

FYNBOS FISH REVIVAL

URGENT

EARTH
AGENCY.ORG

JOIN US AS WE CONNECT PEOPLE
TO THE WONDER OF FRESH WATER



We know how to get attention.

WHO WE ARE

We are internationally acclaimed filmmakers and communicators who have chosen to commit our talent full-time to nature. We bring with us a vast network of famous street artists, scientists, grassroots organizations and activists, committed to forging a new way to tackle old problems.

EARTH
AGENCY.ORG PROJECT



Bryan Garrick Little
Co-Founder + Creative director

Bryan Garrick Little is an award-winning film director based in Cape Point. Known for his imaginative visual style and emotional storytelling, Bryan's notable works include "FOKOPOLISIEKAR," which explores Afrikaner youth identity, and "THE AFRICAN CYPHER," focusing on street dance cultures. After a personal tragedy, he shifted from commercial filmmaking to immerse himself in nature, leading to films about the human relationship with the wilderness. Bryan was the only director to win the prestigious Encounters International Film Festival Best Documentary Award with his first two feature documentaries, Bryan was nominated for an African Academy Award and named in the Shots Top 50 young directors in the world.



Ana-Filipa Domingues
Founding Director + Producer

Ana-Filipa Domingues is an acclaimed film producer and photographer featured in National Geographic amongst other leading publications. She co-founded Fly on the Wall films, producing documentaries and commercial work for global brands like MTV, Adidas, Discovery Channel, USAID and more. Her photographic profile known as "Check My Plants" captures rare and indigenous plants with using only natural light. Filipa has been featured in TedX and CNN Inside Africa, her work resides in the homes of international celebrities and art collectors worldwide.



Robert Paddock
Founding Director/Social Entrepreneur

Rob is a social entrepreneur in African education technology, co-founding GetSmarter (acquired by 2U), Hubble Studios (acquired by Noodle), and Valentre Institute. As a founding board member of Injini, Africa's first not-for-profit EdTech incubator, and advisor to, and investor in, a number of online education companies in Africa and abroad. He is also the founding trustee of the iBhodi Trust, a bold not-for-profit project to create a new blueprint for delivering high-quality, affordable education to students throughout South Africa who need it most.



Shani van Straaten
CEO

Shani's career has spanned television, film, corporate social investment and nonprofit sectors. At E.tv's Natural History Unit, she rose swiftly to Brand Manager, then Festival Manager of Wild Talk Africa. She also coordinated BBC's Wildlife Photographer of the Year exhibition at Iziko Museum and represented local natural history content on the international market. Transitioning to the nonprofit sector, she managed African Bank Development Trust and later launched a highly successful conservation foundation with a YouTube influencer. eARTH Agency is the culmination of her career - bringing together filmmaking, nonprofit work, and conservation.

ART FOR NATURE

EARTH

KEYSTONE FILMS SERIES

EACH EPISODE PAIRS A PASSIONATE GRASSROOTS CONSERVATIONIST
WITH A WORLD RENOWNED PUBLIC SPACE ARTIST

THE ARTIST IS IMMERSED INTO THE CONSERVATIONIST'S WORLD,
INSPIRED BY THE WILDERNESS EXPERIENCE THEY CREATE A UNIQUE PUBLIC ARTWORK
TO SHINE A SPOTLIGHT ON THE CONSERVATION WORK.

THE 30MIN FILM IS A WORLD CLASS DOCUMENTATION OF THE CONSERVATION WORK,
BEHIND THE SCENES OF THE ART MAKING PROCESS
AND THE RICH CULTURAL CONNECTION INTERWOVEN INTO THE STORIES
OF THESE ENDANGERED KEYSTONE SPECIES.

An underwater scene showing several fish swimming in a river. Sunlight rays penetrate the water from the top left, creating a bright, hazy area. The fish are silhouetted against the light. The overall tone is dark and moody.

KEYSTONE EPISODE

FYNBOS FISH REVIVAL

Freshwater fish are South Africa's most threatened species group.

Dr Jeremy Shelton's extraordinary work is saving critically endangered fish, preserving our vital water supply, and inspiring and empowering local communities to be custodians of our magnificent Western Cape rivers.

