Media Capture from All #Ivory-Free Canada Campaign News Releases

World Elephant Day – August 12, 2019

News Releases

1. **World Elephant Day Press Release** – released August 2 by WED
2. **Ivory-Free Canada Media Advisory** – released August 11 (by Change.org and Elephanatics) & August 12
3. **Op-Ed by Jane Goodall** – released to be printed in the Globe and Mail only on August 12 only

Media Summary

Television

1. CTV News (Toronto) – August 12 - https://www.ctvnews.ca/video?clipId=1754478
2. CTV News (Victoria & Vancouver Island) – August 12
   https://vancouverisland.ctvnews.ca/video?clipId=1749476&binId=1.2120213&playlistPageNum=1 (11:50-12:55)
3. CHEK News (Vancouver Island) – August 12
   www.cheknews.ca/world-elephant-day-works-to-ban-ivory-trade-in-canada-594739/amp/

Radio

1. CFAX 1070 AM (Victoria) – August 12 - www.iheartradio.ca/cfax-1070/shows/adam-stirling-1.1896160
2. Global News Radio – 980 CKNW – August 12
   www.omny.fm/shows/the-simi-sara-show/activists-call-on-canada-to-ban-ivory-on-world-ele
3. Radio NL – 610 AM – August 12 – Andria's interview – need a link

Newspaper – Print and Digital

1. Narcity (digital) – August 6 – not a result of any of our media news releases
   www.narcity.com/news/ca/ivory-free-canada-movement-on-twitter-pushes-for-more-signatures
2. African Elephant Journal (digital) – August 7 – picked up from Narcity story
   www.africanelephantjournal.com/famous-canadians-are-demanding-an-ivoryfreecanada-their-tweets-are-so-powerful/
3. Victoria News (digital only?) – August 11 – result of WED press release
   www.vicnews.com/community/victoria-based-elephant-advocate-fighting-to-end-ivory-trade/
4. Sooke Mirror (digital only?) – August 11 – picked up Victoria News story
   https://www.sookenewsmirror.com/community/victoria-based-elephant-advocate-fighting-to-end-ivory-trade/
5. CTV News (digital) – August 12 – result of WED press release
   www.vancouverisland.ctvnews.ca/world-elephant-day-founded-by-victoria-woman-calls-for-end-to-ivory-trade-1.4546847
6. Earth's Call (digital only) – August 12 – result of WED press release
   https://earthscall.org/wildlife/celebrating-eight-years-of-world-elephant-day/
7. The Globe and Mail (digital & print) – August 12 – Jane Goodall Op-Ed
   www.theglobeandmail.com/opinion/article-why-hasnt-canada-banned-the-elephant-ivory-trade/
8. C-Net (digital only) – August 12 – Jane Goodall Op-Ed (picked up from Globe and Mail)
   www.cnet.com/news/on-world-elephant-day-jane-goodall-calls-for-canada-ivory-ban/
9. Monday Magazine – August 13 – picked up Victoria News story?
   https://www.mondaymag.com/community/victoria-based-elephant-advocate-fighting-to-end-ivory-trade/

Facebook

1. Now This Politics video on elephant relocation – August 12 – unlikely due to our media news releases
   https://www.facebook.com/NowThisPolitics/videos/857112168004816/?v=857112168004816

1. World Elephant Day Press Release

FOR IMMEDIATE RELEASE

Focus shifts to elephant ivory trade in Canada, and campaign to stop it, as countdown to eighth annual World Elephant Day begins

Aug. 2, 2019 – Seven years after founding World Elephant Day with the Elephant Reintroduction Foundation of Thailand to inspire and increase awareness of elephant conservation worldwide, Patricia Sims, the Canadian filmmaker and conservationist, says she's heartened by the dramatic strides that have been made. Still, there's much work to be done, including a campaign to end the legal elephant ivory trade in her own country, says Sims, who is based in Victoria, B.C.

As the 10-day countdown to the eighth annual World Elephant Day begins, the campaign's partners in a coalition that includes Elephanatics, The Jane Goodall Institute of Canada, Humane Society International-Canada, and the Toronto-based Global March for Elephants and Rhinos are focusing its effort to have Canada join other countries, including the U.S., China and the U.K., to ban domestic trade of elephant ivory.

The coalition's objective during its Ivory-Free Canada campaign is to encourage Federal Environment Minister Catherine McKenna to implement legislation that would end the legal ivory trade in Canada, effectively closing the domestic market by making it illegal to import, export and re-export all elephant ivory, a practice that has had devastating consequences.

Approximately 20,000 African elephants are killed for their tusks each year, with an estimated population of 12 million elephants in Africa in the early 1990s reduced to just 400,000 today. Asian elephants are even more endangered, with only between 30,000 and 40,000 left.

"It's time for Canadians to take a stand against the elephant ivory trade by banning elephant ivory sales in Canada. Poaching for ivory continues to kill thousands of elephants each year and unless we put a stop to the ivory trade, elephants will be extinct," cautions William Shatner, the Canadian actor and elephant conservation advocate who narrated *When They Were Young*, the award-winning 2016 feature-length documentary about the plight of Asian elephants that Sims made with her long-time co-filmmaker Michael Clark.

"Canada needs to join the other countries that have already enacted elephant ivory sales bans and Canadians need to put political pressure on government at all levels for legislation to stop this senseless buying and selling of elephant ivory within our borders," Shatner adds. "Elephant ivory has no value, unless it is on an elephant."

