



Innovative Use of Media Technology for Saving Elephant by Helping People Project:

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Sri Lanka Wildlife Conservation Organization in **Sri Lanka:**



Sri Lanka Wildlife Conservation Organization



- Established in 1995
- First organization to be established outside Sri Lanka for the conservation and preservation of the dwindling biodiversity of Sri Lanka.
- Fully registered voluntary social service non-governmental organization with the Ministry of Social Services of Sri Lanka.
- Fully incorporated non-profit, tax-exempt organization based in the U.S.A.
- Fully registered in Australia

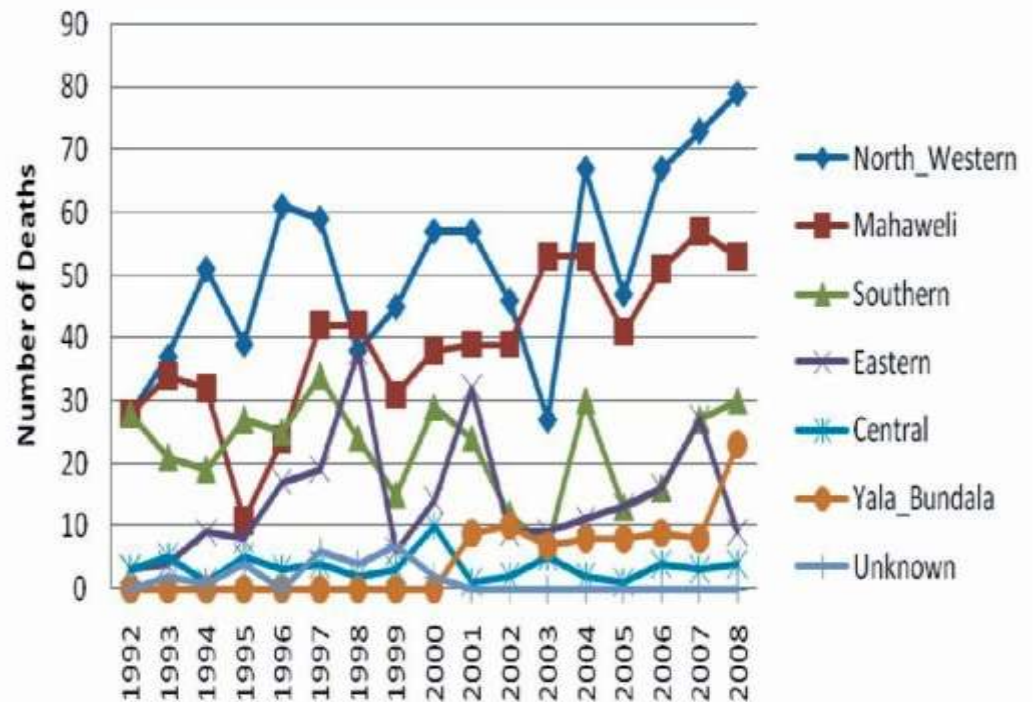


Mission/Vision/Philosophy



- **Mission:** To enable communities to balance ecosystem protection and economic development by pioneering a model for sustainable conservation
- **Vision:** To help protect and conserve the diminishing biodiversity of Sri Lanka and to make the local and international community aware of its endangered status
- **Philosophy:** Local communities must actively participate as well as benefit from conservation and research efforts to save threatened ecosystems, endangered wildlife and their habitats

HEC today in Sri Lanka



- Annually over 60-80 people are killed

Human Elephant Conflicts

- Annually 225 elephants are killed since 2008
- Extensive crop and property damage – leads to poverty
- Increasing number of orphaned baby elephants
- Decreasing elephant population from 1992 - 2008, 2,337 elephants were killed by farmers
- 2004 to 2007 a total of 3,103 homes were destroyed by elephants
- Out of 210 households in one village, 64% had experienced crop and property damage.
- Household spend Rs.5,400 (<\$50) per annum to purchase items such as kerosene oil, firecrackers, flashlight batteries and bulbs to protect their crops and homes.
- 65% of villagers lived in chronic debt

Addressing one of the biggest environmental concerns – Human Elephant Conflict (HEC)





Most agriculture practices are detrimental and incompatible for elephants to live with people



We Need Permanent Solution for HEC in Sri Lanka





- The SLWCS has been addressing the resolution of HEC for the past 16 years. Human-elephant conflict (HEC) is one of the biggest environmental and socio-economic crises of rural Sri Lanka.

