

WAKE

WAKE UP OR DIE OUT

SNM

A close-up photograph of a horse's eye. The eye is large and dark, with a reflection on its surface. The reflection shows a bright, glowing sun or moon in a blue sky, with a red, branch-like structure extending from the bottom left towards the center. The horse's eyelashes are visible at the top of the eye.

'Some folks insist that believing in animal rights is like a religion. But religion asks followers to believe in things nobody can see, while animal rights advocates ask followers to see things nobody can believe.'

~ Craig Burton



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SYNOPSIS



Humans are the most advanced species Earth has ever known. We've conquered the land, oceans and any other being that stood in our way. We dominate the planet. We've been living 'the dream', because we are the most conscious, evolved beings here... Or are we?!

In 2012 a group of world-renowned neuroscientists unequivocally asserted in 'The Cambridge Declaration of Consciousness' that animals have the capacity to feel just as humans do; they experience love, compassion, pain, fear, grief – animals are also conscious beings.

Armed with overwhelming scientific proof that our animal cousins share our sentience, we did what humans do best when faced with the need for change; consciously ignored its social and moral implications and did nothing.

7.7 billion humans live on Earth, killing over 56 billion animals every year – not including fish. 10,000 species are wiped out each year because of the actions of 1 species. Consequently, we now face the sixth largest mass extinction in Earth's history. If any other organism did this we would call them a virus.

Nature relies on harmony. Every single being on Earth is part of a conscious, interconnected system of life – life means all of us. Every single species on this planet works towards the benefit of the ecology of its environment – every species except humans.

Our arrogance, speciesism and abuse of the environment is driving all life to the brink of biological annihilation. At this rate, scientists predict the humans will not survive the 21st century.

SYNOPSIS

'Wake' is a conversation about consciousness and the conservation of life on Earth. From governments to corporations to market, Wake will explore the challenges and changes needed in all areas of animal conservation that are vital to the survival of all species of life.

With insights from some of the greatest philosophical, scientific and spiritual minds – from our oldest luminaries to our youngest, most enlightened voices – Wake asks 'why won't we consciously wake up to the world we've abused, change our attitude and mindset, and take action to save all life on Earth?'

Tackling both sides of each argument – supported by evidence showing the conscious reality of each misconception – Wake will explore why humans need animals more than they need us.