“I launched World Elephant Day as a global initiative, and we’ve dealt with a lot of issues in other countries, but we’ve never really looked at Canada,” says Sims. “This is the first year we’re actually doing that and because I’m Canadian and I've run many of the annual global World Elephant Day campaigns from Canada, there’s a special feeling to World Elephant Day this year for me personally".

Sims says many people might not be aware that Canada is one of the few remaining countries that still allows the legal domestic trade in elephant ivory.

"Allowing the legal ivory market in Canada to continue creates demand for ivory and pathways to market illegal ivory", says Sims.

Canada also legally permits elephant trophies to be imported, with 83 trophy elephants, 434 elephant skulls and 260 elephant feet imported between 2007 and 2016.

A social media campaign (#IvoryFreeCanada) is kicking off in tandem with the World Elephant Day rollout to raise awareness of the issue, and the public is being invited to sign a petition at www.change.org/IvoryFreeCanada to reach 500,000 signatures by World Elephant Day that will also be presented to the federal government.

Other World Elephant Day developments include the campaign’s support for Moving Giants, the De Beers Group’s elephant conservation initiative in Africa. The international diamond company’s elephant conservation initiative began in July and August of 2018, with the translocation of 48 elephants. The second translocation of 53 elephants was completed in July 2019, which totals 101 of the 200 elephants it aims to move over three years from its 32,000-hectare Venetia Limpopo Nature Reserve (VLNR) in South Africa, which is under threat due to too many elephants, to Zinave National Park in Mozambique.

The move, which involves a 1,700km journey by road before the elephants’ release, aims to secure the future of the VLNR in South Africa from a potentially negative impact on its ecosystem due to elephant over-population, and helps to replenish Mozambique’s elephant population.

“It’s a project we’re helping spread the word about because we believe they're helping elephant conservation in both South Africa and Mozambique,” said Sims of De Beers Group initiative in partnership with Peace Parks Foundation, the not-for-profit trans-frontier conservation organization, and Conservation Solutions, the wildlife management organization whose team manages the logistics and veterinary care of the elephants during the challenging journey.

“What we need to be doing now is protecting elephants by putting them in places where they can be protected not just from ivory poaching, but also from human-elephant conflict because elephants are losing their habitats,” Sims said. “We’re supportive of this action because it shows large corporations like De Beers Group committing to protecting habitats for elephants, and all wildlife".

World Elephant Day, is recognized by nearly 100 wildlife organizations and millions of participants in 50 countries and will also gain notoriety this year from the release of a fund-raising single, *Tyagarah*, by Elephant Sessions, the Scottish indie-folk band, in support of World Elephant Day. Footage from the feature documentary *When Elephants Were Young*, will accompany the track that will be available Aug. 9 for purchase through stores and platforms such as iTunes, Amazon and other online outlets.

THE FACTS

Every year approximately 20,000 African elephants are killed for their tusks. Over the course of a century, wild elephant populations have dropped by a shocking 97%. Conservation research clearly shows that the world's largest land animal will disappear from the wild within our lifetime if demand for ivory is not reduced. It is estimated that fewer than 400,000 African elephants remain.

Asian elephants are an endangered species on the IUCN Red List, with less than 40,000 remaining worldwide. The elephants face extensive loss of habitat, due to growing human populations, deforestation, and encroachment, and are also killed for their ivory, meat, and body parts, while young elephants are removed from their families and their natural environment for use in the tourism industry.

HOW TO GET INVOLVED

- Visit worldelephantday.org/how to help elephants
- Follow World Elephant Day on social media: facebook.com/worldelephantday, Twitter: @wrldelephantday and Instagram: instagram.com/worldelephantday
- Use #WorldElephantDay, #IvoryFreeCanada, #BeElephantEthical, #BeHerd, #JointheHerd, #Elephants, #SaveElephants, #SayNoToIvory, #ElephantTourism, #AsianElephants

ABOUT PATRICIA SIMS

World Elephant Day founder Patricia Sims, originally from Toronto and now based in British Columbia, has always been passionate about wildlife and has produced and directed television series and documentaries around the world, focusing on

2. Ivory-Free Canada Media Advisory

ATTN: NATIONAL/ENVIRONMENTAL MEDIA
Media Advisory-Interview Opportunity (August 12, 2019)

Ivory-Free Canada Coalition Asks Federal Government to Ban Elephant Ivory Sales in Canada

Canada one of few countries refusing to end legal domestic trade in elephant ivory

Vancouver, BC – On August 12, 2019, World Elephant Day, the Ivory-Free Canada Coalition calls on the Government of Canada to ban the legal domestic trade in elephant ivory.

Canada is one of the few countries that, as a signatory to CITES (Convention on International Trade in Endangered Species of Wild Fauna and Flora), still allows the legal domestic trade in elephant ivory. Studies indicate that no less than 20,000 elephants are poached in Africa annually, a mortality rate that exceeds the elephant birth rate, and therefore directly threatens the survival of these populations.

In 2016, the African Elephant Coalition, made up of 29 African nations representing the overwhelming majority of range states in which African elephants are found, submitted a proposal to the CITES CoP17 calling on countries to close all domestic markets for commercial trade in raw and worked elephant ivory. The proposal was supported through a unanimous resolution.

