



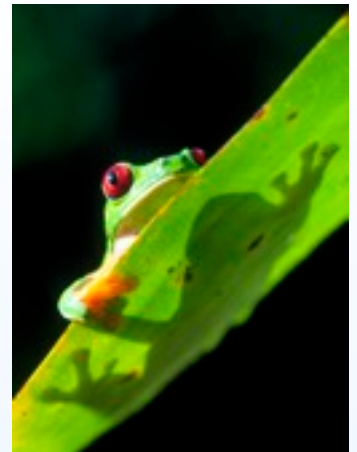
RAPID ASSESSMENT VISUAL EXPEDITIONS (RAVE)

Inspired by Conservation International's RAP Team, a scientific approach in which a group of very specialized scientists travels to previously undocumented areas to develop a thorough baseline inventory of biodiversity, the RAVE aims to be a visual media equivalent of this concept.

RAVE is born as an initiative of the International League of Conservation Photographers (www.ilcp.com). Conceived to address the challenges of modern conservation, RAVE aims to achieve a full visual and media assessment in a short period of time by means of a multi-discipline team that would include several specialized photographers (landscape, wildlife, macro, camera trapping, portraiture), writers and cameramen.



We believe the RAVE can make a difference because many of the most delicate and threatened regions of our planet, and some of the most challenging conservation issues facing our planet, have never been documented in a compelling way that can help inspire conservation actions.



The Image Gap

Conservation efforts today are not hindered by a lack of scientific evidence, but by our inability to "translate" the relevance of that information into messages that make sense to policy-makers and the general public.

RAVE

BACKGROUND

In 1963 photographer Eliot Porter published a landmark book of photography called The Place No One Knew, a visual record of a drowned desert paradise: Glen Canyon on the Colorado River. His pictures came too late, however, to show the public, and Congress, what was at stake in the construction of the Glen Canyon Dam -- and what ultimately was lost.

Making a difference with photography

We know that photography can influence government policy. It can be a key tool in educating decision-makers, and the public on the value of wild land and its biodiversity assets.

However, in many cases, the traditional model of a single photographer, working over long periods of time to document areas of concern, may be too slow to make an immediate difference. We need to show what the stakes are, and in some case, we need to move quickly.



Examples of imagery that has made a difference:

* *ILCP Member Michael K. Nichols coverage for National Geographic of the Central African rainforest played a direct role in creating a vital network of protected areas.*

* *ILCP Member Robert Glenn Ketchum's book on the Tongass National Forest had a direct impact in shifting US forestry practices in SE Alaska*

* *ILCP Member Patricio Robles Gil had a profound effect on protecting the large wilderness deserts of northern Mexico through collaborations with corporations like CEMEX.*

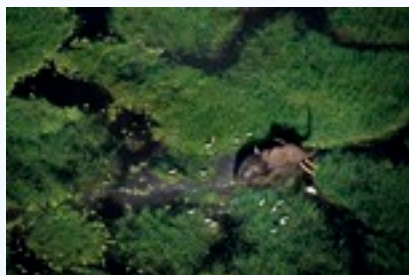
Our proposal

We propose to create small teams of ILCP photographers to be deployed into areas of critical importance to document biodiversity, scenic values, native and local peoples and conservation issues. The RAVE concept could be adapted to projects of varying sizes, from individual protected areas to entire countries, with teams that might range from two to ten or more.

Their mission would be similar to that of the RAP (Rapid Assessment Program) pioneered by Conservation International in the early 1990's, where professional biologists performed biodiversity assessments to inform conservation priorities and affect policy.

In some cases, these teams could work in tandem with scientists, local NGOs and conservation professionals able to provide access and background information to make the process even more effective.

RAVE



Our Mission

Our mission is to further environmental and cultural conservation through photography. We believe that awe-inspiring photography is a powerful force for the environment, especially when paired with the collaboration of committed scientists, politicians, religious leaders and policy makers.

Follow up

The key to the effectiveness of this program would be the rapid dissemination of the images in venues where they will have the greatest impact. Each RAVE assignment should be accompanied by a journalist or other media representative and would be followed up with targeted outreach, including:

- Presentations – illustrated testimony to government entities, where appropriate, as well as public programs.
- Books – produced quickly enough to affect policy, and distributed to decision makers and media outlets
- Media Campaign – magazine articles on the issues to reach the widest possible audience.
- Public Exhibits – indoor and

outdoor exhibits designed to reach large numbers of people.

- Expedition Website – a large interactive website showcasing the results of the RAVE with video, blogs, photographs, description of new species, etc.

SAMPLE TEAMS

Insects/Invertebrates	Piotr Naskrecki	Christian Ziegler	Roy Toft	
Wildlife	Nick Nichols	Kevin Schafer	Pete Oxford	Frans Lanting
Landscapes	Robert Ketchum	Art Wolfe	Jack Dykinga	
Plant Diversity	Joel Sartore	Jim Balog	Christian Ziegler	
People	Annie Belt	Chris Rainier	Phil Borges	Cristina Mittermeier
Editorial	Gary Braasch	Niall Benvie		Michele Westmorland
Underwater	Brian Skerry	David Doubilet		Paul Nicklen

CONSERVATION INTERNATIONAL



SCIENCE AND EXPLORATION

Conservation International's (CI) Rapid Assessment Program (RAP) deploys expert scientists to poorly understood regions in order to quickly assess the biological diversity of an area. RAP results are made available immediately to local and international decision makers to help support conservation action and biodiversity protection.

RAP and RAVE

RAP teams survey terrestrial, freshwater, and marine ecosystems throughout biodiversity hotspots, high-biodiversity wilderness areas, and key marine regions.

Since the first survey in 1990, RAP scientists have discovered hundreds of new plant and animal species, and RAP data have contributed to the creation of several national parks. RAP also trains host-country scientists and NGO staff, building local capacity for biodiversity assessment.

