

AFRIKA TEMBO

A Visual Journey for the Long Life of African Elephants

Presented by Carolina Caffé and Fernanda Lenz

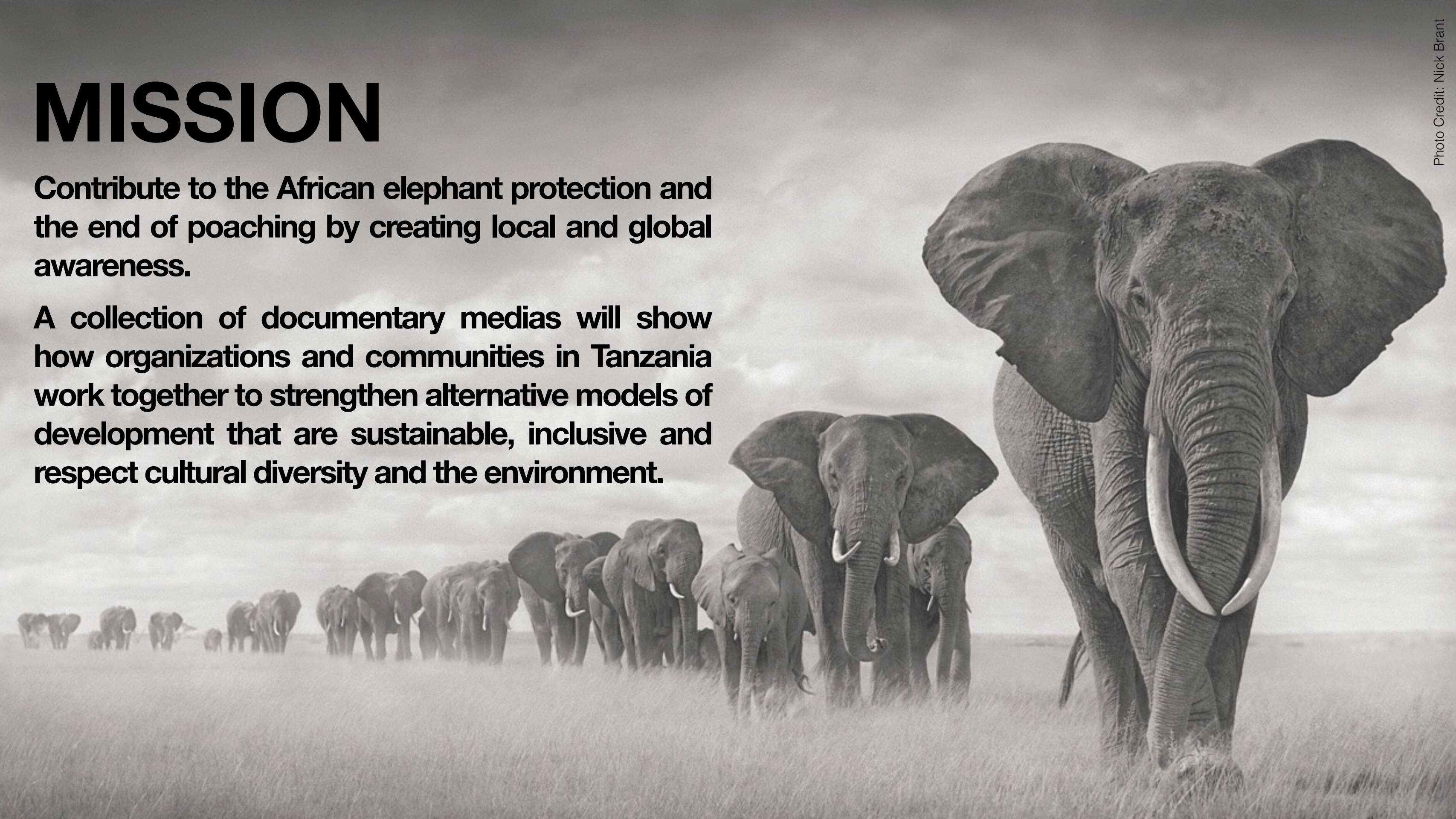


THE WORLD BANK

MISSION

Contribute to the African elephant protection and the end of poaching by creating local and global awareness.