Canada – along with Japan, Namibia and South Africa – has refused to do so. Unlike China, once the largest single market for the buying and selling of legal and illegal ivory, Canada continues to sanction a domestic marketplace for elephant ivory.

Canada also permits the importation of elephant trophies. CITES tracks the movement of animals and animal parts. Their records show that between 2007 and 2016, Canada allowed the legal importation of more than 400 elephant skulls and 260 elephant feet.

In 1930, as many as 10 million elephants inhabited the continent of Africa. Today there are only some 400,000 left. If the current rate of poaching does not decline, wild elephants are at severe risk of going extinct within our lifetimes.

The Ivory-Free Canada coalition is a partnership among five non-profit organizations: Elephanatics, Humane Society International-Canada, World Elephant Day, Global March for Elephants and Rhinos-Toronto, and the Jane Goodall Institute of Canada.

Representatives from each organization are available for comment.

Tessa Vanderkop, Director of Strategic Relationships and Advocacy, Elephanatics
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Michael Bernard, Deputy Director, Humane Society International-Canada
mbernard@hsi.org
Patricia Sims, Co-Founder, World Elephant Day & President, World Elephant Society
info@worldelephantday.org tel. 250.516.9896

Heather Craig, Co-Founder and President, Global March for Elephants and Rhinos-Toronto
noivorytoronto@gmail.com tel. 647.456.2341

Victoria Foote, Director, Communications & Marketing, Jane Goodall Institute of Canada
victoria@janegoodall.ca tel. 416.978.3706 (o) 647.290.9384 (m)

About Elephanatics
The mission of Elephanatics is to assist global elephant conservation efforts by educating Canadians about issues of ivory poaching, habitat loss, and the continued exploitation of elephants by humans, and to connect Canadians directly with elephant conservation partners in Africa and Asia.

About the Humane Society International-Canada
Humane Society International-Canada is a leading force for animal protection, representing tens of thousands of members and constituents across the country. The organization is an effective voice for animals, working through education, investigation, litigation, legislation, advocacy and hands-on rescue.

About the Global March for Elephants and Rhinos-Toronto
GMFER uses online campaigns, grassroots organizing and protests to advocate against the trade in ivory and rhino horn and amplify the voices of African communities in the conversation on conservation.

About World Elephant Day
On August 12, 2012, the inaugural World Elephant Day was launched to bring attention to the urgent plight of elephants. Now in its eighth consecutive year, the mission of the annual World Elephant Day campaign is to raise awareness and ignite action to save elephants from extinction by educating about the plight of African and Asian elephants and the conservation solutions required to protect them.

About the Jane Goodall Institute of Canada
The Jane Goodall Institute of Canada was founded in 1994 and is part of a network of Jane Goodall Institutes around the world. JGI supports habitat conservation and chimpanzee protection programs in Africa and runs Jane Goodall's Roots & Shoots– a global program that inspires youth to take action to create local change.

Television

CTV in Toronto interviewed Patricia Sims, World Elephant Day
Aired August 12, 2019 at 12:00pm and 5:15pm EST
https://www.ctvnews.ca/video?clipId=1754478

Sarah Reid at CTV in Victoria interviewed Leanne Fogarty, Elephanatics and Patricia Sims, WED
Aired August 12, 2019 at 5:00pm, 6:00pm and 11:00pm PST
https://vancouverisland.ctvnews.ca/video?clipId=1749476&binId=1.2120213&playlistPageNum=1

CHEK News in Victoria interviewed Patricia Sims, WED
Aired August 12, 2019 at 5:00pm, 6:00pm and 10:00pm
www.cheknews.ca/world-elephant-day-works-to-ban-ivory-trade-in-canada-594739/amp/

Radio

Adam Stirling at CFAX 1070 AM in Victoria int. Patricia Sims, WED
Aired August 12, 2019 between 9:00am and 12:00pm
http://www.iheartradio.ca/cfax-1070/shows/adam-stirling-1.1896160

Simi Sara at 980 CKNW in Vancouver int. Tessa Vanderkop, Elephanatics
Aired August 12, 2019 at 1:05pm
https://omny.fm/shows/the-simi-sara-show/activists-call-on-canada-to-ban-ivory-on-world-ele

Jeff Andreas at Radio NL 610 AM in Kamloops int. Andria Teather, JGI
Aired August 12, 2019 between 9:00am and 10:00am
www.radionl.com (no link to actual interview as yet)

<u>Newspapers</u> (print and digital)

<u>Narcity (digital only) – August 6, 2019</u> (not from any coalition release)

NARCITY LOCAL NEWS TRAVEL EAT & DRINK THINGS TO DO MORE

Canada

Famous Canadians Are Demanding An #IvoryFreeCanada & Their Tweets Are So Powerful

William Shatner and Margaret Atwood have shown their support.

Colin Leggett · 6 days ago · Updated on August 07 @ 08:27 AM · 418

Avel Chuklanov | Unsplash

Elephants are beautiful and intelligent animals, and yet their worldwide population is threatened due to the global ivory trade. Now, famous Canadians are advocating for an ivory-free Canada on Twitter, urging the ban of ivory sales in our country where the sale and trade of ivory still continues.

