

A polar bear is walking towards the camera on a large, cracked ice floe. The ice is white and blue, with dark cracks running across it. The background shows a vast, icy landscape under a cloudy sky. A large, semi-transparent blue arc is visible on the right side of the image.

A world worth
looking at

ANNUAL REVIEW

2012

WILDSCREEN

“Wildlife images are one of the most powerful ways we have of **engaging people** in the natural world, and can be a most **powerful instrument in conservation.**”

SIR DAVID ATTENBOROUGH
NATURALIST, BROADCASTER AND WILDScreen PATRON

Woolly Opossum
(*Caluromys derbianus*)
drinking nectar from a
Balsa tree in Panama

PHOTO: CHRISTIAN ZIEGLER

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MISSION & OBJECTIVES

The next 10 years will be critical if we are to protect the world's biodiversity. Planet Earth is at a tipping point and the need for action on a global scale has never been greater.

Wildscreen is dedicated to using the power of wildlife imagery to raise awareness of our natural world and inspire people to take positive actions for nature. Through our collection of diverse projects, we are curating, sharing and showcasing the best quality wildlife and environmental films, photos and content to inspire and encourage the protection of our amazing planet.

Our work with like-minded conservation and education organisations, and our strong relationships with the biggest names in the wildlife media industry puts us in a unique position to create positive connections between people and nature.

With a commitment to wide-reaching engagement, Wildscreen shares its energy, creativity and resources with audiences and partners around the globe, creating innovative content, inspirational public engagement programmes and powerful learning and educational tools.

Wildscreen is continuously developing new and innovative ways to change audience perceptions about the importance of nature, and inspiring people to discover the amazing wonders of our natural world.

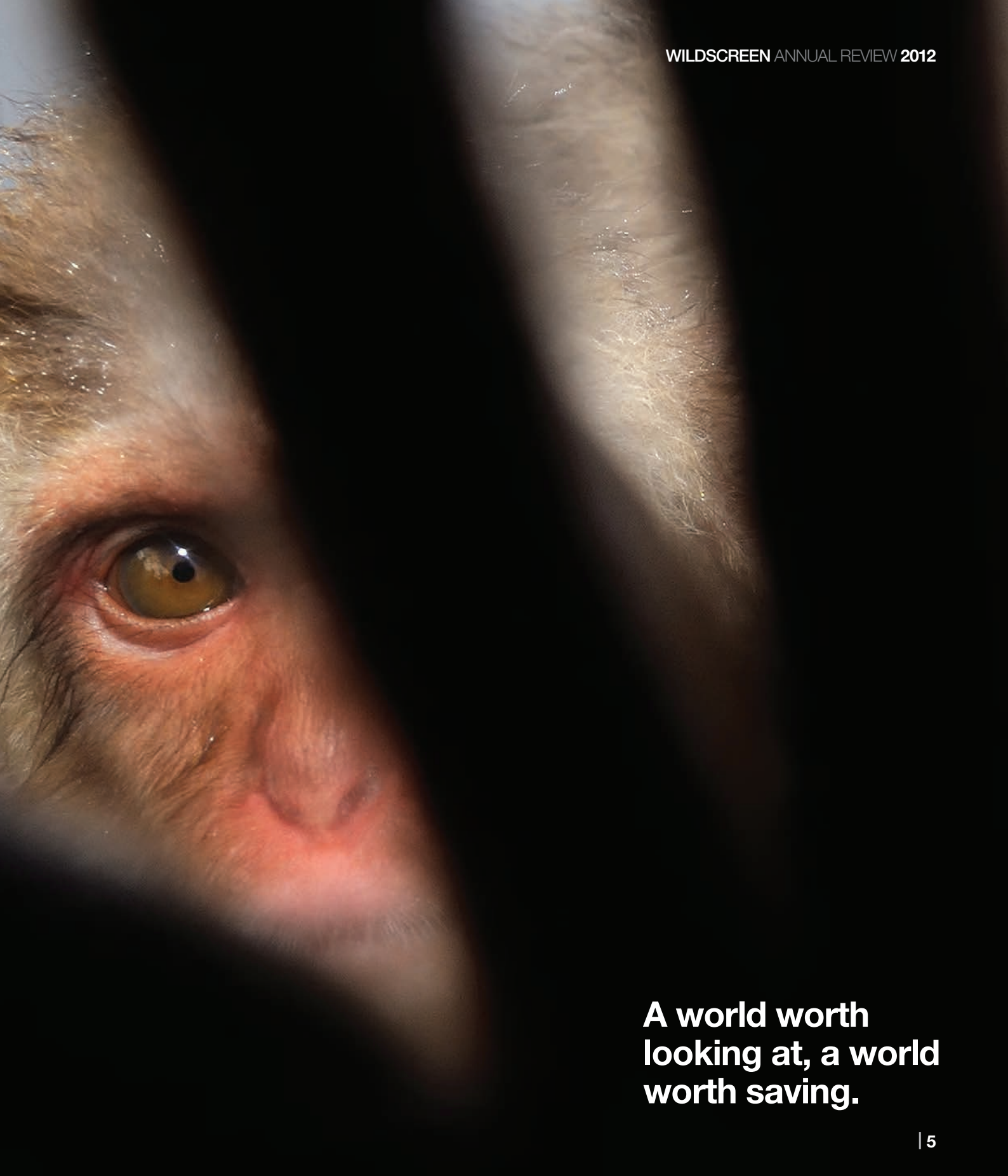
Because it's a world worth looking at, a world worth saving.

“The oceans are in trouble. My hope is to continually find new ways of creating images and stories that both celebrate the sea yet also highlight environmental problems. Photography can be a powerful instrument for change.”

BRIAN SKERRY, NATIONAL GEOGRAPHIC PHOTOGRAPHER
WILDPHOTOS 2012 KEYNOTE SPEAKER

PHOTO: JASPER DOEST

Japanese Macaque
(*Macaca fuscata*), also known
as Snow Monkey, which live
in the snow covered
mountains of Jigokudani
Yean-Koen, Japan.



**A world worth
looking at, a world
worth saving.**

30 YEARS OF WILDSCREEN

In 1982, industry greats Sir Peter Scott and Christopher Parsons held the very first Wildscreen Festival to honour the world's most spectacular wildlife and environmental films being produced by natural history filmmakers. And we are delighted to still be championing and celebrating wildlife filmmaking and its importance in the conservation of nature some 30 years on.

Over the past 30 years, Wildscreen has grown into the world's largest and most influential wildlife and environmental film festival, attracting international audiences from the very best filmmakers through to inspirational new talent. We have expanded our charitable work beyond the Festival to include a series of projects and initiatives within conservation, education and wildlife media industries, with a focus on encouraging awareness and protection of our natural world.

