



Magical **Kenya**

TEMBO

naming festival

12TH AUGUST 2021
AMBOSELI NATIONAL PARK



BACKGROUND

Kenya hosts estimated 10% of the world's elephant population (in the Year 2020 elephant population in Kenya 34,125 individuals)

Elephant poaching has also reduced from a high of 384 cases in 2012 when poaching was its peak to a record low of 11 in 2020, the lowest ever in Kenyan history.

Amboseli NP-392km
Amboseli +Ranches- 5700km
Amboseli +Ranches+Dispersal
Areas= 9124km

Directly linked to West
Kilimanjaro, Tsavo West and
Chyullu National Parks

The Amboseli Ecosystem
hosts close to 2000 Elephants.
The elephants are calm and
extensively researched. 60% of
the population reside outside
the park in community land.

Establish a long term resource
mobilization scheme in
support of winning space for
elephants and other wildlife
conservation and enhance
monitoring using high
technology in the Amboseli
ecosystem through the annual
elephant naming initiative.

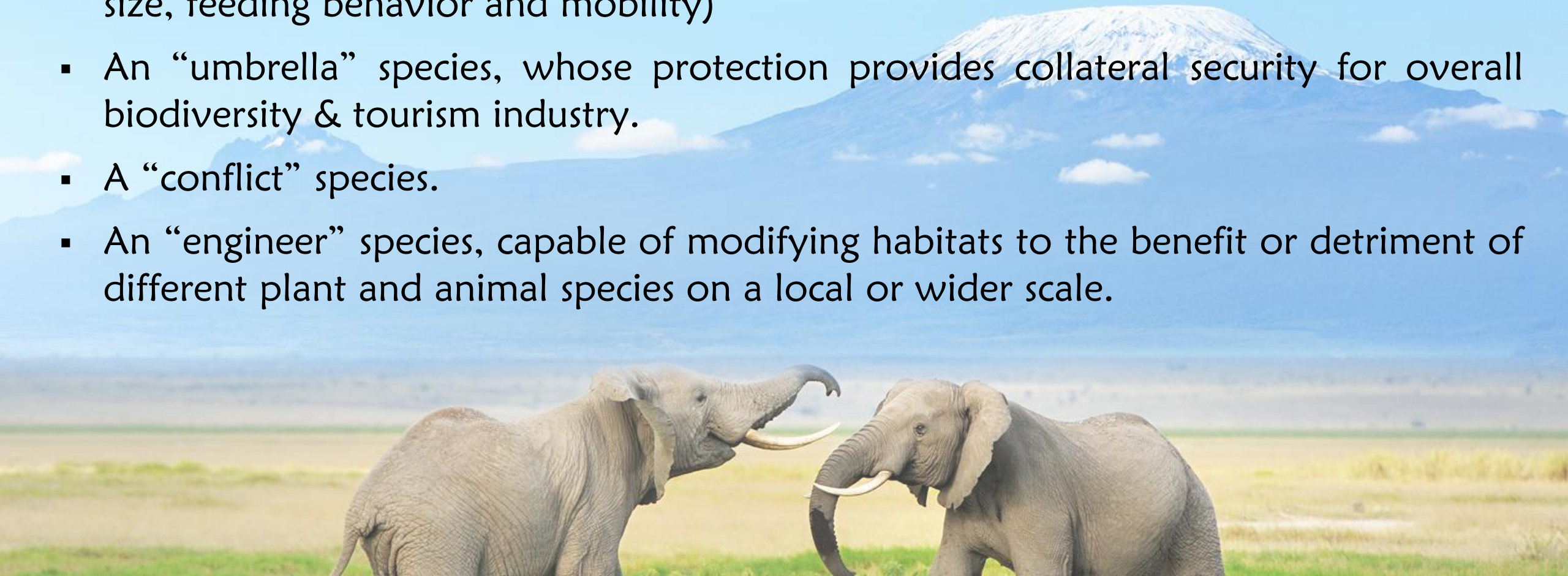
Promote a culture of co-
existence with wildlife by
creating a signature cultural
event that benefits the
community directly

