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## Project Summary

Paddling the Margins is a sustainability adventure film project which will investigate the experiences of people living at the margins of North America and American society to distil lessons of sustainable living. Over three months, the team will travel from Alaska to Seattle in traditional skin-on-frame kayaks, interviewing residents of the coast with a range of perspectives on the climate emergency as they go. The project aims to produce a set of films and writings which will bring debates around balancing economic, social and environmental sustainability to a wider audience. The intention is to bring nuanced perspectives and lessons back to the debate in the UK, which is too often unhelpfully portrayed in clear cut uncompromising terms.

## The Project: Paddling the Margins

The project will address the impact of climate change on society and what we can do to move to a more sustainable relationship with nature. The actions of our current generation will decide whether we can save our planet or whether we push it over the tipping point and into a disequilibrium that will be catastrophic for our environment, our fellow species and future generations. Given the unprecedented importance of this generation, it is the time to invest in ways to share forward-looking and productive narratives on how each of us can change to achieve a sustainable equilibrium with our environment.

What is unique about the Paddling the Margins project is the lens through which it views the problem of climate change. The project looks to find existing knowledge and to bring that back into the debate on what we must all do next. Paddling the Margins combines an adventure, a reflection on our existing knowledge and a poignant reminder of what we stand to lose. In combination this should produce a particularly compelling story which will capture and convince an audience.

The project has been situated at the margins – both geographically and socioeconomically - because marginal systems are particularly susceptible to climate change. The coast is the margin which feels the conflict with the climate that humans have created. The coastal zone is also the area of greatest challenge to achieving sustainability as it is the locus of many trade-offs that humans must manage between economic, cultural and ecological needs.

The Pacific Northwest is one such marginal area that provides opportunities to explore what a sustainable relationship with nature could look like. The First Nations peoples of the North-West coast have, according to archaeological records, achieved a sustainable and resilient relationship with their ecosystems for over two millennia. However, First Nation peoples' extensive knowledge and experience of environmental change have been, to date, "...largely ignored or marginalized by the IPCC and in the climate change discussion as a whole"(Turner and Clifton, 2009).

An essential part of Paddling the Margins storytelling approach is the choice of transport, which will help structure the reflective and nuanced perspective we intend to develop. Paddle craft have been used by First Nation coastal communities for millennia, crafted from local materials and perfectly suited to the conditions of the region. The kayak is quiet, low impact and steady and will allow word of the project to spread ahead of us, aided by the extensive local network we are developing. Furthermore, the paddling process will give the team time to reflect on and synthesise the conversations and experiences we have along the way.

Another ambition of the project is to prove that you do not need to be backed by Red Bull, or already be a big public name to have an adventure and tell a compelling story. With all of the team having other jobs, this project is the product of hard work, late nights and a desire to show other young people that they too can have incredible experiences on a budget. The film we produce will show the journey of a 'rough around the edges' idea to a reality; a guide for others to dream.

A final important factor of the project, particularly for the leader, Jack, is the home-grown nature of this adventure. Unfortunately, opportunities are not always there for young people in North Devon but the respect for and skills of our coast is a key aspect of growing up here. That is why we are particularly proud that Paddling the Margins will support local businesses. Our paddling kit will be produced by local North Devon manufacturers, and other businesses employing local people will have been showcased internationally. Links with local schools have already been established to spread that message of ambition and pride.

## Outputs

There are three strands to the Paddling the Margins outreach plan: film festivals, network promotion and social media. The first element of this involves entering the films produced from the trip into outdoor film festivals. Secondly, we plan to publish articles about the journey making use of our existing contacts at The Times, Global Citizen, Thread, Daily Express, GQ Magazine and Time Out. Furthermore, we are lucky to have developed an extensive network in the kayaking and off-grid community already and with the support of Paddling the Margins advisors, Chris Reed, Phillip Vannini and the BC Marine Trails Association, we are confident of achieving a good level of promotion within these communities.

The outreach we are most excited about and dedicated to are the speaker events and workshops focused on young people from disadvantaged communities. Jack and Immie's work for the education charity IntoUniversity helped to bring education services to some of the most disadvantaged neighbourhoods in the UK. Through IntoUniversity's network of over 200 partner schools and 31 education centres, we hope to share the Paddling the Margins project with some of the UK's most disadvantaged young people and deliver 'Careers in FOCUS' workshops on exploration and outdoors industries. Through these workshops, we aim to expand the horizons of young people whose exposure to varied career paths is limited.

