STRATEGIC PLAN 2022-2023

GMFER’s mission and vision has been profoundly influenced by the overarching failure of conservation efforts throughout the African continent. Systemic corruption, ubiquitous wildlife markets, belief in lucrative unscientific myths, economic disenfranchisement, the absence of indigenous voices amplifying the fate of Africa’s wild heritage and a pervasive colonial ethos; all these factors are squarely at the center of the failure of conservation in Africa.

A plan to reimagine GMFER’s mission has been set in motion, centering on a foundational vision to mitigate and reverse the causal factors influencing a global failure in conservation. GMFER’s global marches, protests and events continued through 2019: albeit, unlike GMFER’s original conversations about conservation, those that unpinned our first marches, our recent work has evolved to be categorically intersectional.

Our efforts and philosophy now emphatically underline the urgency and significance of amplifying indigenous voices speaking for wildlife. We will follow specific principles by way of highlighting corruption, disrupting colonial modalities of conservation, banning the legal and illegal wildlife trade and dismantling unscientific myths driving extinction. We are driven by the understanding that, despite substantial resources being poured into Africa in support of conservation, iconic wildlife communities continue to plummet from poaching, trafficking, habitat loss, the bushmeat trade, and the wildlife trade. Of vital importance, we will work diligently to call for an end to the use of animal body parts in Traditional Chinese Medicine and the fallout from human-wildlife conflict.

Thus, a great deal of our time, resources and effort are focused on supporting events, programs and campaigns in Africa and Asia, specifically those led by coalitions of powerful indigenous voices.

The mission of the Global March for Elephants and Rhinos (#GMFER) is to #MarchAgainstExtinction and work with indigenous communities to influence governments and world leaders to STOP the poaching of elephants and rhinos; our vision is to END the trade in ivory and rhino horn and to strive for a livable earth for all living things.
GMFER’s plans for 2023 and beyond: our marches, events, campaigns and programs will be informed by the following:

If conservation in Africa is to succeed, parity must be established between emerging indigenous voices passionate about Africa’s wild heritage and the global voice calling for action. Our conversations about conservation are a conscious departure from being purely didactic to deeply experiential, deeply bound to nature. We are determined to reimagine the dominant paradigms governing conservation in Africa. The animals we love deserve it; the humans who are our brothers and sisters call for it.

Finally: The phrase ‘disruptive innovation’ refers to an innovation that creates a new and sometimes radically different way of resolving a difficult and persistent problem; an innovation that evolves to rapidly displace current methodologies addressing the same problem; an innovation that succeeds simply because it is the better way, the more reasoned, compassionate, and inclusive way; a way that ensures justice for earth and justice for all. GMFER is looking for such a way.

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