We are certain that by adding high-quality visual element to areas where RAP expeditions take place, we could help raise media attention by several orders of magnitude.

The missing link

The CI RAP team has just returned from an AQUA-RAP to the Bird's Head Seascape, off the coast of PNG and Indonesia, where they discovered a new species of "walking" shark. Most images of that expedition were made by amateur photographers.

CI also did a RAP expedition to the Foja Mountains in Western New Guinea, where scientist Bruce Beehler discovered a trove of new and "missing" species. The only images available were those taken by Dr. Beehler.

The next few months will find RAP expeditions in the Sula Sulawesi Seascape, Madagascar and Indonesia. It would be a wonderful opportunity to conduct RAVE expeditions to document both the new discoveries and the many threats facing these last few untouched places on Earth.

WHAT CI NEEDS

CI excels at using science for conservation but needs to find a way of creating visually-compelling stories that can reach wider audiences. Photography is the perfect vehicle.



RAVE

El Triunfo Biosphere Reserve

Why El Triunfo Biosphere Reserve in Mexico?

1. The El Triunfo Biosphere Reserve in the Sierra Madre of Chiapas protects one of the last great remaining cloud forests in the hemisphere and it is reported to have a greater diversity of tree species than most forests in North and Central America.
2. It is part of the Mesoamerican Hotspot. It contains by itself 24% of the animal species registered for Mexico and it is a key region for migratory birds
3. In the high parts of the mountain range, the dense cloud forests provided shelter to the elusive horned guan (*Oreophasis derbianus*) and one of the last remaining populations of resplendent quetzals (*Pharomachrus mocinno*)
4. El Triunfo is also one of the few spots where traditional organic shade-grown coffee plantations have been sustained thanks to conservation alliances like the one held by Conservation International and Starbucks Coffee™
5. Being one of Mexico's highest precipitation regions, many of the streams that irrigate the coast and heartland of Chiapas are born here. This is a key ecosystem to guarantee the sustainability of the fresh water supply to the region.

The main goal of this expedition is **to obtain visual and written materials that will help promote the region to a wider public and allow the conservation community to address the challenges and take advantage of the opportunities for conservation that exist in the area.**

The photographers of the International League of Conservation Photographers has international prestige and has direct access to a solid network of editors and publishers that can guarantee international diffusion of the conservation stories that are taking place in El Triunfo.

RAVE expeditions can guarantee:

- 1- The highest ethical standards applied to the acquisition of the images;
- 2- The highest quality images in every discipline with different views and angles from each photographer;
- 3- Great added value from the crew of writers;
- 4- Flexibility and fast response;
- 5- Easily replicable in different regions.

DATES

The arrival day for the team is scheduled for **Sunday April 1st 2007** and the return will be on **Sunday April 14th 2007**. A press conference will be held in Tuxtla Gutierrez —Chiapas state capital—at the end of the expedition. The whole crew will spend two weeks in a remote scientific research station with minimum facilities

EXPEDITION GOALS

PARTICIPANTS



RAVE

Five of the world's top nature photographers will join their skills to promote the conservation of this magnificent region. A team of professional writers and communication advisors will join the RAVE team to compile a detailed logbook of the expedition.

The photographers who will participate in the El Triunfo Biosphere Reserve RAVE will be:

Thomas D. Mangelsen – Recognized as one of the world's premier nature photographers Tom was awarded in 1994 with the prestigious Wildlife Photographer of the Year Award, sponsored by the British Broadcasting Corporation (BBC) and British Gas and was named North American Nature Photographer Association's (NANPA) Outstanding Nature Photographer of the Year in 2000. Two years later, he received an Honorary Fellowship from The Royal Photographic Society and in 2005, Tom was named one of the 100 most important people in photography by American Photo Magazine as well as being honored with Nikon's Legend behind the Lens recognition.

Jack Dykinga – Pulitzer Prize-winning photographer Jack Dykinga is one of World's most respected landscape photographers. His skill in creating images that are at once majestic and factual has made him a favorite of prestigious publications such as Arizona Highways magazine and National Geographic magazine. Jack's work reflects the merging of a photojournalistic, documentary approach with large-format landscape photography, focusing on environmental issues in the United States and Mexico.

Florian Schulz - Florian is a professional nature and wildlife photographer based in southern Germany, who spends eight to ten months a year photographing in the field. He focuses his photography on long term

conservation photography projects like the flagship *Yellowstone to Yukon Conservation Initiative* (www.Y2Y.net) in which he has been the leading photographer. His images have won numerous awards in leading international photography competitions like the BBC Wildlife Photographer of the Year, Nature's Best, Banff Mountain Photography Competition and GDT European Nature Photographer of the Year.

Fulvio Eccardi - A biologist and photographer native to Italy, Fulvio has spent the last 30 years in Mexico researching and publicizing themes about nature and its conservation, as well as the use of natural resources. In 2003 the large-format photographic exhibition *Mexico, living nature* was presented at the outdoor gallery along the railings of Chapultepec Park, in Mexico City, and was visited by 5 million people. As a publisher and co-author of several books on natural history and conservation, he has amassed an impressive archive of images at the service of scientific and cultural dissemination. He is also the vice-president of El Triunfo Conservation Fund.

Patricio Robles Gil – His name has become synonymous with conservation photography. Founder of two of Mexico's most successful conservation organizations, Patricio has become a key player and a visionary for a new conservation model that involves the commitment of private citizens, corporate leaders, governments, and non governmental organizations. In 15 years he has published an co-authored 23 books where global conservation strategies are launched and last wilderness are presented. In 2006 he was named North American Nature Photographer Association's (NANPA) Outstanding Nature Photographer of the Year.