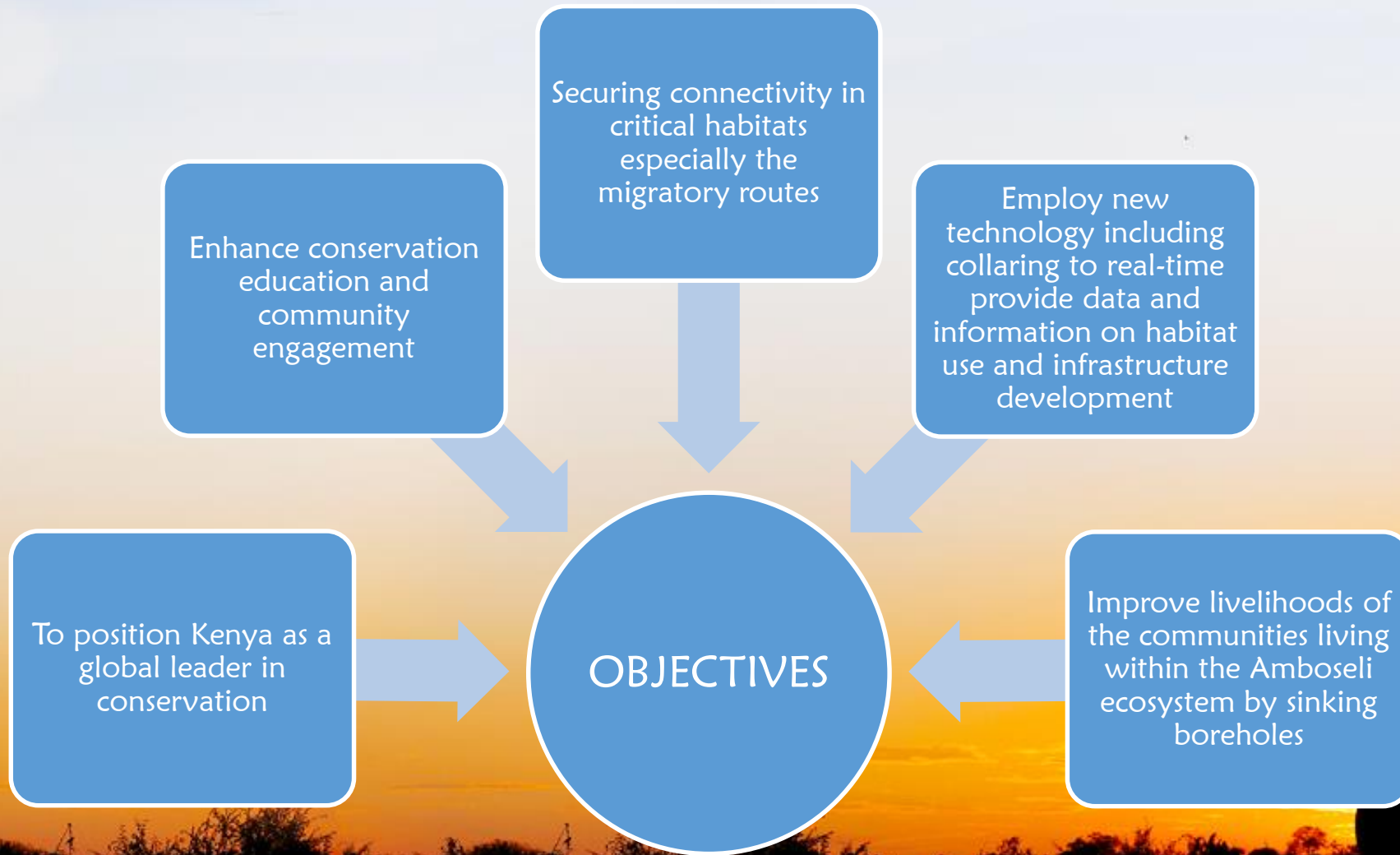
Build an authentic destination
and product experience that
targets and empowers the
community & stakeholders
living in the Amboseli
Ecosystem



WHY THE ELEPHANT

- The African elephant is the world's largest land mammal.
- An “emotional & intelligent” species with feelings, compassion and self-awareness.
- Elephants present tremendous challenges for their successful conservation (Large size, feeding behavior and mobility)
- An “umbrella” species, whose protection provides collateral security for overall biodiversity & tourism industry.
- A “conflict” species.
- An “engineer” species, capable of modifying habitats to the benefit or detriment of different plant and animal species on a local or wider scale.

