



1. GOALS OF THE IMPACT CAMPAIGN

The Elephant Queen is an award winning film, directed by Mark Deeble & Victoria Stone which was made over a 10 year period with a small dedicated team in Kenya. It was Produced by Victoria Stone and Lucinda Englehart with Etienne Oliff as Assistant Director. The team were determined from the outset that the purpose of the film should be to make a positive difference for elephants and the environment in Kenya.

Goals

To make a film that reached the widest possible global audience to inspire people to fall in love with elephants so they would be emotionally moved to care, which would lead to understanding and contributing to conservation action both within Kenya and internationally. We wanted the film to reach audiences beyond those who already love and appreciate the natural world.

*' In the end we will conserve only what we love,
we will love only what we understand,
we will understand only what we are taught'
Baba Dioum 1968*

Our aims were ;

To make a difference for elephants in the wild in Kenya through environmental education.

To fund and create content for The Elephant Queen Outreach Programme.

To bring The Elephant Queen 'home' to Kenya and create a 'National Moment' to launch The Elephant Queen Outreach programme.

To raise funds, through screenings of the film, for NGOs working to support biodiversity and elephant conservation in East Africa.

2. TARGET AUDIENCE

All ages but specifically Kenyan youth for the educational programme (40% of Kenyans are under 14 years of age).

3. METHODS USED

1. When the film was sold to Apple, one of our prerequisites was that it would be used to contribute to wildlife conservation in Kenya. Apple supported the team's vision and set up a system where for every view of the film in 2019, they would make a donation to conservation in Kenya, in the area where the film was made.
2. The team retained the rights to use the film for conservation, education and community screenings in Kenya which involved protracted and complicated negotiations to extract the rights.
3. A Kenyan Presidential Premiere - to give the film and the Outreach programme, visibility, momentum and endorsement at the highest level.
4. Creation of a 'National Moment' broadcast in Kenya - the team worked with Apple to carve out and donate the rights to enable a free nationwide screening of the film on Easter Sunday, supported by a publicity campaign run by Citizen TV (Kenya's largest broadcaster) and the TEQ team.
5. Workshops for wildlife and environmental educators across Kenya - both grassroots and NGOs to forge connections and to inform the creation of materials for the Outreach & Education materials.
6. Translations of the film into Maa & Kiswahili.
7. The Elephant Queen Mobile Cinema. A specially designed vehicle to take the film across Kenya to areas of high human wildlife conflict in conjunction with Kenyan NGOs and local environmental and education groups and schools.
8. Creation of content for the Outreach Program :

Creation of a series of 28 Learn-to-read books based on natural history, conservation and environmental themes, starring characters from the film. With the aim that every child in Kenya will grow up familiar with the natural world through stories of animals they come to understand and love. The books are in English and Kiswahili.

24 Educational videos enabling kids, teachers and parents to learn more about elephants and their environment.

Activity books for teachers and parents to use alongside the educational video shorts.

Creation of 3 school plays based on conservation and environment with downloadable scripts, music, costume & set ideas and guidelines for production.

Interviews with Kenyan elephant experts to enable young Kenyans to explore careers in wildlife and conservation.

28 podcasts from the wild. Reflections on elephants, conservation and the environment with natural sounds.

Website as a portal to the above 'free to download' educational content.

4. OUTCOME OF THE IMPACT CAMPAIGN

Donations for Wildlife Conservation

The team worked with Apple to ensure that money was raised to make a difference for wildlife and the environment in Kenya where the film was made. A 'donation per view' commitment from Apple was very successful in raising funds that were donated through Wildlife Conservation Network for management by two Elephant Conservation NGOs working in Kenya (<http://www.theelephantqueen.com/help.html>)

Kenyan Presidential Premiere

The team worked with the Kenyan film Commission, the Ministry of ICT, Innovation and Youth Affairs and the Office of Margaret Kenyatta, First Lady of Kenya, to plan a presidential premiere for 800 dignitaries / influencers, politicians and NGOs in Nairobi's largest state cinema. This was to be the launch event prior to a high-profile 'national moment' when the film would be broadcast across Kenya (the filmmakers retained the rights and donated them FOC)
Covid19 meant the event was cancelled just days before the premiere (and after all the arrangements had been made) but we were able to use the media campaign and associated artwork to direct audiences to the national broadcast.



