

Gathering the largest number of children's 'art voices' in support of rhino conservation



250,000 children say 'NO!' to rhino poaching

The Rhino Art campaign remains the most comprehensive children's rhino conservation education programme ever undertaken. Its clear objective is to gather the largest number of children's hearts-and-minds messages as a call to action against rhino poaching and all forms of wildlife crime.

The rallying cry is "*Siyabathanda oBhejane – Siyabathanda! We love and care for our rhino: Let Our Voices Be Heard!*"



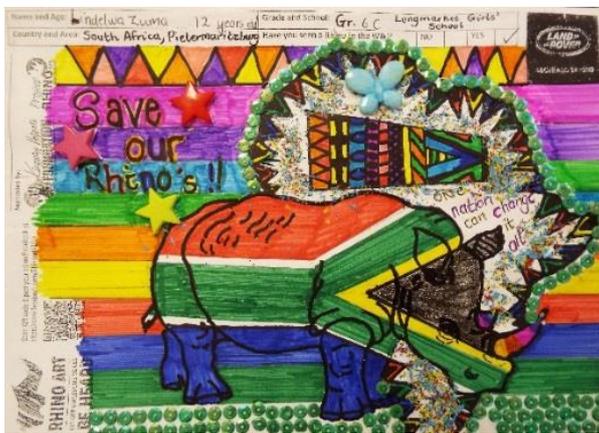
BACKGROUND

Project Rhino KZN and the Kingsley Holgate Foundation joined forces in April 2013 for the Izintaba Zobombo Expedition, which traversed the Lubombo Mountain Range that forms South Africa's border with Mozambique, from Zimbabwe in the north to the Indian Ocean.

This region is home to the largest concentration of wild rhinos in the world.

The expedition travelled through the Kruger National Park and nearby private reserves, across the fence line into the 'Rhino War Zone' of Mozambique and Parc Nacional do Limpopo, and south through the nature reserves of Swaziland and northern KwaZulu-Natal.

And so began the most comprehensive youth-orientated survey on rhino poaching ever carried out in Southern Africa. Using art and soccer, the **Rhino Art-Let Our Children's Voices Be Heard** campaign has now reached over **250,000 young people** mainly throughout southern and central Africa with a rhino conservation message that encourages them to voice their thoughts about rhino poaching. **It involves local communities** that are at times silent witnesses to the rhino poaching war, **increases conservation awareness amongst the youth** and **adds to the groundswell of public support needed to end rhino poaching and other wildlife crimes.**



5 KEY SUCCESS FACTORS OF THE PROJECT

1. **Access to schools and direct engagement** – the project is a passport to talk with youth in relevant communities
2. **Promotes goodwill** – community relationship building between the conservation sector, game reserves & communities
3. **Rhino education** – the exciting visual and experiential learning process makes it memorable
4. **Collects messages from youth in grass roots communities** - used as a call to action with decision makers
5. **Initiates a lifelong passion for wildlife and conservation** in a cost effective way – positive return on investment for donors and project partners

A NATIONAL AND INTERNATIONAL FOOTPRINT

- **Reach:** Approximately **250,000 youth** have participated to date in the following countries: South Africa, Mozambique, Swaziland, Kenya, Zambia, Tanzania, Botswana, Namibia, UK, Vietnam
- **Rhino Art is a passport** to giving the children of the world a platform from which to speak out, resulting in:
 - **2 World Youth Rhino Summits** (www.youthrhinosummit.com)
 - An online **#RhinoShoutOutChallenge** (www.facebook.com/RhinoShoutChallenge)
 - The **World Youth Wildlife Declaration** containing thousands of messages from concerned people around the world, which was carried like an Olympic Torch to the people of Vietnam in November 2015
- **Awards:**
 - Project Rhino KZN received the prestigious Mail & Guardian Rhino Conservation Award for 2013, which included recognition of the Rhino Art campaign
 - Kingsley Holgate and the Rhino Art campaign received Runner-Up in the 2014 Game Rangers' Association of Africa Rhino Conservation Awards - Education & Awareness Category



ACHIEVEMENTS



KWAZULU-NATAL

- **Zulu Cultural Ambassador Richard Mabanga** is the face of Rhino Art in KZN and has rapidly become a popular and well-known figure with his 'Rhino Rig'
- **Rhino Art plays a key role Project Rhino KZN's community engagement work** on the borders of both state and private reserves. NGO members are joining forces with selected game reserves to bring sustainable community-based conservation and environmental support to such communities.
- **KZN Community Rhino Ambassadors:** 400 Community Rhino Ambassadors (young adults employed by the provincial conservation agency Ezemvelo KZN Wildlife) have been trained in how to run the Rhino Art project in communities surrounding the Hluhluwe-Imfolozi Park, Ndumo, Tembe & Weenen game reserve regions. This has extended the reach of the campaign
- Rhino Art is actively involved in other rhino education initiatives such as the **iSimangaliso 'My Rhino, Our Future' campaign and World Rhino Day events**
- **'Uphondo Lakwabhejane' Rhino Art display at King Shaka International Airport:** A giant rhino horn covered in Rhino Art was viewed by tens of thousands of local and international tourists and commuters during 2014

EASTERN CAPE, HOEDSPRUIT AND THE WESTERN CAPE

- **SANParks Honorary Ranger Dave Pattle** from Port Elizabeth heads up the Eastern Cape Rhino Art campaign and has injected an enormous amount of energy and enthusiasm. From fundraising events to art auctions and collaborating with Puppeteers – both adults and children are being reached with a rhino conservation message..
- **Ricky Kerschner and team from Hoedspruit Endangered Species Centre** have partnered with Rhino Art and took it to 3,000 pupils in 2015.
- **The 'Buy No Rhino' sisters, Vicky & Vanessa,** who have now traversed South East Asia on bicycles to raise awareness about rhino poaching & wildlife crime, have taken on Rhino Art in the Western Cape.



