

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 are joining efforts to stop the killing of elephants and promote development hand in hand with conservation.



ELEPHANTS

African elephants are the largest land animals on the planet earth. Through years of research, scientists have found that elephants are capable of complex thought and deep feeling. Joy, anger, grief, compassion and love are some of the characteristics that makes them exuberant expressive creatures.



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.*

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.**

Tanzania is 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.***

*The David Sheldrick Wildlife Trust

Interpol and the United Nations Environmental Programme *Environmental Investigation Agency

Human-Wildlife CONFLICT

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



THE DOCUMENTARY EXPEDITION

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

The expedition is an opportunity to produce, alongside africans, narratives about people and wildlife living in harmony.

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.



Can wildlife survive in MODERN AFRICA?

Africa is transitioning from a past of economic underdevelopment and stagnation to a present day defined by rapid modernization.

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



Community, wildlife and RECONCILIATION

A photograph showing a Maasai man in a red shuka walking through tall, dry grass. He is carrying a long wooden staff or spear. A small bird is perched on his right leg. In the background, several cattle are visible, some with white markings on their faces. The scene is set in a dry, open landscape.

Through interviews and stories AFRIKA TEMBO will cover efforts that have been applied to provide alternative sources of income that incentivize conservation and create needed infrastructure to reduce human-wildlife conflict.

Tourism, conservation and EDUCATION

A photograph of a bustling outdoor market, likely in East Africa. Numerous people, mostly men, are gathered around various stalls. The scene is filled with vibrant colors from the clothing and goods. In the foreground, there are large bunches of green bananas and other produce. The background shows more people and some simple buildings.

The documentary will investigate how tourism and education can empower communities while promoting continued conservation of their lands in short, medium and long term.

Stop the killing, Stop the TRAFFICKING

The documentary will share experiences of scouts and park rangers in their daily fight to prevent the killing of elephants around the Maasai Mara Landscape.

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.

CREATIVE ASSETS

1. A visual journal of the documentary expedition through social media platforms. (text, photographs and videos).
2. A Documentary Web-Series
3. Journalistic essays that will include text and photographs for online and print publications.



GOALS

- Increase awareness among international audiences and build public support for wildlife conservation, as well as stronger enforcement efforts and actions to control the wild life trade;
- Foster and understanding of the critical whole key species play in the ecosystem the threads they currently faced, and the severe consequences on loosing them forever;
- Educate the public about the efforts to reverse the rapid declined of key species.



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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. 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

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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For more information please contact afrikatembo@gmail.com