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The Kunming Botanical Garden is now carrying out further studies on the genetic diversity of *P. humilis* and its genetic relationships to other *Pedicularis* species of the eastern Himalayas, to obtain a better understanding of microevolution in this species. With the collaboration of the staff of nature reserves we are also planning to collect seeds of *P. humilis* for propagation and future restoration of the species in the wild. The southern Hengduan Mountains are currently managed as a nature reserve by the local government. However, the alpine meadows in this region merit additional attention because this is the only known natural habitat of the remnant *P. humilis*.

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