



ANNUAL REVIEW 07/08

WILDscreen

PROMOTING CONSERVATION THROUGH WILDLIFE IMAGERY



wildscreen

wildscreen

wildscreen



© Ben Osborne | Naturepl.com

"Wildscreen works with the world's finest natural history filmmakers and photographers, gathering together and centrally storing the very best wildlife media available. We make this material accessible around the globe, through our award-winning websites and groundbreaking events, in order to promote a greater understanding and respect for the natural world."

Dick Emery, Chairman, Wildscreen

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About us

Wildscreen is a UK-based international charity, whose mission is to promote greater understanding of the natural world and the need for its conservation, through the power of wildlife imagery. We work with the world's best wildlife filmmakers and photographers to deliver our mission through five unique projects:

WILDscreenfestival

The Wildscreen Festival first took place in Bristol in 1982. Since then, every two years, Bristol has played host to hundreds of international delegates from the wildlife media industry. People come to the event to take part in debates and master classes and to discuss the latest developments in the industry. They also compete in the Panda Awards, nicknamed the green OSCARS®. The Festival is ranked as the most prestigious in the world for wildlife and environmental filmmakers.

www.wildscreenfestival.org

ARKive

ARKive is a unique global initiative, gathering together the very best films and photographs of the world's species into one centralised digital library, to create a stunning audio-visual record of life on Earth. The project has the support of the most famous names in wildlife filmmaking and photography, with more than 1,500 media donors from around the world contributing. Preserved and maintained for future generations, ARKive is freely accessible to all, from scientists and conservationists to the general public and school children, via its award-winning website.

www.arkive.org

WILDphotos

WildPhotos is the UK's largest photography symposium dedicated to exploring the power of nature photography. The event brings together photographers, both professional and amateur, editors, publishers and conservationists. Participants take part in seminars, discussion and debate, giving them the opportunity to learn from, and be inspired by, the best in the business.

www.wildphotos.org.uk

WILDFILMHISTORY

From the early days of clockwork cameras to the latest in HD technologies, WildFilmHistory is a fascinating online guide to the pioneering people, landmark productions and technical innovation behind one hundred years of wildlife filmmaking. Explore the history and heritage of wildlife filmmaking and discover ground-breaking films, 'behind the scenes' photographs, essential production information, and specially crafted learning resources, as well as a unique collection of oral histories from key industry players.

www.wildfilmhistory.org

WILDscreenings

Wildscreenings is a touring programme of award-winning film screenings and master classes to reach, engage and inspire new audiences. As well as local, regional and national initiatives, developing countries and emerging markets, where pressure on the environment is most critical, are a key priority.

WILDscreen USA

Wildscreen's very latest venture is a new not-for-profit organisation in the US. Wildscreen USA has been set up to help further the ARKive mission with an American audience.

"Books and lectures can do a lot to explain the facts of life on this planet, but images and sounds are better at stirring the imagination."



HRH Prince Philip, Wildscreen Patron



Harriet Nimmo, Chief Executive

Chief Executive's report

HIGHLIGHTS

This year sees tremendous growth in Wildscreen's ambition and reach, with exciting new developments underway for all our activities.

In January of this year, we opened a Wildscreen office in Washington DC to further the promotion of ARKive in the U.S. Other work overseas includes our new international Wildscreenings outreach programme. Following successful events in India and China, we are now planning further events in South America, Africa and again in India.

We have also been able to forge exciting new partnerships with key organisations across the globe, including Google, the Encyclopedia of Life (EOL) and the Environment Agency in Abu Dhabi. As our commitments grow, we are increasing the size of the ARKive research team, with a

consequent step-up in the number of audio-visual species profiles being added to the ARKive collection.

VALUES

Wildscreen has been operating since 1982, and through our knowledge and experience over the past 25 years, we are proud of our three core values.

Quality

Wildscreen's first venture, the Wildscreen Festival, is considered the most prestigious and influential wildlife film festival in the world, and we work hard to ensure all subsequent projects meet the same high standard.

Our highly skilled ARKive research team works with the world's best wildlife filmmakers and photographers and the project continues to win the respect and support of international conservation organisations, eminent scientists

and academic institutions. This support has resulted in an invitation to join the EOL Institutional Council, sitting alongside some of the world's biggest scientific initiatives.

Innovation

ARKive is at the cutting edge of online digital communications, and this year saw the launch of a new look website, with additional and improved functionality, as well as an exciting new relationship with Google Earth.

