

# AFRIKA TEMBO

A Visual Journey for the Long Life of African Elephants

A project by Carolina Caffé and Fernanda Lenz

# MISSION

**AFRIKA TEMBO** mission is to contribute to the African elephant protection and the end of poaching by creating local and global awareness.

A collection of documentary medias will show how organizations and communities in Tanzania work together to strengthen alternative models of development that are sustainable, inclusive, respect cultural diversity and the environment.

# ELEPHANTS

**“We share our earth with elephants; they care, feel and love just as we do. As highly intelligent animals who have walked this earth longer than mankind we owe it to them to protect them and speak up for them, while there is still time”**

**- Dr. Dame Daphne Sheldrick**



# ELEPHANTS

African elephants, the largest land animals on the planet, are among the most exuberantly expressive of creatures. Joy, anger, grief, compassion, love; they feel the finest emotions. Through years of research, scientists have found that elephants are capable of complex thought and deep feeling.

One of the most moving displays of elephant emotion is the grieving process. Elephants remember and mourn loved ones, even many years after their death.



# POACHING

**Today, an elephant is being killed every 15 minutes in Africa for its ivory. At current poaching rates, elephants may not survive 10 years in the wild.\* Tusks have been used to make jewelry, piano keys, signature seals, religious items and other carving works.**

**Illegal wildlife trafficking is the 4th most lucrative illegal trade in the world estimated to generate more than US \$10 billion annually, closely following the drug trade, arms trade and human trafficking.\*\***

# ALARM

The number of elephants dropped 60% from 109,051 in 2009 to 43,330 in 2014, showing the industrial scale of poaching. During these five years at least 45 tonnes of ivory have reached the international black market from Tanzania, making it Africa's largest source of poached ivory.\*



# THE DOCUMENTARY EXPEDITION

The documentarians will travel to Tanzania for a month, gathering stories that will be shared during and after the trip through photos, interviews, reports and short videos.

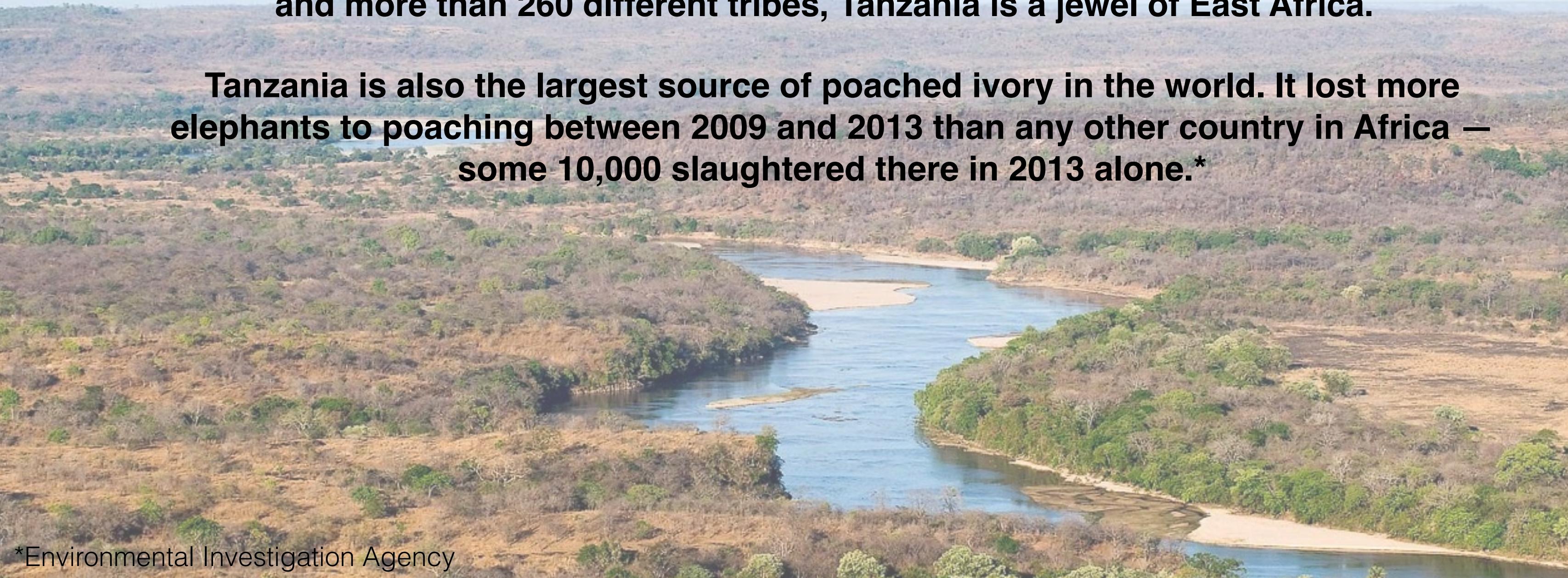
AFRIKA TEMBO has a unique flavor, being a first encounter of two Brazilian visual artists in search for their roots and traditions. The directors will use visual anthropology, documentary filmmaking and still photography to access compelling stories that reveal big issues.