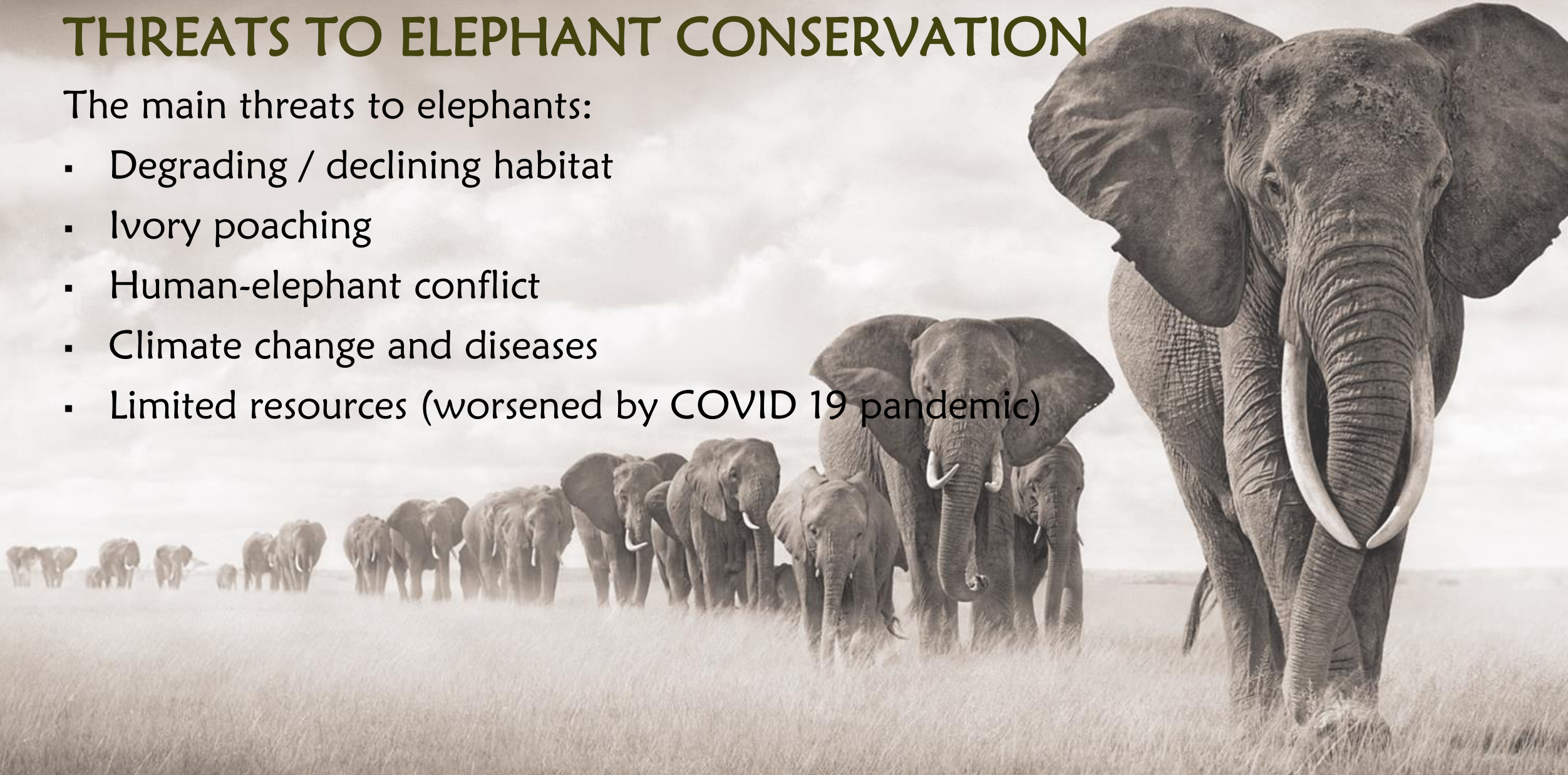




THREATS TO ELEPHANT CONSERVATION

The main threats to elephants:

- Degrading / declining habitat
- Ivory poaching
- Human-elephant conflict
- Climate change and diseases
- Limited resources (worsened by COVID 19 pandemic)