Using the hashtag #IvoryFreeCanada, notable Canadians such as William Shatner and Margaret Atwood asked their followers to sign a change.org petition. The petition was created by The Ivory-Free Canada Coalition to completely end the sale of elephant ivory in Canada.

The Jane Goodall Institute Of Canada also tweeted out their support, being one of five Canadian organisations leading the cause.*

While there is still an enforced ban on international ivory trade, some countries still regulate the sale of ivory within their own borders. In Canada, it's legal to trade ivory that came from elephants killed before 1990. However, because it's incredibly difficult to differentiate new and old ivory, illegally obtained ivory can still make its way into the market.

During a 2016 request put forth by the International Union for Conservation of Nature (IUCN), Canada was only one of four countries to vote against a complete ban on ivory sales. The main concern was that the ban would affect Inuit communities who trade narwhal and walrus ivory.

However, according to Tessa Vanderkop, director of strategic relations and advocacy at Elephanatics, the ban would only be for the sale of elephant ivory. She told the Toronto Star that elephant ivory is easily distinguished from other forms.

Currently, the change.org petition has over 435,000 signatures, with a new goal of 500,000. Twitter users from other countries have signed the petition in support of the initiative.

Vanderkop told the Toronto Star, "I think it says that people just do not have any kind of tolerance for this kind of thing anymore and they want governments to do the right thing."

Advertisement

According to the Elephanatics website, there are only about 200,000 African forest elephants in existence today. While the population has shown a slight resurgence recently, it's still threatened by the illegal ivory market.

**This article has been updated.*

https://www.narcity.com/news/ca/ivory-free-canada-movement-on-twitter-pushes-for-more-signatures

Journal of African Elephants (digital only) – August 7, 2019 (picked up Narcity story)

NEWS

Famous Canadians Are Demanding An #IvoryFreeCanada & Their Tweets Are So Powerful

7TH AUG 2019

By Colin Leggett, Narcity

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The Jane Goodall Institute Of Canada also picked up the cause, tweeting out a link to the petition and writing about the issue on its website.

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https://www.narcity.com/news/ca/ivory-free-canada-movement-on-twitter-pushes-for-more-signatures

https://africanelephantjournal.com/famous-canadians-are-demanding-an-ivoryfreecanada-their-tweets-are-so-powerful/

Victoria News (digital only) – August 11, 2019 – result of WED press release

VICTORIA NEWS

Filmmaker and conservationist Patricia Sims founded World Elephant Day to bring awareness to habitat destruction, unethical wildlife tourism and the ivory trade. (Submitted/Patricia Sims)

Victoria-based elephant advocate fighting to end ivory trade

Founder of World Elephant Day hopes to spread awareness, add political pressure

NINA GROSSMAN / Aug. 11, 2019 3:30 p.m. / COMMUNITY

A Victoria-based elephant advocate hopes to end the legal trade of ivory across Canadian borders.

Patricia Sims, a conservationist and filmmaker, started her career mainly on the water, where she made films about marine life. But in 2008, her focus started to shift to one of the biggest mammals on earth.

"As I started to learn about elephants and learn about the issues, I just became mortified at what was happening to elephants. That was around the time when the ivory crisis was really starting to escalate."

READ ALSO: Scientists tell Canada's environment minister to speed up conservation

Sims has since made two elephant documentaries in Thailand and she founded World Elephant Day in 2012.

The annual day of action is hosted by a coalition of organizations including Elephanatics, the Jane Goodall Institute of Canada, Humane Society International-Canada and Toronto-based Global March for Elephants and Rhinos.

"We started World Elephant Day in answer to this escalation of poaching of elephants in Africa," Sims said. "There's been quite a lot of organizations worldwide that have joined together in various forms to bring awareness to the issue and to stop poaching though a number of different strategies … like legislation and policies in different countries."

Poaching hasn't been the only topic of Sims' advocacy. She also works with a number of organizations on reducing habitat loss and encouraging responsible wildlife tourism.

She says strides have been made, but there is more work to do.

"For the last 10 years there's been so many different organizations involved in doing work in many different countries," Sims said. "There's still a lot of work to do, we're not finished in terms of needing to bring awareness to the issues, but people are a lot more aware."

READ ALSO: Botswana lifts ban on elephant hunting, to some anger

This year, World Elephant Day (Aug. 12) is focusing on the ivory trade – something Sims says people are often shocked to learn is still happening in Canada.

She said approximately 20,000 African elephants are killed for their tusks every year. In the '90s, the population of elephants in Africa was estimated at 12 million – that number has been reduced to just 400,000.

"[Ivory trade] is an issue here. It's been sort of quietly making its way into the country," she said. "We've been seeing trophy elephants brought in, the trade of ivory artifacts in auctions across the country … People can come into Canada with ivory in their suitcases as personal effects."

According to Sims, 83 trophy elephants, 434 elephant skulls and 260 elephant feet were imported to Canada between 2007 and 2016.

"Allowing the legal ivory market in Canada to continue creates demand for ivory and pathways to market illegal ivory," she said.

READ ALSO: Education first step in Canada's new southern resident killer whale conservation mandates

The coalition hosting World Elephant Day is running an Ivory-Free Canada campaign aimed at encouraging federal Environment and Climate Change Minister Catherine McKenna to implement legislation ending the trade.

To learn more, go to worldelephantday.org.

