



ENGAGING COMMUNITIES IN THE FIGHT TO SAVE RHINO

5th February 2014

Start

The Endangered Wildlife Trust (EWT), Wilderness Foundation and KwaZulu-Natal Ezemvelo have joined forces to embrace communities living on the outskirts and within the grounds of national parks and game reserves, as partners in the fight to save rhino. The organisations have developed an educational DVD aimed at communities living and working in and around reserves which contain rhino entitled '*Uma uhambo lwabo luphela nolwethu lophela*' (Should their journey end so will ours), which focuses on highlighting the direct link between community livelihoods and saving rhinos.

"There is no single solution to addressing illegal wildlife trade, which is an increasing global phenomenon, estimated to now be the third largest illegal industry worldwide after drugs and human trafficking. Wildlife trade often has its roots firmly established in organised and trans-boundary crimes. For this reason the EWT's Rhino Project is implementing interventions at several stages in the poaching and wildlife trade chain and this DVD addresses one of the first links in that chain as it focusses directly on the role of communities who are often exploited by wildlife crime syndicates," said Kirsty Brebner, the EWT's Rhino Project Manager.

The DVD was researched, directed and edited by Samson Phakathi, Senior Field Officer for the EWT and Mandla Buthelezi of the Wilderness Leadership School and was filmed in and around Ezemvelo KZN Wildlife parks and reserves.

"It is crucial that we reach out to the individuals and communities who rely on our wildlife heritage for their everyday survival and empower them with the knowledge that the precious biodiversity of our country belongs to them as well. It is important to note that the long-term wellbeing of all South Africans is dependent on ending wildlife crime," concluded Samson.

The DVD, partly sponsored by the Rhinose Foundation, was produced by African Renaissance Productions and is available in Zulu with or without English subtitles. The DVD highlights the links between wildlife and community livelihoods as well as the cultural and environmental importance of rhino. It has been designed as a tool to be used in community engagements and outreach projects. The battle against rhino poaching and wildlife crime is far from over and we urge you to keep demonstrating your support for the work of the EWT and other reputable NGOs and organisations.

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The Endangered Wildlife Trust is a non-profit, public benefit organisation dedicated to conserving species and ecosystems in southern Africa to the benefit of all people.

NPO Number: 015-502, **PBO number:** 930 001 777, **Member of IUCN** - The International Union for Conservation of Nature
The Endangered Wildlife Trust is US 501(c)(3) compliant under **US IRS Registration number:** EMP98-0586801.



For further information about the DVD and to secure a copy please contact Kirsty Brebner at kirstyb@ewt.org.za.

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