One of the World's first and oldest participatory community-based projects to mitigate HEC for the conservation of the endangered Sri Lankan Elephant.



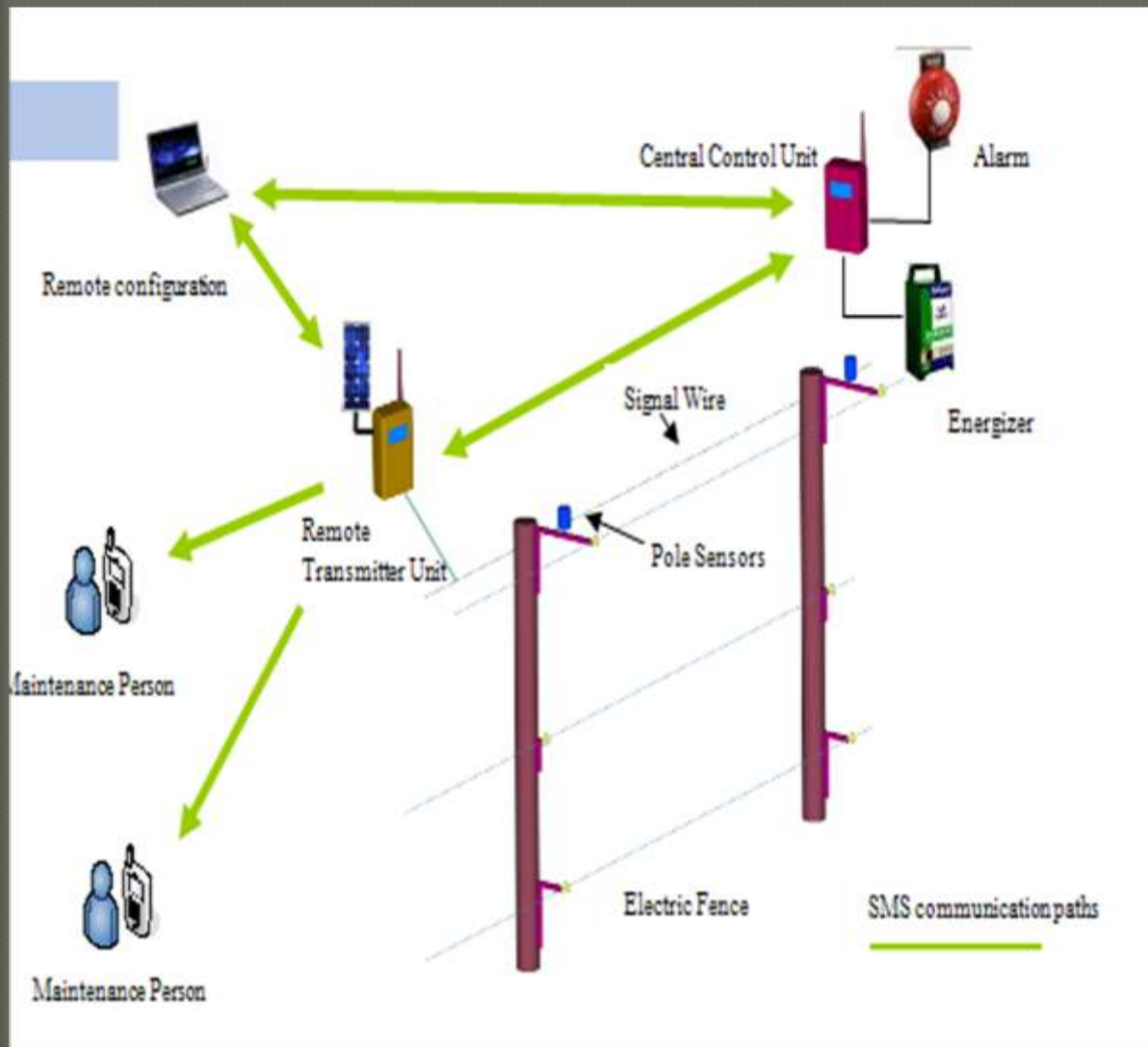
Local & International Community participation for SEHP Project (Fence Monitoring Activity)