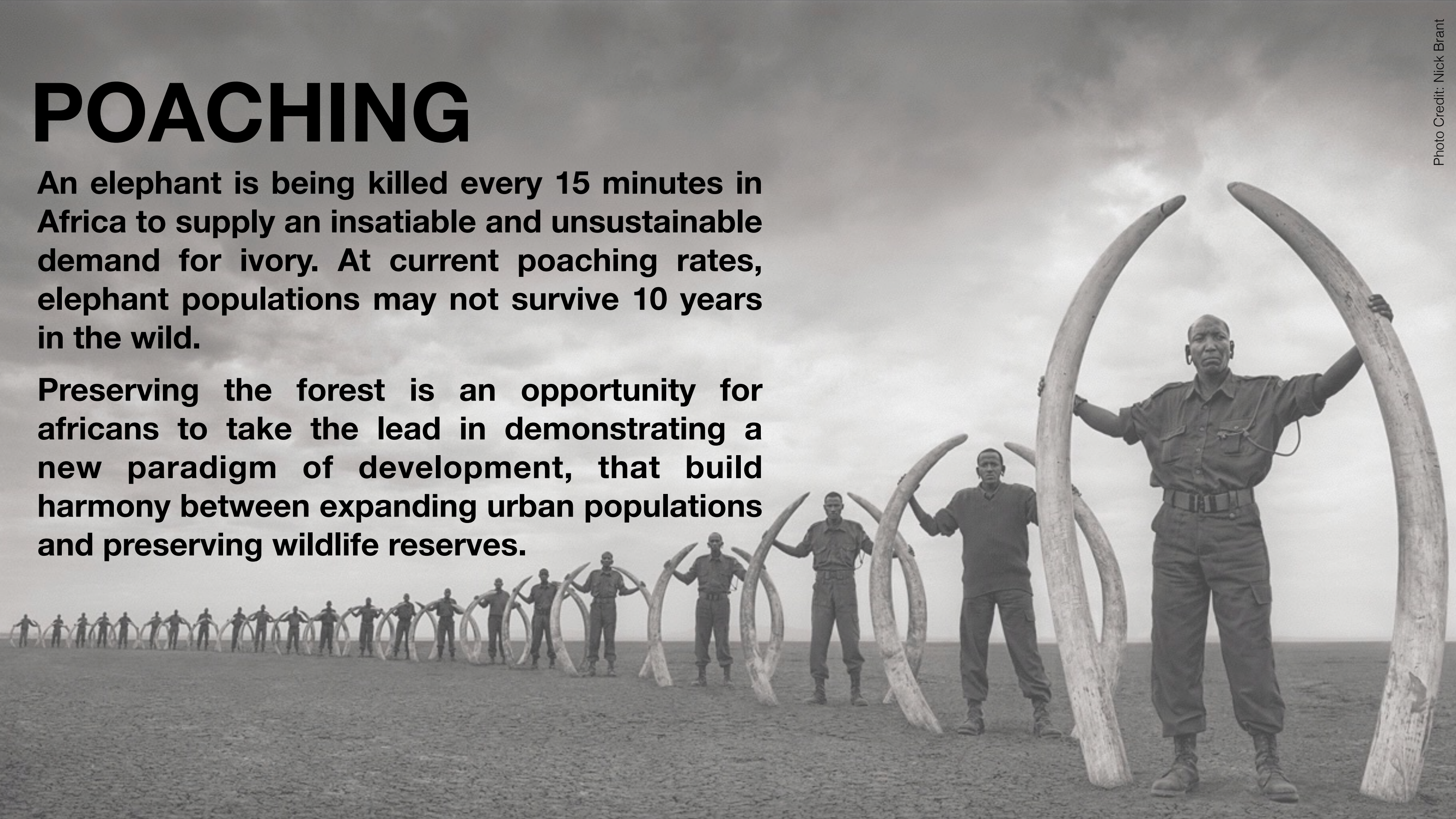
A collection of documentary medias will show how organizations and communities in Tanzania work together to strengthen alternative models of development that are sustainable, inclusive and respect cultural diversity and the environment.



