

Cartoons for Conservation - Alan J. Hesse

General description:

As a cartoonist and professional conservation biologist, Alan uses cartoons to deliver targeted messages addressing conservation and development issues on local to global scales. The idea behind using cartoons is simply to express technical information and facilitate communication mostly relevant to the biological and social sciences, using the potentially humour-laden medium that cartoons afford, so as to encourage people of all ages, backgrounds and nationalities to reflect upon their natural and social environments with a smile and a chuckle, rather than a frown and a groan.

Chosen example:

The Global Canopy Programme and its corporate client, Go Ape!, published Alan's cartoons on a series of A1-sized panels destined to enlighten the latter company's treetop adventure recreation facilities in forests across the UK. Through cartoon-based stories and stand-alone images, the panels presented information on pertinent environmental problems such as **biodiversity loss, climate change, carbon capture, plastic waste and landfill**, and also addressed possible solutions such as **recycling, composting and other means of reducing one's day-to-day ecological footprint**.

Links:

http://www.alanhesse.co.uk/level1/level2a/publish_1.html

http://www.alanhesse.co.uk/level1/level2a/publish_1a.html

http://www.alanhesse.co.uk/level1/level2a/publish_1b.html

Other examples:

Cartoon-illustrated hand book offering practical solutions to **Human-Elephant Conflict** in northeast India, produced for Ecosystems India in partnership with the North of England Zoological Society

http://www.alanhesse.co.uk/level1/level2a/publish_20.html)

Cartoon-illustrated World Bank report on the ingenious methods used by **illegal loggers** in Mongolia's threatened native forests.

http://www.alanhesse.co.uk/level1/level2a/publish_4.html

Cartoons livening up the **academic materials** of the US-based Rare Pride Programme, used in Rare's regional centres across the globe.

http://www.alanhesse.co.uk/level1/level2a/published_6/publish_6.html

Cartoon game-board produced for the People's Trust for Endangered Species and used as a means of involving families in the UK-wide **Mammals on Roads campaign**.

http://www.alanhesse.co.uk/level1/level2a/publish_10.htm)

Two stand-alone cartoons used on EU parliament policy briefs, produced by the International Fund for Animal Welfare to address **illegal logging, bushmeat exploitation and great ape conservation issues** in equatorial Africa.

http://www.alanhesse.co.uk/level1/level2a/publish_12.html

These projects and many more are all showcased on the website **Cartoons for Conservation** - www.alanhesse.co.uk