After the Equator Initiatives Prize - 2008 the project Awarded by few other prize awards (National Science & Tehcnology-2010-SL and AmCham Award – 2011)



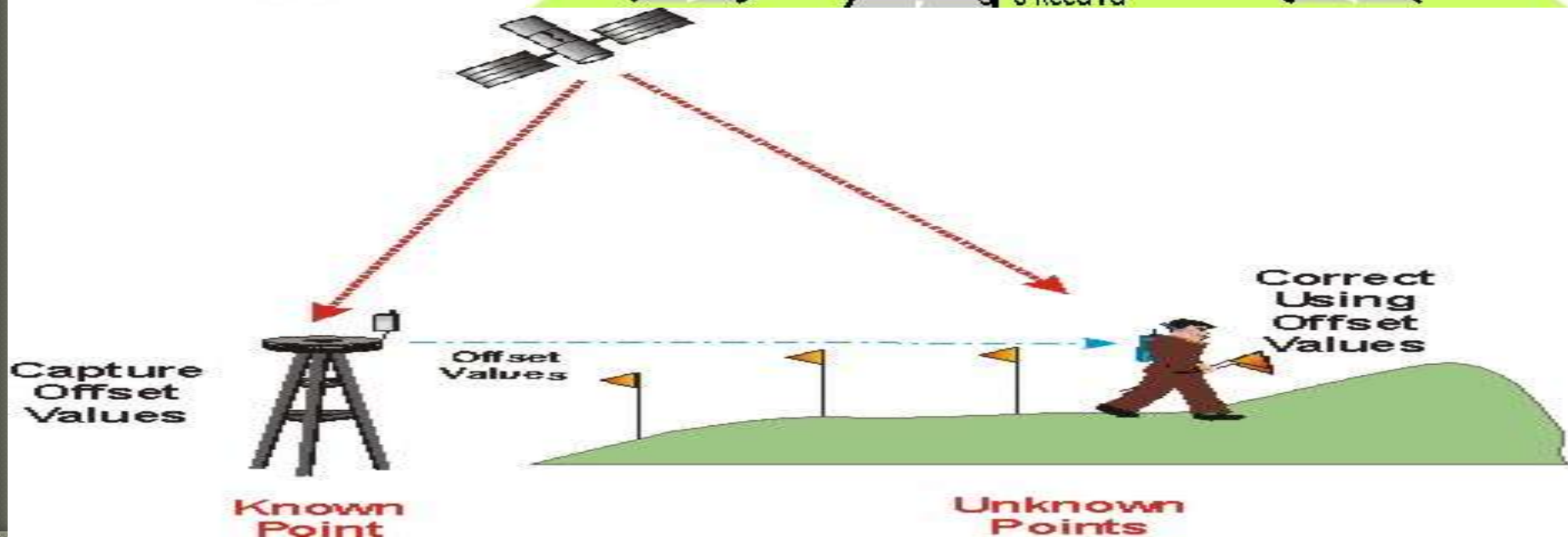
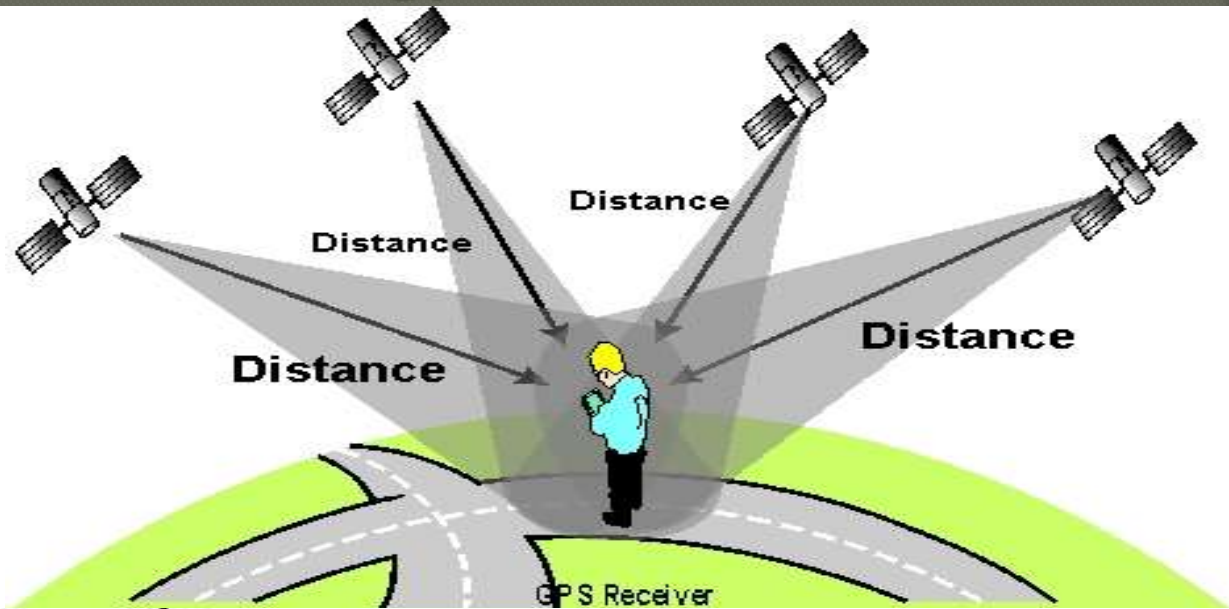
SLWCS-Early Alarm (Ele-Alert) System:



Using innovative technology the community (CBO) members can easily reach to the point



Innovative Technology Use for SEHP



Media Use:



Key Obstacles

- Unwillingness to learn or adapt
- Lack of a process to enforce discipline/penalties
- Difficulty to develop such a process
- No supporting legal or administrative framework
- Administrative policies that do not support public/private partnerships
- Lack of support from key government & private institutions
- Lack of recognition from government & private institutions or their unwillingness to form partnerships or collaborations – undermines our efforts.

Main Accomplishments

- Increase of annual household incomes by 212%.
- Decrease of annual household expenditure to protect crops by 99%

- Time saved by not having to spend night vigil to protect crops decreased from 9 hours to 45 minutes.
- Increase in environmental awareness in some villages by 42%.
- Elephant raids reduced by 100%
- Increase in agriculture production by 92%
- Increase role of women in household finance by 90%
agriculture decision making by 60%
- No elephants have been injured or killed since 1998*
- Electric fences allow elephants to feed nearby but stop entry into the villages and fields.
- 100% acknowledge reduced stress and improved wellbeing, increased mobility in the night, social interactions and regular school attendance by children due to the reduced risk of elephant raids.
- Made it possible for humans and elephants to co-exist where they share space.

IMPACTS

- ◉ HEC Mitigation
- ◉ Poverty Reduction
- ◉ Biodiversity
- ◉ International, national & local partnerships
- ◉ Policy
- ◉ Sustainable development
- ◉ Leadership and Community Empowerment
- ◉ Climate change

Today People and Elephant share the same Land
just in side the SLWCS developed Model .



Thank You!



**Government of Sri Lanka
Asian Elephant Conservation Fund of the
U.S. Fish & Wildlife Service
International Elephant Foundation
Whitley Fund for Nature
U.S. Embassy Colombo
UNDP/GEF Small Grants Program
Linda Reifschneider
Adell Nguyen
Volunteers
SLWCS Staff
Communities**

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