POACHING

An elephant is being killed every 15 minutes in Africa to supply an insatiable and unsustainable demand for ivory. At current poaching rates, elephant populations may not survive 10 years in the wild.

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



POACHING



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 Tanzanian government data shows industrial scale of poaching for ivory as number of elephants drops 60%, from 109,051 in 2009 to 43,330 in 2014.

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.

ACTION

The background of the slide is a close-up photograph of numerous elephant ivory tusks and carvings. The tusks are arranged in rows, some pointing towards the top and others towards the bottom. They vary in length and thickness, with some showing signs of wear and discoloration. The lighting is soft, highlighting the texture of the ivory.

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.

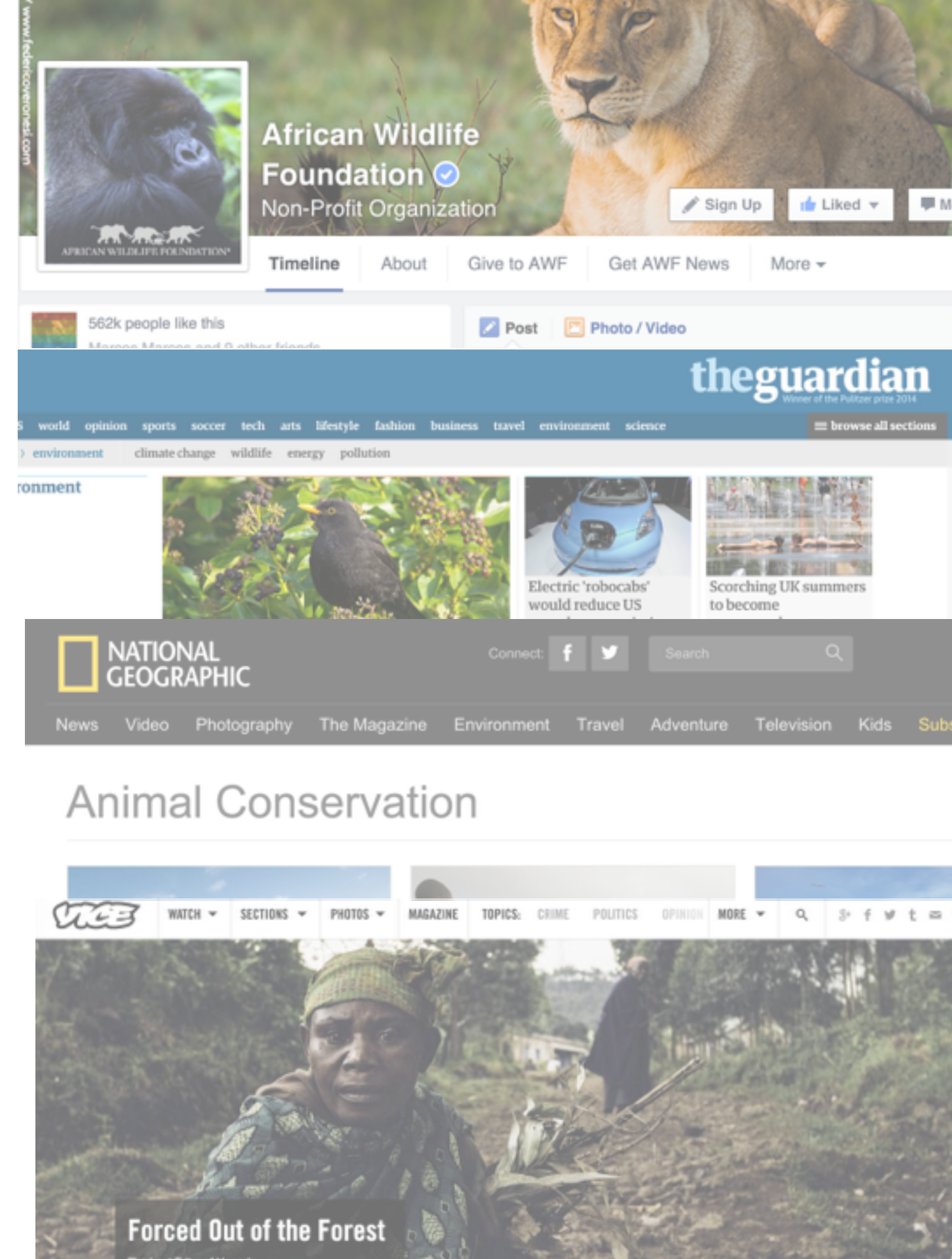
GOALS

- Interview individuals that participate on the scenery of elephant poaching;
- Produce multimedias and social media campaign for general public engagement and awareness to 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 outcomes as Internet, festivals, TV, exhibitions and publications.



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. TBT
4. Multimedia exhibition. TBT
5. Pilot for a feature documentary film.



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 specialists commenting on the content of the other 4 episodes above.





THE WORLD BANK

The World Bank is a component of The World Bank Group (WBG), a family of five international organizations that make leveraged loans to developing countries. It is the largest and most famous development bank in the world and is an observer at the United Nations Development Group. The bank's stated mission is to achieve the twin goals of ending extreme poverty by 2030 and building shared prosperity.

Makhtar Diop, WBG's Vice President for Africa says that "WBG reports show that poverty will remain stubbornly high in the South Asia and Sub-Saharan Africa regions, where an estimated 377 million of the world's 412 million poor will likely reside in 2030. In 2011, the two regions were home to 814 million of the world's 1 billion poor."

The World Bank Projects Sectors are:

- Central government administration