SWAZILAND & MOZAMBIQUE

- **Swaziland Rhino Art Summit:** in conjunction with Big Game Parks of Swaziland, this forged further links with the American International School in Maputo, leading up to the 2014 World Youth Rhino Summit (February/March 2014).
- **President Joachim Chissano Wildlife Crime Initiative in Mozambique:** Rhino Art provided the theme at this high-level event attended by Mozambique government leaders and international ambassadors, with the assistance of the American International School in Maputo (Dec 2013)



SOUTHEAST ASIA

- **Rhino Art Vietnam:** During 2014, **4,900 students** took part in the first Rhino Art Vietnam competition designed to raise awareness about rhino poaching in Africa and to reduce rhino horn consumption amongst Vietnamese citizens
- Rhino Art went back to Vietnam as part of **Operation Game Change,** the Vietnam/US Government **demand reduction campaign**

CULTURAL AMBASSADORS

The up-and-coming Maskandi duo of David 'Qadasi' Jenkins and Maqhinga Radebe are Cultural Ambassadors for Rhino Art and perform at several Rhino Art events during the year. They also use their 'oBhejane' anthem to further the anti-rhino poaching message wherever they go.



RHINO ART MASTERS RESEARCH

Rhino Art has always been far more than just a colouring-in competition. **The art holds vital clues as to how the youth of Southern Africa view rhino poaching and conservation.** Many of these youth live on the borders of our game reserves and are often the silent witnesses to the reality of the poaching crisis. Bronwyn Laing, Rhino Art Co-ordinator, decided to write her Master's Thesis on the themes that emerged from an analysis of the art from Southern Africa.



Here are a few insights:

- Youth from rural backgrounds tend to show a huge amount of detail with poachers cutting through fences and crawling towards a rhino with a vast array of weapons available – they know more than we think!
- There is a huge amount of national pride - many of the pictures incorporate the South African flag and children calling for us to “Respect the rhino as we respect Mr Mandela”
- The majority of urban youth call for us to “Save the Rhino” whereas the rural youth say “Don't kill rhino”. It is a subtle difference but has given the team clues on how best to communicate with youth when running education programs in the future
- Urban youth have a very strong emotional attachment to the rhino but this connection is missing with the rural youth. This highlights how important it is that we give as many children as possible the opportunity to see rhino in their natural habitat – something we will be working towards in 2016

CHANGING HEARTS AND MINDS

Without community support, the future of rhino and other endangered species is doomed. **It is essential that we ignite a passion for wildlife amongst our youth.** The sad situation is that many rural children living close to game reserves – and even urban children - have never had the opportunity to see rhinos in the wild, nor do they fully understand the value of conservation and its links to culture, heritage, job creation and rural development.

RICHARD TELLS A STORY...

“At KwaGiba High School, a group of boys believe that poaching is a good way to become rich. As I was giving the chant ‘phansi ngokubulawa koBhejane’ (stop rhino poaching), the boys were saying ‘phambili ngokubulawa koBhejane’ (ahead with rhino poaching). So I picked one of the boys to talk on stage. I said to him speak freely from your heart, poaching might be a good thing to other people. He said yes. With a smile I said to him imagine you wake up in the morning one day, and when you get to the kraal you find that your prize bull has had one horn broken and the other taken and it’s dying. What would you do?”

The young man said he would find out who did it and seek revenge as his bull is worthless now.

This boy, Thobelani Mbuyaze, did something different, instead of using the A3 art templates we gave them he used a blank white cloth to draw rhino art, I think my talk and his art will change the mind-set of the other children.”

*“South Africa and the Summit have lived up to every expectation. I have learned so much. The images of the poaching I saw left me speechless and I despise poachers for their inhumanity. I believe that if we can change peoples’ thoughts and impressions, we can solve the problem.” **Hung Thanh Pham***

PROJECT COST

One of the Rhino Art – Let the Children’s Voices be Heard project’s strengths is that it is run with the strong support of volunteers and partners, which keeps the project overheads to a minimum and ensures that donors receive the maximum reach for their support.

In South Africa and adjoining countries, it costs just R10 (US\$1) per pupil to engage them in the Rhino Art campaign.



In the words of Dr Ian Player, at his last public appearance at the 2014 World Youth Rhino Summit: ***“We saved the rhino once, we can do it again. We, the older generation have done our bit. Now, we pass the baton to you – the youth. You need to need to make your voices heard, as a call to action against rhino poaching.”***

FINANCIAL AND LEGAL ACCOUNTABILITY

The African Conservation Trust is the nominated Secretariat for Project Rhino KZN and the **ACT Rhino Fund** is the official NPO-registered, Section 18A, BBEE-registered account for donations to Project Rhino KZN. It is audited annually by CA firm Baker Tilly & Associates and is registered with the Department of Environmental Affairs.

Project Rhino KZN’s founding members meet every two months to review and collectively decide which anti-poaching needs require funding support. Donors can also specify which Project Rhino KZN initiative they wish to support.

ACT RHINO FUND

Account Name:	ACT Rhino Fund	Bank:	Nedbank
Branch code:	13012610 (Musgrave)	Account no:	1008662976
SWIFT No:	NEDSZAJJ	IBAN code:	198765

African Conservation Trust Non-Profit Organisation Details

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Non-Profit Organisation Number:	030-243
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BBEE Status:	Level 2
IUCN Membership Number:	NG/25190
USA Fund for Charities Registration No:	AFC845
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