ARKive launched in 2003 – a stunning audio-visual guide to the world's most threatened species and habitats. This award-winning record of life on Earth is accessible to all as a valuable education resource and conservation tool.

In 2006, WildPhotos launched as a platform for exploring the power of nature photography and the impact that iconic and emotive imagery can have on conservation. The very best wildlife and conservation photographers from around the world share their stories on how to shape opinion and promote the protection of the natural world through powerful photography.

Wildscreen USA, a non-profit organisation, was set up in 2007 to spearhead the ARKive project in the US.

WildFilmHistory launched in 2008 to celebrate the pioneering people, landmark productions and technical innovations behind more than 100 years of natural history filmmaking.

In recent years, Wildscreen has also run a series of international outreach programmes, taking the amazing wildlife films and filmmakers overseas, engaging new audiences through events in China, India, Mexico, Sri Lanka and Taiwan.

Our work is, of course, far from over.

We believe in a thriving, protected and respected natural world that enriches people's lives. We are passionate about connecting people and nature and want to ensure more people experience and are inspired by the natural world.

So here's looking forward to another 30 years of Wildscreen.

1982	<ul style="list-style-type: none"> • 1st Wildscreen Festival held • 1st Golden Panda Award winner: <i>Etosha – Place of Dry Water</i>, National Geographic • 1st Outstanding Achievement winner: Sir David Attenborough 	1996	<p>HRH The Duke of Edinburgh wins Outstanding Achievement Award</p>	2002	<p>Special Award for 50 years in Wildlife Filmmaking: Sir David Attenborough</p>	2004	<p>1st televised (BBC4) panel debate from the Festival: The Selfish Green with Jonathan Dimbleby (Chair), Sir David Attenborough, Dr Jane Goodall, Dr Richard Leakey and Professor Richard Dawkins</p>
1986	<p>Sir Peter Scott wins Outstanding Achievement Award</p>	2000	<p>1st triple Panda Awards winner: <i>The Great Dance</i>, <i>Off The Fence</i></p>	2003	<p>ARKive launches</p>	2006	<ul style="list-style-type: none"> • WildPhotos launches • IUCN launch the Red List updates using ARKive imagery

Sir Peter Scott, founder of Wildscreen, at the very first Wildscreen Festival in 1982



PHOTO: WILDSCREEN

<p>2007</p> <ul style="list-style-type: none"> • Wildscreen USA formed • First Wildscreen Festival outreach programmes launched in India and China 	<p>2008</p> <ul style="list-style-type: none"> • WildFilmHistory launches • ARKive's Google Earth layer launches • Environment Agency – Abu Dhabi becomes Principal Supporter 	<p>2010</p> <ul style="list-style-type: none"> • 10,000 species profiled on ARKive 	<p>2012</p> <ul style="list-style-type: none"> • ARKive is ranked 6th in Social Brands 100 • Wildscreen Fringe Festival launches • More than 15,500 species profiled on ARKive • Wildscreen celebrates its 30th anniversary
<p>2009</p> <ul style="list-style-type: none"> • Wildscreen Festival outreach programmes delivered in Sri Lanka and India • ARKive makes Telegraph's Top 10 video websites 	<p>2011</p> <ul style="list-style-type: none"> • ARKive surpasses 1m visits per month • Osprey video on ARKive goes viral – over 14.3m views • Wildscreen's first app 'Survival' launches 		

MESSAGE FROM THE CHIEF EXECUTIVE



Baby green turtle
(*Chelonia mydas*) hatchling
swimming to the sea, still in
the shallows of the beach.

2012 has been a landmark year for Wildscreen – a year in which we celebrated our 30th anniversary and reached many other important milestones in our mission to use the power of wildlife imagery to help create greater global awareness, understanding and appreciation of the natural world.

Once again opening its doors to the international wildlife and environmental filmmaking industry, this year's Wildscreen Festival was one of triumphs, with a record-breaking number of entries into the Panda Awards, delegate numbers hitting an all-time high, and attendees from 40-plus countries. A true sign of the importance and value the international wildlife and environmental filmmaking community places on the Festival.

With exciting new events, talks and workshops – as well as a few old favourites – the Festival continues to deliver a cutting-edge programme. We were honoured to have Dr. Jane Goodall and Sir Ranulph Fiennes amongst our speakers, and Wildscreen Patron, Sir David Attenborough, as a special guest at our glitzy Panda Awards Ceremony.

WildPhotos, now one of the world's leading nature photography events, was a sell-out weeks in advance. For two awe-inspiring days, audiences were wowed by a stellar line up of world-class photographers, providing not only a stunning visual showcase of our natural world, but also an opportunity to explore

how photography can help shape public opinion and be a powerful tool in promoting conservation.

This year, ARKive's technical development was a priority, focusing on quality and speed of user interaction, ensuring a rich online experience of discovery. Re-design of the site was key, and the result is a user-centric and highly visual design which takes advantage of the latest technologies and showcases the world's threatened biodiversity in an increasingly visual way.

Our formal education offering was also a key objective, and with more than 165,000 downloads of our education resources worldwide this year, we are delighted to have reached well over 4.5 million students.

Of course, Wildscreen's work would not be possible without the continued support of our partners, contributors, sponsors and supporters, and we would like to extend our sincere gratitude and appreciation to all, and a special thank you to the Environment Agency – Abu Dhabi for their continued support of our work.

We are especially proud, that in these uncertain economic times, our work has flourished and our audience reach significantly expanded on a global scale. The current environmental outlook means Wildscreen has to get better at what we do, and the current economic climate means we will have to work even more creatively to make our resources stretch further, and have an even greater impact.

We look forward to building on our achievements in 2012, working in partnership to expand our networks, pool talent, and share resources, so together we can continue to communicate the wonders of our natural world to an increasingly diverse, fragmented and digitally sophisticated audience, because Wildscreen truly does believe it's...

... a world worth looking at, a world worth saving.



Richard Edwards
Chief Executive



YEAR IN REVIEW

The past year has been one of Wildscreen's busiest – and certainly one of our most successful to date. We celebrated our 30th anniversary, ran our largest Wildscreen Festival in more than 10 years, produced a sell-out WildPhotos event, upgraded ARKive's technical offering and boosted our global reach to engage audiences around the world.

Despite the challenging economic climate, we saw an increase in activity, innovation and reach, focusing our resources on where we could have the most influence – and the biggest impact.

