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**Tofauti**

## Exclusive Podcast Series

*Making A Difference In A World That Needs  
Something To Be More Positive About*

Hosted by Olympic Hockey Gold Medalist and Conservationist  
Crista Cullen MBE (12 episodes)

Sustainability is one of the most important issues facing mankind today. Brand perception and the affiliation to making a difference could not be more urgent.

African wildlife conservation has never been more exposed, hit hard by the Covid-19 pandemic, and there has to be support for the hard work to continue. People and wildlife have lived in relative harmony for years, yet with population expansion pressures on habitat and lack of food security naturally people are turning to wildlife harvesting. We need to do our bit and work to help communities and wildlife in some of the far-reaching parts of Africa, and who better than to get some specialists to discuss the broader topic with?

Crista Cullen MBE, Kenyan-raised and third generation conservationist is leveraging her position to help raise awareness within the conservation arena. The series will bring together a network of individuals united in their passion to make a difference. Authentic and eloquent, and driven daily to leave the world a better place, the series will leave listeners in a more positive place to know how to help, and help them understand the real issues on the ground with precision and realism.

### Proposed Interviewees



Broadcaster, journalist and  
author | Clare Balding OBE

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Clare Balding OBE has a huge passion for animals stemming from her horse racing background to Crufts and more recently since doing a trip to Kenya with Crista, wild animals. Clare has made a name for herself through her ability to connect to people through the TV screens all over the world. She displays a unique way of engaging

people no matter their interest and has been an avid supporter of Tofauti since its inception. First meeting Crista at the London Olympic Games as the lead commentator for BBC, she has followed her journey with enthusiasm and support culminating in a trip of a lifetime for her and Alice out to Kenya to see it for herself. This episode is destined to be one to remember, with a view point displayed from the heart.



Executive Director Lewa Conservancy and founder of NRT (Northern Rangelands Trust) | Ian Craig OBE

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Ian needs minimal introduction, having achieved numerous amounts within the Conservation sector here in Kenya. In 1983 Craig, along with his father and the late Anna Merz, started the Lewa Wildlife Conservancy (then called Ngare Sergoi Sanctuary) on the northern slopes of Mt Kenya. The conservancy quickly turned into a model of community and wildlife conservation and a catalyst for similar conservancies in northern Kenya; of which the Sera Conservancy is but just one example. Craig stood at the helm of Lewa as the Executive Director until 2009 and, in 2004, spearheaded the formation of the Northern Rangelands Trust (NRT), an umbrella body that supports community conservancies across northern and eastern Kenya. Today the NRT covers the northern frontier of prime dryland wildlife territory and together help develop, support and fund thousands of people in hundreds of communities.



Black Mambas of the Kruger National Park SA. Army and Conservation | Alice Bromage

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Alice Bromage is a former UK Army officer and now acts as a consultant to businesses on resilience, leadership and growth. For the last four years she has worked, sometimes for months at a time, with Africa's only all-female anti-poaching unit, the Black Mambas, in the Greater Kruger park, South Africa.

In this conversation Alice will share her story of working with the Black Mambas, the issues that have faced them and the extraordinary success they have had in this dangerous world - aided by the fact they are unarmed female guards up against heavily armed, often desperate male poaching groups.



Pilot and Rhino Specialist  
Lewa/NRT | Ian Lemaiyan

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Ian started his conservation love as a research scientist in charge of monitoring Lewa's rhino population. Along with being a commercial pilot performing wildlife monitoring and rescue missions. His passion for wildlife is second to none as he attended college at Kenya Wildlife Service Training Institute from 2011-2013 to earn my diploma in Environmental Management. Upon graduating he became a volunteer with the Kenya Wildlife Service (KWS) in Conservation Research and the Veterinary and Capture Department for a year and a half. During that time, he was deeply involved with rhino activities including monitoring, data entry, ear notching and translocations. His love for wildlife only increased from those experiences, and from the animals that he had the privilege of taking care of in the orphanage at Nairobi National Park. The Nairobi orphanage supports conservation through receiving animals that have been abandoned by their mothers or animals that are injured and cannot survive in the wild. The animals are brought in from all over Kenya by KWS veterinary capture teams and private conservancies. It was during this time that he realised it is far more useful to conserve these majestic species at the landscape level, rather than raising orphans as a result of poaching. Now he works with the elephant R.E.S.C.U.E sanctuary in Namunyak conservancy for the NRT.



Big Life Founder | Richard Bonham

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Richard was born into conservation and from a early age adopted it completely. Starting humbly with 4 game scouts in the Amboseli ecosystem and growing it exponentially to what Big Life is today, spanning over 300,000 acres of massai land. Bringing about change was his ethos, and managing the partnership conservation and involve the local community, through economic incentive-based conservation enterprises, employment and participating in law enforcement directly themselves. He set up The Maasailand Preservation Trust which he started has played an integral part in setting up health clinics, schools and a Wildlife scholarship program that has put hundreds of students through school. The Maasailand Preservation Trust also pioneered a Predator Compensation project that now covers over 700.000 acres of the ecosystem. This economic incentive-based approach is attempting to turn the tide of looming local extinction of predators. These predators, especially lion, are being killed in retaliation for their killing of livestock, on which the local community depend upon for their livelihood.



