

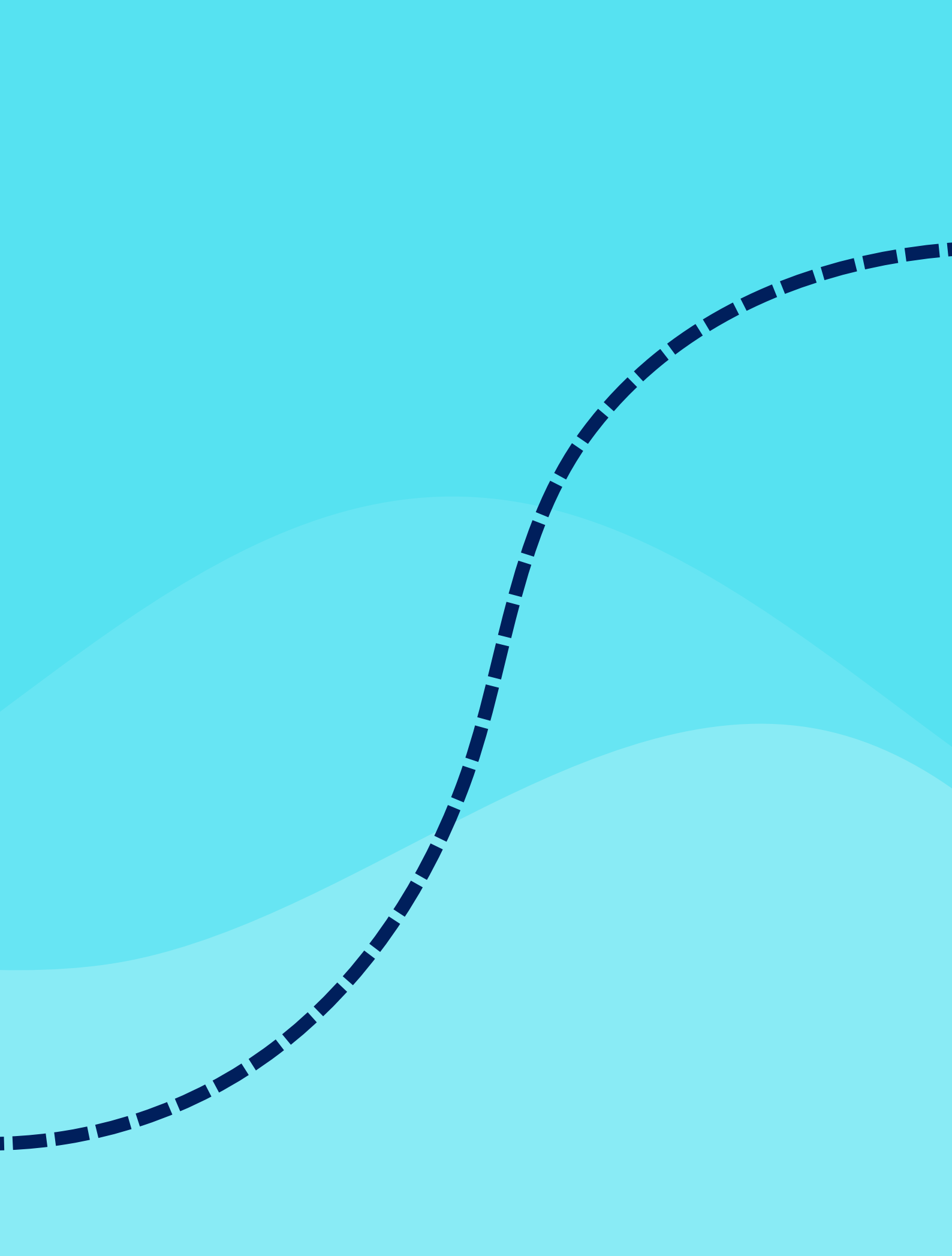
**DARWIN200** 

**Change  
the world**









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## Stay in touch

Follow us on your preferred channel to get the latest from the voyage.



[info@darwin200.com](mailto:info@darwin200.com)  
[www.darwin200.com](http://www.darwin200.com)

# Our mission.

Darwin200 is a planetary conservation initiative, which aims to change the world. It will create the next 200 pioneers of global science and conservation, Darwin200 Leaders, by giving them a life-changing experience, which will inspire and empower them to change their lives and give them the skills they need to help conserve the world of tomorrow.

This is a once in a lifetime opportunity to harness the legacy of Charles Darwin. The global and local impacts of this project are hard to overstate and have been designed to maximise tangible deliverables – not just during the voyage but for generations to come. Darwin200 aims to be the international stage for science and conservation, to mobilise passion, enthusiasm and to inspire greater care for our natural world.

## **Sailing in the wake of HMS Beagle**

Following in the oceanic routes and footsteps of Charles Darwin, onboard a tall ship, the world's most exciting classroom will sail the world's oceans, conducting 5 research projects as well as visiting the same 50 ports that Charles Darwin made landfall onboard HMS *Beagle*.

