



SPARKLING ELEPHANT PROJECT

GLOBAL CAMPAIGN

Table of Contents	1
Introduction	2
Sparkling Elephant Project	
The Elephant Embassy.....	
The development of SEP.....	
Mission	
The hard truths	3
Why save the elephant	4
How	5
Build your own Sparkling Elephant.....	
Global March for Elephants and Rhinos	
Ultimate goal	6
Contact	7
Pictures	8 - 9

The Sparkling Elephant Project (SEP)

Sparkling Elephant Project is a campaign for the conservation of an endangered species, the elephant. Being under the name and acting as a tool of edutainment for the larger The Elephant Embassy Trust (TEE). The foundation on which the project is formed is the aim to gather communities all around the globe that will, on a yearly basis. All construct their own Sparkling Elephant in order to widen the scope of attention that the elephants deserve at the global march, as well as throughout the years.

The Elephant Embassy Trust (TEE):

This is an NGO being registered in Austria and Tanzania. The Sparkling Elephant Project is part of TEE. The joint significance of Education and Entertainment, EDUTAINMENT are the ultimate combination for the maximisation of awareness for the earth's greatest mammal, the elephant. The awareness is crucial in displaying the benefits that conservation of elephants will bring socially, economically and environmentally. As well as the global loss, which we would suffer if, elephants cease to exist.

The development of Sparkling Elephant Project:

When disembarking a flight from Tanzania to South Africa Marlies Gabriel caught sight of the Amarula elephant and an idea was hatched. The Sparkling Elephant Project was born. Upon returning home Marlies contacted a local artist and friend, Remy Chama. He, and his assistant Ema, built a life-sized elephant from welded rebars and chicken wire and named it Mwalimu. Mwalimu is Kiswahili for 'teacher' and the name strives for the idea that the elephant should spread the word and teach the people about the ills of poaching.

Through constructing the elephant Marlies managed to gain popularity and awareness within her own community. For example, at the Karibu Fair in Arusha where hundreds of people stopped by to see what Mwalimu was, and what it stood for. From then on SEP has become a full-scale campaign extending its roots to Maastricht, Austria and Moshi.

Mission & Vision

SEP's vision is to have a sensitised and informed society that acknowledges the invaluable role that elephants play within Tanzania's tourism industry, environment, development and heritage. In addition, SEP also works for an absence of incentives to kill and sell elephants for their ivory and other body parts, as people should no longer see elephants as profit or capital but rather value them for their existence and for being .

Due to alarming figures the dedicated people arose with SEP since they felt the need for a call for action. SEP believes it is their responsibility, duty and mission to play a protective role when it comes to the elephants. The mission is to protect the elephant, across Africa, from extinction.

The hard truths:

The African elephant population is going extinct! The numbers are astonishing and frightening for all, they grind the hopes of saving the world's largest mammal.

- **Around 50 000 African elephants die in a year.**
- **This means 96 elephants a day.**
- **By 2025 there are no more elephants if no action is taken.**
- **Recent reports and recorded numbers for Tanzania show a 60% decrease in the elephant population in barely 5 years. Equalling to around 85 000 individuals.**
- **Additionally, the terror elephants are subjected to during their death is immensely frightening:**

“I have spent hours and hours watching elephants, and came to understand what emotional creatures they are... It's not just a species facing extinction, it's massive individual suffering” – Dr. Jane Goodall.

- **The illegal ivory trade is the source of revenue of \$ 188 million per year.**
- **This trade is thought to majorly fund numerous terrorist groups in all sub-Saharan Africa.**
- **Elephant poaching is widely becoming extremely dangerous and transnational organized crime affiliated. Since then, the poachers are equipped with always more sophisticated weapons. The anti-poaching rangers are simply unable to survey the large amounts of land where the elephants roam and fight the skilled and trained military style poachers.**

Why save the elephant?

The elephant! The mighty but very humble creature supports and maintains the perfect balance in the Eastern-African nature. Between having the role of forest gardener as well as the water source finder, the elephant is the central pivotal animal of the whole ecosystem on which many, many, others depend on for their own survival.

The elephant will migrate during the rainy and dry seasons towards water, during its march for this essential resource it will clear, along with its herd, a great passage through the forest which enables other animals to roam freely as well as taking down the excess amount of unnecessary trees. This process earns the elephant the title of the forest gardener since this mighty mammal will clear and recreate the perfect forest environment for all the fauna, plants, bugs, and animals alike. During the elephant's quest towards water sources, which it can sense from over 12 miles, the other animal species will follow and eventually find the water alongside the elephants.

The elephant after ingesting different fruits becomes the principal dispersers of the large seeds dropped from trees in the Central African rain forest. This method of transport leads to the spreading of various seeds through their dung to an average area of 57 kilometres squared. Additionally this works so well since the elephant's dung is a remarkable fertilizer containing a huge number of minerals favouring plant growth and also serving as a food source for plenty of animals.