Our combined audience reach across all our initiatives hit an all-time high, a figure we're very proud of and one we're intent on surpassing in the year to come.

Our social media engagement has seen phenomenal growth and given us new platforms to share our mission and have conversations with individuals worldwide.

The ARKive education programme developed strong new partnerships with education networks around the world, and the launch of the Wildscreen Fringe Festival opened up the industry-focused event to the general public, enabling us to reach a wide and varied audience.

The need for support and collaboration has become ever more vital in our mission to engage and inspire audiences to protect our natural world and we would like to thank all our supporters for helping to make 2012 a successful year.

15,582
threatened species profiled

102,179
photos and videos of species

165,000
education resource downloads worldwide

23.9 million
total audience reach

142
events and talks

9,000
international event attendees

37.3 million
broadcast reach worldwide

PHOTO: BRIAN J. SKERRY/NATIONAL GEOGRAPHIC STOCK

A diver has a close encounter with a southern right whale (*Eubalaena australis*). Auckland Islands, New Zealand



AUDIENCES

Wildscreen's projects and initiatives provide a unique opportunity to share the conservation message with a wide and diverse international audience.

The goals of broadening our audiences and deepening global public engagement with nature shape our strategy. We are educating the filmmakers, photographers and conservationists of tomorrow – and inspiring positive action to protect our natural world today.

AUDIENCE DEVELOPMENT

At its heart, Wildscreen's audience development work is about changing people's perception of the value of our natural world and how our actions can directly influence the world we live in.

Wildscreen is dedicated to understanding what our audiences want and building ongoing and lasting relationships with them. By understanding their needs, we are able to tailor communications to ensure high engagement and positive action towards the protection of our planet.

THE CONSERVATION CONVERSATION

We are transforming the way we reach a wider audience across all our initiatives, ensuring the activities, projects, content and resources we produce and develop are tailored around connecting people with nature.

Key to our success is the ability to provide our audiences with the tools needed to influence others by telling their own stories, sharing their own experiences and having their own conservation conversations.

“I am quite sure that through its series of Festivals and the ARKive project, Wildscreen has been responsible for making more people aware of the natural world.”

H.R.H. THE DUKE OF EDINBURGH

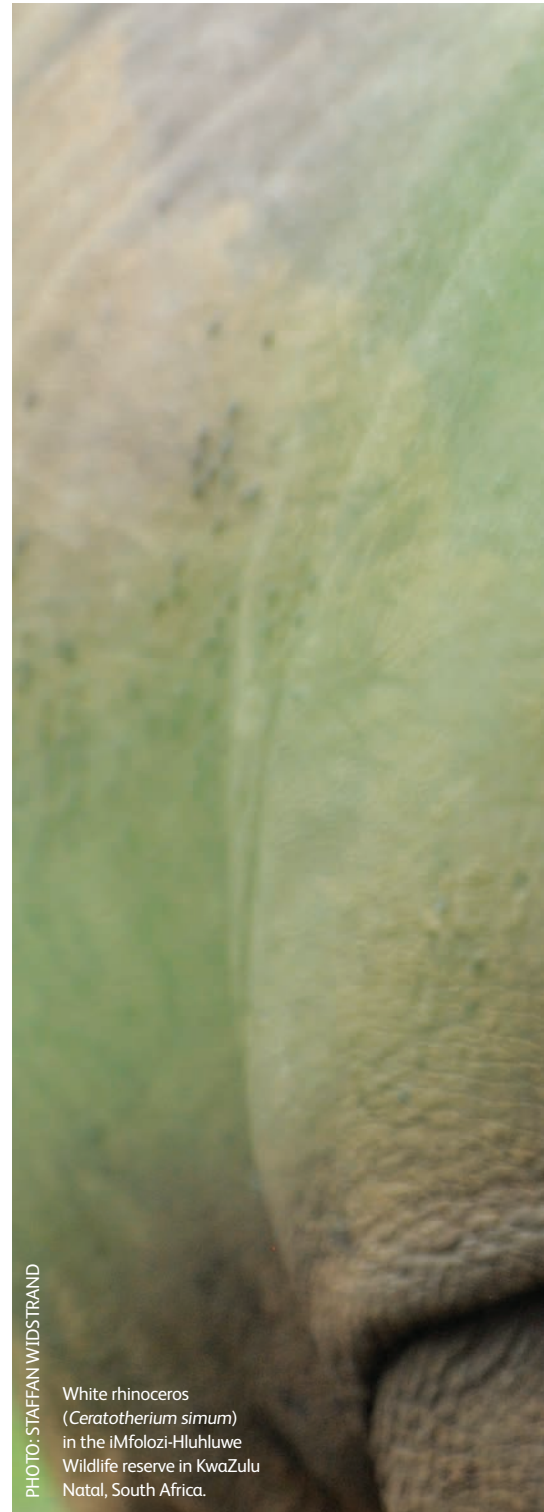


PHOTO: STAFFAN WIDSTRAND

White rhinoceros
(*Ceratotherium simum*)
in the iMfolozi-Hluhluwe
Wildlife reserve in KwaZulu
Natal, South Africa.



**A world worth
looking at, a world
worth saving.**

AUDIENCES: ARKive

ARKive attracts visitors from across the world, from school children to leading scientists, media professionals to on-the-ground conservationists – and everyone in between.

By shining a spotlight on the many thousands of species threatened with extinction, ARKive raises their profile and encourages everyone to take action to protect our natural world.

Inspiring a global community is a challenge and one that we approach by audience, by market and by channel. Our focus for 2012 was to grow reach and engagement through in-depth content

and stories, internationally recognised educational resources, sophisticated search engine optimisation and engaging social interaction.

HIGHLIGHTS

- More than 7,500 filmmakers and photographers contribute media to ARKive.
- 20 new education resources developed.
- 165,000 downloads of formal education resources.
- 84% increase in Facebook fans with most popular post reaching over 64,000 views.
- More than 30,000 regular email newsletter subscribers.
- New habitat and issue-led pages developed to engage audiences with their native biodiversity, encouraging an active role in halting habitat decline.
- An additional 400 of the world's threatened plant species profiled in collaboration with Royal Botanic Gardens, Kew, enabling greater public access to this rare imagery.

