



AFRICAN PENGUIN

URGENT

EARTH
AGENCY.ORG

**JOIN US IN CREATING A LANDMARK CAMPAIGN
TO GET SOUTH AFRICANS BEHIND THE PENGUIN**

* Photographed at SANCCOB
by Ana-Filipa Domingues



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
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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.

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KEYSTONE EPISODE ONE: PENGUIN



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EXTINCT IN THE WILD BY 2035

**THE PENGUINS WE SEE NOW,
ARE NOT BREEDING...**

* Pavs (Pavitray) Pillay:
Corporate Engagement + Behaviour Change Senior Manager WWF-SA



+ NOBODY SEEMS TO KNOW

* [iol.co.za](https://www.iol.co.za) / Published Apr 2, 2024

***Cape Town's Boulders Beach
ranked second among
world's top 100 beaches***

2. Boulders Beach, South Africa

Boulders Beach in South Africa isn't just a picturesque stretch of sand; it's a bustling metropolis for the African Penguin. This unique spot allows you to chill on the beach while watching these tuxedo-clad locals waddle around, proving that beach bods come in all shapes and sizes.

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FACT SHEET

IUCN status: Classification changed to **Critically Endangered** at the end of 2024 – **one step away from extinction in the wild** with current trends predicting this to be by **2035**.

Context: There is currently a law suite underway against the South African government over the imminent extinction of the African Penguin.

'This is the first lawsuit of its kind in the world.'

A government being sued over the extinction of a species.

The African Penguin population has plummeted by 97% and fewer than 10 000 breeding pairs remain. Without intervention, the species could be extinct in the wild by 2035. Among several threats to its survival, competition from commercial fishing hampers its ability to find enough food – primarily anchovies and sardines.

Although the African Penguin has been classified as Critically Endangered by the IUCN, the results of an independent poll commissioned by Blue Marine to mark Penguin Awareness Day reveal that **64% of respondents were unaware of the status of the African Penguin and 19% indicated that they had no idea that, without intervention, the species could disappear in the next decade. Yet more than 60% would feel devastated if the species were to go extinct and 59% believe the loss would significantly harm South Africa's growing tourism economy.** A recent study by Anchor Environmental found that penguins contribute between R1.946-billion and R4.545-billion annually, based on the assessment of their tourism value, existence value, property benefits and educational and media-related benefits.

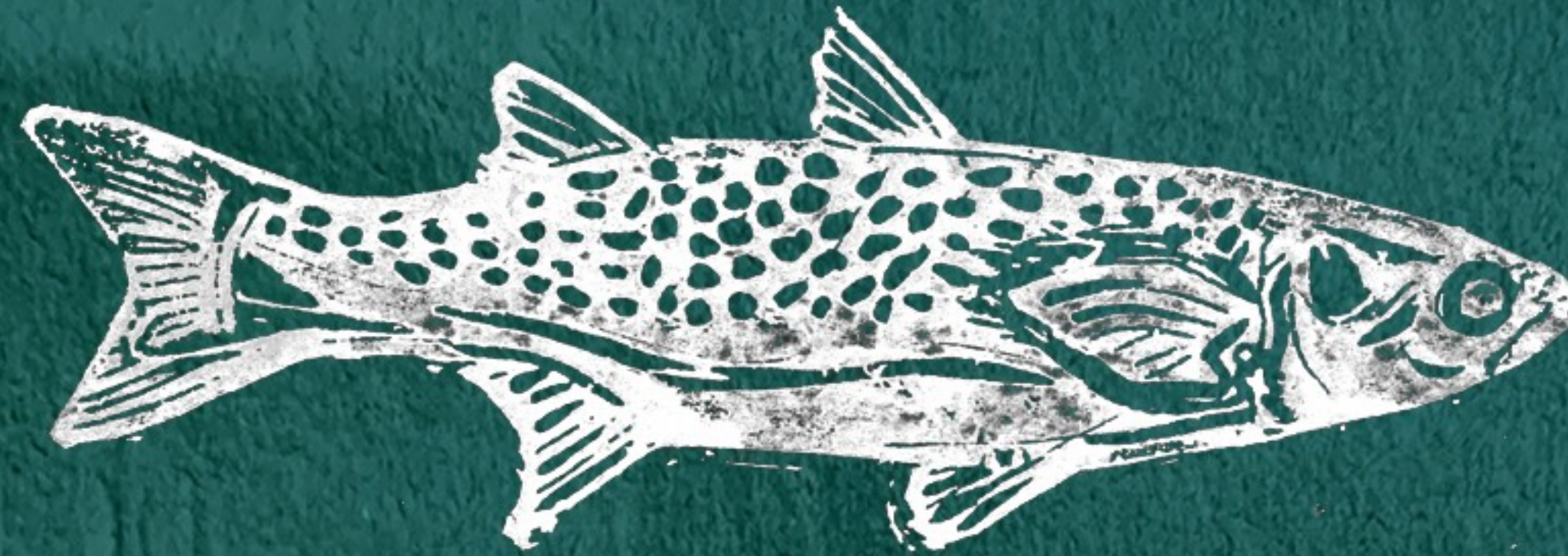
* Blue Marine

When
europeans
arrived in the
cape there
where several
million
penguins.



* 📷 Thomas Peschak

‘A historic photograph (1890s) of a once massive African penguin colony on Namibia’s Halifax Island, is a stark contrast to the scene I re-photographed in 2017. The colony probably once numbered more than 100,000 penguins, but today less than 2000 breed there.’



THIS IS ACTUALLY A STORY ABOUT SARDINES

In our storytelling we will explore the complex relationship
between industrial commercial fishing, small scale artisanal fishing
+ the future of our oceans fish stocks.

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)

+



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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)

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)	150,000 – 10,000,000 views
	South Africa	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

EARTH ARTIST ALLY FOR PENGUIN

DANIEL POPPER

Daniel is a multidisciplinary artist known globally for his larger-than-life sculptures, and spectacular public art installations.

Daniel specialises in Interactive art, Public art , stage design & installation art.

Daniel is most acclaimed for his massive public art installations at top festivals like the Electric Forest festival in the USA, Boom Festival in Portugal, Rainbow Serpent festival in Australia, as well as Afrikaburn in the Tankwa Karoo in South Africa.

Many of his projects include collaborations with other artists, technicians and artisans to incorporate electronic music, LED lighting and projection mapping as key components.

Daniel has worked in both the temporary and permanent public spaces.



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**THIS WILL BE DANIEL'S FIRST
MAJOR INSTALLATION IN AFRICA**

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- INSTALLATION SITE -

V&A WATERFRONT



THE 2ND MOST VISITED PLACE IN AFRICA
26 MILLION VISITORS EVERY YEAR



PROPOSED

SUPPORTING STORYTELLERS

CHASE RHYS (Celebrated 'Afri-kaaps' author)

E.B. THE KID (Youtuber)

SWATI THİYAGARAJAN
(Filmmaker/Journalist)

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partners for **EARTH** PENGUIN campaign:
ENDANGERED WILDLIFE TRUST
TWO OCEANS AQUARIUM FOUNDATION
V&A WATERFRONT
SANCCOB
WWF (SA)



NO PERSON SHALL EAT MORE THAN
HALF A PENGUIN PER DAY -1668

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(The first conservation law in South Africa.)

THANK YOU