REPUBLIC OF KENYA

MINISTRY OF ICT, INNOVATION AND YOUTH AFFAIRS



invites you to the Kenyan Premiere
of the acclaimed documentary
The Elephant Queen
filmed in the greater Tsavo ecosystem.

Saturday, 21 March 2020
1:45 pm - 2:15 pm - Arrival
2:45 pm - Doors Close
3:00 pm - Screening

Nairobi Film Centre (Nairobi Cinema)
Aga Khan Walk, Nairobi

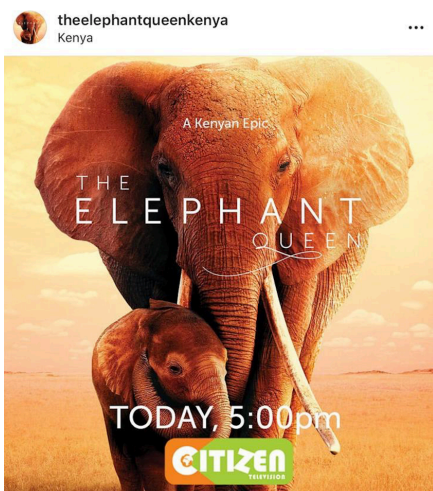
Guest of Honour
Her Excellency Margaret Kenyatta
First Lady of the Republic of Kenya

Dress Code: Smart Casual

'National Moment' primetime broadcast

The National Public Broadcast was on primetime Easter Sunday on Kenya's most popular tv station. Citizen Tv. trailed it hourly in the days before broadcast with media created by the TEQ team, combined with a huge social media campaign #elephantqueenkenya #miminawewe #ndovuyetu that became Twitter's highest trending subject in Kenya on the day of the broadcast. We partnered with Kenyan NGO Wildlife Direct, headed by Dr Paula Kahumbu, to make it a Kenyan family event.

The team used the screening to announce the ambitious TEQ Outreach and Education program which we had planned from the outset of production and which took several years to create following the 3 years it took to raise the money.



02:16 4G

Koros Camp Rustic Luxury
Yesterday at 20:26

Tonight we are honored to host our staff in camp. We're screening The Elephant Queen, in their local language, Maa, via safaricom link on our laptop. Sodas and nuts were served and we are optimistic that our amazing team here at Koros will take away this incredible story and share it far and wide.

#koroscamprusticluxury #elephantqueen #grassrooteducation #kenyaconservation #elephantstories #savetheelephants @norbertrottcher @paula_kahumbu



Write a comment... GIF

Home Video People Notifications Menu

The Elephant Queen Outreach and Education Program

To ensure the outreach program was relevant and that the team would produce materials that were needed and useful, the team hosted a residential workshop for over 40 Kenyan Wildlife and Environmental NGO educators in 2017. The results and their 'buy-in' to the program informed and dictated the direction the team took with the Outreach and Education resources they went on to create.

During filming the TEQ team partnered with Kivukoni Environmental School to raise awareness about the poaching crisis. At one point, the children wanted to send a message to the First Lady of Kenya and the TEQ team worked with them to create letters from their bodies lying on the grass to spell out their message 'Dear Mrs. Kenyatta - Please Save Our Elephants' - the framed image occupied pride of place in the First Lady's office.

Dear Mrs. Kenyatta,

PLEASE
SAVE
OUR
ELEPHANTS

from the
children of Kenya.

From the start of the program, we worked in association with the **Kenyan Institute of Curriculum Development (KICD)** to produce resources that KICD felt schools needed- principally a series of 28 illustrated learn-to-read books for children based on conservation and the environmental themes, starring characters from the film. These books are planned for classrooms across Kenya, so that every child in Kenya grows up learning to read through stories from the natural world, so the animals and environments will be loved and familiar for life.