- General agriculture, fishing and forestry sector
- Health
- Sub-national government administration
- Agricultural extension and research
- General water, sanitation and flood protection sector
- Ports, waterways and shipping
- General industry and trade sector
- Agro-industry, marketing and trade
- Banking



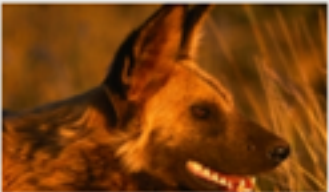
Founded in 1961, the African Wildlife Foundation (AWF) is the leading conservation organization focused solely on the African continent. Together with the people of Africa, AWF works to ensure the wildlife and wild lands of Africa will endure forever.

African Wildlife Foundation believes the people of Africa should not have to sacrifice the continent’s unparalleled wildlife resources in order to prosper. The way AWF sees it, it is not progress or conservation.

Instead, conservation can be at the root of progress. Done right, people and wildlife can coexist—even thrive. For more than 50 years, African Wildlife Foundation has worked with communities across the continent to fashion innovative ways for Africans to benefit and prosper from wildlife. Through hard work, extensive community engagement, and a science-based approach, AWF achieved creative conservation solutions across Africa’s wild landscapes.



African Apes Initiative



African Wild Dog Scouts



Amboseli-Chyulu Wildlife Corridor



Bale Mountain Lodge



Machenje Fishing Lodge



Manyara Ranch IT Lab



Manyara Ranch Primary School



Mau Reforestation



Mwandi Fish Farm



Ngoma Lodge



Rhino Sanctuary at Hluhluwe iMfolozi



Rungwe Avocado Company



Sabyinyo Silverback Lodge



Save Valley Rhino Conservancy



Say No Campaign



Sekute Conservation Area

AFRIKA TEMBO

A Visual Journey for the Long Life of African Elephants

DIRECTORS



Fernanda Lenz

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 (<https://www.youtube.com/user/LineageTheMovie>). 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. She received a grant from The World Bank to shoot her next project, about the slaughter and preservation of African Elephants, AFRIKA TEMBO.



Carolina Caffé

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 Pólis 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). After that she created her own video company called Primavera Digital. Her main themes are the social and cultural impacts with urban development.

