GLOBAL MARCH FOR ELEPHANTS AND RHINOS - NAIROBI

OCTOBER 4TH 2014

REPORT

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THE CONCEPT OF THE GLOBAL MARCH FOR ELEPHANTS AND RHINOS

On October 4th 2014, over 120 other cities across the world in celebrating the world’s remaining elephant and rhino populations in the global march for elephants and rhinos. This was a statement of solidarity by citizens all across the world that they were not ready to risk the near extinction of Africa’s wildlife.

The Global March for Elephants and Rhino’s was put in place with the following objectives:

To call for;

- Global awareness that governments around the world need to apply political will and leadership to put an end to wildlife trafficking.
- All countries to implement a complete ban on commercial international and domestic trade of all endangered wildlife body parts, including ivory, rhino horn, lion and tiger bone.
- All countries to shut down retail outlets for ivory and horn and to shut down industries associated with processing these (such as ivory-carving factories).

“The Global March for Elephants and Rhino’s is a pure grass roots advocacy movement focused on the issue of justice for animals (note, not merely survival, but justice), particularly charismatic mega fauna on the edge of extinction from poaching.” says Rosemary Alles a core member of the body. With this in mind, it was purposefully placed to coincide with World Animal Day.

In Nairobi Kenya, the global march was set aside to take on unique perspective, separate from the rest of the world.

Using the theme, ‘Join the march, for their lives!’, we marched to raise awareness to the numbers of elephants and rhino’s lost to poachers every day in Africa. We represented this physically by marking every 15 minutes through trumpeting and counted the numbers of elephants that may have been lost during the stretch of the march.

Our specific objectives were to;

- Promote individual citizen responsibility and action in the protection and conservation of Kenya’s wildlife.
- Call on the government to tackle corruption linked to illegal wildlife trafficking by arresting known ivory kingpins and dealers.
- Enhance the united voice in conservation of our wildlife.
**ROUTE AND VENUE OF THE GLOBAL MARCH**

The march saw hundreds of individuals from all walks of life gather at the National Museum of Kenya from as early as 7:00am. Here they were met with a team of trained volunteers from several universities who had already started different form of warm up activities and exercise to get their energies going.

Here they also prepared many chants that would be sang during the march.

Journalist also took this opportunity to interview several personalities in the conservation world and other, as to their involvement in the march and why the deemed it necessary.

A Red Cross team of first aiders was also present from the start to assist with pre-march check-ups to ensure that everybody was fit to take on the 10.3 kilometers ahead of them.

Several participating organizations and individuals were well armed with banners, flags, placards and t-shirts at the start and through the march.
The walk was officially kicked off at 9:00am that morning, with a lot of excitement within the crowds.

With many chanting slogans such as “No more poaching!” ..... “Justice for Wildlife!” .... “Join The March, Fight For their lives”, the march proceeded onto Uhuru Highway, through Nyayo Stadium to Langata Road, commencing at the Uhuru Gardens grounds.
On arrival at the Uhuru Gardens grounds. A round of entertainment by several bands and entertainers: These included the Yunasi, SouthBankKE, The Pokot youth team of acrobats who were sponsored by the Gallman Foundation, Mazingira yetu and other performances sourced from the audience.

Several speeches were made with regards to the involvement of all stakeholders in the conservation of elephants and rhinos. These, following the objectives laid out, played a monumental role in focusing the audience on to why it was important to march for wildlife in amongst other calls for actions. Speakers of this day included;

1. Jim Nyamu- Elephant Neighbors center
2. Chris Kiariie-WildlifeDirect
3. Sam Mbithi- Reformed Poacher sponsored by KUAPO
4. Ronald Mwasi-Chairman of Njavungo Council of Elders
5. Peter Moll- Stand Up Shout Out
6. Katito Saiyalel- Amboseli trust for elephants
7. Paula Kahumbu-WildlifeDirect
9. Steven Manegene Director of Wildlife Conservation, Ministry of Water, environment and Natural resources
SUCCESS OF THE MARCH

A multitude of local and international media houses made a huge buzz out of the march that happened globally. The Nairobi March was particularly highlighted as a major news piece by BBC, Aljazeera, ChannelnewsAsia, Fox, ABCNews, Washington post to name a few.

The success of the march can be attributed to several things. These include but are not limited to;

1) An intensive social media campaign which involved catchy memes and video’s inviting the public to join the march. A special video message courtesy of Cynthia Moss of the Amboseli Trust for Elephant that was a social media hit.
2) Effective planning and coordination on the part of the committee which was formed by several sponsor organizations.
3) Good will of the National Museums of Kenya who provided waivers for the use of their grounds.
4) Good will of the Kenya Police Service who fully endorsed the march, and provided security and traffic control.
5) Good will of several conservation organizations who were more than willing to chip in to fund for logistics of the day.
6) Public will to come out in numbers to participate in the march.

There were however some **challenges** in the preparation of the march these include:

1) A delay in planning and involvement of stakeholders
2) Delay in confirmation of venue and route location.
3) Last minute withdrawal of key entities to the global march.
CONCLUSION

The global march for elephants and rhinos was attended by hundreds of individuals representing themselves, their communities, schools and universities, organization, corporates, state entities too.

It was indeed a hopeful measure of solidarity many in Kenya are united in efforts against the prevalent poaching of elephants, rhino’s and all wildlife in general.
ACKNOWLEDGEMENTS

Through this report we would like to recognize the contribution of all organizations for endorsing the march. Support was recognized on different levels which includes Planning and preparation, financial support, volunteer mobilization, good will and participation in the march.

1) MINISTRY OF WATER, ENVIRONMENT AND NATURAL RESOURCES.
2) NATIONAL MUSEUMS OF KENYA
3) KENYA POLICE SERVICE
4) THE US EMBASSY
5) THE AUSTRALIAN EMBASSY
6) SAVE THE ELEPHANTS
7) AFRICA NETWORK FOR ANIMAL WELFARE
8) CHINA HOUSE
9) AMBOSELI TRUST FOR ELEPHANTS
10) WILDLFEDIRECT
11) BORN FREE
12) CHELI AND PEACOCK
13) GAME WATCHERS SAFARIS
14) FRIENDS OF NAIROBI NATIONAL PARK
15) AFRICA WILDLIFE FOUNDATION
16) WILDLIFE CLUBS OF KENYA
17) AFRICAN FUND FOR ENDANGERED WILDLIFE
18) ELEPHANTVOICES
19) THE GALLMAN FOUNDATION & THE POKOT YOUTH TEAM
20) YOUTH FOR NATURE
21) KENYANS UNITED AGAINST POACHING
22) LEWA
23) DAVID SHELDRICKS WILDLIFE TRUST
24) STAND UP SHOUT OUT
25) THE LET LIVE MOVEMENT
26) ELEPHANT NEIGHBOURS CENTER
27) WALK WITH RANGERS
28) TSAVO PRIDE
29) SAFARILINK
30) AFRICAN NAZARENE UNIVERSITY
31) VOLUNTEERS REPRESENTING THE FOLLOWING INSTITUTIONS
   - UNIVERSITY OF NAIROBI CAMPUSES
   - KENYATTA UNIVERSITY
   - JOMO KENYATTA UNIVERSITY OF AGRICULTURE AND TECHNOLOGY
   - MULTIMEDIA UNIVERSITY
   - CATHOLIC UNIVERSITY OF EASTERN AFRICA
   - MAASAI MARA UNIVERSITY
   - MT KENYA UNIVERSITY
   - ARFICA NOMADS CONSERVATION