“If we can get together, if we can bring resources together, if we can bring people together around a common goal, we can really start to move ahead with saving endangered species”

DR JANE GOODALL, BRITISH PRIMATOLOGIST

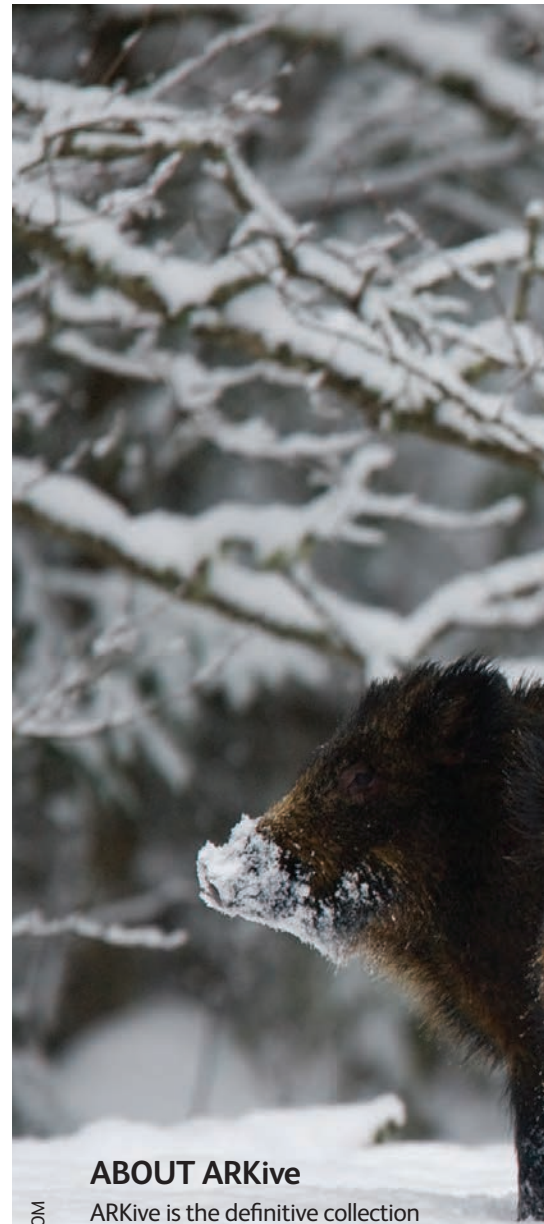


PHOTO: SVEN ZACEK / NATUREPL.COM

ABOUT ARKive

ARKive is the definitive collection of films, photographs and fact files on the world's threatened species – a unique resource for conservation, education and public awareness programmes.

     
www.arkive.org

12.4 million

visits to ARKive

4,623,812

social reach

37,352

students at events &
STEM sessions



Wild boar (*Sus scrofa*) herd
with snow covered noses
from feeding. Alam-Pedja
Nature reserve, Estonia

AUDIENCES: WILDSCREEN FESTIVAL

6 days, 112 events, 857 delegates, 41 countries – 2012 was an incredible year for the Wildscreen Festival. We saw our biggest attendance in more than 10 years, including wildlife and environmental filmmakers, media industry heavyweights plus a public audience in the thousands.

Bristol has long been known as the centre for wildlife filmmaking, and the Festival attracts a broad international audience.


This year, our focus was to widen our engagement – bringing together the wildlife filmmaking industry to celebrate both the art and business of wildlife documentary making, and launching

a public fringe festival to create connections between filmmakers and their audiences.

Our aim is to grow opportunities for emerging talent, broaden the training opportunities for the industry and increase public attendance with our expanded film programme.

HIGHLIGHTS

- Exclusive first-look at Discovery's breathtaking North America series impressed audiences.
- Day tickets introduced to encourage local freelance attendance.
- BBC Earth's *You're Having a Giraffe* wildlife quiz was the most entertaining night of the week.
- New 3D category in the Panda Awards proved popular.
- Sir Ranulph Fiennes engaged and amused with his incredibly honest photographic autobiography.
- New Fringe Festival launched for general public including an urban pop-up safari around Bristol and UK exclusive of BBC's *Frozen Planet* augmented reality installation at Bristol City Museum.
- Glittering Panda Awards ceremony sponsored by National Geographic, attended by 600 leading industry players including Sir David Attenborough.
- New Masterclass series launched for emerging talent.
- In conversation with Dr. Jane Goodall was so popular it was live streamed into an additional theatre.

 **@WildscreenFest** A wonderful evening spent amongst the giants of the wildlife film and TV world including Sir David Attenborough. #inawe

DEBORAH MEADEN – BUSINESS WOMAN AND DRAGON'S DEN INVESTOR

ABOUT WILDSCREEN FESTIVAL

The Wildscreen Festival is internationally acknowledged as the most prestigious and influential event in the wildlife and environmental film industry. The Festival encourages responsibility and debate in filmmaking, inspires the next generation of talent, and celebrates innovation and excellence.



www.wildscreenfestival.org



Leaf cutter ants (*Atta cephalotes*) carrying sections of leaves, to be used for cultivating nutritious fungi. Santa Rita, Costa Rica

58% increase
in delegate attendance

20 million
broadcast reach from
71 counts of coverage

5,000
public attendees

34,000
YouTube views

416,615
social reach



PHOTO: BENCE MÁTÉ / NATUREPL.COM

AUDIENCES: WILDPHOTOS & WILDFILMHISTORY

WildPhotos brings together a unique and international community of professional and amateur photographers, wildlife fans, conservationists and media students from across the globe.

Tickets for this year's WildPhotos flew out the door, selling out weeks in advance and breaking previous sales records. Audiences from across the globe were treated to talks from an international line-up of wildlife and environmental speakers, enabling them to delve into the world of conservation photography and its importance as a communication tool for the natural world.

WildPhotos continues to be an incredibly important date in the diary for the photographers and delegates and we are anticipating the next few years to be our busiest yet. Our goal is to expand the programme with more workshops and parallel sessions, so we can grow audience attendance and provide more opportunities to discuss the conservation issues affecting our planet today.


HIGHLIGHTS

■ Keynote speaker and National Geographic photographer Brian Skerry received a standing ovation for his *Creativity, Communication and Conservation* session.

■ Wildlife Photographer of the Year winners told the stories behind their winning images.

■ Nature photographer, Peter Cairns showcased 2020VISION – a nature photography and multimedia project aiming to communicate the link between habitat restoration and our own wellbeing.

■ Photojournalist Britta Jaschinski's powerful *Undercover in Black & White* session – a showcase of China's captive performing animals and the bile bears – struck a chord with attendees.