Healthy freshwater ecosystems provide huge benefits for both people (clean water for drinking, sanitation, farming and industry) and biodiversity (suitable habitats for freshwater life like fish, frogs, insects and otters).

However, the majority of SA's freshwater ecosystems have become seriously degraded through human impacts, with large, negative consequences for people and biodiversity. Moving forward, strategic conservation and restoration freshwater ecosystems is critical. Fynbos Fish Revival aims to conserve and restore priority freshwater ecosystems in the Western Cape Province using our endemic freshwater fishes as flagship or umbrella species

Conservation partners: [Freshwater Research Center](#)



A WONDERLAND BELOW THE SURFACE OF OUR RIVERS





WATCH 2MIN PORTRAIT FILM WE MADE ABOUT DR JEREMY SHELTON

RIVERS CONNECT COMMUNITIES





* Photograph © Dr. Jeremy Shelton



* Photograph: Dr Jeremy Shelton

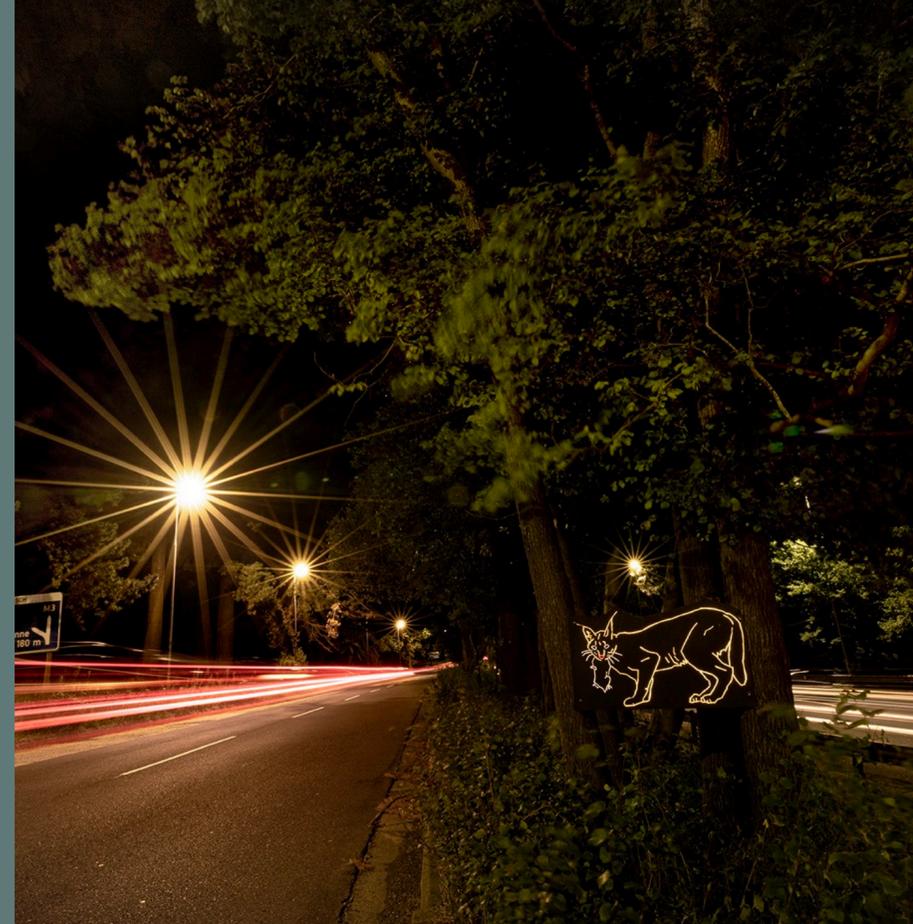
EARTH ARTIST ALLY FOR FYNBOS FISH

PUBLIC SHOWS OF REFLECTION ⚡

Site specific immersive artist who brings the wonder and awe of wilderness into cityscapes through large scale installations of light reflective creatures and custom geo-tagged soundtracks that 'turn your car into a spaceship'; and the wondrous planet you explore - earth.