The expedition is an opportunity to produce, along side africans, narratives about resistance and transformation, false defeats and hidden truths. It will explore the encounter between wildlife and urbanism, identity and progress, life and death.

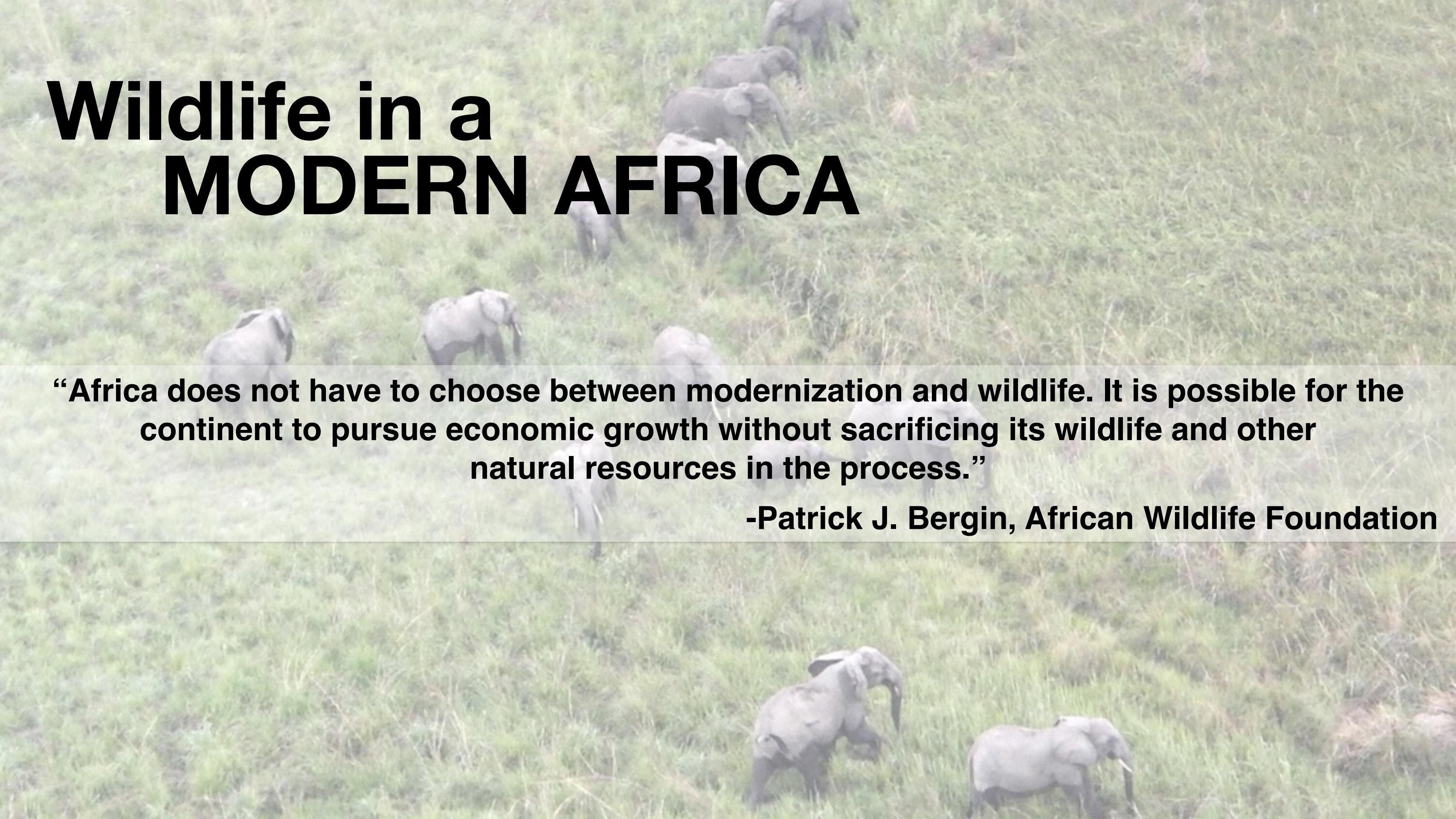
# TANZANIA

**From its stunning Indian Ocean beaches to the shores of Lake Victoria, from the arable plains of its central plateau to the heights of Mt. Kilimanjaro and more than 260 different tribes, Tanzania is a jewel of East Africa.**

**Tanzania is also the largest source of poached ivory in the world. It lost more elephants to poaching between 2009 and 2013 than any other country in Africa — some 10,000 slaughtered there in 2013 alone.\***



# **Wildlife in a MODERN AFRICA**

A wide-angle photograph of a savanna landscape. In the foreground, several elephants are grazing on tall, green grass. One elephant is clearly visible on the left, facing right. Another is partially visible behind it. In the background, more elephants are scattered across the hillside. The terrain is covered in dense, tall grass, with some rocky outcrops visible on the upper slopes.