## Sponsorship Tiers

Sponsorship Level	Sponsor Benefits
Tier 1	
<p>Sponsors will be named as principal sponsors and recognised as integral to the Paddling the Margins project. They will be expected to provide equipment and/or support free of charge, to support in the promotion of the project and its outputs and make a financial contribution.</p> <p>Non-equipment sponsors or sponsors who are not able to provide core equipment will be expected to make a substantial financial contribution to the project in excess of £2000.</p>	<ul style="list-style-type: none"> <li>● Team kit: Your company logo will be featured prominently on kit worn in training, interviews and during filming.</li> <li>● Web feature: Your company will have its own article on the project website and in supporter newsletters.</li> <li>● Post-project presentation: We will do a presentation to your company about the project, its mission, message and learnings.</li> <li>● Recognition in project outputs: Your company will be recognised in all project outputs including written articles, dedicated social media posts (Instagram, Facebook, Twitter, YouTube), films and trailers.</li> <li>● Exclusivity: Your company can have exclusivity of supply for particular area of equipment (if desired).</li> <li>● Product reviews (all reviews will be honest and based on the performance of the equipment during the project).</li> </ul>
Tier 2	
<p>Sponsors will be recognised as supportive sponsors and partners in the Paddling the Margins project. They will be expected to provide their equipment and/or support substantially discounted (~75%+ reductions) and to assist in the promotion of the project and its outputs.</p> <p>Non-equipment sponsors or sponsors who are not able to provide core equipment will be expected to make a financial contribution to the project in excess of £1000.</p>	<ul style="list-style-type: none"> <li>● Recognition in project outputs: Your company will be recognised in core project outputs including social media tags and closing credits of films.</li> <li>● Post-project presentation: We will do a presentation to your company about the project, its mission, message and learnings.</li> <li>● Product reviews (all reviews will be honest and based on the performance of the equipment during the project).</li> </ul>
Tier 3	
<p>Sponsors will be recognised as having contributed to the Paddling the Margins project. They will be expected to provide their equipment and/or support at discounted rates.</p> <p>Non-equipment sponsors or sponsors who are not able to provide core equipment will be expected to make a financial contribution to the project in excess of £500.</p>	<ul style="list-style-type: none"> <li>● Recognition in written project outputs and limited social media tags.</li> </ul>

## Project Team

The project leader, Jack, will be the only one to complete the whole journey from Alaska to Seattle however he will be accompanied for sections of the trip by other team members. Those who have committed to substantial sections are listed below. These people, along with members of local kayaking groups, will help capture the journey by film and will provide welcome safety support during the more exposed and remote sections.

### Jack

#### Project Leader



Jack is a civil servant in the UK currently supporting the Ministry of Defence to reach net carbon-zero by 2050. Alongside this he is also working towards a Masters at King's College London. Throughout his life he has experienced many different communities and ways of living; born in a housing cooperative, raised in a small sea-sprayed town in North Devon, and educated at St Catherine's College, Oxford. He has always sought out different ways of living and ideas about 'the good life' and now plans to bring his passions for the natural world and for the people who live with it together in a film project to investigate how coastal peoples meet the climate threat.

#### Prior experience and qualifications

In 2014, as a 19-year-old university student, Jack paddled a double sea kayak unsupported from Turku, Finland to Oslo, Norway with a fellow student, setting the record time for a novice crew and placing 4<sup>th</sup> overall. Over 63 days and 2200km, Jack learned a huge amount about seamanship and campcraft.

Subsequently, Jack has become a qualified Sea Kayak Leader and completed the Advanced Sea Kayak Award, the highest level of competency qualification offered in the UK. He has led many journeys along the North Devon coastline and in the Bristol Channel, often in extremely challenging conditions, responsible for the well-being, safety, and enjoyment of up to six paddlers at a time. He also regularly completes outdoor self-supporting endurance challenges. The combination of these experiences leaves Jack confident in his ability to meet the requirements of this project.

