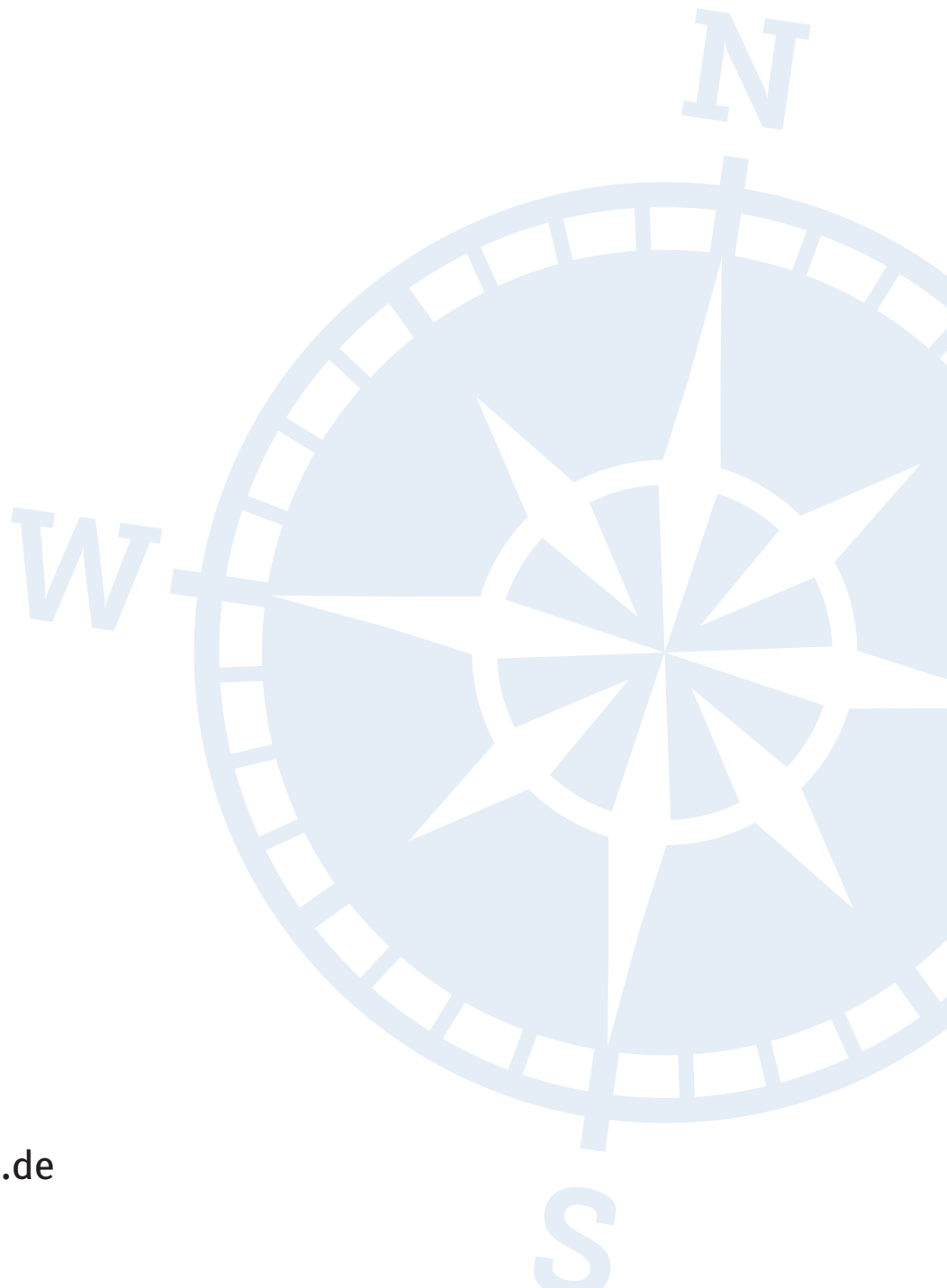


Namaka

Expedition • Dokumentation

THE CONCEPT



» All life comes from the ocean. «

PURPOSE

Humans explore and enjoy the oceans for its many gifts; resources, relaxation, transportation, and infinite inspiration for the creation of cultural and mythical anchorpoints.