We have recently launched a number of successful new events and projects, including WildPhotos, WildFilmHistory and our expanding international programme of Wildscreenings. Our Wildscreening programme is designed to find new talent from developing countries, and empower local filmmakers to create inspiring stories

about nature in their own country. It has also already proven to be an exceptional way to invigorate the international wildlife filmmaking industry, bringing in new ideas, talent and insight.

Education

Through all of our work runs our strong commitment to education. With up to 20,000 people visiting ARKive each day, from over 160 countries, the resource has a huge global reach.

Thanks to new sponsor Wessex Water, the 2008 Wildscreen Festival will have over 5,000 free tickets available for film screenings in Bristol, and our local outreach programme targets special schools, community centres, prisons and other excluded audiences.

Following the success of Wildscreenings in India and China, our next big ambition is to continue the development of this international screening programme, taking packages of the very best wildlife and environmental films to inspire, reach and engage new audiences, especially in those countries where environmental pressures are greatest.

In conclusion, with species extinction now occurring at a faster rate than at any time in Earth's history, effective awareness raising and education programmes are ever more vital. We will continue to work with the best in the business to expose new audiences to powerful and compelling wildlife imagery. This is Wildscreen's aim, vision and ambition – and uniquely sets us apart from other conservation and educational charities.



Wildscreen wins at the UK Charity Awards. Jeremy Vine, Editor, The Times Public Agenda, Harriet Nimmo and Sian Phillips, Actress.

Achievements

In the past year Wildscreen has had many great achievements, with each of our projects going from strength to strength:

- WildFilmHistory, an online resource cataloguing over 100 years of wildlife filmmaking launches.
- Wildscreenings take place in ten cities across China and five cities in India. An impressive 18,000 people attend the screenings in India.
- Wildscreen works in partnership with Google to produce an ARKive featured layer on Google Earth, launched by Sir David Attenborough at Google's HQ.
- The Duke of Edinburgh hosts a private lunch for ARKive's supporters at Buckingham Palace.
- ARKive is invited to join the Encyclopedia of Life (EOL) Institutional Council.
- The first two day WildPhotos symposium in London is a sell-out success with over 350 delegates attending.
- ARKive works with IUCN to deliver media support for the 2007 Red List publication.
- Wildscreen wins a UK Charity Award for ARKive.
- The 2008 Wildscreen Festival attracts a record 440 film entries for its Panda Awards.

"I know how important technological innovation is for reaching new audiences. The partnership between Google Earth and Wildscreen is another important step in promoting the message that without conservation many amazing plants and animals may soon be lost forever."

Sir David Attenborough, Wildscreen Patron

- Wildscreen launches a new look ARKive website and logo.
- Wildscreen sets up its first satellite office in the U.S. to forge new relationships and drive forward ARKive's development in America.
- Wildscreen adds 490 films, 3,453 photographs and 533 species to ARKive.
- Wildscreen becomes a member of IUCN.
- Harriet Nimmo, Wildscreen's Chief Executive is appointed a judge for Animal Planet's Unearthed TV show and the British Environment and Media Award's Journalist of the Year category.
- Richard Edwards, ARKive's Director, is appointed as a judge for the Koestler Trust's Arts by Offenders photography award.
- Wildscreen secures major new funding with the Environment Agency in Abu Dhabi for ARKive.



Chief Almir Surui and Sir David Attenborough at the Google Earth Outreach launch

WILDscreenfestival

INTERNATIONAL WILDLIFE AND ENVIRONMENTAL FILM FESTIVAL

Plans for the fourteenth Wildscreen Festival, taking place in October 2008, are now in full swing. With a record number of film entries already received, the event is off to a great start.



Wildscreen Festival 2008 leaflet

Film entries have increased dramatically this year, with a wide range of films being submitted from 44 countries across the globe. Entry numbers have been boosted in part by the introduction of two new categories: Natural History Museum Environment Award and Animal Planet International People & Animals Award. These awards have replaced the One Planet Award, to reflect the increasing variety of conservation films.

The 2008 Festival will be held once again in the Watershed complex in Bristol. The Festival will offer a series of presentations, debates and film screenings covering the most topical issues on the natural history agenda. Keynote

speakers include Sir David Attenborough, James Lovelock and Cristián Samper, Director NMNH, Smithsonian Institution.