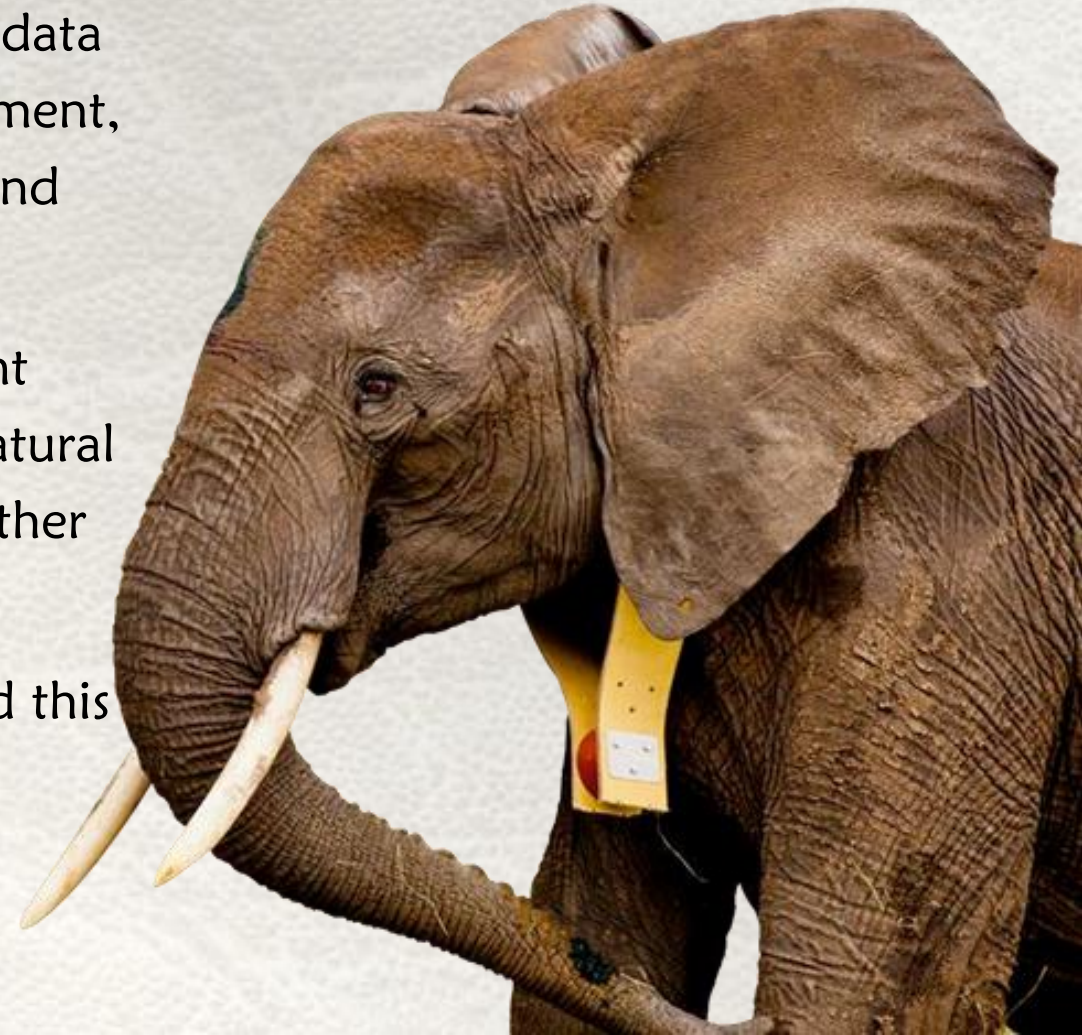
GOAL

A secure future for elephants and their habitats in peaceful co-existence with humans while providing benefits and for posterity



INTERVENTIONS & WHERE SUPPORT IS NEEDED

- Conservation education and community engagement
- Securing connectivity in critical habitats
- Employing new technology including Collaring to provide data and information on habitat use and infrastructure development, Innovative and Light-based deterrents for early detection and warning
- Over the years, there has been a gradual change in elephant death from poaching to human elephant conflict (HEC), natural and unknown causes. Construction of Electric fences and other mitigation measures will aid in reducing HEC
- Annually there is a conservation deficit of Kshs. 1billion and this gets worse in situation when we have pandemics



A photograph of an elephant family in a savanna. In the foreground, two young elephants are walking towards the camera on a dirt path. The one on the left is slightly ahead and has its trunk raised. Behind them, the legs and tail of a larger adult elephant are visible. The background is a blurred landscape of dry grass and trees.