The tall ship will be met at each port with a group of 4 Darwin200 Leaders, who will use it as a floating laboratory to carry out a carefully designed package of activities and experiments, the same of which Darwin himself completed, to measure the impact of change over the last 200 years. Darwin200 Leaders will undergo an intense period of training by a group of world-renowned scientists and conservationists onboard to help shape their thinking to problem solve and find solutions for some of the world's biggest issues identified.

## **The world's most exciting classroom**

Every single day of the ship's voyage we will launch activities and exercises for schools. We will have an online portal with new activities, new resources, competitions, new experiments beaming live all over the world from the ship to the classrooms right around the planet. Free interactive wonderful resources that any child on the entire planet can be part of from Papua New Guinea to Ethiopia!

Science projects that children can get involved in, interpret data and replicate in their classrooms. We hope 10's of thousands of schools from around the world will get involved in this in our quest to reach 200 million people around the world.

Join us and change the world in this unique and once in a lifetime opportunity of discovery and conservation.



## Empower

200 of the world's brightest young conservationists to become tomorrow's environmental leaders

## Inspire

200 million people worldwide through multi-media content and free online resources

## Solve

Solve real problems through interactive citizen science research projects

# The ship.....

The adventure of science, discovery and exploration are Darwin200's central themes, inspired through following Charles Darwin's voyage and the research and outreach activities that will engage hundreds of millions of people around the world.

The Darwin200 project is symbolised in a tall ship resembling HMS *Beagle* with a state-of-the-art laboratory and communications equipment. The chosen ship, will sail around the world's oceans with its crew onboard undertaking important studies of the world's oceans and be met by the Darwin200 Leaders at the same 50 ports Darwin made landfall, to enable them to conduct their activities, using the ship as a floating laboratory.





# The route

The Darwin200 voyage will commence in 2021 on the anniversary of the launch of HMS *Beagle*. We will be leading from Plymouth, where Charles Darwin set sail and will return back to Falmouth, where Darwin stepped ashore after his epic journey.

## 20 Voyage Start: Plymouth, England

Sailing duration to Santiago, Cape Verde Islands: 16 days

## 1 Santiago, Cape Verde Isles

Darwin200 Leader Group 1  
Sailing duration to St Peter & St Paul Rocks: 9 days

## 2 St Peter & St Paul Rocks, Brazil

Sailing duration to Fernando De Noronha: 2 days

## 3 Fernando De Noronha

Darwin200 Leader Group 2  
Sailing duration to Salvador: 4 days

## 4 Salvador, Brazil

Darwin200 Leader Groups 3 and 4  
Sailing duration to Rio De Janeiro: 6 days

## 5 Rio De Janeiro, Brazil

Darwin200 Leader Groups 5 and 6  
Sailing duration to Montevideo: 8 days

## 6 Montevideo, Uruguay

Darwin200 Leader Groups 7 and 8  
Sailing duration to Buenos Aires: 1 day

## 7 Buenos Aires, Argentina

Darwin200 Leader Groups 9 and 10  
Sailing duration to Bahia Blanca: 4 Days

## 8 Bahía Blanca, Argentina

Darwin200 Leader Groups 11 and 12  
Sailing duration to Patagonia: 4 Days

## 9 Patagonia, Argentina

Darwin200 Leader Groups 13 and 14  
Sailing duration to The Falkland Islands: 4 days

## 10 Falkland Islands

Darwin200 Leader Groups 15 and 16  
Sailing duration to Tierra Del Fuego: 4 days

## 11 Tierra Del Fuego, Chile

Darwin200 Leader Groups 17 and 18  
Sailing duration to Concepción: 9 days

## 12 Concepción, Chile

Darwin200 Leader Groups 19 and 20  
Sailing duration to Valparaíso: 2 days

## 13 Valparaíso, Chile

Darwin200 Leader Groups 21 and 22  
Sailing duration to Lima: 10 days

## 14 Lima, Peru

Darwin200 Leader Groups 23 and 24  
Sailing duration to Galápagos: 9 days

## 15 Galápagos, Ecuador

Darwin200 Leader Groups 25, 26, 27, 28, 29, 30, 31 and 32  
Sailing duration to Tahiti: 28 days

## 16 Tahiti, French Polynesia

Darwin200 Leader Groups 33 and 34  
Sailing duration to Bay of Islands: 16 days

## 17 Bay of Islands, New Zealand

Darwin200 Leader Groups 35 and 36  
Sailing duration to Sydney 9 days

## 18 Sydney, Australia

Darwin200 Leader Groups 37 and 38  
Sailing duration to Hobart: 5 days

## 19 Hobart, Australia

Darwin200 Leader Groups 39 And 40  
Sailing duration to King George Sound: 11 days