**“Africa does not have to choose between modernization and wildlife. It is possible for the continent to pursue economic growth without sacrificing its wildlife and other natural resources in the process.”**

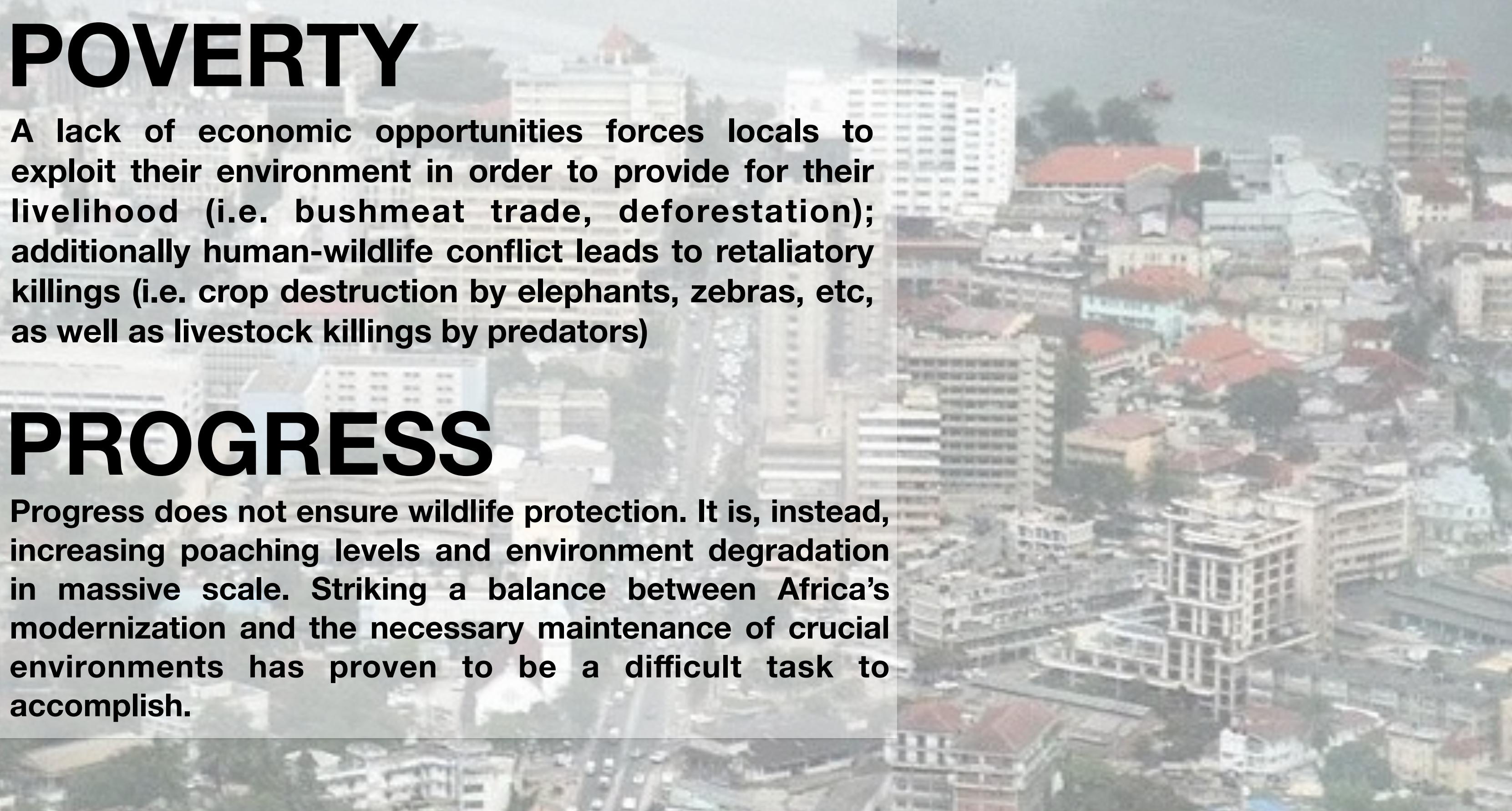
**-Patrick J. Bergin, African Wildlife Foundation**

# POVERTY

A lack of economic opportunities forces locals to exploit their environment in order to provide for their livelihood (i.e. bushmeat trade, deforestation); additionally human-wildlife conflict leads to retaliatory killings (i.e. crop destruction by elephants, zebras, etc, as well as livestock killings by predators)

# PROGRESS

Progress does not ensure wildlife protection. It is, instead, increasing poaching levels and environment degradation in massive scale. Striking a balance between Africa's modernization and the necessary maintenance of crucial environments has proven to be a difficult task to accomplish.