*"totally utterly inspired by this work.....
it's like being in a fantasy world, yet realising at
the same time that it's our real world.
I was almost breathless driving along
Rhodes Drive the other night....
brought back feelings of anticipation and
excitement that I have not had since I was a child.*

*Thank you thank you thank you for this
outstanding installation.
I cannot put words to the gratitude I feel "*



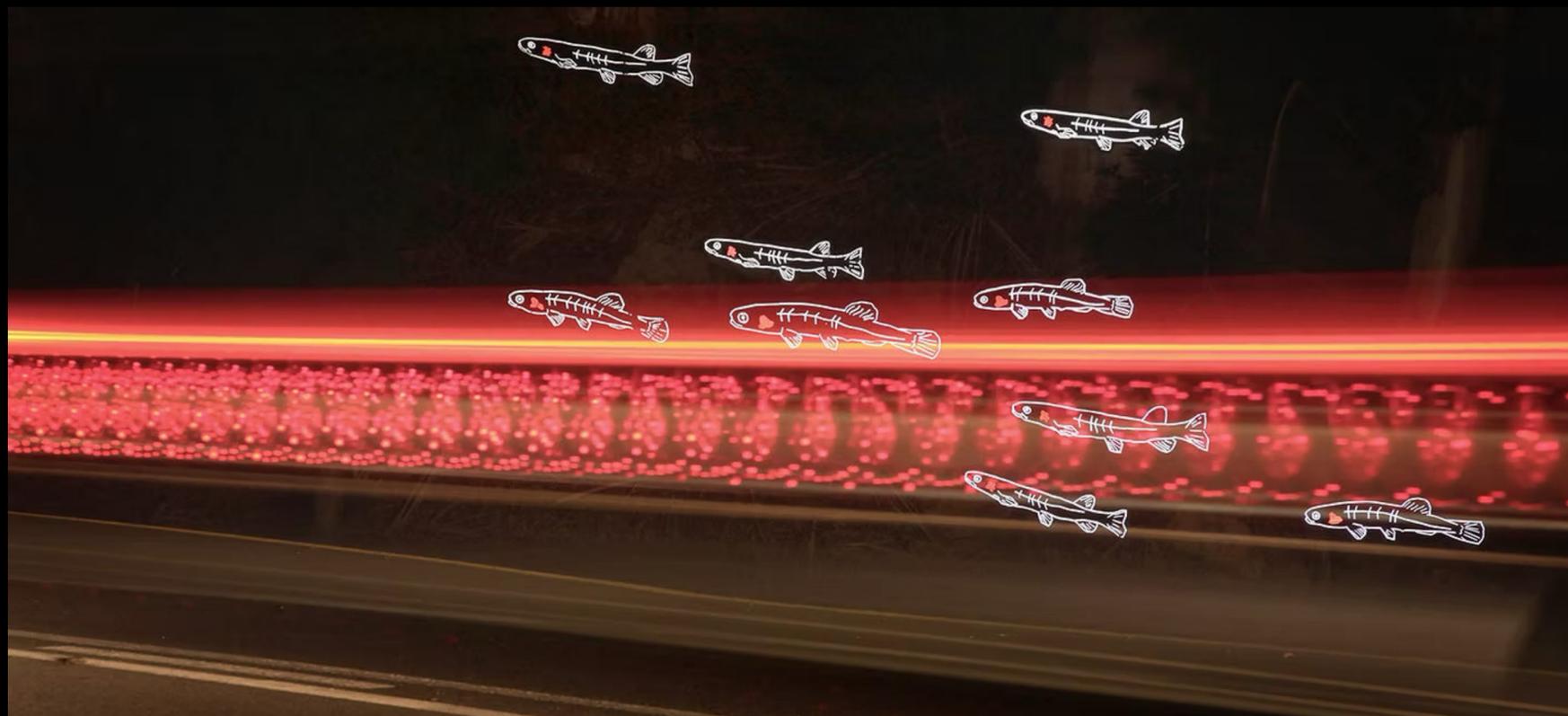
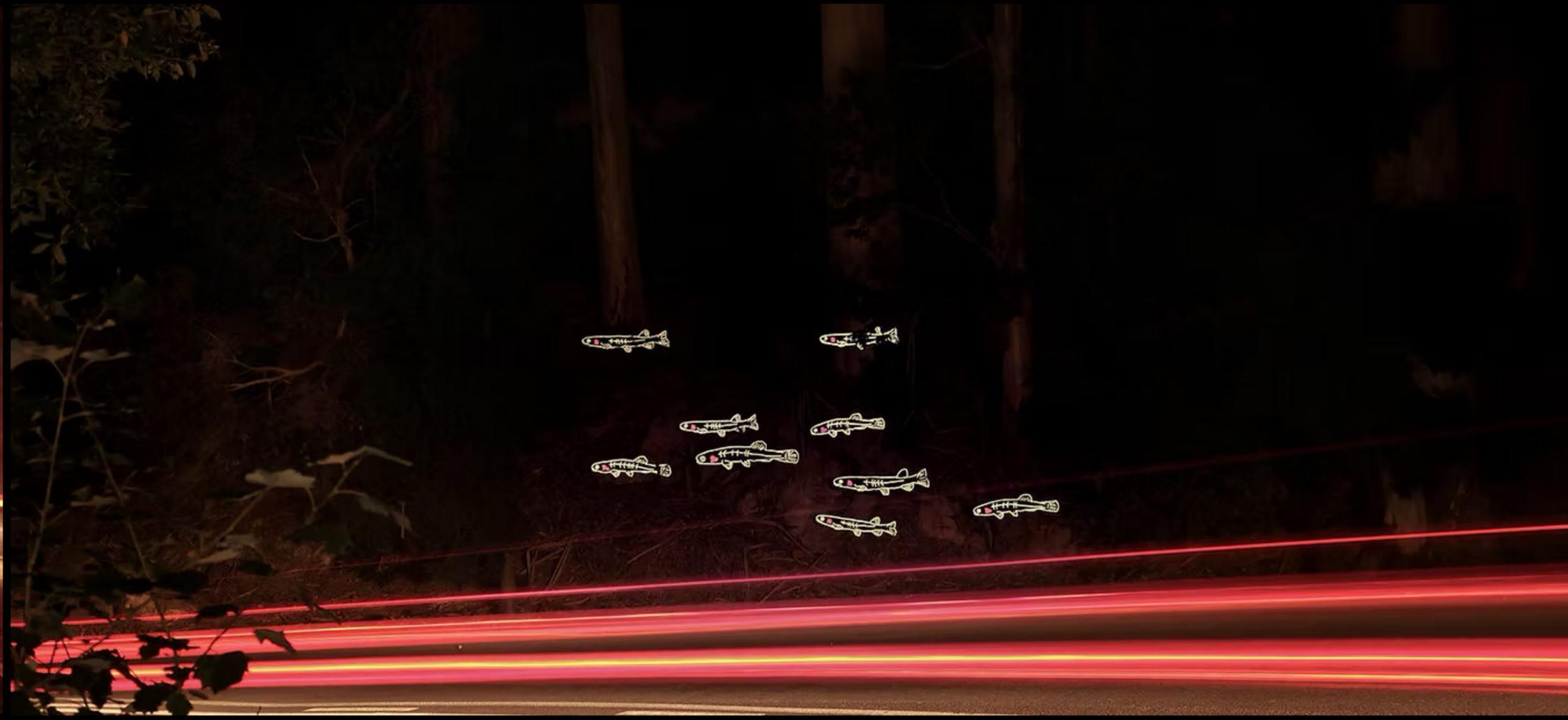
"YOU PROBABLY FOUND YOURSELF WONDERING
WHETHER YOUR EYES WERE PLAYING TRICKS ON YOU
OR IF YOU WERE EXPERIENCING A MOMENT
OF TRANSCENDENTAL CONSCIOUSNESS."