That 70% of Earth's surface is covered with water, is well-known. Yet that 50% of the oxygen that we breath in is produced by the inhabitants of the ocean, is still unknown to many.

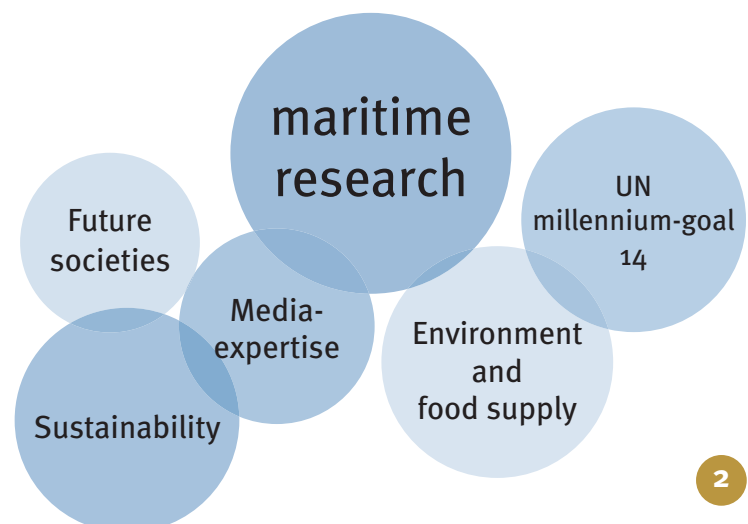
Global warming, the rising sea level and the ecological disruption of the oceans is providing more and more challenges for humanity. Yet, humans only increase the exploitation of the oceans. Humans are convinced that the oceans can provide our ever-increasing demand for nutrition, which is opposed to the fact that we, to-date, have removed 90% of the fish – greater than one meter – from these very oceans.

The UN Millennium goals state under goal 14:

“Conserve and sustainably use the oceans, seas and marine resources.”

Maritime research aims to understand the implications of this sustainability goal for the future of mankind. This expertise can provide answers to the urgent questions of our governments on how to preserve our environment yet expand our food supply. In other words; “by understanding the sea, we can secure our own future!”

It is within this context that initiator Robert Bachmann explores ways to support maritime research. He aims to provide entries to their research setups, whilst providing a direct connection to public-oriented media efforts. These you will find in the following...





APPROACH

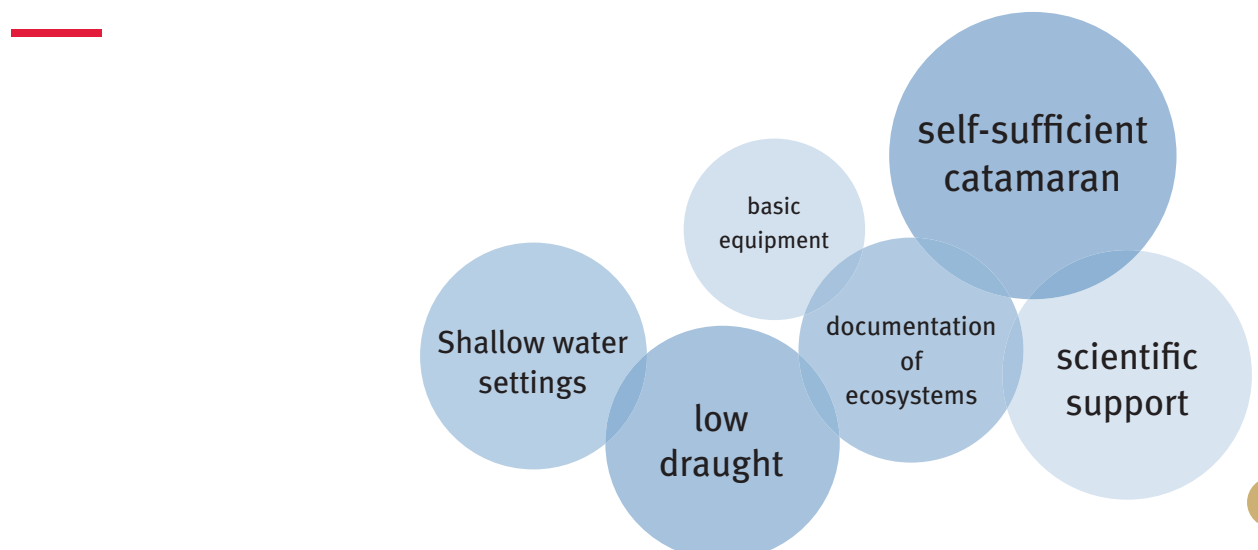
In 2018 BACHMANN CROSSMEDIA started on a journey along the Equator on open sea catamaran “Namaka”, with layovers at key maritime locations that represent focal points for the future of the biosphere and through that the flourishing of mankind.

