

The **VULTURE** Project

URGENT

EARTH
AGENCY.ORG

**JOIN US IN CREATING A LANDMARK CAMPAIGN
TO HELP KEEP VULTURES IN THE AFRICAN SKY**

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.

THE **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.

EARTH ARTIST ALLY FOR VULTURES
ISAAC NABWANA

Wakaliwood, also known as Ramon Film Productions, is a film studio based in Wakaliga, a slum in Uganda's capital of Kampala. Its main director is Nabwana Isaac Godfrey Geoffrey, a.k.a. Nabwana IGG, who has been called **Uganda's Tarantino**.

The studio makes props and jibs out of DIY parts, which commentators have compared to the early days of Hollywood. Among the studio's props is a full sized helicopter frame that has become a staple in all Wakaliwood films. Nabwana shoots and edits his films using old computers that he assembles. Squibs used to simulate gunshot wounds are made from condoms filled with red food coloring and tied to fishing lines before being taped to the actors' chests; Nabwana previously used cow blood, but was forced to discontinue it after one of his actors developed tetanus.

Upon a film's completion, the actors sell DVD copies door-to-door in a one-week time window to ensure they make money before the film is bootlegged. In Uganda, audiences go to video halls where VJs narrate over a feature film, translating the dialogue and adding their own commentary – making low budget films with VJ commentary like cult films.



EARTH ARTIST ALLY FOR VULTURES

FAITH 47

"A SOUTH AFRICAN ARTIST WHOSE TEXTURED
IMAGERY BRINGS SPIRITUALITY AND NATURE TO THE
FOREGROUND OF URBAN ENVIRONMENTS."

- HUFFINGTON POST

Faith47 is a South African street and multimedia artist whose work explores themes of human connection, social justice, and environmental consciousness. Through large-scale murals, paintings, and digital installations, she transforms urban spaces into thought-provoking meditations on fragility, resilience, and the unseen forces that shape our world. Her art often incorporates elements of nature, addressing ecological concerns and the tension between urbanization and the environment. With a distinctive, ethereal style, Faith47's work blurs the boundaries between activism and aesthetics, inviting viewers to engage with both the beauty and the struggles of the natural and human worlds.







KEYSTONE
EPISODE:

VULTURE

URGENT

Status: 5 Critically Endangered Species

Context: **The plight of southern Africa's vultures is directly linked to the Lion Bone trade** and Rhino Poaching.

Thousands of vultures across Africa are being poisoned to supply the **illegal wildlife trade**, devastating populations and rapidly driving them towards extinction in the wild. Scavenging mammals, including lions, hyaenas, and Leopards, are also severely impacted by poisoning.

CRITICALLY ENDANGERED

Eight of Africa's vulture species have declined by an average of 62 per cent in the past 30 years, for some species that number is as high as 80 per cent. The threats facing these creatures are extensive and complex, from habitat loss, poisoning by rhino and elephant poachers and for spiritual reasons. In some cultures it is believed that sleeping with a vulture head under your pillow will allow you to see into the future. **Hopefully we can see a future with vultures in the African skies.**

A collection of lion bones, including a skull, ribs, and long bones, laid out on a textured surface. The bones are arranged in a somewhat organized manner, with the skull at the bottom center, ribs at the top, and various long bones scattered around. The background is a dark, textured fabric.

LION BONE TRADE

THE STORY OF AFRICA'S VULTURES
IS INTERWOVEN WITH THE PLIGHT OF LIONS



MASS POISONING

Vulture poisoning in Southern Africa has been a significant threat to their populations. In 2019, over 1,200 vultures were deliberately poisoned across Southern and Eastern Africa. In 2022, more than 150 critically endangered vultures were poisoned in separate incidents in Botswana and South Africa. These events highlight the ongoing challenges in vulture conservation in the region. But the tide is slowly turning... Thanks to an innovative African solution using cutting edge technology at the frontline of conservation...

EYE IN THE SKY

'THE VULTURES ARE TELLING US HOW TO PROTECT THEM.
THE STATS ON WHAT EYE IN THE SKY IS ACHIEVING
ARE INSANE.'

Dr Ian Little, Conservation Director
(Endangered Wildlife Trust)



EYE IN THE SKY

One of the most crucial aspects is the early detection of poisoning events, something that historically has posed a significant challenge in most conservation areas. We developed a pioneering rapid poisoning detection system called Eye in the Sky that harnesses vultures' natural sentinel and foraging behaviour and pairs it with novel GPS tracking technology. This system closely monitors the behavioural signatures in GPS-tracked vultures to remotely detect the presence of poison sources and feeding events associated with potentially poisoned-laced carcasses. This system was built to enhance law enforcement and response team capacity and efficiency, while reducing the impact of wildlife poisoning in southern Africa.

A close-up photograph showing a person's hands holding a vulture in a wire cage. The vulture is lying on a metal grate, and its head is being held by the person's hands. The background is a dark, blurred wire cage.

VULTURE AMBULANCE

EMERGENCY RESPONSE FOR POISONED VULTURES

The Endangered Wildlife Trust has worked tirelessly with key donors to build a custom *Vulture Ambulance*. This is a vital mobile rescue station fully equipped to treat and transport poisoned vultures and give them the best chance of survival.

Saving poisoned vultures is not easy. Poisoning events often happen in vast wilderness landscapes, some inaccessible by vehicle and can be over a day's drive from rehabilitation centres.

Our mobile *Vulture Ambulance* is currently stationed strategically within a high-poisoning-risk area. It provides everything we need to rapidly and successfully rescue, stabilise, treat, and transport poisoned survivors, significantly increasing the number of birds that survive these catastrophic events.

A group of approximately 12 people, including men and women of various ages, are posed on a massive, tangled pile of grey wire snares. They are in a room with light-colored walls and a wooden door in the background. The pile of wire is the central focus, filling most of the floor space. The people are dressed in casual work clothes, some wearing hats and sunglasses. The overall scene suggests a successful removal operation of illegal wire snares.

**EWT, WITH HELP FROM 'EYE IN THE SKY' VULTURES,
REMOVE 3 TONS OF BRUTAL WIRE SNARES**

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

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)

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"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Personalized video progress updates from filmmakers	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Special thanks on film's closing titles	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<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 VULTURES** campaign:
ENDANGERED WILDLIFE TRUST





THANK YOU

