



# **WORLD ELEPHANT DAY 2014**

**On 9<sup>th</sup> August 2014**

**At Brookhouse School, Nairobi**

**By: Paula Kahumbu, Njambi Maingi, Loise Njagi, Joy Omulupi**



## INTRODUCTION

WildlifeDirect through the Hands Off Our Elephants campaign, celebrated WORLD ELEPHANT DAY on Saturday the 9<sup>th</sup> of August 2014, ahead of the actual day on the 12<sup>th</sup> of August. This celebration involved films, discussions, games, pageantry, poetry, song and dance, raffle fund raiser, elephant art silent auction, play dough elephant competition, information booths by various conservation organizations, food and art vendors.

Held at The BrookHouse School Auditorium, this free public event brought together all sectors of society, and 450 participants, represented the general Kenyan public, students, government, media, the Kenya Wildlife Service, wildlife conservation organizations, stakeholders in the tourism and business stakeholders, educational institutions, the legal and the community.

The purpose of the World Elephant Day event was to raise public awareness and interest in elephants and as a call to action to respond to the ongoing poaching crisis. The event provided opportunities for participants to engage, participate, and contribute meaningfully towards efforts to save elephants in Kenya. Most participants signed our petition calling for the arrest of wanted alleged ivory king pin Feizal Ali Mohammed which was delivered to the Chief of Police, Inspector General David Kimaiyo on the 12<sup>th</sup> of August.



**Brookhouse school**



## EVENT DESCRIPTION

The festivities kicked off with the National Anthem sung by one of Kenya's most loved musicians, Eric Wainaina



*A moment of silence for fallen rangers*

## ACTIVITIES

- I) FILM SCREENING of two films about elephants that were made in Kenya which included; *Echo an Elephant to Remember* by Amboseli Trust for Elephants, and the Kenyan Public Premier of *White Gold* by Simon Trevor, Ian Saunders and Tanya Trevor-Saunders.

Each documentary was followed by a panel- led open discussion which involved debating major highlights and emerging issues brought about by the films.



ELEPHANT CONSERVATION PANEL: Julius Cheptei (KWS), Bea Karanja (AWF), Julie Gichuru (Citizen News Anchor), Norah Njirani (Amboseli Trust for Elephants), Dr. Philip Muruthi (AWF)





*THREAT OF POACHING DISCUSSION: James Smart (KTN News Anchor), Benson Ochieng (ILEG), Raabia Hawa (Walk with Rangers), Judge Nzioki wa Makau (Judiciary), Bertha Kangongoi (Media), Chris Kiarie (WildlifeDirect), Hong Xiang Huang (China House), Lorna Irungu (Nation), Dr. Paula Kahumbu (WildlifeDirect), Judith Akolo (Kenya Broadcasting Corporation)*

The panels were composed of experts representing stakeholders in wildlife and elephant conservation.



*BUSINESS IMPACT PANEL: Judy Kepha-Gona (Kenya Land Conservation Trust), Mohanjeet Brar (Porini Hotels)*

The discussions were an exciting question and answer session where the audience interacted with the panelists.



*Norah Njirani has been studying elephants for nearly 30 years for the Amboseli Trust for Elephants in Amboseli Ecosystem and knows every one of 1,500 elephants in that population by name.*

### **NATURE QUIZ**

The audience was invited to test their wits and general knowledge in wildlife and conservation organization. This was a fun, entertaining, fact filled session.



**FASHION SHOW** The launch of the partnership of Kikoti Fashions and Hands Off Our Elephants.

With models adorned in modern African designs and Hands off Our Elephants arm bands, this highly entertaining took us through a fashion journey of Echo's life amongst her sisters and daughters.





## NDOVU MUSIC CONTEST & ENTERTAINMENT



thrilling performances by many artists had elephants and the audience on their feet singing and dancing along.



*Eric Wainaina*



Several participants recited poems and sang songs in praise of elephants. The performers are currently contestants in our ongoing Ndovu Music Contest, in which the winners get to create a music album with the Hands Off Our Elephants Ambassador, Juliani, a popular Kenyan hip hop artist.



Virginia Kamau sings "Hands Our Elephants"



"Loxodonta Africana" a song by Sam Chizi

Bicycle stuntman Robert Macharia and his performing chicken Kukumende wowed the crowd with their amazing tricks, that had many grasping for air, and holding on tight to their chairs.





Outside were activities for all ages

### **RAFFLE FUND RAISER AND COOKIE DONATIONS**

All through the day, participants were encouraged to buy raffle tickets to stand a chance to win one of the many prizes we had up for grabs. This included complementary stays at various lodges and luxury camps, art work, spa treatments, several curio pieces and tree seedlings.