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https://www.vicnews.com/community/victoria-based-elephant-advocate-fighting-to-end-ivory-trade/

Sooke Mirror (digital only?) – August 11, 2019 – picked up Victoria News story (related papers)

SOOKE NEWS MIRROR

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You May

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Mirror
Black Press

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https://www.sookenewsmirror.com/community/victoria-based-elephant-advocate-fighting-to-end-ivory-trade/

Monday Magazine (digital) – August 13

CTV News (digital) – August 12 – result of WED press release

World Elephant Day, founded by Victoria woman, calls for end to ivory trade

Botswana has the largest elephant population in Africa. (AFP)

69 69

Glenn MacDonald, CTV Vancouver Island
Published Monday, August 12, 2019 5:35PM PDT

Monday marked "World Elephant Day," and while Asia or Africa usually come to mind first when thinking about the behemoth creatures, the day actually has roots in Victoria.

Patricia Sims, a local Victorian and filmmaker, started the movement in 2012 and has since dedicated her life to the preservation and protection of the majestic mammals.

She says this year, the day is going to be a bit different from other years by shifting its focus to eliminating the ivory trade in Canada.

RELATED STORIES

- Singapore to ban sale of elephant ivory from 2021
- Thousands of animals seized in global anti-smuggling operation

PHOTOS

Singapore authorities made their largest ever seizure of smuggled ivory last month, impounding a haul of nearly nine tonnes of contraband tusks from an estimated 300 African elephants valued at US$12.9 million. (AFP)

"We don't have any legislation right now at all that controls how elephant ivory is being smuggled into the country. Ivory comes from elephants that are killed," Sims said.

On Monday, Singapore announced it will impose a blanket ban on the domestic sale of elephant ivory and products from 2021 on.

It comes on the heels of a massive ivory and pangolin scale bust there last month.

While the ivory trade is a major threat to the tusked titans, poaching, habitat loss, human-elephant conflict and mistreatment in captivity are also threats to both African and Asian elephants.

Anyone who would like to learn more or find out how to get involved can visit www.worldelephantday.org.

69 69

www.vancouverisland.ctvnews.ca/world-elephant-day-founded-by-victoria-woman-calls-for-end-to-ivory-trade-1.4546847

Earth's Call (digital only) – August 12, 2019 – result of WED press release

EARTH'S CALL

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In 2012, filmmaker Patricia Sims launched World Elephant Day (today, August 12) as a way to call attention to the plight of the dwindling global elephant population. Seven years later, **#WorldElephantDay** is a hashtag that annually exceeds billions of social media impressions and has become a gold standard for international social-awareness days.

Sims, who was in attendance at the launch of Earth's Call in Aspen this past May, has been a tireless advocate for elephants and elephant-related issues. We caught up with Sims from her home country of Canada — a country currently on the hot seat for its position on ivory — to discuss zoos, ethical tourism, and how elephants actually help to fight climate change.

Earth's Call: How did World Elephant Day come to fruition?

World Elephant Day: We launched World Elephant Day from Bangkok, Thailand, on August 12, 2012. It was during the time that I was based in Thailand, and we were producing two documentaries about the issues threatening Asian elephants, one on a conservation program of the Elephant Reintroduction Foundation that returned captive elephants back to the wild in protected forest sanctuaries in Thailand.

During this time, the threats to the survival of elephants worldwide was escalating. The number of elephants being slaughtered in Africa for their ivory was in the thousands, there was an accelerating loss of habitat for elephants in Asian and Africa, and the exploitation and abuse of captive elephants in zoos, circuses, and tourism was increasing at an alarming rate. All of these issues were complex and diverse, varying from country to country. I believed we needed one day to focus the world's attention on how quickly we were losing elephants, and that we had to come together across all sectors — from governments, to NGOs, to scientists, to corporations, to individuals — to stop the slaughter of elephants, their exploitation in captivity, and the destruction of their habitat.

That's how World Elephant Day was born. It started as a grassroots initiative and has grown to become an annual day and global movement that brings the world together to help elephants and ignite action on the conservation solutions required to ensure their survival.

Earth's Call: Why should ordinary citizens care about elephants?

World Elephant Day: Elephants are magnificent creatures that possess all of the qualities that we strive to have as humans — or should strive to have!

But more than all these admirable qualities which elephants have that we love, elephants are very important for the environment. As a keystone species, they have a job to do: they are care-takers of their habitats and maintain the health and biodiversity of those habitats as seed dispersers and geo-engineers.

Recent studies are showing that losing elephants could accelerate Earth's climate crisis because elephants play a direct role in how forests are shaped and help to store carbon.

Earth's Call: There are two primary species of elephants: the African elephant and the Asian elephant. What are the different challenges that both face?

World Elephant Day: The African elephants are primarily slaughtered for their ivory tusks, while Asian elephants have been more drastically impacted by habitat loss, and exploitation in captivity. But both African and Asian elephants are now experiencing even greater habitat encroachment, due to increasing human populations and development, which results in more occurrences of human-elephant conflict. That has dire consequences for both humans and elephants.

Earth's Call: What are some key takeaways that we need to know about elephants?

World Elephant Day: Over the past 10 years, we have lost between 25,000 and 50,000 African elephants annually. That's a reduction of 97% of the wild African elephant population over the last century. It's estimated that there are less than 400,000 African elephants remaining.