The Elephant Queen ‘Learn to Read’ Stories

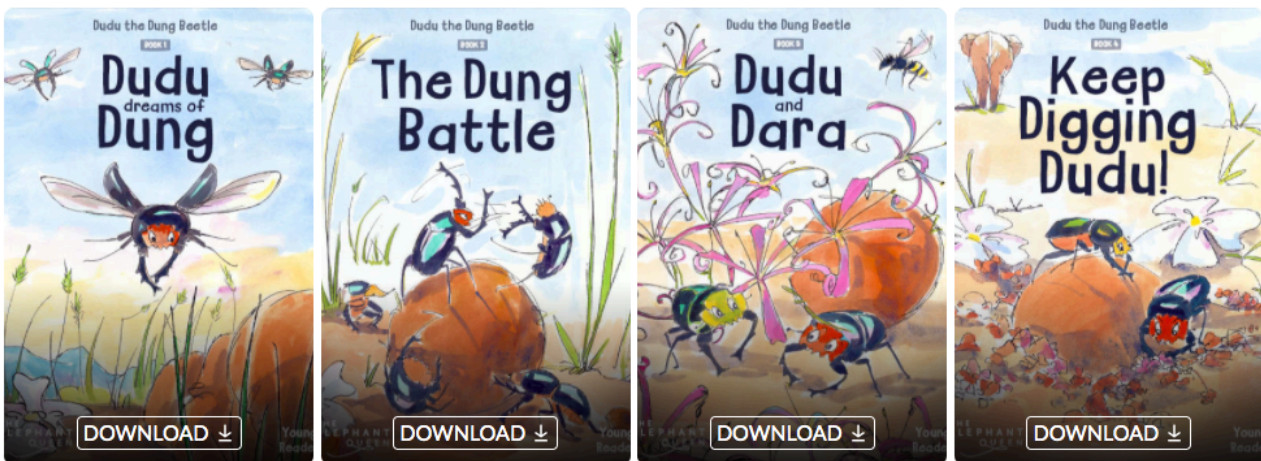
YOUNG READER

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ATHENA THE ELEPHANT QUEEN



DUDU THE DUNG BEETLE



KAMILI THE CHAMELEON



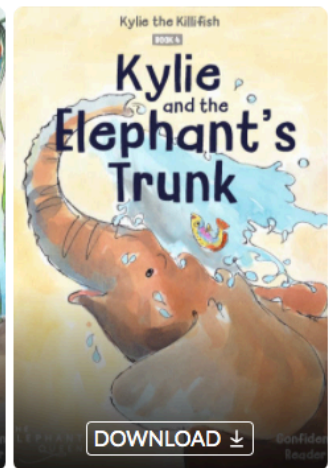
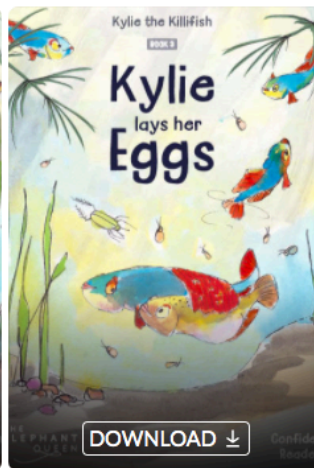
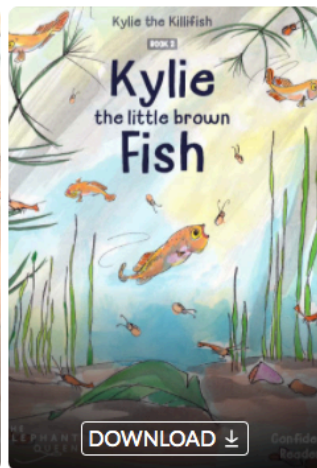
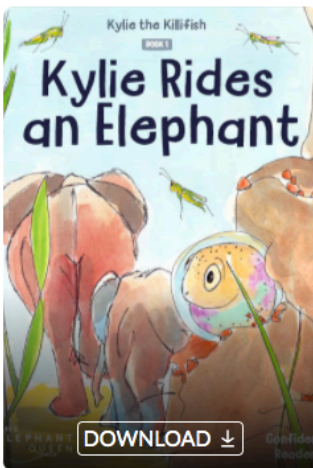
In addition to the books The Elephant Queen team created:

- a. **Dedicated website** geo-locked for Kenya to host the Outreach and Education resources www.elephant.co.ke