The proceedings are to be directed to several activities in the Education and Outreach Program which include sponsoring school trips into National Park.



Over 30 volunteers manned the tables





*Cookie sales thanks to Lynne Leakey and Bellaluna*



*Raabia Hawa won a raffle prize!*

## SKYPE INTERVIEW WITH EMMANUEL JAL

To mark World Elephant Day, the international hip-hop artist and ex- child soldier Emmanuel Jal, a Hands Off Our Elephants Ambassador too, surprise the audience with a skype interview, where he talked about his interest in joining the Ndovu Music Contest and his opinion on the link between poaching and insecurity in several parts of Africa.



*Emmanuel Jal via Skype from Canada*

Partners shared information on current conservation initiatives in Kenya and art vendors joined the cause. This saw a variety of local recyclers and environmental youth groups participate on World Elephant Day.







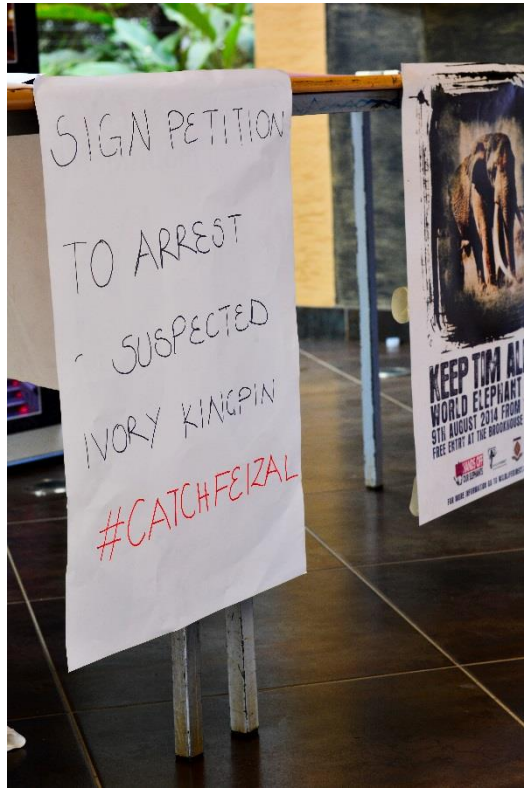
UNEP table



*Hundreds of selfies with Tim, a 44 year old Big Tusker were taken*



## PETITION



400 people signed a letter to the Inspector General to arrest wanted suspected ivory Kingpin whose warrant for arrest as issued on 11<sup>th</sup> June 2014.



Petition with 400 signature was handed to David Kimaiyo, Inspector General of the Police in Kenya on 12<sup>th</sup> August.

## CONCLUSION

450 people attended World Elephant day and created a tweet storm through selfies with Tim. The day was an overall great success. Many who came said that they left knowing much more about elephants and poaching than they ever had before.

The comments from participants and volunteers sum it up

"It was the best day of my life"

"I learnt alot on wildlife. People turning out was awesome. The interaction was good. I ENJOYED the event."

"Being able to interact with other people, and get different views about the situation. Meeting the officials involved in preserving our wildlife."

"What I loved most was the people offering suggestions on ways to catch Feizal at the petition table. Seeing people excited about signing the petition and bringing back friends to add their signature The Japanese delegation requested for posters and promised to make copies and send them to associates in Japan and China. The selfie with Tim which created so much positive buzz. The panel discussion with Emmanuel Jal"

"I loved to see the change of peoples view towards wildlife, it was so nice to hear people saying they have learnt a lot about elephants and would want them to live forever. The determination by all sectors including the media to eradicate the cruelty on elephants stop..."

## **ABOUT THE HANDS OFF OUR ELEPHANTS EDUCATION AND OUTREACH ACTIVITIES**

Through the Hands Off Our Elephants Campaign, the Education and Outreach Program reaches out to the public to raise awareness and create opportunities for involvement and participation. We visit schools, screen films, hold discussions, debates, visit parks and support field projects.

Elephant Ambassadors from all walks of life sign up to volunteer, who provide training and a chance to participate in creating meaningful change in Kenya.



50 volunteers participated in World Elephant Day.





100% of the volunteers who responded to a survey on their experience, said it was a phenomenal experience and that they wanted to volunteer with WildlifeDirect again.

To sign up as a volunteer for Hands Off Our Elephants please email Joy on [jo@wildlifedirect.org](mailto:jo@wildlifedirect.org) with VOLUNTEER in the Subject line. Or find us on FB (Hands Off Our Elephants) and twitter @handsoffoureles.