The elephant is an extremely sensitive and delicate animal which is exceptionally well interconnected with its other fellow elephants. The extent to which these animals care about their own race as well as the others is demonstrated very clearly during their mourning. Upon crossing a dead companion, the herd will halt for a moment and take the time to pass their trunks over the remains and the bones as well as the skull; occasionally they will take along with them the skull or the deceased elephant's tusks. There is also an inexplicable event which occurred a few years back in the central part of the African continent where one of the male spiritual leaders deceased, suddenly all leaders from every herd marched towards the deathbed of this unique and very revered elephant leader.

Being the largest mammal of this earth, the elephant has long been respected and regarded with much wisdom by the Maasai tribes in Eastern Africa. It has been for them, as well as a majority of others who encounter him, an everlasting figure of loyalty, moderation, eternity, cooperative spirit, and hope. Due to this upholding of such a beautiful creature, the elephant has been depicted in various forms of art (e.g. pictures, sculptures, music, film, architecture, etc.), or been the subject of cultural depictions in mythology, symbolism and popular culture. Attaching such a huge importance to this magnificent animal has led to the elephant being a national pride and icon which represents Tanzania as a whole.

The elephant is a huge attraction for tourists from abroad and therefore will come to Eastern-African countries to mostly just do a learn about the local culture, the food, the people, the views and mainly the safari; a safari on which the tourists need to see the elephant as to consider the holidays as satisfying. The elephant's presence simply increases the tourism industry majorly and promotes the whole country in terms of tourism. The large inflow of tourists generates countless jobs and employs vast numbers and therefore ensures a steady income for many families, which without the elephant leads to less tourism and probably no jobs. Tourism as Tanzania and other Eastern African countries know will collapse when the elephants vanish from the earth's surface:

"Tourism will cease to exist as we know it" – Anonymous USA safari booking agent.

This is such a menacing thought especially once we know that in 2013 tourism generates \$ 4.50 billion. This is nearly triple the GDP of agriculture. This indicates to us how important and crucial this sector is for the Tanzanians. This also replicates itself for most Eastern-African countries.

"Nature's great masterpiece, an elephant" - John Donne

How?

As the Sparkling Elephant commenced in Arusha, Tanzania, it is now expanding towards wider and greater horizons starting with its neighbouring city Moshi, where a group of students from the International School Moshi are aiming to build their own Sparkling Elephant, all the way to Austria and the United World College Maastricht in the Netherlands. The group from UWC Maastricht is currently undertaking the task of globalising the project by taking it through the United World Colleges around the world as well as potentially inciting UWC alumni to join and develop their own Sparkling Elephants and increase the awareness throughout the global community.

The first Sparkling Elephant built was named Mwalimu and designed and assembled in Arusha, Tanzania where it marched in the 2013 Global March for Elephants and Rhinos gathering huge crowds and exposing the great issue concerning elephant conservation. The second has its structure which has been designed by an architect in Vienna, Austria. The third and fourth are upcoming by a remarkable group of students of the United World College Maastricht (UWCM), Netherlands, who are as well the globalisers and developers in collaboration with the head of SEP, in a partnership with another group of students in the International School of Moshi (ISM), Tanzania. Both groups of students are mutually encouraging each other and benefitting hugely from this collaboration as they use each other's strengths to grow and develop their own respective elephants.

Build your own Sparkling Elephant

The Sparkling Elephant construction includes the production of a unique piece of art which can be supported with a classic architectural plan which is available for those interested. There is a specific welcome package with additional information concerning structure, materials and likely costs of such an enterprise. It is first and foremost important to understand that these elephants are full size, meaning they radiate beauty through their covering but also impose their majesty. Once the elephants are finished the goal is to bring them out for the Global March for Elephants and Rhinos on the 3rd and 4th of October.

Global March for Elephants and Rhinos

The Global March for Elephants and Rhinos as previously mentioned takes place on the 3rd and 4th October in a vast number of cities across the world. Anyone can register the city as long as the authorities have been informed and have agreed on this movement to take place in the city. This aims to therefore raise the impact and develop the attention towards elephants, attention which is critically required to maintain the survival of elephants. Through having a life size elephant which additionally sparkles, there is hope that it sticks to people's mind not only noticing its size and beauty but also therefore taking care of the background since it has appealed.

The development of SEP is underway by the United World College Maastricht students and therefore on the road to grab the media's and the public's attention for adequate measures to be taken since public awareness has been developed. The exponential increase of attention a global march for elephant and rhinos will get with a full scale life-size monument of an elephant is only an amazing and fantastic moment to project the need for media attention towards elephant conservation as well as ensuring a successful march.

Ultimate Goal

The Sparkling Elephant Project's ultimate goal and vision is to spread the word and increase the awareness concerning the critical endangerment of the elephant species. This is attained as previously mentioned with Edutainment, the combination of education and entertainment where the public will therefore in fact remember and take action. The large sculptures of the Sparkling Elephants around the world are icons and statues reminding all of their majestic importance as well as their existence and the need to protect them from extinction due to the immense and disastrous opportunity cost when losing them.