 **Big thanks to the amazing audience at #wildphotos this weekend. Really enjoyed speaking there and seeing some great photographs @wild_photos**

NICK COBBING, PHOTOGRAPHER AND
WILDPHOTOS 2012 SPEAKER

ABOUT WILDPHOTOS

WildPhotos is a spectacular two-day event packed with industry expertise, a chance to hear the stories behind the most spectacular images, the opportunity to join the debate on the hottest topical conservation issues, and learn about the latest technologies.



www.wildphotos.org.uk



PHOTO: BENICE MATE / NATUREPL.COM

Two newly fledged burrowing owl chicks (*Athene cucularia*), one being groomed by its mother (far left). Pantanal, Brazil. WINNER: Eric Hosking Award – Wildlife Photographer of the Year 2010

450
delegates from 17
countries

67,789
social reach

17 million
international
broadcast reach



ABOUT WILDFILMHISTORY

From the early days of clockwork cameras to the latest in HD technologies, WildFilmHistory is a fascinating online guide to the pioneering people and landmark productions behind more than 100 years of wildlife filmmaking.

WildFilmHistory unlocks wildlife film heritage for everyone. By uncovering ground-breaking films, behind-the-scenes photographs, oral histories and essential production information, WildFilmHistory is used as an important resource tool.

www.wildfilmhistory.org

1,052
film clips

247
biographies

59
oral histories

“WildFilmHistory is a remarkable tool which is preserving the rich natural history and culture. Thanks to people like you, we commoners are able to peek behind the screen & visualise this esoteric industry.”

DR. BHUPINDER SINGH, BRITISH ARCTIC SURVEY

AWARDS

Social Brands 100 Awards:

ARKive, #6 out of 100

Social Brands 100: the leading ranking of social media performance identifying and acknowledging brands leading the way in social engagement.

Parents' Choice Foundation 2012 Awards

Recommended website: ARKive

Parents' Choice Foundation 2012 Awards

Approved mobile application: Survival

American Association of School Librarians (AASL)

Top 25 websites for teaching & learning: ARKive.org

Web Marketing Association's Mobile Web Awards

Best Education Mobile Application: Survival

Web Marketing Association's Mobile Web Awards

Best Environmental Mobile Application: Survival



PHOTO: PAUL HARCOURT DAVIES

Fly Agaric (*Amanita muscaria*) in a birch wood growing at the edges of an ancient caldera with hot springs west of Lago di Bracciano, the first crate lake north of Rome



Wildscreen's digital media content is constantly developing to reflect innovations in technology and the way our audiences engage with our initiatives.

In 2012, we transformed our technical development, focusing on speed and quality, ensuring a rich online experience for ease of access and discovery across all our platforms.

ARKive saw success acquiring new traffic via social and progressive Search Engine Optimisation (SEO) techniques – a massive 57% increase in search traffic from the previous year.

Wildscreen Festival launched a fully digitised online library (Videotheque) of all films entered into the Panda Awards, giving delegates the

opportunity to view the films on any device, at any time, in any place.

2012 has also been an outstanding year for Wildscreen's social media, placing #6 in Social Brands 100 behind heavyweight brands Innocent and Starbucks.

Taking advantage of the unparalleled opportunity for reach and impact afforded by digital, we are forging new collaborations, significantly increasing the digital engagement of our audiences and strengthening awareness of the natural world.

HIGHLIGHTS

- Improved API showcases ARKive content to as wide an audience as possible through third-party platforms.
- ARKive layer on Google Earth continues to be accessed by thousands from all around the world.
- Wildscreen Festival Videotheque viewed more than 8,500 times.
- QR code pilot programmes with Field Museum, Chicago and City Museum, Bristol launched to test ARKive mobile development.
- Thousands of visitors to Lincoln Park Zoo access ARKive images through linking programme, continuing their conservation learning journey.

12.4 million
views of ARKive

8,500
views of Wildscreen
Festival's Videotheque

38,197
downloads of Survival app



ARKive's first app,
Survival



Striking new design of
ARKive's website



Wildscreen Festival
Videotheque

ARKive www.arkive.org www.arkive is an initiative of the charity WILDScreen



Scan this code
Learn more about the tiger with cool videos, amazing photos and fascinating facts on ARKive.
Download a free QR scanner from your phone's App Store.



ARKive QR code
pilot programme



ARKive's Osprey video
hits 14.3 million views

LEARNING

Wildscreen offers extraordinary resources for life-long learning about nature, whether at home, in the community or in the workplace. From the creation of ARKive's award-winning educational resources and STEM outreach programme, to the Wildscreen Festival's in-depth masterclasses and workshops, we are inspiring all ages and backgrounds to discover the wonders of the natural world.

ARKive EDUCATION

ARKive brings the natural world into classrooms worldwide, enabling and inspiring the conservationists and environmental stewards of tomorrow.

Developed by the ARKive team and tested on the ground with students and educators through our Science, Technology, Engineering and Mathematics (STEM) Ambassador programme, our collection of free

teaching resources for 5-18 year olds have the world's best wildlife imagery at their core. From modules exploring human impacts on the environment to focusing on key scientific concepts and processes, teachers can create exciting learning journeys for all ages.

Used by educators around the world to teach a wide range of curriculum subjects, our resources provide key tools needed to develop a passion for nature.

2,300 students
involved in STEM sessions

4.5 million
students reached



HIGHLIGHTS

- Over 78 school sessions led by ARKive's STEM ambassadors reaching more than 2,300 students.
- 20 new education resources developed, totalling 40 educational resources freely available online.
- New content partnerships with TES (UK, US and India), Promethean Planet, Education Australia, Curriki and Scholastic Teacher Share.
- Attended educational and science events in UK and US such as Big Bang Fair and National Science Teachers Association.
- New territories such as India and Australia account for nearly 1/3 of all resource downloads

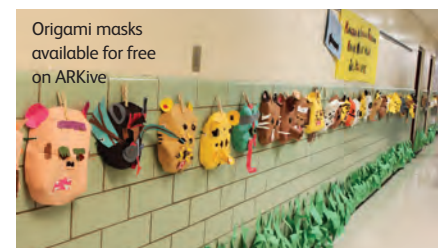
LEARNING THROUGH PLAY

Our ever-growing collection of science-themed games and quizzes, e-cards, and downloadable origami, masks and outdoor activities are popular ways of engaging a younger audience, families and communities to get involved with nature through light touch activities.

LEARNING IN THE COMMUNITY

The ARKive School Museum programme was developed to encourage students to explore nature and empower them to share their knowledge and passion with the local school community through the creation of fun, interactive exhibits.

18,571
downloads of animal
origami & species masks





Students in the USA using the School Museum resource



Exploring human impacts on the environment with this resource



Teaching resource turns students into endangered species experts

LEARNING

Wildscreen Festival is well known for its hands-on, in-depth workshops that run throughout the week of the event, focusing on the skills and craft in filmmaking. This year, attendance hit an all-time high with many of the sessions selling out.