With the “Namaka”, BACHMANN CROSSMEDIA wants to provide an entryway to scientific research in difficult places under tricky situations. The typical advantages of a catamaran relative to a monohulled sailing vessel are the relatively greater surface area and low draught (1.25 m). This makes it possible to venture into shallow, often ecologically delicate places, where larger and deeper ships cannot gain access too; shallow lagoon or coastal shelf settings inhabited by seagrass, coral-reefs and mangroves. Small scientific teams up to six people have the possibility to gain access to these settings and perform their research without any disruption from technical complications.

The basic setup of the “Namaka” is suitable for long-term stops at remote locations. The equipped freshwater installation and self-sufficient energy supply (solar-panels, electricity generator) allow for long-term lingering and circumvent the need for time-consuming return journeys to the research locales of interest. Especially at these places – where mankind’s “footprint” has barely ventured – can one secure extensive high-quality data on maritime ecosystems.

In other places, delta-systems transfer 80% of the global discharge of plastic (the remaining 20% is transferred into the oceans through fishery and shipping) into pristine and untouched ecosystems, along with contrasting scientific data. These similarly relevant environmental “hotspots” are just as accessible with the “Namaka” for longer periods of time.

Basic equipment (microscope, freezer, diver-set...) for scientific purposes is provided and can be used in addition to other research-dependent equipment.