LOOKING TO THE FUTURE

Although the Wildscreen Festival is a predominantly industry-focused event, through its public screening and outreach programme it offers a valuable service to the community. In 2008, thanks to support from Wessex Water, Wildscreen will be able to offer a series of free film screenings, bringing the very best in wildlife and environmental filmmaking to the public.

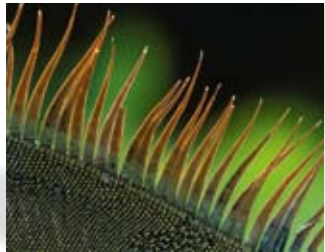
www.wildscreenfestival.org

“Wildscreen's mission is clear, concise and trustworthy. It is an organization that I stand behind whole heartedly.”

Janet H Vissering, Sr. Vice President,
National Geographic Channels International



Five years after launch and with a new-look website, ARKive continues its commitment to promote free and easy access to the very best wildlife films and photographs.



Green iguana (*Iguana iguana*)
from ARKive
© Christian Ziegler | www.naturphoto.de

“ARKive is the most important repository of its kind in the world, and the most rapidly growing. It is a priceless resource for science and conservation, and will be increasingly relevant to many human activities in relation to the living world.”

Professor E.O. Wilson, Harvard University, Wildscreen Patron

The new-look website has provided an improved platform for ARKive's many thousands of daily visitors to view the tens of thousands of stunning film clips and photographs that are part of the growing ARKive collection. As ever, the stunning visual material continues to be supported by in-depth species information, verified by qualified species experts.

We continue to work with the very best natural history filmmakers and photographers in the business, alongside key environmental organisations, leading academic institutions

and individual scientists. We also continue to work in partnership with organisations across the globe to raise the profile of ARKive's work. Recent highlights include being invited to create a default ARKive layer on Google Earth, as part of the Google Earth Outreach programme, and becoming a member of the Institutional Council and a key content provider to the Encyclopedia of Life. Both of these exciting new partnerships will help to disseminate ARKive's message to a wider audience.

LOOKING TO THE FUTURE

To sustain its momentum and build on its success, ARKive has several priorities for the future. The ARKive team will continue to prioritise audio-visually profiling the world's threatened species, and with new support from the Environment Agency, Abu Dhabi, will be able to dramatically increase the number of species profiled to date.

Another important priority is to promote and facilitate additional access to ARKive's multi-media collection. Following the successful re-design of the ARKive website, the next step is to further improve functionality, navigation and the range and scope of information available. In addition, we are planning the promotion of ARKive materials on third party web platforms and the further development of additional non-web based ARKive access platforms.

ARKive also has plans to further extend its global reach by forging more strategic alliances with partner organisations to share information and expertise. Wildscreen USA, set up in January 2008, has been an important step in this process, allowing ARKive to build on existing partnerships in the U.S. and build the capacity to develop exciting new alliances, in order to bring the wonders of the natural world to an even greater audience.

www.arkive.org

"The most web savvy non-profit I've come across"

John Hanke, Director, Google Earth and Google Maps



ARKive homepage

WILDFILMHISTORY

100 YEARS OF WILDLIFE FILMMAKING

After two years in development, the WildFilmHistory project was launched at a prestigious industry event in February 2008.



Extract from WildFilmHistory homepage

OPPOSITE: Joan and Alan Root, wildlife filmmakers.



“This is a terrific resource for anyone who enjoys wildlife films. The collection includes many of the people and programmes that inspired me to get in on the action!”

Nick Baker, wildlife TV presenter

This unique resource documents and celebrates the achievements of over 100 years of wildlife filmmaking. It brings together the most important wildlife films from the late 1890s to the present day, essential production information, and 'behind the scenes' photographs, as well as specially commissioned oral history interviews with industry pioneers. All this material is freely-available via the WildFilmHistory website, as well as at the project's research facility at Wildscreen's headquarters in Bristol.

LOOKING TO THE FUTURE

WildFilmHistory is an on-going project, and we will be adding significantly to its content, cataloguing further historically important films and continuing our collection of oral history interviews. In addition, with filmmaking courses becoming increasingly popular, WildFilmHistory is a topical and relevant tool for study and research. The next stage of the project's development is to design and market the site and collection to academic institutions that offer wildlife, environmental or documentary filmmaking as part of their curriculum. By offering this material to students, we hope to encourage more young people into the industry, ensuring a constant stream of new talent to bring vital messages about the natural world to the audience at home.