CALL TO ACTION

- Connecting conservation and people
- Opportunity for adoption and naming

TEMBO NAMING CATEGORIES

| CATEGORY | DESCRIPTION |
|-------------------|---|
| New-Borns | Calves born in the year 2020 and 2021 |
| Legendary Tuskers | Big tuskers (usually males) in bachelor herds or lone bulls |
| Shield: The Twins | Elephant twins are rare. The last time a twin birth was recorded was in 1980. |

TEMBO NAMING ADOPTION LEVELS

| LEVEL | ANIMAL CATEGORY | NUMBER | NAMING FEE | | TOTAL |
|---------|-------------------|---|------------|---------|------------|
| | | | US\$ | KES | |
| Level 1 | New-borns | 21 | 5,000 | 500,000 | 10,500,000 |
| Level 2 | Legendary tuskers | 2 | 5,000 | 500,000 | 1,000,000 |
| Level 3 | The twins | 2 Sets = 4 Calves Each Calve@500,000 | 5,000 | 500,000 | 2,000,000 |
| Total | | | | | 13,500,000 |

BENEFITS

| SUPPORT | BENEFIT |
|-----------------------------------|--|
| New-borns /Twins /Legendary | <ul style="list-style-type: none">• Attend naming ceremony and give a name• Elephant naming certificate• Fact sheet on the named elephant• Merchandize• One year free visit Amboseli National Park• Name in the board of fame as an adopting parent• Recognition on KWS social media and website• Participate in conservation education programs/days (e.g. World Wildlife Day, World Elephant Day)• Branding during event and online event materials• Opportunity to exhibit during the event• Branding on selected merchandize |
| Any other support(cash, in-kind) | <ul style="list-style-type: none">• Opportunity to participate during elephant naming ceremony• Naming elephant certificate• Branding during event and online event materials |



OTHER WAYS TO BE PART OF THIS SIGNATURE EVENT!

- As an individual for as little as 1000 Kenyan shillings, or \$10
- As a corporate for a minimum of 50,000 Kenyan shillings
- Exhibition at 50,000 (come with corporate branded tent)
- Book a table at the Tembo fundraising cocktail @50,000 for 5 pax to be held on 6th August, 2021
- Other ways of support include unrestricted donations or purchase of branded merchandise



PRE-EVENTS ACTIVITIES

- ❖ Tembo Webinar on 30th July 2021
- ❖ Fundraising cocktail at Nairobi National Park on 6th August 2021
- ❖ Cultural festival in Amboseli
- ❖ Spot, Snap, Share Event
- ❖ Tembo Naming Ceremony
- ❖ Exhibition(15 slots only @50,000)- come with corporate branded tent