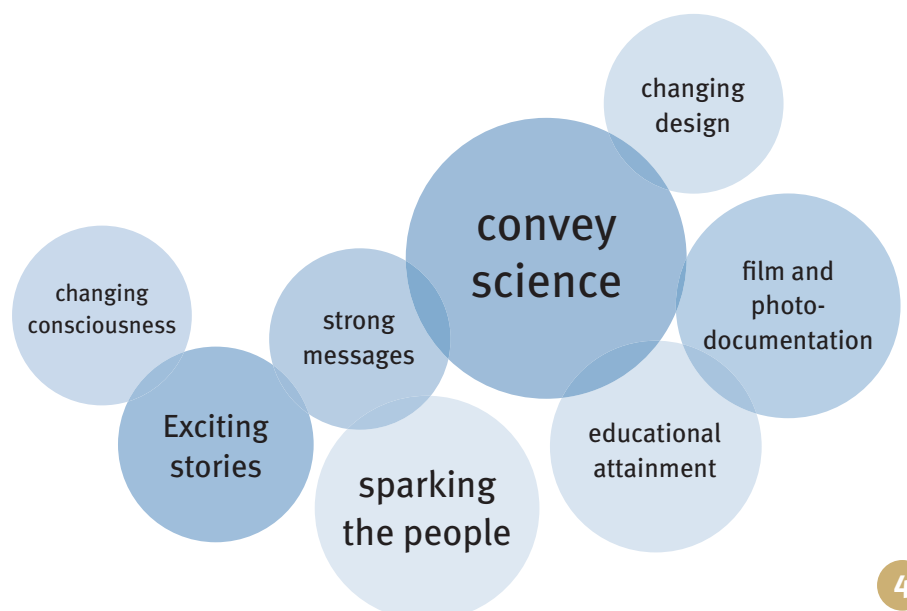


THE IDEA

Along with the provided support and infrastructure for scientific teams to conduct efficient maritime research at suitable locations, BACHMANN CROSSMEDIA aims to – in cooperation – simultaneously document and publish the research on maritime issues using state-of-the-art and appropriate media equipment and methods.

The idea and goal are to create awareness on why this research is conducted especially within the context of global environmental issues. Exemplary will be maritime issues that are documented – both with film- and photography – in such a way that the scientists, the indigenous people and the people that are affected, all provide their expertise on the matter. To know the people and their life-conditions at the place of interest is crucial for identification by the audience, so that the audience experiences the vastly complex environmental issues within the full context. Powerful images of plants and animals that show the pristine beauty of the maritime habitats – facing environmental distress – can provide insight into why it is essential to sustain them.

The project vessel “Namaka” can provide infrastructure for several avenues of research, to aid science in understanding the seas, so that politicians can be helped with determining policies on how to design a sustainable future. In addition, BACHMANN CROSSMEDIA can professionally document the research activities in the appropriate manners for the interested general public, and “over the shoulder” of scientists spark an understanding of delicate maritime ecosystems. Together these can provide an implementation of innovative strategies to – at last – make humanity capable to prosper in sustainable ways.





IMPLEMENTATION

The initiator has been active and capable in the production and development of films in various fields for over 28 years, currently with BACHMANN CROSSMEDIA.

Multiple films have been developed, also for broadcasting services like German television, who ordered – and was provided with – a feature-film on the crossing of the West African Tenere desert.

Additional contract work with the character of a documentary has been developed for other non-profit organizations like Misereor, German Worldhungerhelp, the Ministry of Scientific Development (BMZ), the German pathfinders, along with contract work for research and science (University of Hohenheim, University of Augsburg, University of Kassel, etc.). The recordings for these productions were taken in several countries like Rwanda, Benin, Niger, Vietnam, Thailand, Bolivia, Senegal, Mongolia etc..

Considering this background, teams of scientists on the “Namaka” are welcome to hire the ship together with the crew for their scientific purposes. Simultaneously they benefit from the media-experience of the initiator for their public outreach.

An outcome can be a win-win situation for all involved parties, as many research institutions require public awareness within their proposals. This then provides the chance to professionally document the conducted work on contract thereby allowing the scientific findings to be distributed to a wide-spread public. This way, newly accessible areas of interest can be proactively communicated to the general public.

With full use of the scientific-journalistic methods, media-works can be produced that within a ‘popular science’ perspective still provide a controlled impression of the scientific work, but also in the wider context embed a societally-relevant discussion on the meaning of the global connection between society and humanity.

Through ‘close action’ documenting, the technical and personal efforts of the scientist will become implicitly visible – along with the required financial resources, that through the film and photo-documentation become easier and more effective to advertise for.

Within the context of the realization of the trip, the following offer is proposed...

documentary
experience

along the
Equator line

International
projects

references



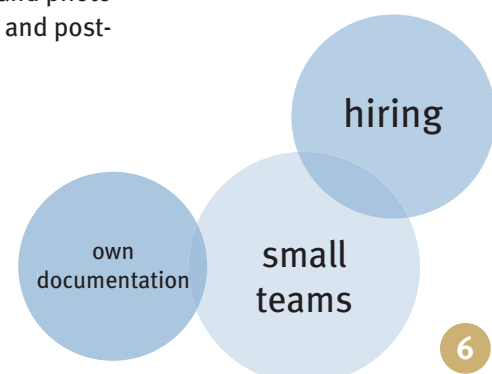
THE PROPOSITION

1. The hiring of open sea catamaran 'Namaka' as fully equipped research base by scientific research teams, suitable for up to six people.