## 20 King George Sound, Australia

Darwin200 Leader Group 41  
Sailing duration to Keeling: 16 days

## 21 Cocos (Keeling) Islands

Darwin200 Leader Groups 42 and 43  
Sailing duration to Port Louis: 16 days

## 22 Port Louis, Mauritius

Darwin200 Leader Groups 44 and 45  
Sailing duration to Cape Town: 16 days

## 23 Cape Town, South Africa

Darwin200 Leader Groups 46 and 47  
Sailing duration to Saint Helena: 12 Days

## 24 Saint Helena Island

Darwin200 Leader Group 48  
Sailing duration to Ascension Island: 5 days

## 25 Ascension Island

Darwin200 Leader Group 49  
Sailing duration to Terceira, The Azores: 21 days

## 26 Terceira, The Azores

Darwin200 Leader Group 50  
Sailing duration to Falmouth: 9 days

## Voyage End: Falmouth, England

Concluding ceremony event  
planned for late July 2023

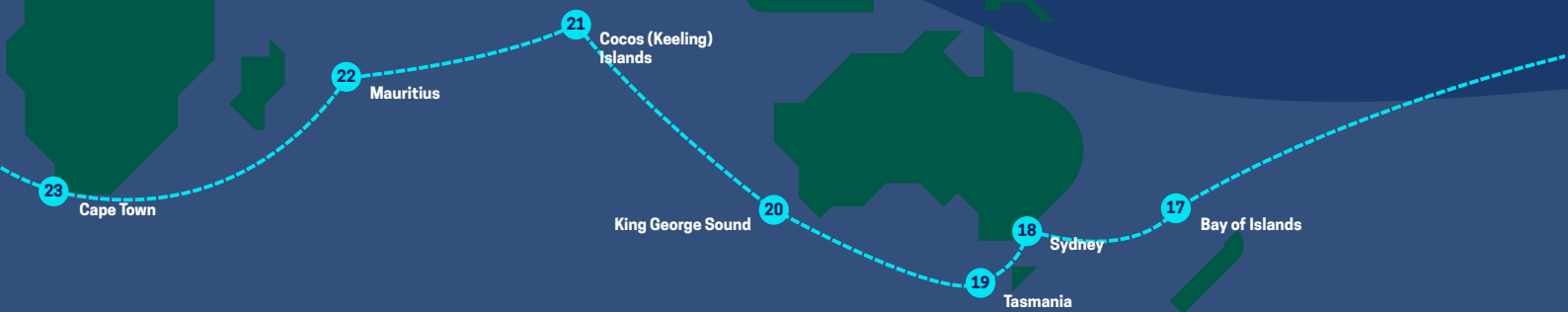


# The route



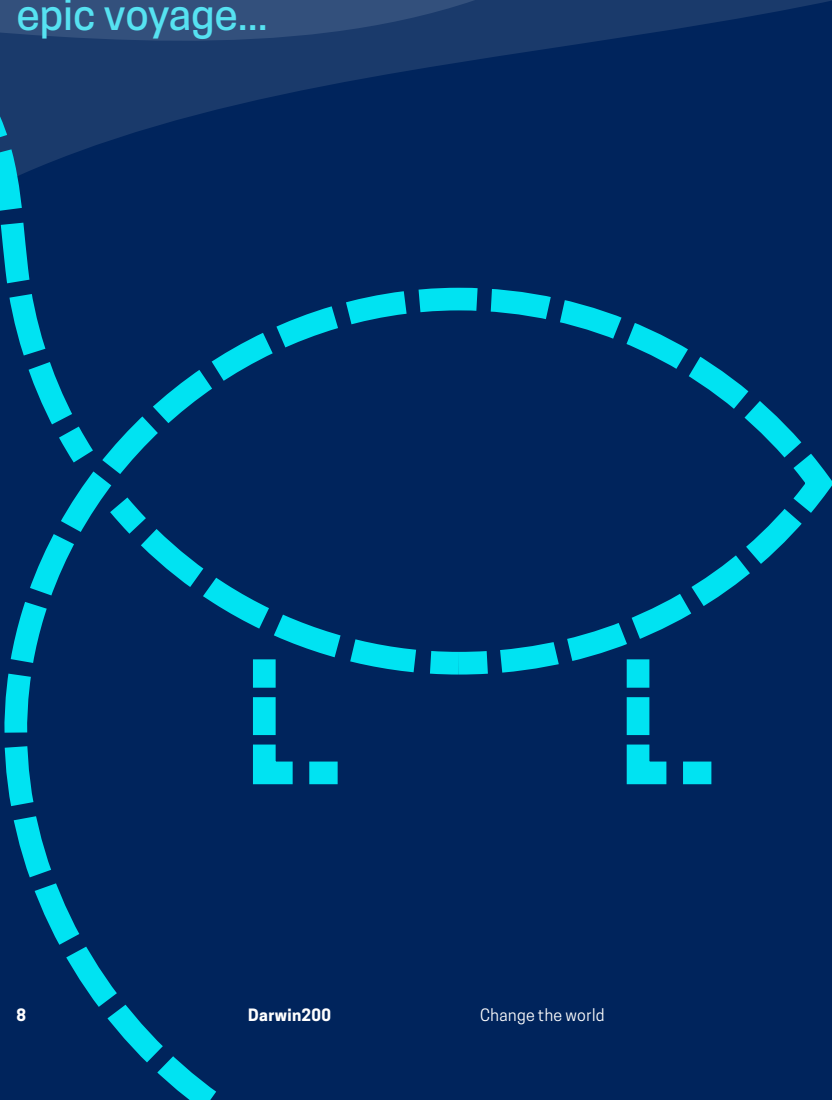
“I am very supportive of this incredible project. Using Charles Darwin’s voyage on HMS *Beagle* as a framework to highlight environmental change as well as the beauty of nature is a timely and noble ambition.”