For Asian elephants, it's worse: There are less than 40,000 Asian elephants left worldwide, they are classified as an endangered species (IUCN Red List and CITES Appendix 1), and are more drastically impacted by habitat loss, having lost 95% of their natural range.

Earth's Call: There are a number of elephants in zoos in North America, including in the extreme winter cold of Edmonton in your home country. Does World Elephant Day have a stance on elephants in zoos?

World Elephant Day: Elephants in zoos are a difficult subject for us. It's not a black and white issue, and as such, we look at each zoo situation on a case-by-case basis.

Historically, elephants in zoos were the way most North Americans and Europeans first encountered elephants. And from those encounters, people developed the sense of wonder and awe that inspired the love that most people in these countries have for elephants today.

But, our understanding of elephants has evolved from that time, and we don't need to keep elephants in zoos in order for people to learn about elephants and still have that sense of wonder and respect. There are some good zoos where elephants are well cared for and are loved by their keepers and managed well. But in many places this is not the case, and elephants in captivity suffer from abuse, and unhealthy conditions.

There are some zoos that we acknowledge have good educational and conservation programs, and they do provide an educational service to the public that can extend to help elephants in the wild. But there are other zoos that do not operate with acceptable codes of elephant care and management, and education to the public. Those zoos we do not support. We also do not support the capture and exportation of wild baby elephants to any zoos, as per the announcement just made last week on August 8 that wild baby elephants from Zimbabwe will be imported to U.S. zoos.

Earth's Call: World Elephant Day is focused this year on your home country of Canada, and its position on ivory. Can you explain a bit about what the issue is, and why Canadians should be alarmed?

World Elephant Day: Canada is one of the four remaining countries (the others are Japan, Namibia, and South Africa) that, as a signatory to CITES, still allows the domestic trade in elephant ivory. This year for World Elephant Day, I felt it was very important for us to take a stand on this issue — particularly since I am a Canadian and I have run many of the World Elephant Day campaigns from Canada. We formed the Ivory Free Canada Coalition, which comprises five organizations — Elephanatics; World Elephant Day; Global March for Elephants and Rhinos-Toronto; Humane Society International-Canada; and The Jane Goodall Institute of Canada.

We currently have a petition targeting 500,000 signatures to be presented to the Canadian Minister of Environment on World Elephant Day, requesting a national ban on elephant ivory sales. I believe most Canadians are shocked to learn that we have an active elephant-ivory trade in Canada, with more than 340 kgs of elephant tusks coming into the country in the past five years, and many sales of ivory carvings.

Earth's Call: When it comes to ethical tourism, are there certain activities that travelers should avoid to help stop abuse of elephants?

World Elephant Day: Be Elephant Ethical (BEE) has been one of our World Elephant Day campaign monikers for the past three years. This is really targeted toward ethical elephant tourism. Travelers need to understand that elephants endure abuse in captive circumstances, and that as much as they wish to encounter elephants while traveling, there are the right ways to do that, which offer meaningful and educational experiences that are good for both humans and elephants.

We recommend not riding elephants; not supporting facilities that exploit elephants by performing tricks in a show ring; choosing to visit natural places where elephants are free-roaming and are cared for by skilled and caring "mahouts" (traditional elephant keepers) or rangers from local communities that support local economies; and when possible to see elephants in the wild in national parks or protected areas, where elephants can just naturally be themselves and are not having to service human interests.

Earth's Call: World Elephant Day has become a model for viral success. What secrets do you have about virality?

World Elephant Day: World Elephant Day has had extensive growth and engagement in social media since we launched it in 2012. We created the #WorldElephantDay hashtag and social media accounts during the time when social media was still relatively new and not the evolved marketing culture and advertising platform that it is today. The growth that World Elephant Day has attained since that time has been organic, which means that it has grown from the natural interest and curiosity of people who want to learn about elephants, share sentiments, and support elephant conservation and survival. World Elephant Day has become a conservation brand on behalf of the elephants. It's that natural organic search and engagement that has created the level of reach, impact, and value that we see during the annual World Elephant Day campaign.

Earth's Call: What can we, as ordinary citizens, do to help elephants, and help achieve UN SDG 15, Life on Land?

World Elephant Day: Following the UN SDG Life on Land objectives to me means that we have to respect natural resources and maintain contiguous habitats, wildlife corridors, and regions of uninterrupted habitat, which enable elephants — and other flora and fauna — to flourish, undisturbed by human degradation.

As I said earlier, elephants help to mitigate climate change and we have to protect them so that they can continue to do their natural job to maintain habitats. Human civilization and its greed-based development has violated the sacred energy centers and natural resources of the planet, impacting the interconnected relationships of animals and plants that keep the ecosystems healthy. We have to think about how we can give back to those ecosystems. It's time to offer our reciprocity to nourish and maintain all life here on Earth. Isn't that what our job here should be?

https://earthscall.org/wildlife/celebrating-eight-years-of-world-elephant-day/

Globe and Mail (digital and print) – August 12, 2019 – Jane Goodall Op-Ed

OPINION

Why hasn't Canada banned the elephant ivory trade?

JANE GOODALL
CONTRIBUTED TO THE GLOBE AND MAIL
PUBLISHED 14 HOURS AGO

26 COMMENTS

In 1930, as many as 10 million elephants inhabited the continent. Today, there are only some 400,000 left.

BAZ RATNER/REUTERS

Jane Goodall is the founder of the Jane Goodall Institute and a UN Messenger of Peace.