## James

Support paddler (Ketchikan to Prince Rupert) and Expedition Medical Planner



James Aylward is a practicing doctor and a qualified expedition medical planner with experience practicing in remote environments. Within this role he will be carrying out the medical risk assessments for the project and ensuring that the team are correctly supplied and equipped. James is a keen outdoorsman with experience in walking, ski touring and sailing.

## Josh

Support paddler (Prince Rupert to Bella Bella) and geological advisor



Joshua Branch is a Strategy and Corporate Development Analyst at Liberty Global, a Telecommunications Conglomerate. Before he sold out, Josh gained a master's degree in Earth Sciences at Oxford in partnership with the Shell research group, completing several pieces of extensive field research the most recent of which has just been published in the Tectonophysics Journal (see below). Paddling the Margins will return Josh to exceptional natural landscapes, refreshing his passion for geology in some of the world's most beautiful glacial landscapes. He hopes to contribute a scientific understanding of the physical landscapes that the team will travel through to compliment the stories and local knowledge that will be gathered.

## Publications

Searle, M., Cornish, S.B., Heard, A. Charles, J-H., and Branch, J. (2019) Structure of the Northern Moine thrust zone, Loch Eriboll, Scottish Caledonides. *Tectonophysics*. 752 pp. 35-51.

## Chris

Principle kit supplier



Chris Reed is the founder of [Chillcheater](#). He is an excellent sea kayaker with over 30 years' experience on the water and has paddled all over the world. Jack and Chris have paddled together since Jack was 18 and Chris's knowledge, products and contacts have been key to this expedition.

## Immie

Support paddler (Nanaimo to Anacortes)



Immie is an experienced Researcher who has researched social issues for several national charities. Like Jack she grew up by the coast on Cornwall's Lizard peninsula, and her life has been significantly shaped by the sea from open water swimming to volunteering with British Divers Marine Life Rescue. Having studied social and environmental geography at the University of Oxford and completed a further Masters of Research in Global Development with Queen Mary, University of London, Immie



has and will continue to support the project with her geographic research skills, ensuring that the team are fully informed and conversations are backed up with thorough research.