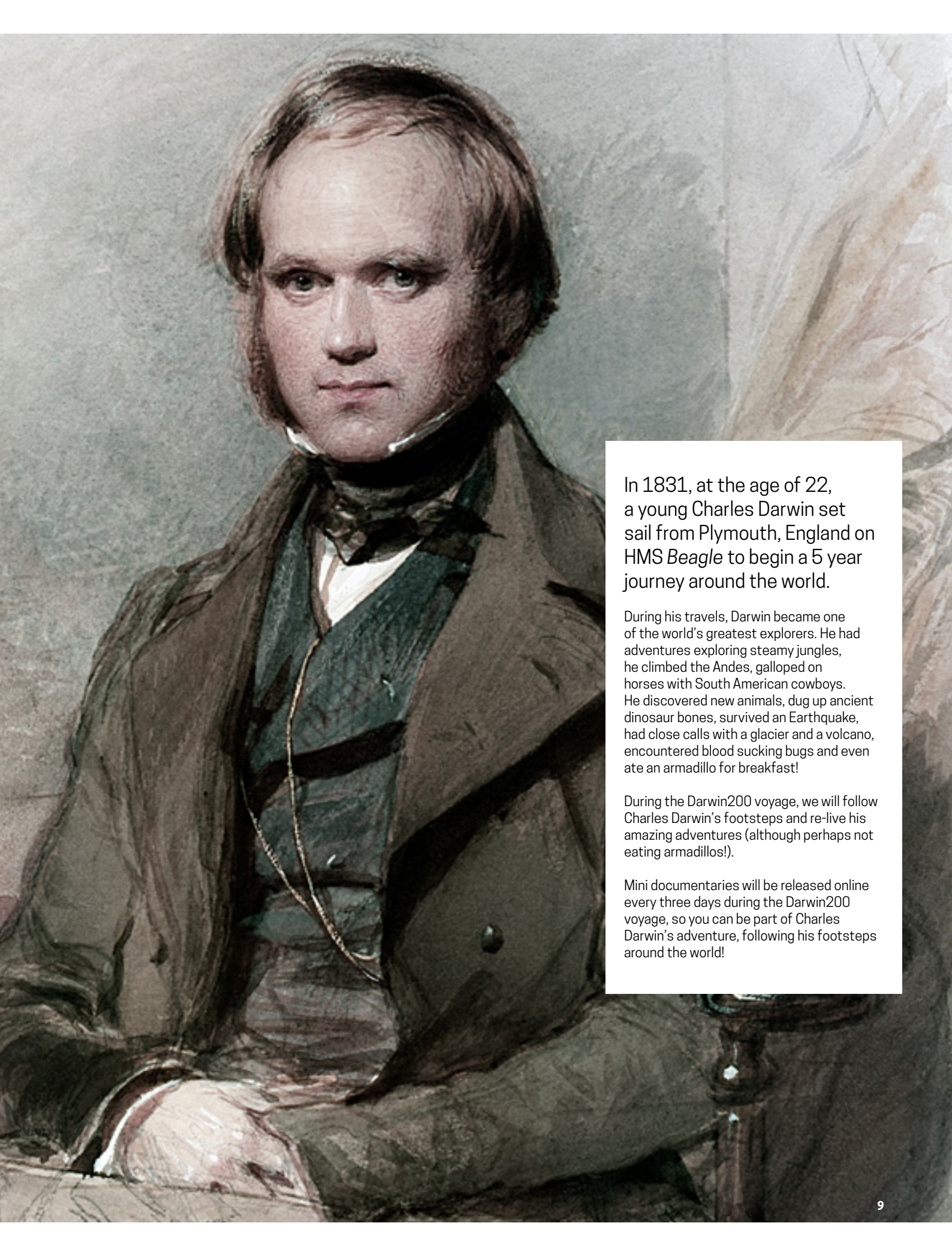
**Dr. Sarah Darwin**  
Charles Darwin’s Great-Great-Granddaughter



# Charles Darwin

Charles Darwin's 1859 publication of the theory of evolution forever changed the way we see ourselves and the natural world in which we live. It is regarded as the single greatest idea in human history. But it all began with an epic voyage...





In 1831, at the age of 22, a young Charles Darwin set sail from Plymouth, England on HMS *Beagle* to begin a 5 year journey around the world.