- A ship with low draught (1.25 meters) that allows specific access to shallow water settings (areas with persistent seagrass, coral reefs...), near river-mouths or delta-systems, mangroves, and to study coastal ecosystems with the use of mesocosms.
- An accompanied ship in addition to a greater scientific vessel to provide access to research focal points as central base for small teams.
- Self-sufficient layovers for longer periods of time in desolated areas, through use of the freshwater maker, independent energy supply (Solar panels, generator), and freezer for sample storage.
- Deployment as 'education-ship' for teaching students or scientific employees and support of study-work.
- Regions: East-Atlantic, Mediterranean, tropical Atlantic, Pacific, Indo-pacific, focal points along the Equator line.

2. Research documentation (Film, Photo) through contracted work – with specific focus on decided area of research, upon further description and discussion.

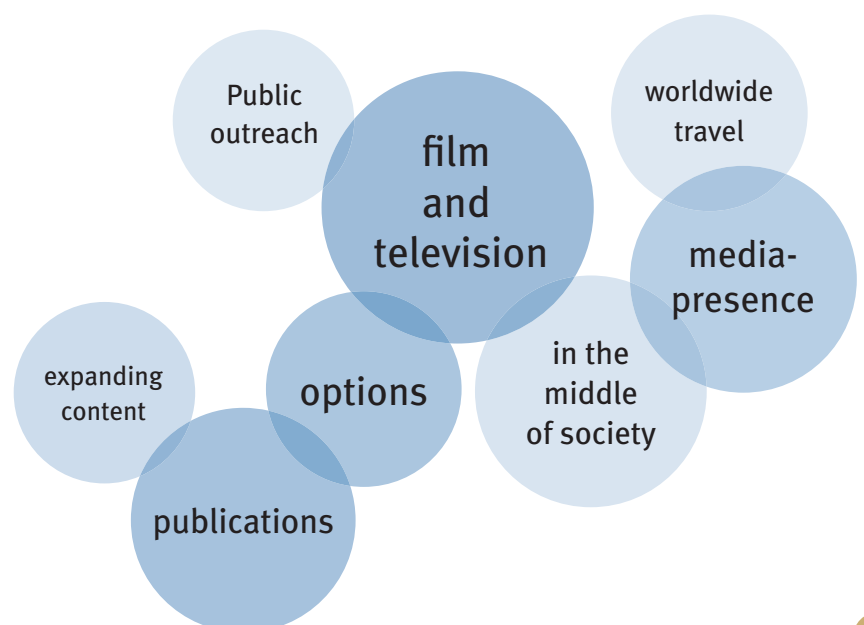
- As reference for institutional public outreach.
- As educational outreach, as is often stated within the respective organization or community.
- The client profits from over 28 years of film- and media-experience of the initiator.
- The project designer can decide the content and context and receives a custom-made composure of the film and photo-documentation for their own purpose.
- Cost-effective realization of the media-project, as professional film- and photo-equipment (including a drone and underwater camera) for recording and post-production are already present on the ship.





