



With the recent Covid-19 pandemic and the resulting loss of jobs and income for the Tourism Industry, there has been increased bush-meat trade & poaching in / near the surrounding game reserves / parks. With no income from the Tourism Industry, closure of lodges / camps, lack of revenue in park fees and resulting to job losses as well as reduced surveillance by rangers, lock downs and closure of the live stock markets, pressure on wildlife has been substantial.

In response to some of these challenges different private companies (i.e. Sunworld Safaris, Extrakt Travel, WildFocus Expeditions, Viewfinders) came together to set up the Community Wildlife Fund (www.community-wildlife.org) in April 2020.

Through donations, the fund was able to support affected communities and rangers in Samburu, Kimana Conservancy, Masai Mara, Meibae Community Conservancy, Tsavo, and Lumo Conservancy with food donations as well as the distribution of masks, soap, etc. while educating the Communities on Covid-19 and how to implement hygiene & prevention measures. Food donations were central during the lockdown period and the closure of local markets. Simultaneously the fund invested into sensitising communities that live next to protected areas to the benefits of wildlife through Jeanie's Bush Cinema, which showed documentaries filmed in these protected areas. Human wildlife conflict was also a major point of discussion and how to mitigate it.

The fund further invested into creating awareness of the dire situation that Covid-19 brought about through visiting parks / reserves and talking to the local community about their challenges; some of the findings were captured in a documentary "The Unfathomable Virus" which has been aired on National Television (NTV) and some international platforms.

In order to guarantee income to safari guides, 10 were trained to film to engage in doing virtual game drives and where possible to assist in showing presence in the different parks to contribute towards reducing poaching. The video footage from the virtual game drives gets edited into shorter clips, "From the Bush," and translated in Maa and Swahili and we upload these clips onto our YouTube Channel;

<https://www.youtube.com/channel/UCM42pX3Q3QlxJu1AH6mx5mQ/playlists>

As a pilot project, CWF supported one community in Samburu education by donating a tablet, equipped with short educational videos about wildlife in Maa Language and the official KCPE e-learning syllabus for various age groups. The community organised for a teacher and learning resumed;

<https://www.youtube.com/watch?v=8Oo7Dczp-e0>

Our Key Objectives:

- Education of youth & children to teach them interest in wild animals and the importance of protecting them through visuals and hands on activities such as game drives / bush cinemas

- Food donations to both communities / rangers in the short term until Tourism incomes have improved to avoid surging bush meat trade & poaching
- Collection / disposal of single use plastics surrounding protected areas and rewards for youth / children
- Creating awareness of endangered species locally & internationally through virtual game drives & direct talks to villagers / children.
- Creating community based activities that both local & international tourists can visit and support and that add to a good guest experience.
- Assisting in wildlife related emergencies (e.g. fires in Tsavo with equipment / food donations /fuel supplies to fuel ranger vehicles to assist with patrols in parks.)
- Education through solar powered gadgets for communities that currently struggle with access to E-learning due to the remoteness of villages & government regulations.
- Continued bi-weekly streaming of Jeanie's Bush Cinema to rural communities
- Documentaries as a tool to create awareness of Human Wildlife Conflicts, importance of protecting biodiversity surrounding Parks / Reserves
- Ideas on combatting Human Wildlife Conflict and co-ordination with local organizations to assist in funding & establishing solutions through these for communities affected

Going forward / Future measures:

Whilst filming / interviewing the local communities, we found that the need of Education plays a vital role to get the communities involved in the importance of preserving the ecosystem. There is no subject in school to learn about the Flora and Fauna, the Eco-system and mitigating solutions on human wildlife conflict. Yet, Kenya is rich in Wildlife and Natural resources and the only country in the world that is lucky enough to have a National Park bordering the Capital City. With our documentaries we are hoping to convince our government to create a subject that includes "Wildlife" in the Kenyan Curriculum of all school children.

Education is KEY to making a CHANGE!

Visual learning is a great to inspire youth / children to appreciate wildlife / eco-systems and education.

We have therefore started to showcase the "Bush Cinema" which offers educational wildlife documentaries by carrying along a projector in our custom equipped 4 x 4 vehicle with a guide who sets up "the Bush Cinema" in strategic locations.

We also created short video clips, "From the Bush" about animal behaviour, characteristics and also the different eco systems and uploaded them on our YouTube Channel.

Through Bush Cinemas & our YouTube Channel we can contribute with interesting and interactive content in the tribal language required. Our target groups initially would be the youth and children who we believe are the future to change.

As Covid has hit the Tourism Industry widely, we would engage knowledgeable and professional guides (gold / silver or bronze rated) to narrate and translate content on the importance of preserving nature / wildlife & eco-systems.

This aids in job creation for some of the "jobless guides" and will bring positive change to the Community.

Our Mission Statement:

To inspire, educate and empower communities towards sustainability in the use of natural resources and conserve the wildlife and value the diversity of nature.