The vision in mind is to increase the attention on the elephant migration issue between safe havens to National Park. There are so many of these around the elephant's roaming lands, however due to their need to travel extensively they are forced to leave these parks and either stumble across private lands which will ruin crops and scare both locals and the elephants. During these traverses they also increase their risk of being hunted for their ivory since they have exited a safe and protected area as well as being closer to civilisation therefore simplifying the poachers' task.

The missing link is therefore a golden bridge between these national reserves and other safe havens. This is the project of The Elephant Embassy Trust which is currently in the project of creating a natural corridor between Mt Kilimanjaro National Park and Arusha National Park where in both areas groups of elephants are statically stuck and unable to migrate and carry their roles of forest gardeners and instead have the adverse effect of trampling completely a part of the forest where they are stuck. Additionally leading to potential better land use planning can support a corridor which can be a protection for small scale farmers and their crops.

Therefore the answer to elephant extinction is partly resolved once these corridors are installed however the other amazing benefit is the awareness which will eventually sink in a larger public as well as discourage the demand from countries such as China and Middle Eastern countries. Once both have been accomplished we will hopefully see the positive impact of such measures and campaigns.

Contact

Website : <http://sparklingelevatorproject.weebly.com/>

Facebook page: <https://www.facebook.com/TheSparklingElephant?fref=ts>

Email address:

- Founder - Marlies Gabriel - marlies@theafricanembassy.de
- UWC Maastricht Students - arnaud.michel@uwcmaastricht.nl

Cellphone: +255 754 510 195

Office: +255 752 553 456

P.O.Box 3171 Arusha Tanzania

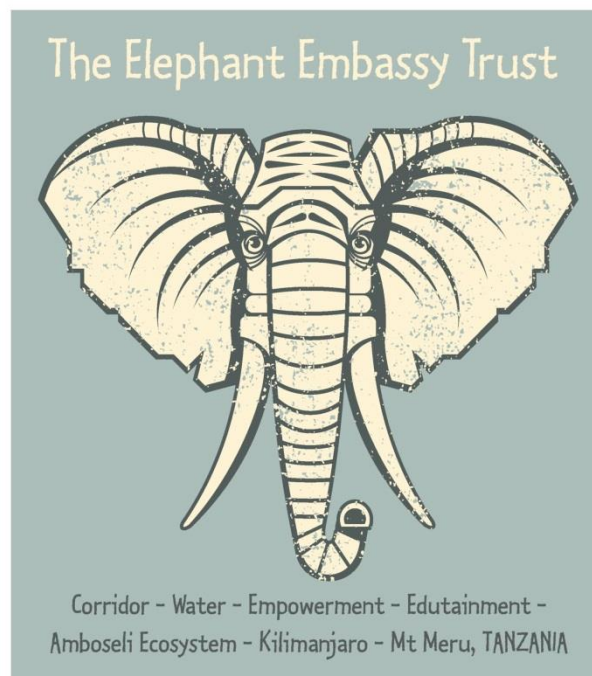
Partners:

Pictures



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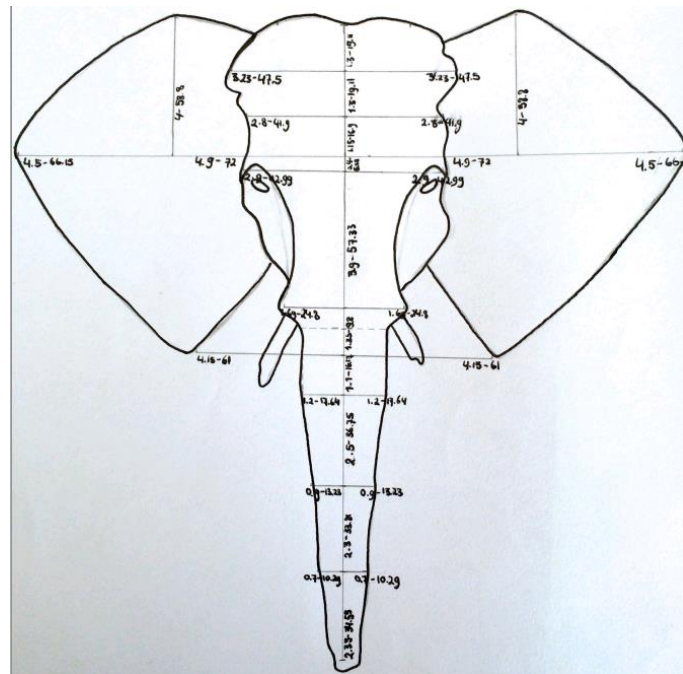
The Sparkling Elephant Project Logo.



The Elephant Embassy Trust logo.



Mwalimu, 1st Sparkling Elephant built in Arusha, Tanzania.



Sneak peek of the foundation of a possible architectural design for upcoming teams which are interested in building their own Sparkling Elephant.