WORKSHOPS & MASTERCLASSES

Workshops such as the popular Underwater Filming sessions, DSLR Shooting Tips & Tricks, Research, Outside Broadcast and Storytelling were quick to sell out and provided attendees with invaluable expertise from the best in the business.

In 2012, a new daily Masterclass strand was introduced focusing on the crafts within the filmmaking industry and featuring inspirational sessions led by some industry greats:

Harry Marshall (Icon Films), Andy Netley (BAFTA award-winning Editor), Sophie Darlington (Cinematographer) and Gabriel Currington (Film Composer).

The focus for the future is to develop the Masterclass strand into an affordable, bite size training series which runs continuously throughout the year – opening up filmmaking learning and craft development opportunities for emerging talent.





Lights, Camera,
Action workshop at
Wildscreen Festival



Wildscreen Festival
workshop:
Underwater Filming

PUBLIC ENGAGEMENT

Wildscreen's public & community engagement activities are all linked to raising awareness around the environmental issues affecting our natural world – and the actions we can take to make a difference.

From sharing stories online to international outreach programmes, creating opportunities on the ground that engage local communities to a film programme that showcases the best new wildlife documentaries from across the globe, we want to take our audiences on incredible journeys that inspire positive changes for nature.

Our collaborations with local, national and global organisations such as Google, IUCN, and WWF enable a greater reach and deeper engagement in making a difference to our environment.

60
free UK film screenings

4,000
UK public attended film screenings

8.5 million
social reach

5,000
international Festival outreach attendees

HIGHLIGHTS

■ Free film screenings

More than 4,000 members of the public attended our free film screenings during the two week Festival period, offering a deeper insight into the work being produced by both established and new producers in the environmental and wildlife film and TV world.

■ Fringe events

Activities such as the BBC Frozen Planet augmented reality exhibition, a pop-up moving image safari at dusk and two high-profile evening events were opened up to the general public free of charge during the 2012 Wildscreen Festival.

■ International outreach

Through our touring programme of award-winning film screenings and masterclasses, we take filmmakers and their films into countries where pressure on the environment is most critical. The 2012 programme was taken to Taiwan and toured throughout the country with the aim of training local filmmakers and inspiring local audiences.

■ Local events & activities

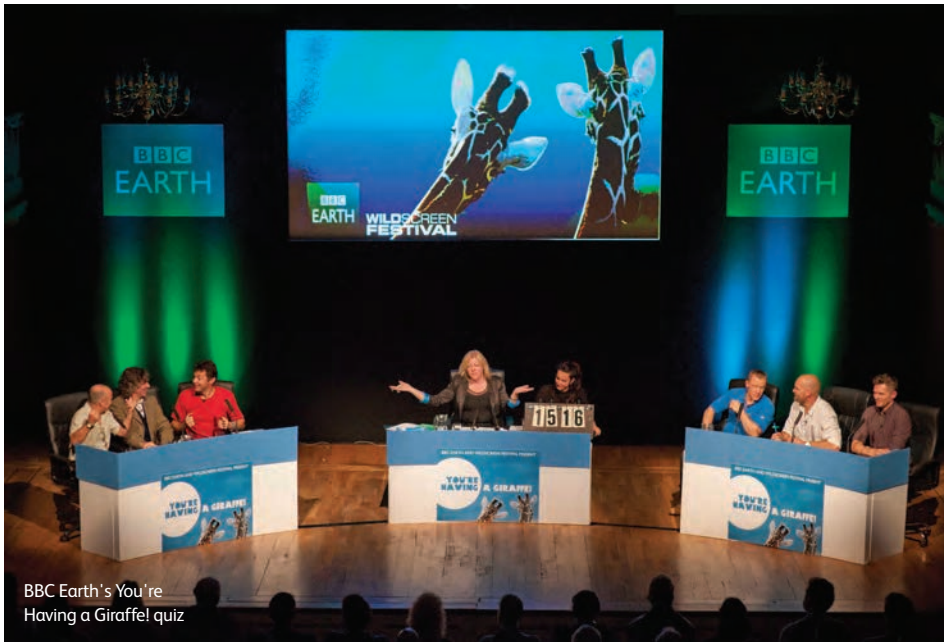
Events such as BioBlitz and the Bristol Festival of Nature in the UK and Endangered Species Day at the US Botanic Garden in Washington, USA opens up new opportunities to get involved with grass roots environmental activities to encourage communities to discover the diversity of wildlife living on their doorstep and experience all that nature has to offer.

INVERTEBRATES COMPETITION

ARKive coordinated a photography competition to unlock imagery of the world's invertebrates as part of a collaborative project with Zoological Society of London and the IUCN SSC. The aim of the campaign was to help the plight of the world's invertebrates with the resulting report on status and trends launched at the World Conservation Congress in Jeju, Korea.

Winner: Marco Bertolini
Six-spot burnet moths (*Zygaena carniolica*) gathered on grass seed heads

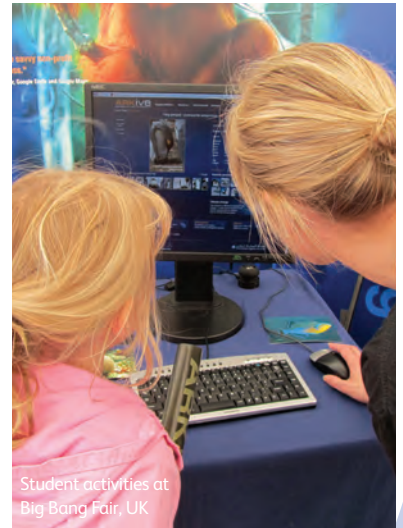




BBC Earth's You're Having a Giraffe! quiz



Pop-up urban safari at dusk in Bristol during Wildscreen Festival



Student activities at Big Bang Fair, UK



Discovery's breathtaking North America series at Colston Hall



BBC's Planet Earth augmented reality installation at City Museum, Bristol



International outreach programme at WildView Taiwan

LOOKING FORWARD

We are approaching a crucial point in the history of the planet; how we rise to this challenge will dictate the future of life on Earth.

Like myriad pieces in a vast natural jigsaw puzzle, plants and animals represent the vital components of a wider ecosystem. The loss of any species, no matter how large or small, upsets this natural balance.

Habitat loss, over-exploitation, and the looming threat of climate change are combining to destabilise and overwhelm our precious and irreplaceable natural world. We are in danger of undermining the world's ecosystems to the point where they can no longer provide the goods and services we take for granted.