During his travels, Darwin became one of the world's greatest explorers. He had adventures exploring steamy jungles, he climbed the Andes, galloped on horses with South American cowboys. He discovered new animals, dug up ancient dinosaur bones, survived an Earthquake, had close calls with a glacier and a volcano, encountered blood sucking bugs and even ate an armadillo for breakfast!

During the Darwin200 voyage, we will follow Charles Darwin's footsteps and re-live his amazing adventures (although perhaps not eating armadillos!).

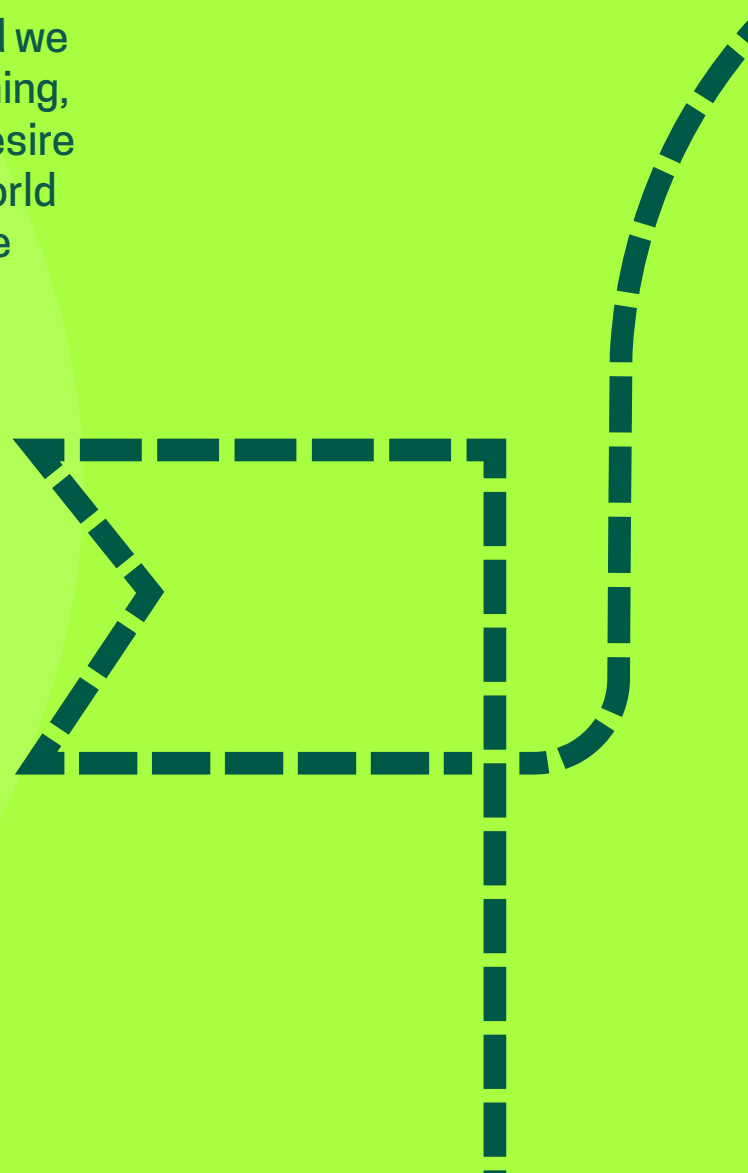
Mini documentaries will be released online every three days during the Darwin200 voyage, so you can be part of Charles Darwin's adventure, following his footsteps around the world!

**Our leaders**

# **Empowering tomorrow's conservationists**

Do you care about the environment and we live in? Have you accomplished something, big or small, that demonstrates your desire to help change and/or preserve your world as you know it? Will you be between the ages of 18-25 from 2021 - 2023?

We're inviting each young scientist from around the world to fly to one of the ports that Darwin visited, to join Darwin200's floating laboratory, to have a life-changing experience to inspire, empower to change their lives and give them the skills they need to help change the world of tomorrow.





### World-renowned experts to leverage

During their stays onboard, each Darwin200 Leader will be immersed in an intensive, life-changing programme of science, natural history and conservation training that will be carefully crafted to hone research skills and sustainable-management thinking. It is hoped that each leader will show considerable initiative to undertake their placement activities, and potentially yield real discoveries, publishable data and new findings.

Under the guidance of their Darwin200 Mentor, an onboard team of globally-renowned conservation experts, active PhD researchers and professional wildlife film-makers, each of the Darwin200 Leaders will engage in their own active research projects, experiments and fieldwork, to explore a subject Darwin himself studied and analyse what changes have occurred since Darwin's time, and what solutions and conservation strategies are required for sustainable management and survival.

For example, it could be that a Darwin200 Leader goes to the Galapagos and chooses Frigate birds as their Darwin200 project. During the week on the ship they will use it as a floating resource to study the Frigate birds of the islands, look at the impact of their populations, find out the reasons and the causes behind those changes and put forward solutions to help save problems that they identify.