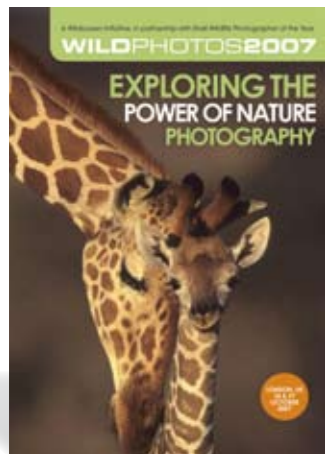
www.wildfilmhistory.org



WILDphotos

EXPLORING THE POWER OF NATURE PHOTOGRAPHY

Following a successful inaugural photography event at the 2006 Wildscreen Festival, 2007 saw WildPhotos established as a stand-alone, two day event.



WildPhotos 2007 poster

The programme was dedicated to the art and industry of nature photography, and attracted over 350 delegates from around the globe. The event was a packed showcase of high-profile speakers presenting their very latest work, telling tales of experiences in the field, and debating hot industry topics. Delegates were challenged to think about the impact images of the natural world have on their audience and how photographs can work for conservation and be a catalyst for change.

LOOKING TO THE FUTURE

October 2008 sees the return of WildPhotos to the Royal Geographical Society, London. The

event will build on the success and high standards set in 2007, with award-winning American photographer Jim Brandenburg confirmed as the keynote speaker. The diverse programme will cover a variety of topics including getting published, telling stories and manipulation and modification. It will also feature winners of the 2008 Wildlife Photographer of the Year competition.

WildPhotos is now the UK's premier event for nature and environmental photography. As such, it will continue to offer delegates the very best speakers, as well as demonstrations of the latest digital innovations.

www.wildphotos.org.uk

"It was a pleasure to be a part of WildPhotos and I'll be happy to be a part of it again in the future."

Frans Lanting, Photographer & 2007 WildPhotos keynote speaker

WILDscreenings

INTERNATIONAL OUTREACH PROGRAMME

The most recent Wildscreenings events took place across China in December 2007 and focused on climate change.



ARKive's Chinese DVD

Presented by award-winning environmental filmmaker Jeremy Bristow in partnership with the British Embassy, Wildscreen toured ten Chinese cities, conducting a series of high-profile film screenings on the topic of climate change.

Seen by many thousands of people, the objective was to use the power of film to illustrate the effects of climate change to this highly-relevant audience. In addition to the climate change films and presentations, Wildscreen distributed an ARKive educational DVD on the threatened biodiversity of China, developed

and produced especially for a young Chinese audience in Mandarin and Cantonese.

LOOKING TO THE FUTURE

As Wildscreen further develops its international strategic alliances and partnerships, there are many opportunities for Wildscreenings to take place across the world. During 2009/2010 we aim to hold events in South America, Africa and again in India to reach, engage and inspire new audiences.

"I went to a Wildscreening in India and had the wonderful opportunity to hear Wildscreen's inspiring talk in New Delhi. I attended as an onlooker and then used the experience to work on my film. That film has now actually been nominated by Wildscreen for an award!"

Kalpna Subramaian, Indian filmmaker and Wildscreening attendee



Peacock moraea (*Moraea villosa*)
from ARKive, classified Near Threatened.
© Colin Paterson-Jones
Naturalvisions.co.uk

Who we are

We are a dedicated team managed by Chief Executive Harriet Nimmo and governed by a board of independent trustees. We are privileged to work with four prestigious patrons, who help us to promote our work around the world.

PATRONS

HRH The Duke of Edinburgh
Sir David Attenborough

Dr Sylvia Earle
Professor E.O. Wilson

BOARD OF TRUSTEES

Dick Emery
Chair (Former CEO of UKTV)

Sharon Ament
Director of Public Engagement
The Natural History Museum

Winnie De'Ath
Director of Communications
WWF-UK

Libby Grundy MBE
Joint Executive Director
Culture South West

Carol Haslam
Independent Producer

Andrew Jackson
Managing Director
Tigress Productions

Kenn Lamb
Chief Executive, Cyan

Brian Leith
Freelance Producer/
Executive Producer BBC

Neil Nightingale
Head, BBC Natural History Unit

Huw Robson
Manager, Digital Media, HP Labs

Kim Stewart
Kimberley C. and
Louis Stewart Foundation

Ellen Windemuth
Managing Director
Off the Fence Distribution

Fiona Westwood
Director
PricewaterhouseCoopers

Con Alexander
Associate, Osborne Clark

Professor Ron Ritchie
Assistant Vice-Chancellor
and Dean of the School of
Education, UWE

Larry O'Reilly
Smithsonian Institution (retired)

MANAGEMENT TEAM

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"Wildscreen and ARKive are all about knowing the natural world, creating connections between ourselves and all creatures, from minute microbes to mighty giants. With knowing comes caring, and with caring there is hope."