Wildscreen is uniquely positioned to help focus worldwide attention on this environmental crisis. Wildlife films and photographs are powerful tools in the fight to combat biodiversity loss, capable of astounding audiences worldwide and offering powerful insight into a world from which many of us are increasingly divorced.

2012 has been a successful year for Wildscreen, putting the organisation in good shape to deliver on future challenges. The economic climate is extremely tough, and forecasts suggest

it will continue to be so. Hence, we will manage our outgoings tightly, prioritising and maximising our return on investment, whilst working hard to grow our income.

We plan for the next few years to be our busiest and most ambitious yet: focusing on developing our audiences, increasing our influence on the professional wildlife media industry, nurturing new talent, increasing our global reach, and developing new and creative ways to engage audiences around the world with the splendour and sheer diversity of life on Earth.

We look forward to working with partners in filmmaking, photography, conservation, education, technology and business, to ensure that together we continue to expose worldwide audiences to the most powerful and emotive natural history and environmental media, inspiring people around the world to discover, value and protect our precious natural world.

Because it really is...

...a world worth looking at, a world worth saving.

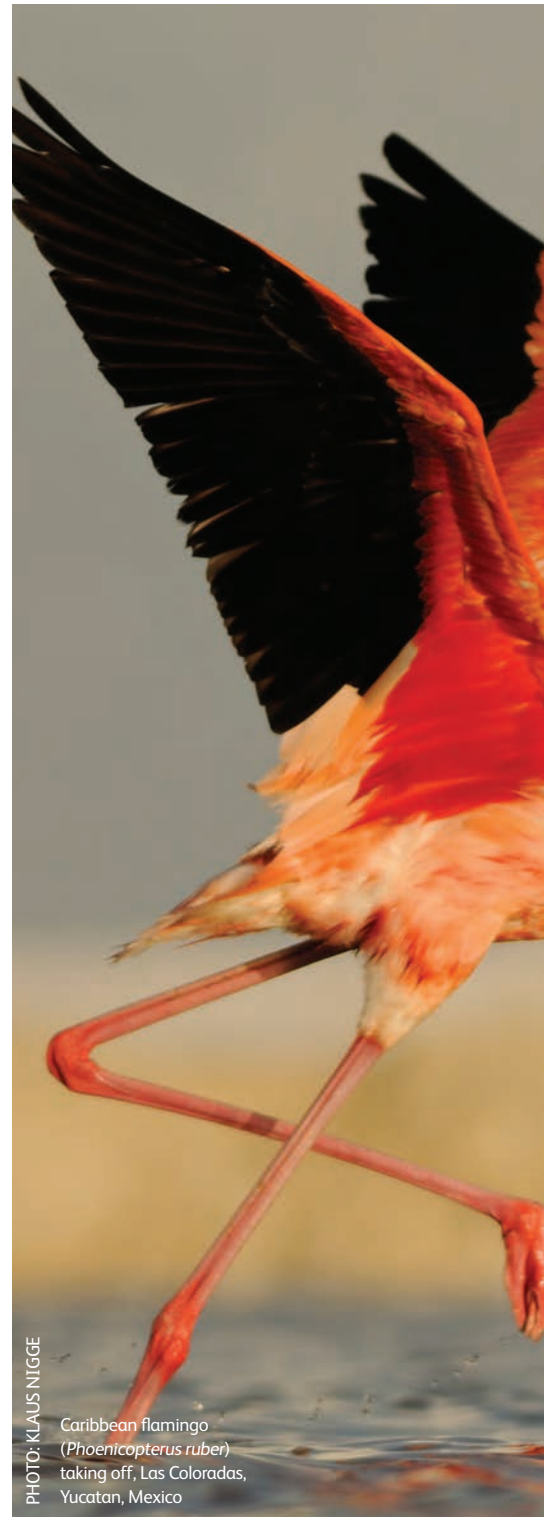


PHOTO: KLAUS NIGGE

Caribbean flamingo
(*Phoenicopterus ruber*)
taking off, Las Coloradas,
Yucatan, Mexico



**A world worth
looking at, a world
worth saving.**

PATRONS & BOARD

We are honoured to have some of the world's greatest environmental icons as our patrons.



**H.R.H. THE DUKE OF
EDINBURGH**

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



SIR DAVID ATTENBOROUGH
Naturalist and Broadcaster

"Wildscreen has become a crucial force in bringing about changes of attitude that will have to happen if humanity is not to totally devastate the planet."



DR SYLVIA EARLE
Oceanographer

"We have a chance now, as never before, and perhaps as never again, to provide security for wildlife on the land and in the sea, and in so doing, security for ourselves."



DR GEORGE MCGAVIN
Oxford University

"If you don't inspire audiences, if you don't grab their interest by being entertaining, they will learn absolutely zip. And Wildscreen does just that – capturing the imagination of a huge variety of visitors."



PROFESSOR E.O. WILSON
Harvard University

"Wildscreen has gained international recognition and support, as both a supporter of the wildlife filmmaking industry and for its repository of images of Earth's endangered species."

**"Wildscreen is
one of the
most nimble,
fast-moving,
effective
non-profits I've
worked with."**

JOHN HANKE
VP PRODUCT MANAGEMENT,
GOOGLE

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Harriet Nimmo

Conservation Communications
Consultant

Larry O'Reilly

President, O'Reilly and
Associates Museum Planning

In July 2012, Wildscreen was saddened to learn of the death of Kenn Lamb, CEO of Cyan. Kenn had been a member of Wildscreen's Board of Trustees since 2005 and will be greatly missed.

OUR SUPPORTERS

Wildscreen is only able to maintain the quality and breadth of our work with the generous support of others. Our most significant sources of income are sponsorship, grants and donations, along with Festival and event ticket sales.

We would like to sincerely thank everyone who has supported and donated to Wildscreen this year, including those donors who wish to remain anonymous.

WILDSCREEN PRINCIPAL SUPPORTER



ARKive SUPPORTERS

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Bank of America Merrill Lynch
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WILDSCREEN SUPPORTERS

Nature Picture Library
University of the West of England
WWF-UK

*Wildscreen USA, a 501(c)(3) nonprofit organization, is proudly spearheading the ARKive project in the US.