### Leader output

Each Darwin200 Leader will produce the following during their placement:

- **Field study:** At the end of their stay, each Leader will present a two-page written report for release online on the Darwin 200 website.
- **Mini-documentary:** To be released on YouTube and our website at the end of their stay, each Darwin200 Leader will film, narrate, edit and release a short (circa 5-minute) film summarising their field study activities, findings and conservation/management recommendations for the future. Guidance will be offered by professional film-makers onboard the ship including use of drones to make raw footage and they will provide all the tool to edit and cut a story.

- **Research:** Darwin200 Leaders are encouraged to engage in the research programmes and experiments being undertaken onboard the ship to experience and communicate modern-day discoveries.
- **Live stream lectures:** 20 minute lecture to global audiences, each leader will define their own subject, which could be a summary of their experiences onboard the ship, evaluation of their field study findings, reflections on making a mini-documentary, or commentary on the research projects that they followed. The live lecture will also include a Q&A session for global audience participation, but it is hoped a large percentage of the audience will be from their home country.





### Global reach of millions

Each Darwin200 Leader will stream their research, discoveries and findings live to communicate their experiences to audiences around the globe. Each Darwin200 Leader will have the goal of reaching an audience of at least 1 million people in their home country and globally, enabling the Darwin200 project to reach a total of at least 200 million people via all Darwin200 Leaders collectively.

Each country will follow their guy or girl on the ship every day during their stay and see what they are up to. They'll be able to find out the latest stuff... what they've discovered! Darwin200 Leaders will share content about their project via blogs, social media, live lectures, live video calls etc, which will be broadcast and published live from the ship to all over the world.

We realise these leaders of tomorrow won't save the world just through their projects but what they will do is obtain the skills to take forward for the next 50 years of their lives and careers and this is the living legacy of the project. This is the bit that really will have a global impact.

### Selection process and entry criteria

Darwin200 Leaders will not be sailing in between ports on the high seas. They will be flown to the port assigned, put up in a hotel and will get to work onboard the ship, while in-port. They will be assigned a Darwin200 Mentor, each one background-checked, and will be in the presence of the Darwin200 core team at all times.

#### Criteria:

- You will be 18-25 years of age between 2021 and 2023.
- You can demonstrate and give an example of something you have done that cares for the environment – for example, you could have planted hundreds of trees in your rural village in Ethiopia to help mitigate soil erosion.

#### Selection process:

Darwin200 Leaders will be selected through an application process, publicised with major NGO partners, embassies and governments across the globe. All applicants will be judged fairly and freely. Applications will be open to people of all nationalities and languages. It is particularly hoped that applications from less developed corners of the world will participate, providing resources and inspiration to countries and languages perhaps not traditionally associated with scientific research and conservation understanding.

Academic qualifications will be valued, but real experience and accomplishments on the ground with tangible results to create positive change will be the most valued quality sought for in applicants. Rigorous analysis of applications by a judging committee will select the top young conservation-leaders in two hundred countries and states across the globe. All travel costs will be covered for each Darwin200 Leader.







**Research projects**

# **Understanding the pulse of our planet...**

In continuation of Charles Darwin's work aboard HMS *Beagle*, the Darwin200 ship will offer a unique platform to support the following research into many of the world's most critical environmental problems.





Study:



# Habitat loss



At key points along the voyage itinerary, comparative studies will be undertaken exploring the impacts of habitat loss by contrasting biodiversity in pristine, partly impacted and completely degraded habitat.

Bird counts, transects to enumerate insect and plant species and surveys for mammal and reptile tracks will be undertaken to analyse the rate of biodiversity loss resulting from degradation. Where we discover new species, we will engage with our school-going infant followers so they can be involved in the process of naming those new species to make it really interactive for them and be part of history. Films, photos, reports and interviews will be released online for each study site. Recovery of habitat areas will be analysed, along with new species surveys in which members of the public can name any new taxa discovered.



Bird counts



Transects



Track surveys

Survey:

# Global coral



When in tropical waters, a survey of coral reefs will take place, including coral coverage estimates, species counts and photo-transects.

The data gained for the survey will be contrasted with historical records, and where significant change can be identified, the causal factors will be investigated (e.g. bleaching, eutrophication, sedimentation, introduction of non-native species and diseases etc.). Solutions to saving coral will be explored as we look at the impacts of the reefs and the masses of change that's occurred across coral reefs over the last few decades.



Coral coverage



Species counts



Photo transects



Survey:



# Ocean plastic

As we all know, this is really important. Darwin trawled for plankton off HMS *Beagle* but the Darwin200 team will systematically trawl for plastic particles in ocean waters worldwide.

Trawling will be carried out at different depths at 6 hour intervals along the route of the voyage. Each water sample will be filtered and concentrations of micro-plastics then studied, classified and recorded. We will have online data feeds so that everyone can see the heavy/light concentration of pollution in the world's oceans so let's find the real truth about the state of plastic in our seas. On completion, a report will be released including a detailed ocean plastic concentration map of the world, showing (in colour densities) data collected along the voyage route.



