



**PADDLE
FOR THE
PLANET**



A SHAMAAL INITIATIVE

THE VISION

**PADDLE
FOR THE
PLANET**

Paddle for the Planet aims to assist in the establishment of a patchwork of marine reserves across the globe stitched together by a strong thread of like-minded individuals ultimately forming a blanket across our oceans to protect and conserve. A purely transparent non-profit initiative underpinned by global ambassadors and respected watermen who are witnessing the decline and eradication of our ocean, our playground.

Shamaal


An aerial photograph of the ocean surface, showing a dense pattern of small, choppy waves in various shades of blue. The water's texture is highly detailed, with many small peaks and troughs. The overall color is a rich, deep blue.

THE CONCEPT

THE CONCEPT

PADDLE
FOR THE
PLANET

UNITING PADDLERS AROUND THE
WORLD FOR A ONE DAY GLOBAL
RELAY EVENT IN AN EFFORT TO
RAISE ENVIRONMENTAL AWARENESS
AND GIVE SOMETHING BACK TO
OUR OCEANS.

Shamaal


THE CONCEPT

PADDLE FOR THE PLANET



THE CONCEPT

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A virtual participation of paddle related sports over a set distance, and predetermined time frame over 24 hours.

This will be facilitated by a strong web based foundation of paddlefortheplanet.org and social media networks.

Paddle for the Planet aims to establish a real time paddling social network, allowing paddlers around the world to unite and share their concerns and experiences.

We will channel the energy and combined efforts of our watermen into making a meaningful difference to the planet by donating all funds raised to those organisations and individuals who see value in this initiative.



Shamaal

An aerial photograph of the ocean's surface, showing a dense field of small, choppy waves in various shades of blue. The text "THE CAUSE" is centered in the middle of the image in a bold, white, sans-serif font.

THE CAUSE

THE DARAM MARINE RESERVE



THE CAUSE

THE DARAM MARINE RESERVE - THE FIRST STITCH IN THE BLANKET

Daram is an archipelago of islands in a far-flung corner of Raja Ampat, Indonesia. This region, located off the North West coast of the island of New Guinea, is known to be the most biodiverse tropical marine region in the world. In an area the size of a football field, there are more species of coral than in the entire Caribbean. Over 70% of the known species of coral in the world and 1,200 species of fish live in these clear blue waters.

The magnificent islands of Daram are in imminent danger. Their remote location and great distance from the rightful landowners make them an ideal base camp for illegal operations. Without protection, Daram will be decimated by shark finning, reef bombing, turtle harvesting, live fish trade, and illegal logging.

daramproject.org

An aerial photograph of the ocean's surface, showing a dense pattern of small, choppy waves in various shades of blue. The water's texture is highly detailed, with many small peaks and troughs. The overall color is a rich, deep blue.

THE PEOPLE

THE PEOPLE

**PADDLE
FOR THE
PLANET**

**IDENTIFYING KEY
ENVIRONMENTALLY AWARE
INDIVIDUALS TO BECOME
PADDLE FOR THE PLANET
AMBASSADORS**

Shamaal


THE PEOPLE

**PADDLE
FOR THE
PLANET**

JACK JOHNSON

web: jackjohnsonmusic.com

DAVID MOCKE

Current ISPA world surfski champion.

PAUL HILTON

Environmentalist and Conservation Photographer

web: paulhiltonphotography.com

book: manandshark.com

documentary: mantarayofhope.com

SHAMAAL INT.

Shamaal


An aerial photograph of the ocean's surface, showing a dense pattern of small, choppy waves in various shades of blue. The lighting creates highlights and shadows on the water's surface, giving it a textured appearance.

THANK YOU