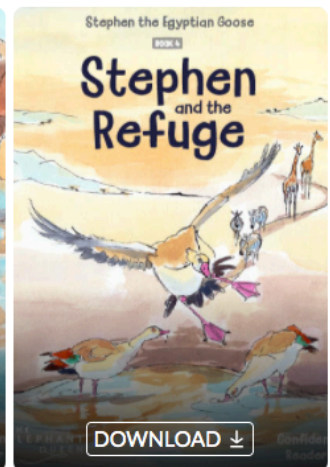
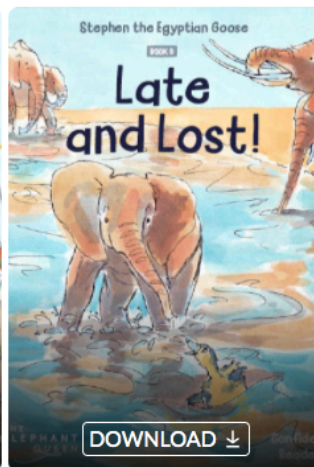
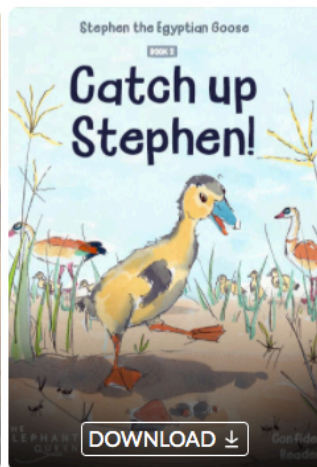
CONFIDENT READER

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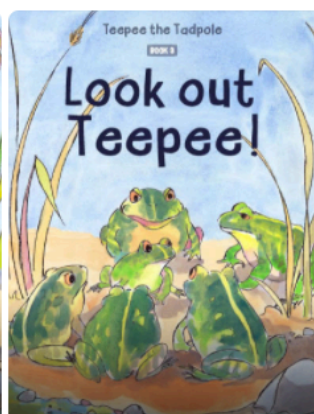
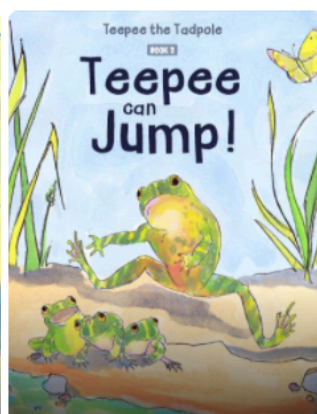
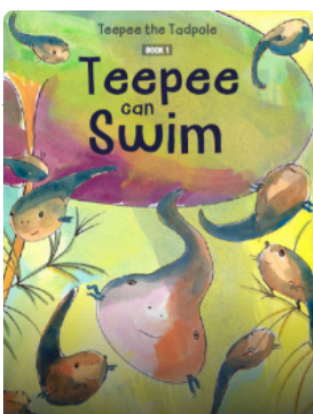
KYLIE THE KILIFISH



STEPHEN THE EGYPTIAN MONGOOSE





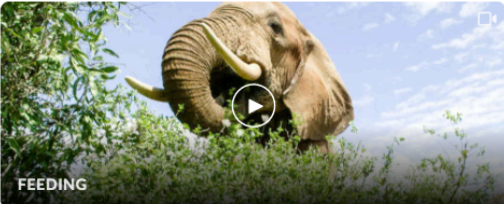
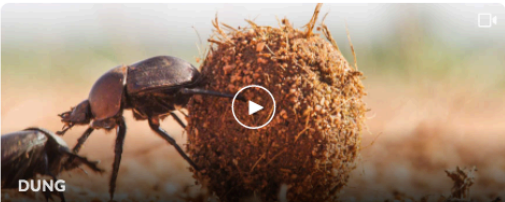

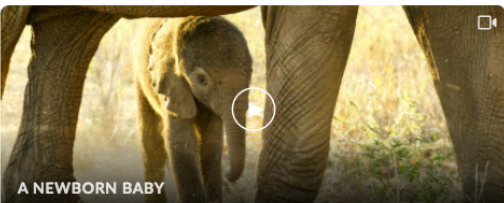
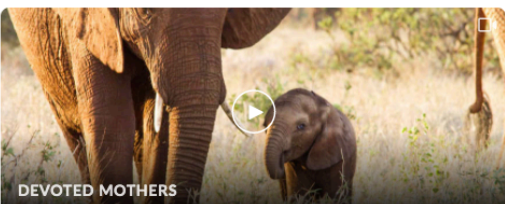
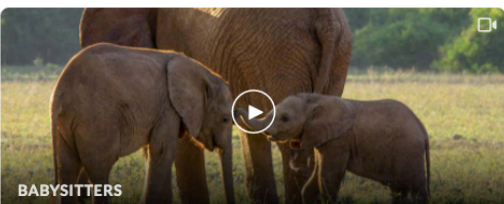


TEEPEE THE TADPOLE



- b. **Educational video shorts** for schools. 24 videos deal with subjects ranging from poaching for ivory to elephant behaviour and have been translated into Kenya's three main languages: English, Swahili and Maa.