Particle trawling



Concentration map



Report published



PhD research:



# Pollution solutions

Up to three PhD students will be accommodated for periods of up to 3 months along different legs of the Darwin 200 voyage.

The PhD projects will specifically explore solutions to pollution-related problems, either in practical application of existing technology, or the development or testing of new ideas, concepts or prototypes. Example projects will include testing Ocean Clean-up Arrays (which collect floating plastic waste, using solar power to filtering and process it for storage for collection) and Pollution-Eating "Row-Bots" (which use microbial fuel cells to consume floating oil waste).



New ideas



Ocean arrays



Oil waste disposal



Survey:



# Global whales, dolphins & porpoises



A systematic study of cetaceans across the South Atlantic, Pacific and Indian Oceans, in sectors that have been little surveyed before.

Research will include testing new techniques to provide data on rarer, deep-diving species, such as little-known beaked whales.



# Sponsorship

# Join us on our journey

Don't wait for someone else to make a difference to the world we live in. Become part of this epic adventure and in doing so, you will be contributing to the conservation of this wonderful world we live in that is constantly under threat on so many levels. Darwin200 is a not-for-profit organisation and this mission depends on funding to be realised so we have identified many opportunities for you to get involved and become part of the Darwin200 mission.

## **Sponsor the journey and make it happen**

Darwin200 is a not-for-profit organisation and its globally-important mission can only be realised if we raise enough money to cover the cost of chartering the vessel and crew for the two-year voyage and flying, accommodating the Darwin200 Leaders and Mentors. It is too important not to take place so we have pulled together packages that you can support, however big or small your budget.

All offer exceptional ROI due to the global coverage through social media, TV and the reach it promises to achieve so please help us realise what will to be the most important voyage of our time.







# 1 Named primary partner

£1-2 million

The project will carry the name of the sponsor and your logo will have prime positioning on Darwin200 ship sail, website, in-port branding, media exposure as well as activity and research material output. Sponsorship also includes 10 x Darwin team members (Leader, Mentor or Sailor or a mix), promotional opportunities for up to 24 corporate events and prime position and branding at the concluding award ceremony, with an invitation of 10 guests.

# 3 Sponsor of satellite feed

£200,000

Sponsor profile on website and your logo will appear on one of the sails as well as all major Darwin200 documents, videos, reports and other output. Sponsorship also includes 3 x Darwin team members (Leader, Mentor or Sailor or a mix), promotional opportunities for up to 5 corporate events and prime position and branding at the concluding award ceremony, with an invitation of 5 guests.

# 2 Named partner

£250,000 – £500,000

The project will carry the name of the sponsor and your logo will have positioning on Darwin200 ship sail, website, in-port branding, media exposure as well as activity and research material output. Sponsorship also includes 5 x Darwin team members (Leader, Mentor or Sailor or a mix), promotional opportunities for up to 10 corporate events and prime position and branding at the concluding award ceremony, with an invitation of 5 guests.

# 4 Exclusive research project partner

£100,000

The research project will be exclusive to the sponsor and your logo will have positioning on Darwin200 ship sail, website, in-port branding, media exposure as well as all published media and reports. Sponsorship also includes 3 x Darwin team members (Leader, Mentor or Sailor or a mix), promotional opportunities for up to 3 corporate events and prime position and branding at the concluding award ceremony, with an invitation of 3 guests.

## 5 **DARWIN200** LEADER

£10,000

Do you know of someone that cares about the environment we live in? Have they accomplished something, big or small, that demonstrates their desire to help change and/or preserve the world as you know it? Will they be between the ages of 18-25 between 2021 – 2023? Or why not find out by running a competition amongst your customer base?

We're inviting young scientists from all over to fly to one of the ports that Darwin visited, to join Darwin200's floating laboratory and have a life-changing experience to inspire, empower to change their lives and give them the skills they need to become part of the next generation of global conservation leaders.

Sponsor a Darwin200 Leader at a port of your choice and you can follow their own personal journal and help them reach millions of people with their findings.

## 6 **DARWIN200** MENTOR

£5,000

When the Darwin200 Leaders leave their home and arrive at their chosen port, they will be met by their Darwin200 Mentor. During their activities aboard the Darwin200 ship, each Darwin200 Mentor will accompany their Leader, act as guardian and translator, as well as assist in any social media posting.

Why not sponsor a Darwin200 Mentor as part of your workforce CSR as stays in-port are only 7 days? Or get creative in attracting a mentor in your customer base? Or of course, you can sponsor yourself if you wanted to be part of this epic voyage yourself!

## 7 **DARWIN200** SAILOR

£variable

Anyone can take part in this incredible voyage, including being part of the sailing crew. Why not sponsor a Darwin200 Sailor, or pay to be one yourself, and help get Darwin200 ship to where it needs to get to next? No qualifications are necessary but this will not be a holiday! You will be expected to be a solid member of the crew and help out as and when you are needed, whatever time of day or night.

Why not get involved in this incredible journey to conserve the planet and at the same time, have an experience of a lifetime?!