## COSTS

We thank Brookhouse School, the African Wildlife Foundation, Cheli and Peacock Ltd. and the Born Free Foundation for their in-kind and cash donations.

Description	Cost Ksh	Source
Venue Hire	150,000	Brookhouse School
Transport	17,100	WLD
Security and clean up	50,000	AWF
Art works	105,462	AWF
Life sized elephant Banner	50,000	Cheli and Peacock
Hire of Tents & Linens	17,000	WLD
Airtime	3,000	WLD
Juliani CDs	3,000	WLD
Photocopies	13,485	WLD
Lunch for Panelists	12,156	WLD
Distribution of Posters	9,350	WLD
Stationery & Supplies	23,988	Born Free Foundation
Lunch for Volunteers	15,000	Born Free Foundation
<b><u>TOTAL</u></b>	<b><u>319,541</u></b>	

Donations Raised		
Sale of cookies	5,000	
Raffle	20,000	
		50% to KWS widows of rangers 50% to further education events
<b><u>Total</u></b>	<b><u>25,000</u></b>	

## **ACKNOWLEDGEMENTS**

We sincerely thank the following for contributing their time and resources to making this event such a huge success and memorable occasion.

BrookHouse School- Joyce Gacheru, all the IT personnel

**MAIN SPONSORS:** Africa Wildlife Foundation, Cheli & Peacock, Born Free Foundation

**WILDLIFEDIRECT:** Dr Paula Kahumbu, Joy Omulupi, Chris Kiarie, Loise Njagi, Njambi Maingi.

**MASTER OF CEREMONY:** Micheal Onyango (Kenya Film Commission), Marjoree

**KIKOTI FASHIONS:** Anne McCreath, Iona McCreath, Maureen Njoki

**PANELISTS:** Noraj Njirani (ATE) Julius Cheptei (KWS) Julie Gichuru (Citizen TV) Mohanjeet Brar (Porini Camps) Judy Kephher-Gona (KLTC) Judge Nzioki wa Makau (Tsavo Trust) Raabia Hawa (Walk with Rangers) Resson Kantai (STE) Chris Kiarie (WLD) Hong Xiang Huang (China House) Bertha Kangongoi (Journalist) James Smart (KTN) Judith Akolo (KBC) Lorna Irungu (Nation) Paula Kahumbu (WLD) Emmanuel Jal

**MORDERATORS:** Bi Karanja, Obrien (KBC) Josiah Adiema (KNDC), Richard Turere

**NDOVU MUSIC PERFORMERS & ENTERTAINMENT:** Eric Wanaina, Wandia Musyimi, Wambui Ngaruiya, Sam Chizi, Virginia Kamau, Robert Mwangi (Kukumende)

**MEDIA CREW:** Bertha Kangoingoi and film crew

**SUPPORTERS** - BELLALUNA Elephant Cookies, Roz Kahumbu – play dough

**VOLUNTEERS – 50**



## **LIST OF PARTICIPATING ORGANIZATIONS, COMPANIES, HOTELS AND YOUTH GROUPS**

### Wildlife Conservation Bodies

1. AFRICAN WILDLIFE FOUNDATION
2. WILDLIFEDIRECT
3. TSAVO TRUST
4. AMBOSELI TRUST FOR ELEPHANTS
5. SAVE THE ELEPHANTS
6. KENYA WILDLIFE SERVICE
7. KENYA LAND CONSERVATION TRUST
8. UNEP
9. LEWA CONSERVANCY
10. BORN FREE FOUNDATION
11. ROOTS AND SHOOTS KENYA
12. KENYA BIRD MAP

### Media Companies

13. KENYA BROADCASTING COOPERATION
14. CITIZEN TV
15. NATION TV
16. KTN
17. EAST FM

### TOURISM- HOTELS, LODGES, CAMPS

18. CHELI & PEACKOCK
19. PORINI CAMPS
20. KIBO SAFARIS
21. TORTILIS CAMP
22. MSAMBWENI BEACH HOUSE
23. NAIVASHA KONGONI LODGE
24. TAWI LODGE
25. SEVERIN SEA LODGE
26. TORTILIS CAMP
27. NAIROBI TENTED CAMP
28. OL KUPELIA LODGE
29. GABLES GROUP
30. HOSPITALITY & TOURISM CLUB- STRATHMORE

### FOOD & ART VENDORS

31. BELA LUNA
32. SABASTIAN PAINTER AND SCULPTUR
33. BIZZY LIZZY
34. JARIDA ART

## 35. 44 YOUTH GROUP