AN ELEPHANT'S WORLD CLOSE X

 <p>A FAMILY AT PEACE</p>	 <p>FEMALE LEADERS</p>
 <p>THE INCREDIBLE TRUNK</p>	 <p>ELEPHANT EARS</p>
 <p>BIG FOOT</p>	 <p>FEEDING</p>
 <p>DUNG</p>	 <p>TOUCH</p>
 <p>A LONG PREGNANCY</p>	 <p>A NEWBORN BABY</p>
 <p>DEVOTED MOTHERS</p>	 <p>BABYSITTERS</p>

c.

Activity books for educators and parents - to aid interpretation and direct further study and involvement. Due to popular demand these books are now being translated into Maa and Kiswahili.

VIDEO & ACTIVITY BOOKS



Become an elephant expert! Explore the short elephant films and activity books. Ideal for all ages at home, school or in wildlife clubs.

[DOWNLOAD VIDEO & ACTIVITY BOOKS SAMPLE](#) ↓

[DOWNLOAD ALL VIDEO & ACTIVITY BOOKS RESOURCES](#) ↓

d. **Theatre.** 3 school plays have been written, in association with the Kenyan Youth Theatre, based on the film and its themes and characters for three different age groups in primary and secondary school. Music, script, costume ideas, direction notes etc will be downloadable free of charge.

Big Small World was piloted at Kivukoni school with the Youth Theatre of Kenya
https://www.youtube.com/watch?v=PB_ul75HE-l&feature=youtu.be

THEATRE



Download the amazing scripts, lively music and costume ideas and put on your own play at home or school.

[DOWNLOAD ALL THEATRE RESOURCES](#) ↓

e. **A video series** 'Meet the Experts' - a 13 part series to inspire young Kenyans towards a career in wildlife conservation. It features Kenya's elephant experts answering questions and talking about their passion and careers.

ELEPHANT EXPERTS

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f. **Translations** The Elephant Queen has been translated into Maa and Kiswahili for community screenings across Kenya.

g. **Podcasts** - published as a blog throughout the filming period, the blog became the foundation for a series of 28 professionally produced podcasts, each of 7-14 minutes duration in binaural sound - featuring elephant and conservation related subjects.