Sponsorship covers your travel, accommodation, subsistence and insurance.

## 8 **Various home port packages**

£variable

We have a variety of options for in-port sponsorship from branding, through to using the ship as an event for corporate hospitality. Please get in touch so we can discuss your requirements and tailor a package that suits your needs.

# Darwin200 award ceremony



Acknowledging the next generation of global science and conservation leaders.

On completion of the Darwin200 voyage, a major award ceremony will be organised at a high-profile London location, which will be attended by renowned environmental celebrities and patrons to celebrate the achievements of the voyage and reward the Darwin200 Leaders and showcase their studies and findings.

The achievements of each Darwin200 Leader during their placements onboard the Darwin 200 ship will be reviewed in front of the live audience at the award ceremony. The results of a judging committee will be announced, and a certificate along with a gold medallion (with a £1,000 reward), silver medallion (£500 reward) or bronze medallion (£250 reward) will be presented to each Darwin200 Leader on stage. Additional prizes will be awarded for enthusiasm, passion, creativity, and initiative in public engagement.

All expenses for the participation of each Darwin200 Leader and his/her mentor will be covered. The patron of the event will also announce the final names selected from those submitted by the Darwin200 Leaders and the public, for all new species discovered during the Darwin200 voyage, along with winners of the online schools' and students' competitions and activities. Massive press coverage will be generated and each table at the award ceremony will honour philanthropists and sponsors of the Darwin200 project.

# A brighter future




“We are very close to a tipping point of irreversible loss across the natural world.

But we are not there yet. There is still time for change. Conservation is not about what we have lost but what we still have.

Countless species and even entire ecosystems can be brought back from the brink of extinction.

Darwin200 will empower tomorrow’s conservation leaders and empower the global public to change the world and build a brighter future.”

**Stewart McPherson**  
Darwin200 Project Leader

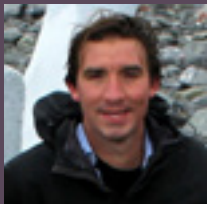
A misty forest landscape with a large tree in the foreground and a white dashed speech bubble containing text.

“Only if we understand, will we care.  
Only if we care, will we help. Only if  
we help, shall all be saved.”

Jane Goodall

# The team...

The adventure of science, discovery and exploration are Darwin200's central themes, inspired through following Charles Darwin's voyage and the research and outreach activities that will engage hundreds of millions of people around the world.



**Stewart McPherson**  
Project Leader

Stewart is an award-winning author of over 35 natural history books and presenter of numerous wildlife TV documentaries. He leads dozens of expeditions across the world each year and has discovered 35 new species. Stewart has witnessed both the destruction of nature and the saving of species on the absolute brink of extinction. He co-founded Darwin200 and is leading this innovative, global venture. Past projects include organising the donation of conservation resources and books to tens of thousands of schools, libraries and universities.



**Mike Piercy**  
Commercial Director

After a successful career as an entrepreneur, Mike raised the funding for a world record breaking circumnavigation by the trimaran motor yacht The Cable & Wireless Adventurer. This project provided him with first-hand experience of organising a major global voyage dealing with the logistics at each port, as well managing the day to day financial requirements such as undertaking entails, and liaising with the PR and advertising agencies on behalf of sponsors and partners.



**Dan Laffoley**  
Project Advisor

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Dan is a world-renowned ocean conservation expert, strategist, communicator, innovator, and marine biologist. As Marine Vice Chair at IUCN, Dan has instigated numerous successful and transformative large-scale marine conservation projects over the last 30 years, and has been responsible for building global partnerships involving many of the world's largest conservation groups. Dan inspired and is co-ordinator of Darwin200 and central to the project's management and operations.



**Clare Butler**  
Chief Marketing Officer

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Clare is a UK-based award-winning marketer with 25 years experience in the satellite and telecommunications space within multinational organisations. Clare lead Darwin200's identity and its online presence and is responsible for the strategic direction in broadcasting content from the voyage. Clare is passionate about helping Darwin200 realise its ambition of attracting millions of people around the world to follow this globally important mission.



**David Markowitz**  
Grants Officer

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David is a US-based biologist and ecologist trained at Carnegie Mellon University and the University of Michigan. David is driving forward and coordinating international planning of Darwin200, especially concerning research partners and organisations based in North America.



**Jeff Shea**  
Project Advisor

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Jeff is an expert organiser of major expeditions to remote corners of the world. Recent undertakings include two large-scale multi-disciplinary expeditions to document previously unvisited massifs in Venezuela, and journeys to chart the planet's northernmost land features. Jeff brings extensive experience spanning several decades to the planning of the Darwin200 voyage.

**“The team’s vision is to change the world by creating the next wave of determined young conservation leaders, whose careers spanning several decades, will build a brighter future for our planet.”**

**Stewart McPherson**  
Project Leader

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**DARWIN200** 

**Stay in touch**

Follow us on your preferred channel to get the latest from the voyage.



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[www.darwin200.com](http://www.darwin200.com)