My fascination with and love for elephants began when I first encountered a herd. I was on foot in the forests on the rim of Ngorongoro Crater, and I was able to spend time with these magnificent beings in Tanzania's Ruaha National Park. I was there with my late husband, Derek Bryceson, who was the director of Tanzania National Parks at the time. We had arranged training workshops for park rangers who would follow individuals and record their activities using techniques similar to those we developed in Gombe to monitor chimpanzee behaviour.

Although I could not be there often, I got to know a number of elephants individually. There was Fred, a juvenile male. He was a real show-off and would chase almost anything – antelopes, warthogs, cattle egrets – trumpeting fiercely, ears spread. I even saw him charge a butterfly.

One individual I especially loved was a very old male, Ahmed. His ears drooped and his skin was loose, hanging in folds around his ankles. He moved slowly and deliberately and often stood in the shade by himself, his trunk draped over one of his tusks.

Elephants are highly intelligent. During dry periods, the older members of the herd remember the locations of water holes they visited years before. They form strong social bonds and have emotions similar to our own. If danger threatens, the adults will circle the mothers and calves protectively and are ready to charge. They care for adults of the herd as well: One researcher observed three male elephants attempt to revive a dying matriarch, lifting her body with their tusks as they tried in vain to get her back on her feet.

On World Elephant Day, we pay tribute to these wise, gentle giants who so perfectly represent the natural wonders of the world.

TRENDING

1 B.C. murder suspects di
inflicted gunshot woun

2 Remember when you c
a home in Toronto or V
Affordability has just in
time (and you still can't

3 Could manual gearboxe
luxury?

4 17 growth stocks to buy

5 My nanny says I'm a ba
What do I do?
DAVID EDDIE

But today is not a time for celebration. This magnificent species, which once roamed across Africa in great herds, has been pushed toward extinction. In 1930, as many as 10 million elephants inhabited the continent. Today, there are only some 400,000 left. This decrease is almost entirely the ugly result of poaching, which is backed by criminal cartels to satisfy the demand for ivory. How shameful that human greed threatens these majestic, intelligent beings, slaughtering them for their tusks.

If we are to save this species, the demand for ivory – and other elephant parts – must end. In 2016, at the most recent conference hosted by the International Union for Conservation of Nature, the African Elephant Coalition (which comprises 29 countries representing the overwhelming majority of range states in which African elephants are found) called on countries around the world to close their markets for commercial trade in raw and worked ivory. The proposal was supported through a unanimous resolution.

Canada – along with Japan, Namibia and South Africa – has refused to do so. Unlike China, once the largest single market for the buying and selling of legal and illegal ivory, Canada continues to sanction a domestic marketplace for elephant ivory.

As a policy, Ottawa has banned sales of ivory from elephants killed post-1990. But because ivory is extremely difficult to date, illegally harvested supplies enter the Canadian market with little or no difficulty. (Canada has also expressed concern that banning elephant ivory could affect the well-regulated Inuit trade in worked narwhal and walrus ivory, although no evidence has been cited to support this claim.)

Canada also permits the importation of elephant trophies. Between 2007 and 2016, Canada allowed the legal importation of more than 400 elephant skulls and 260 elephant feet, according to the Convention on International Trade in Endangered Species of Wild Fauna and Flora, which tracks the movement of animals and animal parts.

Hunting causes terrible suffering to thousands of individual elephants. Moreover, profits from poaching fund criminal cartels, destabilize communities and feed corruption. Park rangers, on the front lines of protecting all wildlife, also pay a high price: In 2018, at least 63 African game rangers died in the line of duty, often leaving their families without support. And a number of people working to bring the ivory barons to justice have been brutally murdered.

On World Elephant Day, the Ivory-Free Canada coalition, of which the Jane Goodall Institute of Canada is a member, is calling on Canada to ban the trade in elephant ivory. With its partners, – Elephanatics, Humane Society International-Canada, World Elephant Day and Global March for Elephants and Rhinos-Toronto – the coalition is asking Canada to join other responsible countries in the fight to save these iconic animals from extinction.

When I see elephant tusks or elephant ivory trinkets, I see the suffering and brutal death of the individual to whom they once belonged and the terror and heartache of the others in the herd.

But together we can change this. I choose elephants, not ivory. I choose an Ivory-Free Canada.

https://www.theglobeandmail.com/opinion/article-why-hasnt-canada-banned-the-elephant-ivory-trade/

C-Net (digital only) – August 12, 2019 – Jane Goodall Op-Ed (picked up from Globe and Mail Op-Ed)

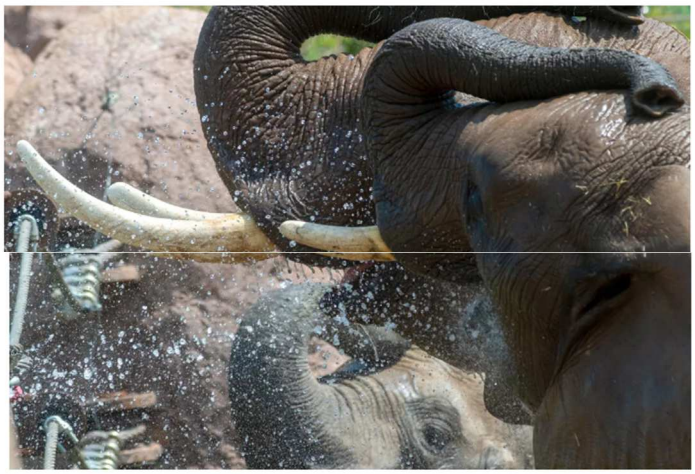
ONLINE

On World Elephant Day, Jane Goodall calls for Canada ivory ban

It's #WorldElephantDay and the internet is taking time to ponder the plight of the embattled behemoths.