Dr Sylvia Earle, Wildscreen Patron



Lemur leaf frog (*Hylomantis lemur*)
from ARKive, classified Endangered.
© Robert Pickett | Papiliophotos.com



Waved albatross (*Phoebastria irrorata*) from ARKive, classified Critically Endangered © Mark Jones www.osfimages.com

Sponsors & supporters

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PricewaterhouseCoopers

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of England
WWF UK

WILDSCREEN FESTIVAL

Principal sponsors

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Conservation International
FIVE

Major sponsors

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Natural History Museum

NDR Naturfilm

NHK

ORF

Panasonic

Parthenon Entertainment

Save Our Seas Foundation

SWRDA

South West Screen

University of Bristol

University of the West
of England

Wessex Water

WILDPHOTOS 2007

Principal sponsors

Cemex
Conservation International

Major sponsor

Canon



African elephants (*Loxodonta africana*) from ARKive, classified Vulnerable. ©Thomas D. Mangelsen | Images of Nature

WILDFILMHISTORY

Heritage Lottery Fund

WILDSCREENINGS

The British Council

The British High Commission

ARKIVE

Bank of America
The Bromley Trust
BT

Environment Agency, Abu Dhabi
The Esmée Fairbairn
Foundation
The Headley Trust
Hewlett Packard Research Labs
(Europe)

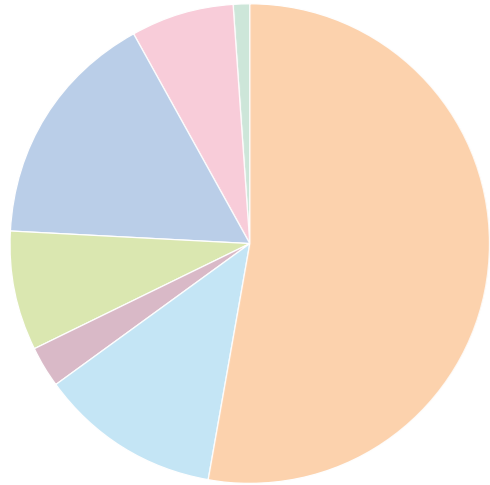
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Foundation
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Charitable Trust
Shell
South West Regional
Development Agency
University of the West
of England

"Wildscreen has established an international reputation and proven track record within the fields of natural history media, communications and education, and Bank of America is a proud supporter."
Amy Clarke, Senior Vice President, International Corporate Social Responsibility, Bank of America

Financial information

INCOME FROM 01.04.07 - 31.03.08

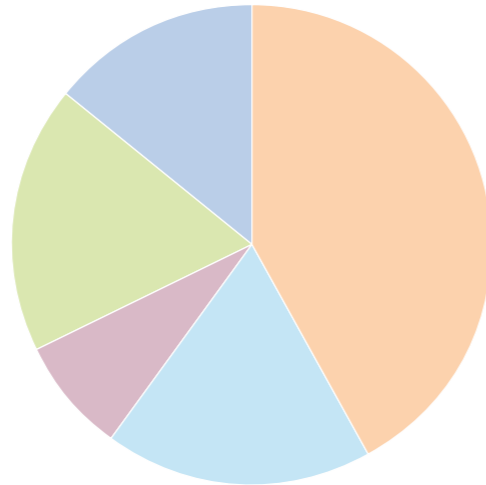


- ARKive grants – 53%
- Festival Sponsorship – 12%
- Film entries – 3%
- WildPhotos – 8%
- WildFilmHistory grants – 16%
- Miscellaneous – 7%
- Consultancy – 1%

Total income for year: **£886,426**

The Wildscreen Festival is biennial and 2007 is a non-festival year.

EXPENDITURE FROM 01.04.07 - 31.03.08



- ARKive – 42%
- Festival – 18%
- WildPhotos – 8%
- WildFilmHistory – 18%
- Other – 14%

Total expenditure for year: **£835,414**

The Wildscreen Festival is biennial and 2007 is a non-festival year.





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