

The End of the Line

The End of the Line is the world's first major feature documentary about the devastating impact over-fishing has had and is having on our oceans. The film provides a dramatic exposé of those in the fishing industry and politicians who are failing to protect the world's fish stocks.

Scientists predict that if we continue fishing as we are now, we will see the end of most seafood by 2048. *The End of the Line* chronicles how demand for cod off the coast of Newfoundland in the early 1990s led to the decimation of the most abundant cod population in the world, how hi-tech fishing vessels leave no escape routes for fish populations and how farmed fish as a solution is a myth.

However, the film makes clear recommendations for solving this crisis, with specific steps consumers, corporations and governments can take, allowing audiences to spread the word about how to save our oceans.

The End of the Line brought together an impressive range of partners including NGOs, top chefs and a leading supermarket to raise awareness over the problem of over-fishing. By utilizing the power of social media, publicity and good old-fashioned lobbying this film not only created public awareness but changed corporate policy and gained wide ranging political support.

Budget

Production Budget: £1,000,000

What the Critics Said...

"*The End of the Line* is an apocalyptic documentary that is as beautiful as it is damning."

LA Times

"Next time someone tells you there are plenty more fish in the sea, refer them to this alarming documentary. Because there aren't."

The Guardian

"A powerful and troubling indictment of global fishing policies."

The Daily Telegraph

IMDB

7.1/10 (355votes)

User Reviews Average

Rotten Tomatoes

78% Critic Aggregate

Average 6.6/10

46 Reviews

AWARDS

Reel Earth Film Festival
Global Award for Best Environmental
sustainability film

13th CinemAmbiente International
Environmental Film Festival. Special Mention
given by the Green Cross Jury

The International Wildlife Film Festival
Marine Conservation Award

Wildscreen Festival
Theatrical Award

Blue Ocean Film Festival
Ocean issues & conservation Award

WHO SAW IT?

Cinema: Released in **7** countries including US, UK,
Australia and South Africa

Broadcast: shown on TV in **14** countries

Estimated
global audience: global audience unknown but approximately
1.2million in the UK alone

Festivals: **69** Internationally including Sundance, HotDocs
and Copenhagen

Online Trailer
Views (YouTube): **336,014**

Facebook: **21,932**

Twitter: **4,788**

Website: **437,548** unique site visits

THE CAMPAIGN

The film aimed to capture the attention of the public, restaurants, corporations and politicians in order to change attitudes, challenge buying policies and to lobby for changes in international policy.

Rather than being against fishing or the eating of fish the film proposes a responsible attitude towards the ocean.

Campaign Aims

1. Consumer and Corporate Change:
Corporate change is driven by consumer demand. The campaign aimed to change consumer habits in order to create change at supermarkets and restaurants

2. Political Lobbying:
The campaign asked its viewers to lobby their MPs on fishing policy. The campaign also lobbied governments directly to change international policy on fishing quotas and calls for a ban on the fishing of Blue Fin tuna.

3. Increase Marine Reserves
Create a global network of marine reserves in order to protect the world's oceans

How the Campaign Worked

The strength of the message of the film combined with strategic partnerships and screenings, press attention and political engagement ensured that the campaign created tangible impact.

The film release, publicity and public awareness

Rather than releasing the film over a two-week release period, *The End of the Line* used a strategic approach for the cinematic release in the UK, choosing World Oceans Day (8th June 2009) for a one night only release in 36 cinemas nationwide.

The film attracted a range of celebrity endorsements (including Prince Charles, Greta Scacchi and Stephen Fry). These were invaluable in terms of generating publicity for the film. The endorsements were instrumental in garnering huge amounts of press interest, enabling political access as well as expanding the coverage of the film from the broadsheet to the tabloid newspapers, which also ensured a wider demographic would be reached.

The film secured a deal with The Sunday Times to offer readers a free DVD of the film to collect at Waitrose Stores. In April 2010 70,000 DVDs were given away with the newspaper, creating a whole new audience for the film.

Campaign Impact and Achievements

This film changed corporate policy, gained political backing and created public awareness. However, the team deem that their biggest success to date is through the charity they set up, The Blue Marine Foundation.

Corporate Change

The publicity surrounding the film placed the issue of over-fishing firmly on the agenda. Consumers were being made aware of the problems and this new awareness provided a platform for NGOs, such as Greenpeace and WWF, to gain greater traction on the issue.

Thanks to the attention the film attracted, over-fishing became an issue that companies buying fish could no longer ignore, which caused a domino-style effect with many restaurants and food companies changing their policies surrounding fish procurement:

- In June 2009 Pret A Manager changes its fish sourcing policies after being shown the film
- In July 2009 Virgin Atlantic introduced a policy to buy only sustainable fish.
- In June 2009 Marks and Spencer (high end UK food store) announced all their canned tuna would be pole-and-line caught, after being shown the film by Greenpeace.
- In September 2009 WWF Hong Kong showed the film to executives from 39 companies. As a result WWF now works with supplier Pacific Rich Resources to increase sustainable seafood supplies

- in Hong Kong.
- Fish2Fork - a website that rates restaurants according to their sustainability - was set up in October 2009 as a result of the film. It has seen 65 restaurants change their policy to buy sustainable fish.
- In March 2010 Whiskas and Sheba pet foods became the first to sell products using Marine Stewardship Council-certified fish.