BY AMANDA KOOSER | AUGUST 12, 2019 8:29 AM PDT

unicef



These three African elephants live in a zoo in Germany, but their wild counterparts are in danger from the ivory trade.

Klaus-Dietmar Gabbert/picture alliance via Getty Images

August 12 is a day for big ideas about big animals. World Elephant Day stomped onto the scene in 2012 as a way to raise awareness about conservation efforts for Asian and African elephants.

Anthropologist Jane Goodall, known for her work with chimpanzees, is using this day to call on the government of Canada to ban the country's legal trade in elephant ivory.

"Since 1980, the number of elephants in Africa has fallen from 1.3 million to just over 400,000. Currently an estimated 20,000 elephants are killed every year for their ivory," says the Jane Goodall Institute of Canada.

Goodall is asking for signatures for a petition to ban the sale of ivory in Canada. It's currently up to nearly 450,000 supporters with a goal of 500,000.

The International Union for Conservation of Nature and Natural Resources' Red List of threatened animals lists the African elephant as vulnerable and the Asian elephant as endangered.

Celebrities are taking to Twitter to share the news about World Elephant Day. Actor Ricky Gervais tweeted about Refuse to Ride, an organization seeking to end the tourist practice of riding elephants.

William Shatner of Star Trek fame put his voice behind Goodall's Canadian ivory ban efforts.

The elephant conservation efforts are serious and challenging, but there's also a lot of love for the intelligent giants. So please enjoy this tweet from UK wildlife charity Chester Zoo showing baby elephants taking a bath.

https://www.cnet.com/news/on-world-elephant-day-jane-goodall-calls-for-canada-ivory-ban/

Monday Magazine – August 13, 2019 – picked up Victoria News story?

MONDAY MAGAZINE

Filmmaker and conservationist Patricia Sims founded World Elephant Day to bring awareness to habitat destruction, unethical wildlife tourism and the ivory trade. (Submitted/Patricia Sims)

Victoria-based elephant advocate fighting to end ivory trade

Founder of World Elephant Day hopes to spread awareness, add political pressure

NINA GROSSMAN / Aug. 13, 2019 9:30 a.m. / COMMUNITY

A Victoria-based elephant advocate hopes to end the legal trade of ivory across Canadian borders.

Patricia Sims, a conservationist and filmmaker, started her career mainly on the water, where she made films about marine life. But in 2008, her focus started to shift to one of the biggest mammals on earth.

"As I started to learn about elephants and learn about the issues, I just became mortified at what was happening to elephants. That was around the time when the ivory crisis was really starting to escalate."

READ ALSO: Scientists tell Canada's environment minister to speed up conservation

Sims has since made two elephant documentaries in Thailand and she founded World Elephant Day in 2012.

The annual day of action is hosted by a coalition of organizations including Elephanatics, the Jane Goodall Institute of Canada, Humane Society International-Canada and Toronto-based Global March for Elephants and Rhinos.

"We started World Elephant Day in answer to this escalation of poaching of elephants in Africa," Sims said. "There's been quite a lot of organizations worldwide that have joined together in various forms to bring awareness to the issue and to stop poaching though a number of different strategies … like legislation and policies in different countries."

Poaching hasn't been the only topic of Sims' advocacy. She also works with a number of organizations on reducing habitat loss and encouraging responsible wildlife tourism.

She says strides have been made, but there is more work to do.

"For the last 10 years there's been so many different organizations involved in doing work in many different countries," Sims said. "There's still a lot of work to do, we're not finished in terms of needing to bring awareness to the issues, but people are a lot more aware."

READ ALSO: Botswana lifts ban on elephant hunting, to some anger

This year, World Elephant Day (Aug. 12) is focusing on the ivory trade – something Sims says people are often shocked to learn is still happening in Canada.

She said approximately 20,000 African elephants are killed for their tusks every year. In the '90s, the population of elephants in Africa was estimated at 12 million – that number has been reduced to just 400,000.

"[Ivory trade] is an issue here. It's been sort of quietly making its way into the country," she said. "We've been seeing trophy elephants brought in, the trade of ivory artifacts in auctions across the country … People can come into Canada with ivory in their suitcases as personal effects."

According to Sims, 83 trophy elephants, 434 elephant skulls and 260 elephant feet were imported to Canada between 2007 and 2016.

"Allowing the legal ivory market in Canada to continue creates demand for ivory and pathways to market illegal ivory," she said.

READ ALSO: Education first step in Canada's new southern resident killer whale conservation mandates

The coalition hosting World Elephant Day is running an Ivory-Free Canada campaign aimed at encouraging federal Environment and Climate Change Minister Catherine McKenna to implement legislation ending the trade.

To learn more, go to worldelephantday.org.

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https://www.mondaymag.com/community/victoria-based-elephant-advocate-fighting-to-end-ivory-trade/