

# KELP MOVEMENT

Regenerative Ocean Farming & the Power of Blue



Willa Kammerer & Katherine van Hengel, Firestarter Interactive

**Blue** economy pioneers across the globe are harnessing the power of seaweed as a game-changing climate solution and good business opportunity for a brighter, bluer future.

## THE FILM

*Kelp Movement* is a feature documentary film and educational impact campaign about the momentum and potential of the global seaweed industry.

## THE TEAM



## AUDIENCE, IMPACT & DISTRIBUTION

#KELPMOVEMENT

*Kelp Movement* will build awareness and develop an audience for the film by engaging in a community-based social media campaign before, during and after production of the feature film. This realtime social campaign will be fueled by teasers, trailers, stills, and three short films that will be released across the production cycle and amplified by our scientific, NGO, and celebrity influencer community.

For Distribution of the feature, we will orchestrate a Festival World Premiere followed by synchronized theatrical, digital, and educational windows, including a full suite of bespoke content for in-classroom usage at the K-12 and University level.

This well-choreographed rollout of the feature film will serve as the cornerstone of the ongoing multi-format, multi-platform impact and educational campaign to inform and inspire consumers, communities, business leaders, and policymakers to participate in the growing #kelpmovement.



**DIRECTOR'S STATEMENT** I'll never forget the first time I tried to produce a story about kelp and ocean farming—thirteen years ago, in 2009. I was living in Portland, ME, and had read an article in the *Portland Press Herald* about the first US-based kelp farm just starting off the coast, which promised to clean up coastal ecosystems and tap into the \$7 billion global seaweed industry. I pitched the public radio show *The Environment Report*. My pitch was rejected, and I was completely mystified, because as far as I could tell the story had all the hooks and depth that one could ask for, especially for an environmental show. Thirteen years after my interest was first piqued, it's become all the more clear that the farming of kelp — today described as "regenerative ocean farming," and part of a broader blue economy movement — is one of the most interesting and important stories of our time.



Whether you are a possible funder, collaborator, connector, partner, distributor, educator, or just want to learn more, please reach out. We're here and already in motion, and hope you will join us.

Our fundraising target is \$1,700,000 for the production of *Kelp Movement* feature documentary film—with domestic locations including Alaska, Maine, California, and Washington, and international locations including Norway, Australia, Tanzania, India, and Chile—and \$335,000 for the associated release and impact campaign, for a total budget of \$2,035,000.

With your help, and together, we can catalyze a **brighter, bluer future**.

We are building a community, and a working coalition of the like-minded.

JOIN US



Kelp Movement is a member of 1% for the Planet, and 1% of all funds raised will be donated to amplifying the impact of seaweed-focused nonprofits. The carbon footprint of the production will be fully offset through the planting of kelp.

## CONTACT

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Please feel free to share with any individuals or organizations who may be interested in partnering with us.

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Film Website



Film Poster