Political Engagement

The press and public awareness generated by the film caught the attention of politicians:

- September 2009 *The End of the Line* was screened at 10 Downing Street hosted by the then Prime Minister's wife Sarah Brown. After the screening, the decision was taken to offer only sustainable fish in the No 10 café and all caterers used for No 10 receptions switched to sustainably sourced fish.
- In the UK in 2009 David Drew MP put down an early day motion congratulating the film, which was signed by 30 MPs.
- November 2009 the film was shown in Brazil at the ICCAT (International Commission for the Conservation of Atlantic Tunas).
- February 2010 *The End of the Line* was screened at the UN in New York.
- The film was screened in Parliament in New Zealand, Australia, and Ireland.

The Blue Marine Foundation

The success of the film in the UK inspired members of the production team to launch a new charity: The Blue Marine Foundation. Using the film as its key communication tool, the Foundation aims to create a global network of marine reserves.

A single screening of *The End of the Line* secured the funding necessary (\$5 million or £3.5 million) to enable the creation of the largest no-take marine reserve in the world, in the Chagos Islands. The Chagos reserve covers an area twice the size of Britain.

In this one historic deal the film doubled the surface of the world fully protected from fishing. Many of the world's largest NGOs (Pew, ZSL, RSPB) had spent a decade campaigning

for Chagos, The End of the Line unlocked the funding to actually create it.

It is the Blue Marine Foundation's intention to continue this work and use *The End of the Line* as a campaigning tool. The Foundation secured a total of £6m in less than 6 months. Their future ambitions include marine reserves in the UK, the Maldives and in other places around the world and they are aiming to help protect 10% of the world's oceans in 10 years.

The clear link from the film, to Blue Marine Foundation, to Chagos, means the film has already had an unprecedented, enormous impact on the real world.

Campaign Nuts & Bolts

Campaign Budget

£86,000 - Ted Waitt
 £65,000 - Beaumont Trust/Marviva Foundation (Marviva is a marine conservation NGO)
 £57,000 - Waterloo Foundation
 £50,000 - Clore Foundation
 £20,433 - Prince Albert Foundation
 £15,574 - Fledgling Fund
 £7,000 - Marine Conservation Society/2xPrivate Funders
 £3,000 - Channel 4 BRITDOC Foundation

Total: £222, 607

Length of Campaign

July 2008 to present (ongoing)

The campaign began during the production of the film with a summit meeting between key organisations in July 2008. Amongst those attending were representatives of WWF, the MCS (Marine Conservation Society), Greenpeace, Oceana and Marviva. This was the first time that all these groups had gathered together to discuss fishing policy

The campaign continues through the work of The Blue Marine Foundation, which was set up by the producers of the film, to lobby for marine reserves.

Official Campaign Partners

The film had 24 official partners including corporations – such as leading UK supermarket Waitrose – and global NGOs including WWF, Greenpeace and the Marine Conservation Society (MCS).

CONCLUSION

From celebrities to government ministers, consumers to the corporations who supply them, *The End of the Line* is an exemplary model of the way in which one social issue documentary can not only inform but also affect real-world change.

Through social media, press coverage and political lobbying this film created public awareness far beyond its original audience. A YouGov survey commissioned prior to the film's television broadcast in the UK revealed that 8% of the British population were aware of the film, meaning that for every one person who had watched the film 510 had heard about it.

The film's campaign achievements are both impressive and far-reaching. As a direct result of the film, companies as diverse as Pret a Manger, Whiskas and Findus changed their fish buying policies.

However, their biggest achievement to date has been success of The Blue Marine Foundation (set up to continue the campaign work of the film) which, following a screening of the film, secured £3.5 million in funding from the Bertarelli Foundation to cover the policing of the new Marine Protected Area in the British Indian Ocean Territory.



Director of The End of the Line, Rupert Murray

Rupert Murray directed and edited *Unknown White Male*, which was shortlisted for the Oscars and nominated for awards at the Directors Guild of America Awards, the Grierson Awards and the British Independent Film Awards. The film tells the story of a man's struggle in coming to terms with amnesia. It premiered at the Sundance Film Festival and aired on Channel 4 and Court TV.

In June 2009 *The End of the Line* was first released in cinemas. The film won a One World Media Award and was nominated for a Grierson Award. Also in 2009, Murray directed a feature length documentary called *Olly and Suzi: Two of a Mind*, a film about two artists who paint dangerous predators in the wild. His latest film, *Meet the Climate Sceptics*, was broadcast in early 2011.