Gentoo penguin (*Pygoscelis papua*) in an Antarctic Peninsula snowstorm, Neko Harbour, Antarctica

WILDSCREEN FESTIVAL

Principal

BBC Earth
Discovery

Major

Animal Planet
Big Bang Post Production
Bristol City Council
Disneynature
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WWF-UK

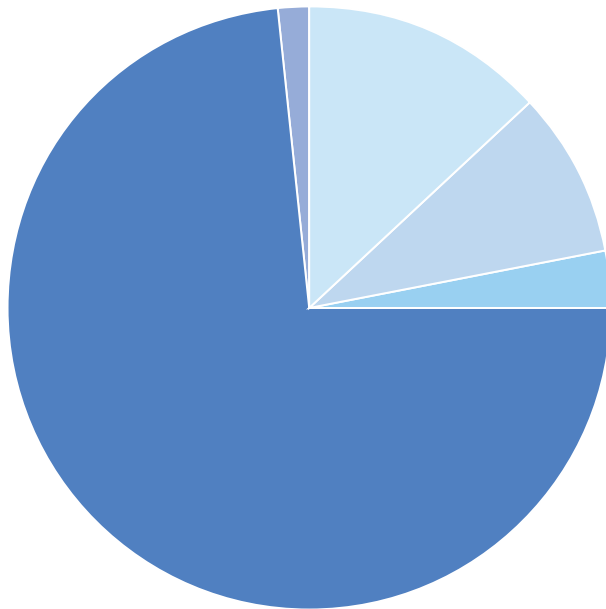
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FUNDING & FINANCIALS

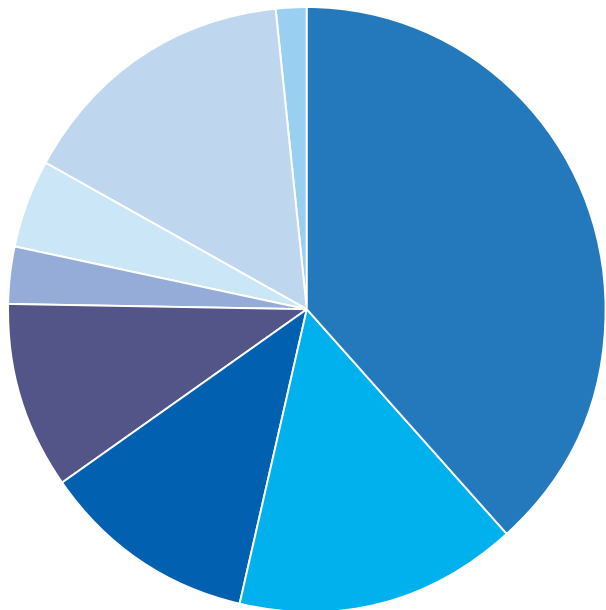
WILDSCREEN UK INCOME AND EXPENDITURE: 01 APRIL 2011 TO 31 MARCH 2012

UK-Registered Charity No. 299450



- Grants
- Donations
- Events
- In Kind Donations
- Consultancy/Interest

TOTAL UK INCOME FOR YEAR £1,427,135



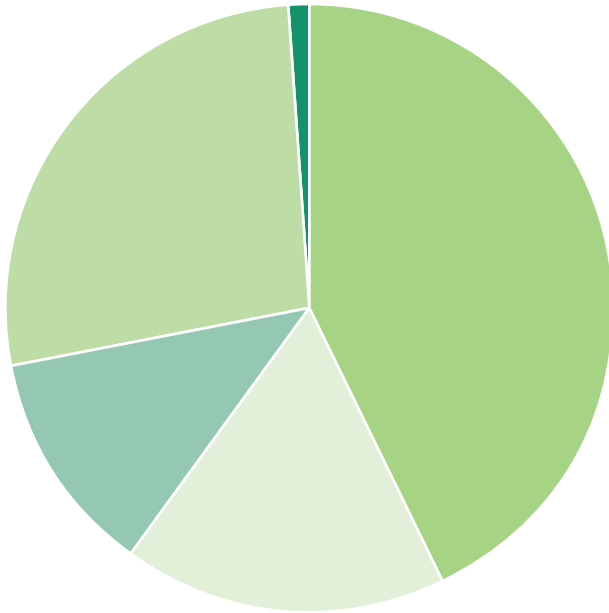
- Content
- Technical
- Events
- Education, Promotion & Outreach
- Fundraising
- Management & Admin
- In Kind
- Other

TOTAL UK EXPENDITURE FOR YEAR £1,599,071

The financials listed on this page are for the audited UK financial year April 2011 – March 2012. Forecasted income and expenditure for the year 2012-2013, including the 2012 Wildscreen Festival and WildPhotos events, are available on request.

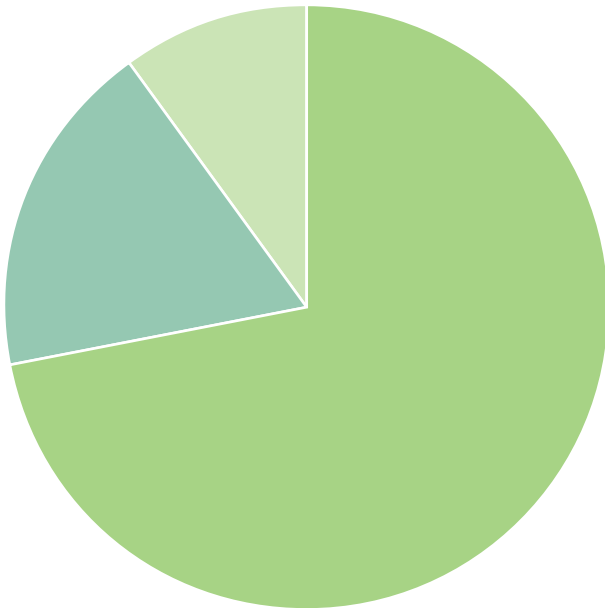
WILDSCREEN USA INCOME AND EXPENDITURE: 01 JANUARY 2012 TO 31 DECEMBER 2012

501(c)(3) Non-profit Organization



- Foundation Grants
- Non-profit Organization Grants
- Individuals
- Special Events
- Other

TOTAL US INCOME FOR YEAR \$300,758.50



- Programmatic Activities } Education, Outreach, Content
- Administration
- Fundraising

TOTAL US EXPENDITURE FOR YEAR \$366,622.20

Thank You

Wildscreen's work is only possible with the generous support and collaboration of our many contributors, sponsors and partners from around the world. We'd like to take this opportunity to thank you all.

For more information on how to support the work of Wildscreen, please visit www.wildscreen.org/support-us

Young female Bonobo
(*Pan paniscus*) in
Lui Kotale, in the
Salonga National Park.



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w: www.wildscreen.org

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Wildscreen USA is a 501(c)(3)
nonprofit organization

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using vegetable inks.

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PHOTO: ANDY ROUSE / NATUREPL.COM

Polar Bear (*Ursus
maritimus*) portrait in
sea-ice landscape. Wide
angle / fish-eye shot.
Svalbard, Norway