TALES FROM THE BUSH

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A NEW YEAR IN TSAVO

THE PASSING OF A BULL

HERE TODAY GONE TOMORROW

WHY WE WON'T MISS ELEPHANTS

A MOST BEAUTIFUL ELEPHANT

THE SWEET SMELL OF PETRICHOR

SATAO - THE LAST OF THE GREAT TUSKERS

THE BUTTERFLY AND THE ELEPHANT

A DAY SHARED WITH ELEPHANTS

ELEPHANTS - WHY BOTHER

HAUNTED BY A PHOTOGRAPH

ADOPTED BY AN ELEPHANT

SATAO - A LEGEND

ANOTHER PLACE ANOTHER BULL

SATAO - THE LEGACY

RAINDROPS IN THE DUST

AMBOSELI

NDUME THE STORY OF AN ELEPHANT

THE ELEPHANT QUEEN - THE BEGINNING

SATAO - ONE YEAR ON

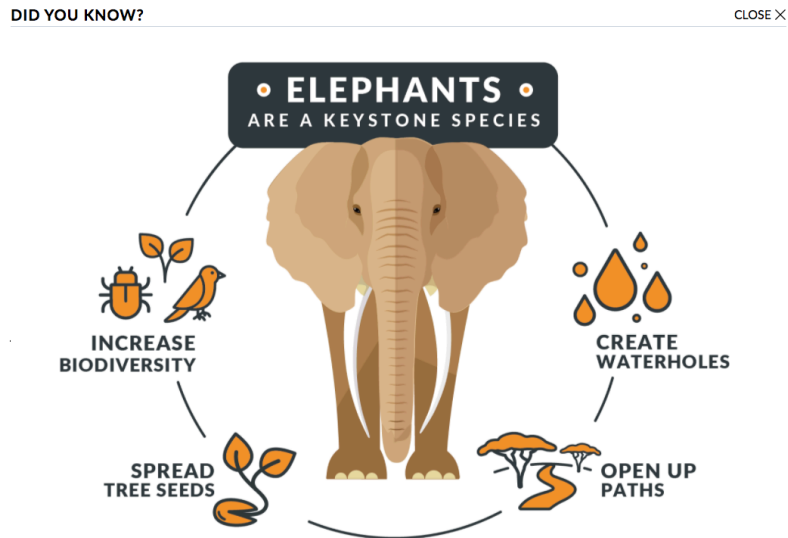
SATAO - THE ENIGMA

THE ELEPHANT QUEEN - THE SOUND OF IT

THE STORY OF A TUSK

ALAN ROOT

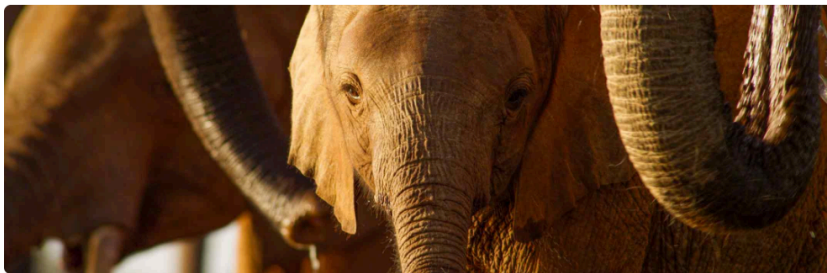
h. Did you know? infographics for kids.



i. Information on the Elephant Crisis

ELEPHANT CRISIS

[BACK](#) ☰



CHALLENGES

The number of elephants in Africa has plummeted in little over a century from approximately 10 million to less than half a million today - a decrease of 95%. Elephants continue to be illegally killed (poached) for their tusks - modified teeth - made of iv...

[READ MORE >](#)

ORGANISATIONS

Explore the organisations that are working to protect Kenya's elephants. They differ in their areas of expertise but all are effective, accountable and united by a common goal.

[VIEW ORGANISATIONS >](#)

HOW CAN I HELP?

Donate through Wildlife Conservation Network, a 501(c) charity that ensures that 100% of your donation goes into the field and makes a difference for elephants on the ground in Kenya. Your donation will help protect Athena's family and other wild elephant families for generations to come.

[DONATE VIA WILDNET >](#)

APPLE & ELEPHANTS

Good news for Tsavo's elephants! Apple has made a substantial donation to elephant conservation in the Greater Tsavo Ecosystem based on the number of Apple TV+ views of The Elephant Queen. It surpassed all expectations.

j. Sharing live links to Elephant conservation organisations active in Kenya



THE ELEPHANT QUEEN OUTREACH AND EDUCATION 2021/2022 AND ONWARDS

Mobile cinema launch November 2021

The team has successfully raised the funds for a truck-based mobile cinema which will take the film and associated educational resources to schools and communities who live 'off-grid' in areas of high human-wildlife conflict in 2021 and 2022. Besides showing the film to communities, traveling educators will take the educational resources into local schools for in-depth engagement.

The team has partnered with Save the Elephants who will use the film and mobile cinema as a means for promoting an understanding of elephants and to open a dialogue with local communities who live alongside elephants.

The roll-out will consist of a 7 month nation-wide 'Mobile screening road-trip', undertaken by a small, professional Kenyan 'Outreach Team' with experience in conservation and community engagement and trained by The Elephant Queen Outreach Programme in the use and dissemination of the film and associated educational resources.

The Outreach Team will follow a strategic GIS-planned route designed in association with Vulcan Earthranger (www.earthranger.com) and in collaboration with conservation, education and government partners across Kenya (see map below).

The team will travel onboard a customized, self-contained 4x4 Bedford lorry and using solar-powered Airscreen-cinema equipment (www.airscreen.com) will show the film in 3 major Kenya languages - Kiswahili, Maa(sai) and English.

Through the use of the film, associated theatre, dialogue and education, the program will seek to inspire thousands of school children, multi-cultural communities, wildlife rangers, government officials, military and the general public, towards an appreciation of Elephants and wild spaces.

