THE NDOVU ZETU CONCERT

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REPORT COMPILED BY:

WILDLIFEDIRECT
Ahead of World Wildlife Day, Kenya led the world in a global celebration of wildlife by hosting a national celebration of her unique wildlife heritage through a week long wildlife festival dubbed the Kenya Wildlife Festival.

The Kenya Wildlife Festival was an opportunity for all Kenyans from all walks of life to learn about wildlife through a variety of means including music, theatre, debates, films, and citizen science projects.

The main objectives of the events within the Kenya Wildlife Festival was to provide an opportunity to share the country’s wildlife vision and encourage citizens’ participation in a future where people and wildlife coexist in harmony.

The idea was first presented to the First Lady, Her Excellency Margaret Kenyatta, and to the Cabinet Secretary for the Environment, Water and Natural Resources, Professor Judi Wakhungu, when the WildlifeDirect Kenyan and international board members met with the First Lady and the cabinet secretary at State House Nairobi late last year.

The Ndovu Zetu concert was a celebration of elephants, rhinos and other wildlife through music and dance. This marked the energetic kick off to this week long event.

Several top African Artists- Juliani, Emmanuel Jal, Vanessa Mdee and Syssi Managa were engaged to publically launch the elephant anthem ‘Tusimame’. It was a call to the public to stand up for elephants and advocate to their plight.

Other top Kenyan artists performed during the concert, including Sauti Sol, Muthoni ‘Drummer Queen and Sarabi. This concert was also a chance for upcoming artists to perform including the winners of the recently concluded Ndovu Music Concert.
TARGET GROUP & AUDIENCE
The event brought together different stakeholders in the field of conservation as well as the general public.

About 2,000 people attended the concert including, government officials, diplomats, celebrities and representatives of leading conservation organisations.

Hundreds of people signed a marathon banner to show solidarity and voice their support for anti-poaching efforts and for the Hands Off Our Elephants campaign.

Several organizations and institutions graciously sponsored and partnered to make this event a great success, these include

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<thead>
<tr>
<th>WILDLIFEDIRECT</th>
<th>NATION MEDIA GROUP</th>
</tr>
</thead>
<tbody>
<tr>
<td>KENYA WILDLIFE SERVICE</td>
<td>TRAVELSTART</td>
</tr>
<tr>
<td>PCI MEDIE IMPACT</td>
<td>BLANKETS AND WINE</td>
</tr>
<tr>
<td>US EMBASSY, NAIROBI</td>
<td>WE WANT PEACE</td>
</tr>
<tr>
<td>GERMAN EMBASSY, NAIROBI</td>
<td>STAND FOR ELEPHANTS</td>
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Challenge encountered

- Limited time for ticket sales. All ticket sales were done online, however the organizers had very limited time to spread the word and mobilise the public to buy tickets. This challenge was met through the sale of tickets at the gate on the day of the event.

Lesson learnt

- This year’s Ndovu Zetu Concert highlighted the fact that there is a considerable gap in Kenya for wildlife related benefit concerts. This would be a potentially good avenue to charitably raise funds for wildlife and conservation projects in the field.
Media:

There was intensive coverage both online and through traditional media before and after the event. Promotion of ticket sales was covered by several Kenyan Event Sites including Kenya Buzz, Eventbrite, GetMpango, HangOut, Plannify, CampusFrenzy and Ticket Sasa

-On Twitter, the #NdovuZetu hashtag came short of trending in Nairobi. But the conversation about the concert was carried by 278 users, who created 539 posts, which reached a total of 1.5 million twitter users.

- The XNEWS free daily ran articles about the concert - and the festival -for one week leading up to the concert.

- A TV ad that was meant to run on NTV was instead shared on shared on YouTube and played on social media to promote the concert. (Major TV stations in Kenya were off air in the week leading up to the concert and during the festival)

https://www.youtube.com/watch?v=nY1DNmevJUc

- (Daily Nation)

- China.org
(Xinhua News)
http://www.china.org.cn/world/Off_the_Wire/2015-02/27/content_34898401.htm

- WildlifeDirect Baraza Blog
http://baraza.wildlifedirect.org/2015/02/24/ndovu-zetu-music-concert/

- Sauti Sol Website
http://sauti-sol.com/ndovu-zetu-concert-photos/

-The Good Life East Africa
http://thegoodlifeeea.com/?p=2603

- Kenyan Vibe
http://www.kenyanvibe.com/in-pictures-ndovu-zetu-concert/

- Music in Africa
http://www.musicinafrica.net/ndovu-zetu-concert-elephants

Conclusion

The Ndovu Zetu Concert was a hit success, and was a great way to start the Kenya Wildlife Festival