

**Petter Granli**

**Elephant Conservationist and Advocate**

**Executive Director ElephantVoices**

[www.elephantvoices.org](http://www.elephantvoices.org)

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Petter Granli has as Director and co-founder of ElephantVoices been working for the interest and conservation of elephants since 2001. His personal dedication, working with Co-Director and wife, Dr. Joyce Poole, is the same as ElephantVoices' mission: To inspire wonder in the intelligence, complexity and voices of elephants and to secure a kinder future for them through conservation, research and the sharing of knowledge.

In early 2011 Petter and Joyce founded an elephant conservation project in the Maasai Mara, Elephant Partners.

Petter Granli is an economist with broad experience from corporate level management and communication. He has for many years worked as a management consultant with special focus on leadership, teambuilding, marketing, and communication. Mr. Granli has extensive experience in different trades as board Chairman or member.

Petter Granli was one of the founders of and headed the Norwegian ecotourism company Basecamp Explorer from 1998 to 2001. In this capacity he initiated the Maasai Mara Cheetah Conservation Project and several collaborative eco-projects involving the Maasai.

In 2001 Petter Granli joined partner Joyce Poole's study on elephant communication, cognition and social behavior, conducting playback experiments and recording elephant vocalizations and behavior in Amboseli National Park. Affiliated with the Amboseli Elephant Research Project and Kenya Wildlife Service this study continued until 2010.

In 2004 Mr. Granli on behalf of Amboseli Trust for Elephants and ElephantVoices initiated the project "Mitigating Human-Elephant Conflict in the Amboseli Ecosystem, Kenya", executed in collaboration with the Kenya Wildlife Service and School for Field Service. The project continued until 2006, with Petter Granli as Steering committee member. It has been basis for PhD studies for two Kenyan citizens, John Kioko and Winnie Kiiru.

Petter Granli's particular objective and responsibility in ElephantVoices is to educate and influence - partly by using web-related technologies and channels to reach the global public. His experience and focus includes administration, international networking, photo/video, web-development, documentation and all kind of technical challenges related to media outreach and work in the field. The activity scope through ElephantVoices involves a broad range of elephant related topics, with elephant communication, behaviour, welfare, conservation and the threat from poaching representing areas that are being prioritized.

In partnership with Dr. Poole Petter Granli works consistently for the better treatment and protection of individuals, influencing management policies for wild and captive elephants. Together they also initiated [The Elephant Charter](#), and, in late 2011, [Elephants in Sanctuary - Overall Principles](#). The purpose of The Elephant Charter is to provide a set of guiding principles, based on elephant biology, to form a touchstone for anyone needing to address elephant interests.