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.

WHAT THE CRITICS SAID

“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
WHO SAW IT

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.

69 Festivals
Internationally including Sundance, HotDocs and Copenhagen

1.2M Estimated Global Audience
Approximately 1.2 million in the UK alone

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

14 Broadcast
Shown in on TV in 14 countries

336K Online Trailer
336,014 YouTube views

26K Social Networking Sites
21,932 Facebook Likes
4,788 Twitter followers
IMDB, 7.1/10 (355 votes), User Reviews: Average Rotten Tomatoes, 78%, Average 6.6/10, 46 Reviews

437K 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 & 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

PRODUCTION BUDGET
£1,000,000

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).
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.

**AWARDS & PRIZES**

**REEL EARTH FILM FESTIVAL** - Global Award for Best Environmental sustainability film

**13TH CINEMANBIENTE 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
TEAM BIOGRAPHY

DIRECTOR

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.