- NEWS24





**TURNING YOUR CAR
INTO A MAGICAL SPACESHIP
TO EXPLORE OUR WONDER FILLED RIVERS**



STORY ECOSYSTEM

Donors

(VISIONARY PATRONS + EXECUTIVE PRODUCERS)

+

Conservation NGO Partners

(THE ONES DOING THE WORK ON THE GROUND WHO WANT OUR HELP GETTING ATTENTION TELLING THEIR STORIES WITHOUT PREJUDICE)

Council of Advisors

(WORLD RENOWNED Thought leaders from CONSERVATION, EDUCATION, SOCIAL JUSTICE, JOURNALISM, CULTURE MAKERS)

EARTH AGENCY
MASTER COMMUNICATORS
FILMMAKERS
INFLUENTIAL ARTISTS

=

**A MULTI-DISCIPLINARY
ECOLOGICAL
STORYTELLING
CAMPAIGN**

A KEYSTONE **FILM** PRODUCTION BY AWARD WINNING FILMMAKERS

+ **PUBLIC ART INSTALLATION** WITH AN INFLUENTIAL ARTIST

+ CURIOSITY DRIVEN **EDUCATION** OPPORTUNITY

+ EARTH **PODCAST** EPISODES

(INCL. 3 PHASE 'BEHIND THE SCENES' SOCIAL MEDIA CONTENT PRODUCTION)

An underwater scene featuring several fish swimming in a dark, greenish-brown environment. The fish are of various sizes and colors, including shades of brown, grey, and black. They are swimming in different directions, some towards the left and some towards the right. The background is filled with green, fibrous-looking plants or algae. The overall lighting is dim, creating a moody atmosphere.

Project deliverables include:

1 x 20-30 minute film

1 (at least) x public artworks

3 x shorts

10+ x social media inserts

1 x podcast

IMPACT GOALS / AUDIENCE REACH

eARTH Agency's primary mandate is to cut through the noise of content distribution and reach as wide an audience as possible.

We have established relationships and distribution agreements with the following platforms

Delivery Method	Subscribers / Reach	Views
InsightTV (SVOD)	400 million	90 million per channel
	Branded block	1 million+
	Airlines and Airports	Schiphol and others
LadBible, Jungle Network, Pubity Red Dot Studios Go Pro	Various platforms (YouTube, TikTok, Instagram, Facebook) South Africa	150,000 – 10,000,000 views 3 million + monthly
Wild Africa Fund	N/A	2 million+ monthly
Showmax (SVOD)	3 million subscribers	Estimated reach – 90,000 views
Artist Network	Social media platforms (+/- 300,000)	Average artist reach – 20,000+ views
Waterbear Network	100,000 subscribers	Average reach: 10,000+
Conservation Allies Network	Newsletters, Social media platforms	Projected reach: 20,000+ views

Total Minimum Views: 6,140,000+ views

In discussion: deKoder (India) and Etihad Airlines

DONOR OFFERING

	Tier 1	Tier 2	Tier 3	Tier 4	Tier 5
	250000 - R500,000	R500,000 - R850,000	R850,000 - R1,200,000	R1,200,000 - R2,000,000	R2,000,000+
Section 18A / 501© 3 tax certificate	<input checked="" type="checkbox"/>				
Personalized video progress updates from filmmakers	<input checked="" type="checkbox"/>				
Special thanks on film's closing titles	<input checked="" type="checkbox"/>				
Professional BTS photographs as a keepsake		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Executive producer title on opening credits		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Special invitation to remiere & eARTH dinner		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Custom art collectible (miniature of larger work)			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Studio visit with the artist			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Curated nature experience with eARTH team – brought to you by TravelDesigner				<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Curated nature exeprience with artist & eARTH team				<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Visit production set during filmmaking				<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Advertising slot on Insight TV				<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Presenting title on opening credits					<input checked="" type="checkbox"/>

DONOR OFFERING
(Cont'd)

Section 18A/501 ©3 certificate – (ALL)

Personalized video progress updates from filmmakers (ALL)

Professional BTS photographs as a keepsake (ALL)

Special Thanks – Closing Title (Tier 1)

Executive Producer title on opening titles (Tier 2 and up)

Special Invitation premiere and eARTH dinner (Tier 2 and up)

Custom art collectible (miniature of larger work) – Tier 3 and up

Studio visits with the artist (Tier 3)

Curated nature experience with artists and eARTH team – brought to by TravelDesigner (Tier 4 and 5)

Visit production set during filmmaking (Tier 4 and 5)

Advertising slot on InsightTV (Tier 4 and 5)

Presenting title – opening titles (Tier 5)

***SVOD advertising space (57 countries worldwide,
reaching more than 90 million households across 12 languages).**

** all travel and accommodation are excluded



partners for **EARTH** FYNBOS FISH REVIVAL campaign:

FRESHWATER RESEARCH CENTER
ENDANGERED WILDLIFE TRUST



THANK YOU



* Photograph: Dr Jeremy Shelton