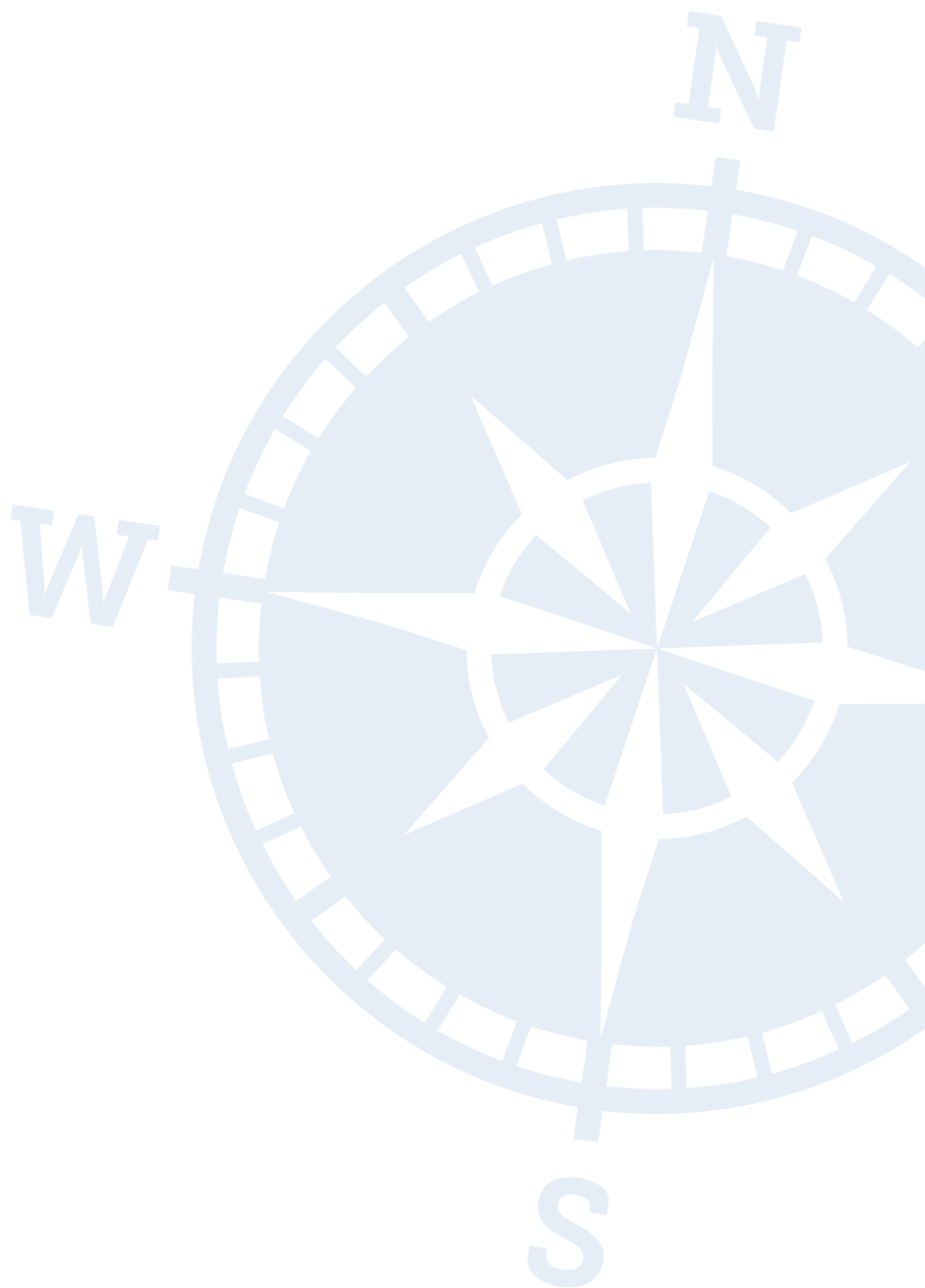
3. Research documentation as external film or photo project with optional expansion to public media.

- Pre-production and pre-financing by BACHMANN CROSSMEDIA, pending further agreement.
- No costs, the redactional products remain full property of BACHMANN CROSSMEDIA.
- Distribution and acquisition rights of film and photo material by the redaction, magazines and broadcasting agencies can be supported by BACHMANN CROSSMEDIA or take their own responsibility.
- Chance to open up to a wider public, to realize a greater platform for outreach.



» Those who remain on the coasts
cannot discover new oceans. «

Fernando Magellan



Namaka

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a project by

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