Timeline 2021/ 2022

Planning and Preparation 2020/2021

Partner & government engagement, screening sites selection & mapping, equipment purchases and imports, permits & administration preparations, Kenyan Outreach team interviews and team recruitment, resource finalisation and outfitting lorry.

Pre Launch preparation Sept – October 2021:

Kenyan mobile cinema team training.

Conservation Education Partner workshop at Kivukoni School.

Trial screenings

Launch of Mobile Cinema November 2021 – June 2022

Roll-out to focal areas:

- ✓ Shimba Hills
- ✓ Tsavo East & West.
- ✓ Chyulu Hills
- ✓ Amboseli
- ✓ Maasai Mara
- ✓ Nairobi
- ✓ Laikipia
- ✓ Samburu and Northern Rangelands
- ✓ Milgis and Ndoto Mountains
- ✓ Turkana Basin

Impact Assessment

Quantitative measure of reach:

The Elephant Queen Mobile Cinema & Outreach Program will seek to reach no less than:

- 100,000 Kenyan children and adults.
- 100+ Kenyan schools.
- 50+ remote communities around Kenya's major wildlife areas
- 12 Kenya Wildlife Service ranger posts.
- 25 Conservation Organizations
- Director General Kenya Wildlife Service
- CEO Kenya Institute for Curriculum Development
- Kenyan Minister of Environment.
- Kenyan Minister of Education.
- Kenyan Minister of Information, Communications & Technology.

Empirical measure of success:

- Initiated by TEQ mobile team, the research is being led by Dr Harry Fonseca Williams, a Post-Doctoral Researcher at Save The Elephants.
- A comprehensive impact assessment will be undertaken during the mobile cinema program.
- Using a range of social science techniques, baseline information (based on attitudes towards wildlife, perspectives on conservation, human-wildlife conflict indices) will be gathered in selected communities by the Impact Assessment team with the aid of conservation and educational partners prior and post the arrival of the Outreach Team.
- Comparative results will be used to determine follow-up educational programs and screenings, undertaken by partner conservation organizations. Data collected by the Impact Assessment team will be analysed and published in a scientific journal.

Scalability:

It is anticipated that through its operations, engagement strategy, mapping, database and impact assessment The Elephant Queen mobile cinema will :

- serve as a blueprint for film-based mobile conservation education programs that is replicable and scalable in Kenya and neighbouring countries using online data compiled by TEQ mobile cinema.
- serve to create a '*countrywide-conservation-education-network*' focused on areas of HEC which promotes and facilitates the sustained delivery of other conservation-education programs (eg HEC mitigation) and other conservation-related social-education (family planning & population matters).

Workshop

TEQ Outreach will be running a second residential workshop at Kivukoni environmental school for wildlife educators from across Kenya, including those that attended the first workshop in 2017. Along with the mobile cinema team, they will be trained in using the Outreach & Education materials and film to generate interest, discussion and engagement around wildlife and conservation ideas and issues.

The team are in discussions to take the O&E program to Tanzania and Uganda and then Sub-Saharan Africa in association with the African Leadership University (ALU).

Additional Educational materials created in 2021 by The Elephant Queen Outreach team

Theatrical Play: The Trial of Athena

Lizzie Jago was commissioned by The Elephant Queen Outreach programme to write a play, for secondary school children and adults, based on The Elephant Queen which challenges perceptions of elephants and human wildlife conflict. Together with The Youth Theatre of Kenya, Lizzie Jago performed a pilot of the play, The Trial of Athena, to groups in Nairobi in late 2020. Youth Theatre of Kenya continues to run online drama workshops for kids based on materials from the TEQ program.

Translations of The Elephant Queen Books

The 28 Elephant Queen 'learn to read' books were very popular in English so they have been translated into Kiswahili by the Story Moja team and will be launched as part of the mobile cinema programme

The team are in discussion with a Kenyan publisher Story Moja with a view to publishing the 28 childrens books in Kiswahili and English, to be sold across Africa to raise money for the expansion of The Elephant Queen Outreach Programme.

Conclusion

Through its international release in cinemas and on Apple TV+, The Elephant Queen film has inspired millions of people around the world towards a greater understanding and appreciation of elephants and the environment.

The Elephant Queen mobile cinema and outreach programme is amplifying that effect in Kenya, where the film was made and where people live alongside elephants at the forefront of elephant conservation.

Taking 'The Elephant Queen' to the children & people of Kenya.