Stop Ivory | Dr Winnie Kiiru

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Winnie is a well-known wildlife biologist who has been working to protect Kenya's wildlife for the last 20 years. Winnie Kiiru previously served as the regional representative of the UK based charity, Born Free Foundation and as a Trustee of Kenya Wildlife Service. She holds a Ph.D. in Biodiversity Management from the University of Kent, United Kingdom, she is a proud Kenyan woman who is a savvy leader and protector of elephants, along with all of Kenya's human and wildlife treasures. She has a proven track record of know-how and success working on international, national and local scenes. Whether she is speaking at a United Nations conference, to a band of paramilitary anti-poaching trainees, or to a group of impoverished farmers, her words are respected and result in positive actions



African Born – Tourism expert | Paolo Pirazzi

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Paolo is a Director of Africa Born, and Ker & Downey Safaris exclusive travel company operating in Africa, mainly taking exclusive high-end trips to bespoke locations. His take of sustainability of the protection of wildlife with first-hand experience of on the ground operation will be interesting. Paolo and Crista grew up together on the coast of Kenya, and so the impact on the oceans will also be explored with his mother running the Turtle Watch off the coast in Watamu. Paolo has also done numerous fundraising efforts for Running for Rangers, a great charity affiliated with supporting rangers on the front line in Kenya. More recently in the Covid Pandemic, the tourism industry has been left decimated and so this first-hand insight would be an interesting listen.



Tsavo Trust CEO | Richard Moller

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Born and bred in Kenya, fulltime Tsavo resident and Honorary Warden with the Kenya Wildlife Service (KWS), Richard Moller is one of the country's most respected hands-on conservation project managers. A passionate conservationist, he brings to TSAVO TRUST over 15 years of practical field experience in wildlife conservation. Star of

Discovery Channel's 'Game Ranger Diaries,' he cut his teeth in the field of conservation management at the Lewa Wildlife Conservancy, which is a 60,000-acre rhino sanctuary, holding both black and white rhino alongside a multitude of other species including the 'Big Five' and 20% of the world's remaining population of the highly endangered Grevy's Zebra. In May 2013, Richard was appointed to sit on the KWS Elephant Management Committee for the Tsavo Conservation Area (TCA). This committee works to address current elephant security and management issues.



Director of Arcturus Consultancy |  
Shamini Jayanathan

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Shamini Jayanathan is the Director of Arcturus Consultancy Ltd, based in Nairobi, Kenya. Following nearly 16 years practice as a criminal barrister in the UK, she moved into rule of law capacity building across Africa and Asia. For over three years she focused on building legislative, prosecutorial and judicial capacity within the sphere of counter-terrorism in Kenya, Somalia and Somaliland before advising governments, the United Nations and other organisations in the design and implementation of criminal justice solutions to illegal wildlife trafficking. Shamini initiated a scheme to extrapolate the banking sectors' 'know your customer' framework to the import/export sector in Kenya – the first of its kind in Africa. She has delivered UK-based charging standards for prosecutions and criminal procedure rules across numerous African jurisdictions and her interventions in the field of wildlife trafficking are being replicated globally.



GRASP Programme Manager & GRASP  
Coordinator (OIC) UN Environment  
Programme | Johannes Refisch

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Johannes Refisch leads the secretariat for the Great Apes Survival Partnership (GRASP), a unique alliance of member nations, research institutions, conservation organizations, United Nations agencies and private supporters that is based at UNEP (United Nations Environment Programme) headquarters in Nairobi. Johannes has a Diploma degree in animal ecology and has held scientific positions in Germany, Switzerland and the United States. He was co-director of the Tai Monkey Project in Cote d'Ivoire, and the results of his PhD work in 2001 resulted in a Research Conservation Award from the World-Wide Fund for Nature (WWF) and the Centre Suisse de Recherches Scientifiques.

Johannes relocated to East Africa in 2005, and worked as a programme manager for the International Gorilla Conservation Programme (IGCP), then joined GRASP in 2006. He is a member of the International Union for Conservation of Nature (IUCN) Primate Specialist Group and the IUCN Transboundary Conservation Specialist Group.

He has a wide experience in natural resource management (NRM) and assisted GTZ (German Technical Cooperation), IGCP, WWF and UNEP in designing, supervising and implementing NRM projects. Johannes is a Honorary Senior Research Fellow at the Centre of Excellence for Environmental Decisions (CEED) at the University of Queensland, Australia.

Johannes has visited many great ape range states in Africa and Asia, and the GRASP great apes photo exhibition "Their Fate is Ours: The Humanity of Great Apes" features his pictures and tours around African great ape range states and European donor countries.



