

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



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.

RIVER HOUS

le know how to get attention.

EARTH THE AGENCY.ORG PROJECT





Bryan Garrick Little Co-Founder + Creative director

Bryan Garrick Little is an awardwinning film director based in Cape Point. Known for his imaginative visual style and emotional storytelling, Bryan's notable works include "FOKOFPOLISIEKAR," 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 Valenture 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-forprofit project to create a new blueprint for delivering highquality, 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 <u>E.tv</u>'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.

WHO WE ARE AGENCY.ORG



ART FOR NATURE



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.**

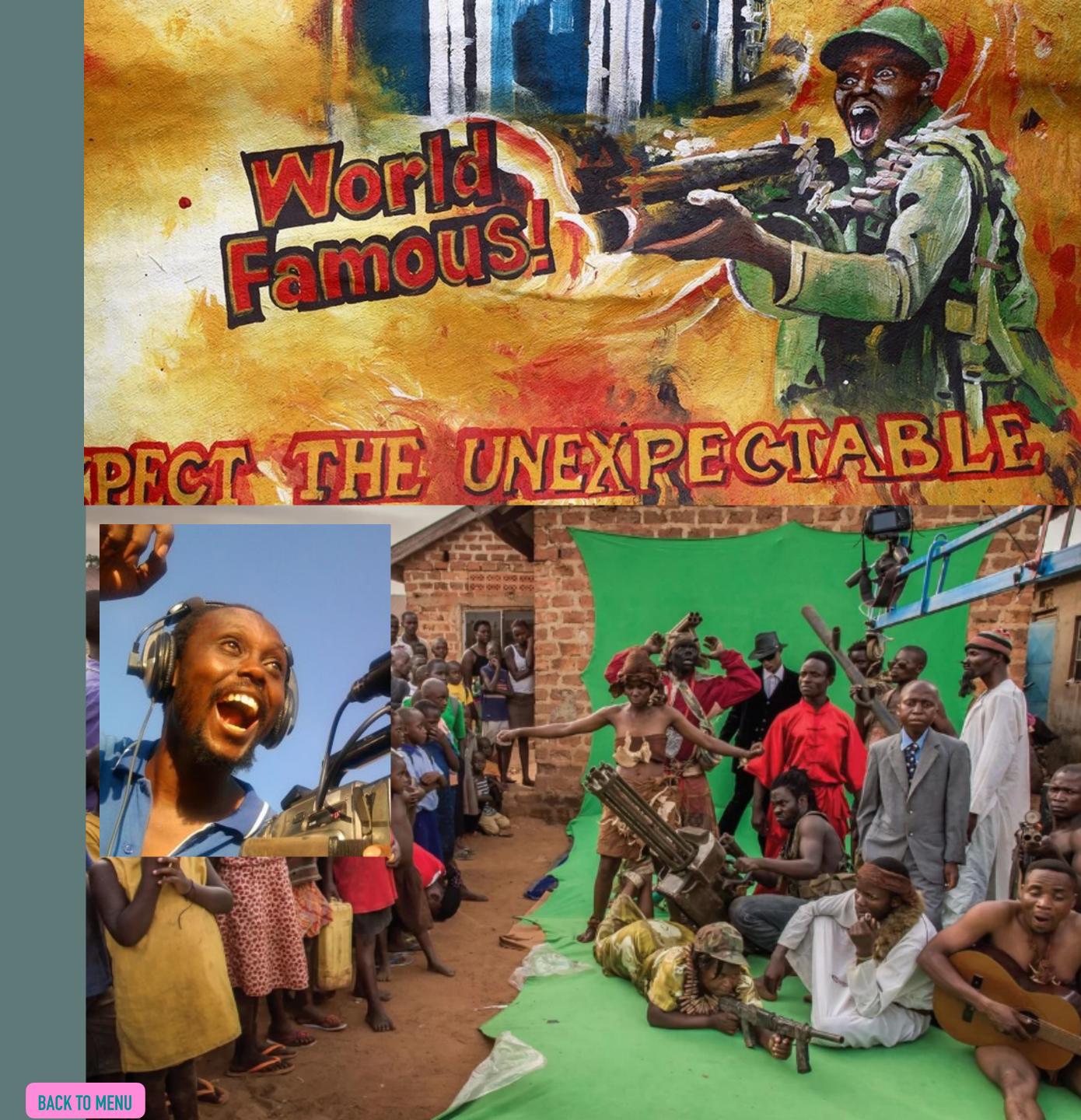


EARTH ARTIST ALLY FOR VULTURES ISAAC NABYANA

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

"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.



















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.



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...





'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



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.

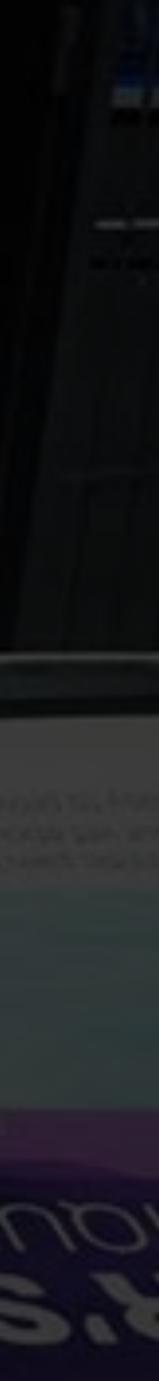


EMERGENCY RESPONSE FOR POISONED VULTURES

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.



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



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)

EARTH AGENCY MASTER **COMMUNICATORS FILMMAKERS INFLUENTIAL ARTISTS**

Council of Advisors

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

STORY ECOSYSTEM

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

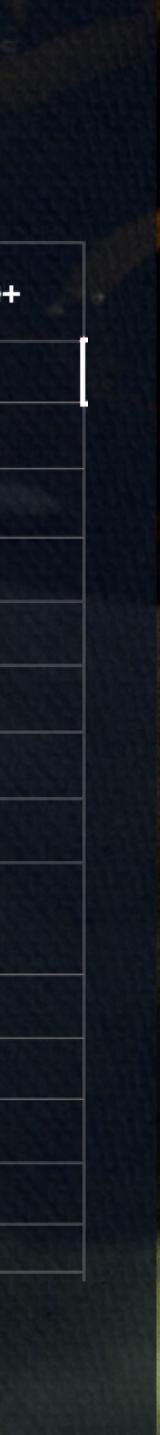
Delivery Method	Subscribers / Reach	Views	
InsightTV (SVOD)	400 million	90 million per channel	
	Branded block	1 million+	
	Airlines and Airports	Schiphol and others	
LadBible, Jungle Network, Pubity Red Dot Studios	Various platforms (YouTube, TikTok, Instagram, Facebook)	150,000 — 10,000,000 views	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



_DUNUR OFFERING	Tier 1	Tier 2	Tier 3	Tier4	Tier 5
	250000 - R500,000	R500,000 - R850,000	R850,0000 - R1,200,000	R1,200,000 - R2,000,000	R2,000,000+
Section 18A/501© 3 tax certificate					
Personalized video progress updates from filmmakers					
Special thanks on film's closing titles					
Professional BTS photographs as a keepsake					
Executive producer title on opening credits					
Special inivitation to remiere & eARTh dinner					
Custom art collectible (miniature of larger work)					
Studio visit with the artist					
Curated nature experience with eARTH team – brought to you by TravelDesigner					
Curated nature exeprience with artist & eARTh team					
Visit production set during filmmaking					
Advertising slot on Insight TV					
Presenting title on opening credits					



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**