# **Looking for NEW PARADIGMS**

**What are the new paradigms employed by the Tanzanians that are pointing to alternative and smart ways of development?**

**How modernity and tradition meet in Tanzania giving possible answers to questions of today's world?**



# ACTION

The need for decisive and urgent action to tackle the trafficking of endangered fauna and flora remains greater than ever. Organizations are working together to stop the demand of illegal ivory, reinforce laws and management and ensure sustainable livelihoods for people who live with elephants.

Preserving the forest is an opportunity for Tanzanians to take the lead in demonstrating a new paradigm of development, that build harmony between expanding urban populations and preserving wildlife reserves.

# CREATIVE ASSETS

- 1. A visual journal of the documentary expedition at Africa Wildlife Foundation website and social media platforms. (text, photographs and videos).**
- 2. A Documentary Web-Series of five short episodes.**
- 3. Journalistic essays that will include text and photographs for online and print publications.**

The collage displays four examples of creative assets:

- African Wildlife Foundation Facebook Page:** Shows a profile picture of a gorilla and a cover photo of a lioness. It includes a "Timeline" tab and various navigation links like "About", "Give to AWF", "Get AWF News", and "More".
- the guardian Website:** Features a blue header with "the guardian" logo and "Winner of the Pulitzer prize 2014". Below it are sections for "world", "opinion", "sports", etc., and a specific "environment" section with sub-links for "climate change", "wildlife", "energy", and "pollution".
- NATIONAL GEOGRAPHIC Website:** Shows a blackbird perched on a branch. The menu includes "News", "Video", "Photography", "The Magazine", "Environment", "Travel", "Adventure", "Television", "Kids", and "Subscribe".
- VICE Website:** Displays a woman in a forest with the headline "Forced Out of the Forest". The menu includes "WATCH", "SECTIONS", "PHOTOS", "MAGAZINE", "TOPICS: CRIME POLITICS OPINION MORE", and social media links.

## Animal Conservation

# DOCUMENTARY WEB SERIES

Five short videos approaching different characters and perspectives will address:

**Episode 1: Illegal Wildlife Poaching and Trafficking**

**Episode 2: Community Relationships with Wildlife and Ecosystems**

**Episode 3: Reconciling Wildlife Protection with Economic Growth and Development**

**Episode 4: Conservation and Education**

**Episode 5: Short Doc-Synthesis with experts analyses**



# GOALS

- Interview individuals that participate in the scenery of elephant poaching;
- Produce multimedias and social media campaigns for general public engagement and awareness of the horrors of poaching and ivory consumption;
- Promote reflections about different models of social and urban development in order to strengthen an alternative and sustainable economy;
- Enhance and grow the audience of local and diverse voices of Africa's wildlife and its elephants;
- Promote and foster knowledge an appreciation of culture, local spaces and techniques in enhancing and protecting elephants and nature in Africa;
- Disseminate audio-visual impact through Internet, festivals, TV, exhibitions and publications.



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DIRECTORS



**Fernanda Lenz**

[www.fernandalenz.com](http://www.fernandalenz.com)

Fernanda Lenz graduated in Social Communication in PUC University in São Paulo (Brazil). She started her visual storyteller career in 2007 as an assistant director for commercial films. In 2008 she worked for the documentary film "Lineage: A Spiritual Heritage" filmed in Tibet about Tibetan Buddhism traditions. After traveling around the world and engaging with people from very diverse cultures her motivation to tell captivating human stories brought her to New York. She graduated at the International Center of Photography on Documentary Photography and Photojournalism in June 2013. Now based in New York, Fernanda has been working on personal long-term documentary projects.



**Carolina Caffé**

[www.carolcaffe.com](http://www.carolcaffe.com)

Documentarist and Visual anthropologist. Carolina develops sociocultural projects and artistic medias. After graduating in Social Sciences from PUC University in São Paulo (Brazil), Carolina studied Documentary Film at Observatory del Cine in Buenos Aires (Arg); and at New York Film Academy, in New York City (US). Carolina coordinated for five years the Communication and Cultural sector of the Polis Institute – São Paulo – Brazil, developing audiovisual projects with local communities and participating in festivals, conferences and international congresses of Culture and New Media. During this time she started to direct documentary films and also work together with the Laboratory of Image and Sound in Anthropology of the University of São Paulo (LISA-USP). She created her own video company called Primavera Digital. Her main themes are social and cultural impacts with urban development.

**"The greatness of a Nation and its moral progress can be judged by the way its animals are treated."**

**- Mahatma Gandhi**



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