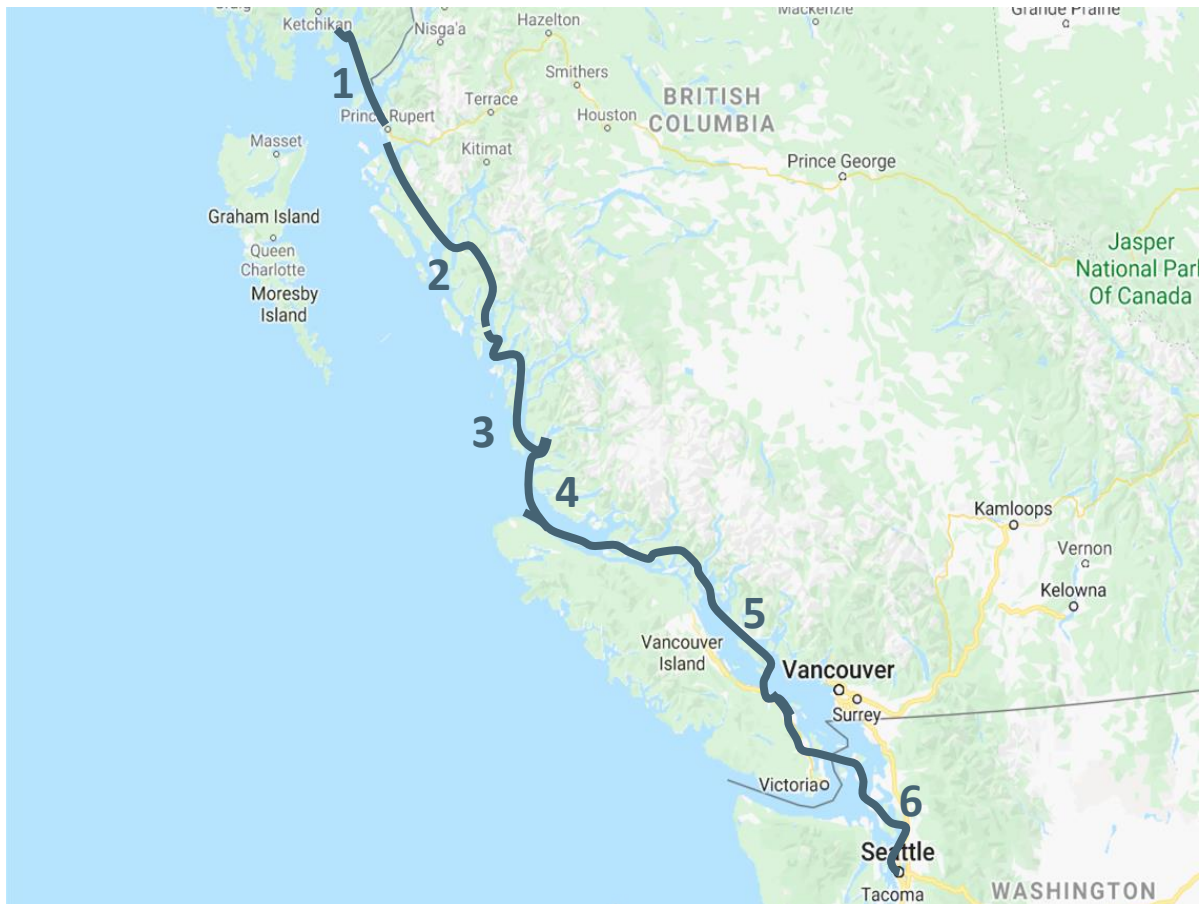
## Nick

Support paddler (Anacortes to Seattle)



Nick Hooper met Jack, Josh and James through hockey at university, and has continued to play with them both at Tulse Hill and Dulwich Hockey Club. Now practising law for Allen and Overy, Nick cannot wait to begin the project. Nick is a keen outdoors man, with a passion for all things two wheeled particularly enjoying cycle touring.

## Proposed route



### Key Details

Route: Alaska to Seattle

Length: 2000km

Time: 55 days paddling (75 days allowed)

### Section 1 | Ketchikan to Prince Rupert | 250km

The plan for the start of the trip is to fly into Ketchikan, Alaska from where we will launch and paddle to the Alaskan/Canadian border. The team's equipment will be shipped separately 6 weeks earlier. When conditions allow, we will cross from Wales Island to Somerville Island and continue down the coast to Lax Kw'alaams which will provide a resupply point and the possibility of indoor accommodation. From here we will continue to Prince Rupert, the first major resupply point.

### Section 2 | Prince Rupert to Klemtu | 270km

Next we will paddle from Prince Rupert, around the back of Kaien Island, to Port Edward. From Port Edward we will continue to Klemtu via the Greenville Channel and Princess Royal Channel.

### Section 3 | Klemtu to Dawsons Landing | 200km

During section 3, we will paddle from Klemtu to Bella Bella, Bella Bella to Namu and from Namu to Dawsons Landing. This section covers a sheltered stretch of the coast as we paddle through inland channels and clusters of islands, hopping from each First Nations' settlement to the next, resupplying enroute.

### Section 4 | Dawsons Landing to Port Hardy | 100km

This section has the most open-sea paddling of the whole trip, and some sections are only possible to complete under good conditions. To ensure this crossing is safe, we have built in extra time to allow us to only paddle when suitable, and Jack will be supported in this section by additional paddlers.

### Section 5 | Port Hardy to Nanaimo | 400km

This section will follow the more sheltered and populated east coast of Vancouver Island into Johnstone Strait. The Strait itself could present issues with high winds and maritime traffic. However, careful monitoring of radio traffic and forecasts should allow for a safe journey. We will then head to the north of Quadra Island before paddling along the mainland coast, past Powell River, and crossing back to Vancouver Island via Texada Island. We will then paddle on to Nanaimo.

### Section 6 | Nanaimo to Seattle | 240km

This last section will cross back to the mainland via the Gulf Islands and San Juans, into Skagit Bay and Puget Sound before ending the trip in Seattle.

## Contact Information

For further information about the Paddling the Margins project, please check out the project website where more detailed information including risk assessments and expedition leader qualifications can be found.

Website: [www.paddlingthemargins.com](http://www.paddlingthemargins.com)

Instagram: <https://www.instagram.com/paddlingthemargins/>

If you would like to discuss the project further, please arrange a call with our Project Leader, Jack, by email or phone:

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