Tusk Trust Founder | Charlie Mayhew MBE

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Educated at Wellington College, Charles Mayhew spent two years travelling and working in South Africa, Switzerland and Australia. After returning home, he started work as a Lloyds Marine Insurance Broker with Willis Faber & Dumas Ltd. In 1985 he set up and led the Young Europe Africa Expedition. The 33 strong team crossed the Sahara and travelled through the Congo before arriving in Kenya, where it undertook a series of conservation and community projects filmed for Channel 4 TV documentary. The 7-month adventure concluded in Cape Town. Upon his return, Mayhew was elected a Fellow of The Royal Geographical Society. After working for a small boutique financial services firm, Mayhew formed his own financial service business, which he later sold to the St James's Place Group. In 1990 he co-founded the charity Tusk Trust and, as part of the stimulus for doing so, he co-produced the feature film 'Lost in Africa' – a drama that sought to highlight the ivory trade.

Under Mayhew's stewardship, Tusk has since grown into becoming a highly reputable and efficient UK conservation NGO with HRH The Duke of Cambridge as an active Royal Patron. And since 2010, Mayhew has accompanied the Duke on a number of overseas trips, including most recently his trips to visit Tusk supported projects in Namibia and Tanzania. Mayhew also sits on the Board of the Ernest Kleinwort Charitable Trust and in 2005, he was awarded an MBE by Her Majesty The Queen in recognition of his services to conservation in Africa.



The Malilangwe Trust  
(Development through  
conservation) Executive Director |  
Mark Saunders

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Originally from the Lowveld, Zimbabwe, Mark is the son of the well-known Dr. Colin Saunders who was the chief medical officer at the Triangle Hospital for many years. Mark started his career in the commercial agricultural sector and later moved into

agricultural input supply. He has always had a passion for conservation – perhaps a legacy from his childhood, when his father was the chairman of the Parks and Wildlife Board. Mark ultimately returned to his passion in 2010, taking over as executive director of the Malilangwe Trust.

Malilangwe meaning “Call of the Leopard”, is a 100,000 acre private reserve containing Africa’s big “Five” (leopard, lion, elephant, rhino and buffalo). It is a non-profit trust taking great care to include the local communities in its running and development. It is a source of livelihood for all the people who live in the region, who also benefit from improved healthcare and education.



Founding Director – CORDIO  
East Africa | David Obura

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David Obura is a Founding Director of CORDIO East Africa, a knowledge organization supporting sustainability of coral reef and marine systems in the Western Indian Ocean. CORDIO takes research to management and policy, builds capacity, and works with stakeholders, managers and policy makers. David’s primary research is on coral reef resilience, in particular to climate change, and the biogeography of the Indian Ocean.

At the boundary between science and action, David works to integrate conservation and development through inclusive blue economy principles and links provided by global sustainability goals and targets. He works from the local scale, through fostering innovative action to promote sustainability, through regional scale alignment and integration such as in the Northern Mozambique Channel, to global scales of bringing knowledge and local-regional practice into decision-making circles. 2020 will be a critical year for ocean, biodiversity and climate targets in global conventions, and David is engaged in multiple processes to bring coral reef science and learning into these global fora.

David has a PhD from the University of Miami in 1995 on coral bleaching and life history strategies. In the past he worked on participatory monitoring and research tools with artisanal fishers in East Africa, and remote-reef surveys such as in the Phoenix Islands, central Pacific, and across the Indian Ocean. He also is chair for the IUCN’s Coral Specialist Group, on the Global Partnership for Ocean’s Blue Ribbon Panel, GEOBON’s Oceans Working Group 5 and on the Steering Committee of biodiscovery.

# Brand Investment will bring the following

## PR & Media

PR strategy and activation of partnership to launch the podcast series to the consumer & sustainability-relevant media, in conjunction with your marketing team

## Brand Credits

- Official naming rights to the whole 12-episode series
- 60-90 seconds opening credits / reads by interviewer highlighting the support of the brand partner
- 20-30 second ad in the middle of the podcast highlighting positive work of brand partner
- 15-20 second closing credits thanking brand partner for their support

## Social Media

Paid, owned and earned social media adverts & mentions to promote the series & episodes across Instagram, Twitter, Facebook & LinkedIn – at least 35,000 additional reach per episode given Crista Cullen MBE's 26,000 Instagram & Twitter followers, talent, AMG and brand partner followers

## Webinar / Zoom Talk

60 minute talk from Crista Cullen MBE on her career, love of Africa and conservation, starting The Tofauti Foundation, why she is doing the podcast series and more to your staff

## Creation, Production/Editing, Distribution

To be distributed on Apple Podcasts, Spotify, Amazon, TuneIn, and all other major podcast platforms – c. 100,000 reach per episode

## Tofauti Foundation Donation

Part of the project investment will include a donation to support the ongoing efforts of the Tofauti Foundation

## Estimated Investment

please contact us to discuss possible options and how your brand could be integrated



## Added Value

There is also the opportunity for interested parties have Crista & proposed guests appear in video calls with your employees, to host wider panel sessions, to work with your HR & CSR teams to send employees to support live Tofauti programs in Kenya and much more. Let's talk.

Join us in creating a collaborative approach in understanding the complexities on the ground and working together to make a genuine authentic impact in Africa.

For partnership enquiries please contact

Crista Cullen MBE

E | [crista@tofautifoundation.com](mailto:crista@tofautifoundation.com)

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