ELEPHANT PROFILES

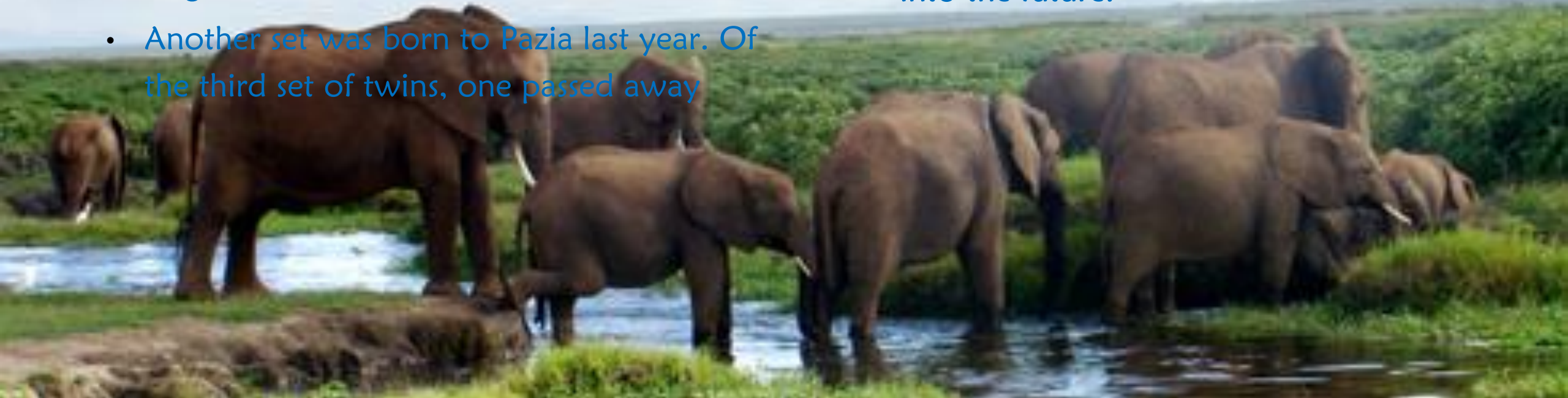


CATEGORY ONE TWINS

There have only ever been three sets of recorded elephant twin births in Amboseli National Park:

- The first set of elephant twins – a male and a female – were born to Estella in 1980;
- Another set of male twins suspected to be identical was born to the female nicknamed Angelina in 2018
- Another set was born to Pazia last year. Of the third set of twins, one passed away

Elephant mothers are some of the most tolerant and patient mothers among mammals, remaining close to their calves to attend to their needs. They lead their families in a peaceful and loving way, applying years of accumulated experience and wisdom to shepherd their families successfully into the future.



PAZIA'S TWINS

Profile:

Female elephants have the longest gestation period of all mammals - which last for up to 23 months - with only one percent (1%) of elephants births resulting into twins.

Calves weigh approximately 120 kgs at birth. Twins tend to be lighter but would nevertheless need a great deal of milk from their mother.

Calves are normally able to stand and walk after only a couple of days.

The mortality rate for twins is high, as they compete for food from one source

This set of twins-two boys, are the sons of Pazia of the PA1 family. She is from one of the families that spends most of their time outside the Park.

These sets of twins will be reaching their first birthday in April 2021.



ANGELINA'S TWINS

Profile:

An elephant birthing twins is a rare occurrence, although few incidences have been recorded in the Amboseli National Park. In 2020, Ms. Angelina delivered a set of twins; a male and a female.

It was touch and go for them their first year because it is difficult for a female to produce enough milk for two calves. The twin-boy would try to drink all of mama's milk, so the girl would coax him to play until he got exhausted, then she'd run and suckle as he slept.

The newborns became emaciated and it was doubtful that they would survive beyond six months.

Fortunately, elephant calves are weaned with vegetation at between 3 & 4 months. By 7-8 months they tend to be really good feeders, supplementing their mother's milk.

These twins reached their first birthday in February 2021 and are brimming with health. Their chances of survival are excellent.



CATEGORY 2

New-Borns



NEWBORNS

Profile:

2020 saw a massive increase in Amboseli's elephant population, with the birth of 236 calves in total.

The population continues to be closely monitored and more births have been reported in 2021.

This year's naming ceremony will target the 21 calves born in 2021.



CATEGORY 3

Legendary Tuskers



Craig

Age: 49

If this were a Mr. Universe competition, this magnificent bull would be a serious contender for the title of Mr. Amboseli Elephant.

Born in 1972 to mother Cassandra from the CB family, he was first sighted when he was less than a year old. Interestingly enough, there were always two calves of the same age trooping after Cassandra. The second calf is believed to have been his twin, a female named Cerise, who is the matriarch of the CB family today.

Craig became independent in 1988, when he was 16 years old. At some point after independence, each bull chooses one of the “bull areas” in the ecosystem. Craig chose an area to the east, with the center in the Kimana Sanctuary.

At 49 years old, Craig is an Alpha male in his prime, which makes him extremely successful with opposite sex.



TOLSTOY

Profile:

This is Amboseli's Tolstoy - one of Africa's few remaining big tuskers. He is named after Leo Tolstoy, a famous Russian author.

Tolstoy belongs to the 'T' family, which means he is related to Tim, another one of Amboseli's well-known massive bulls. Tolstoy's older sister Trista is Tim's mother. Technically, this makes Tolstoy Tim's uncle - even though Tim was about two years older than Tolstoy.

Tim and Tolstoy, both inherited superior genes which ensure their place at the apex of the male elephant hierarchy in Amboseli.

Massive tusks are the hallmark of Tim and Tolstoy's family tree. Unfortunately, this makes such elephants targets for greedy poachers. But with extensive monitoring (such as collaring and micro chipping) these beauties can live out their natural lives in peace, just like Tim was able to do



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THANK YOU!