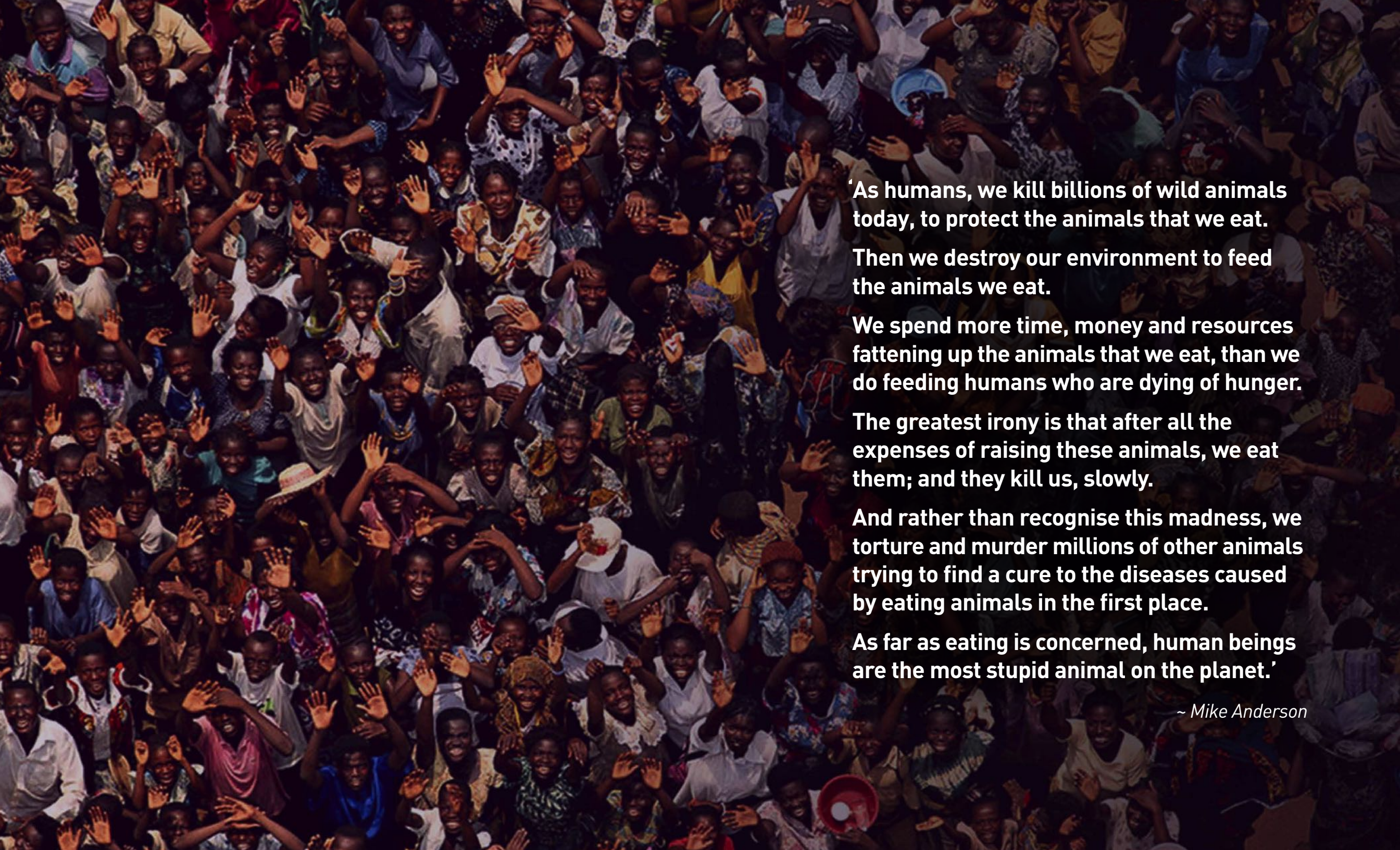
The only way we will save life is to wake up in all areas of our lives; from what we eat and what we buy; to who we support; how we make our voices heard; and how we consciously live in harmony with animals and nature, to have any hope of turning an inevitable fate into a viable future.

In 2012 our best neuroscientists laid down a marker in Cambridge; they proved that life is shared by all beings – all of us living on Earth.

But, our apathetic, out-of-date arguments won't save us; our traditions won't save us; and our ignorance and greed definitely won't save us.

Only we can consciously save all of us.

Because, if we don't wake up,
there won't be any dream left to live.



'As humans, we kill billions of wild animals today, to protect the animals that we eat.

Then we destroy our environment to feed the animals we eat.

We spend more time, money and resources fattening up the animals that we eat, than we do feeding humans who are dying of hunger.

The greatest irony is that after all the expenses of raising these animals, we eat them; and they kill us, slowly.

And rather than recognise this madness, we torture and murder millions of other animals trying to find a cure to the diseases caused by eating animals in the first place.

As far as eating is concerned, human beings are the most stupid animal on the planet.'

~ Mike Anderson

THE TEAM

Producer: ANDREA WALJI

Deeply inspired by the natural world from a young age, and now on a mission to raise awareness surrounding the illegal wildlife trade and environmental issues; Andrea has transitioned her skill set into producing, writing, and filming projects around sustainability and the environment.

Her company Triangle Monday is in preproduction on a documentary on the illegal trade of live wildlife as exotic pets.

Some recent productions include extensive shoots and events for major mobile phone and tech campaigns across Russia, Turkey, UAE, UK, Bentley, HSBC, and brand films for IKEA and Unilever on solar, renewables and sustainability.

Writer, Director: RICHARD RUDY

Rich began his career at The Mill, London, before moving in advertising as a visualiser, project designer and developer (where he worked for Warner Brothers). His first production company; 'Barefoot Films', with partner James Harvey, garnered their first film 'Rave Against the Machine'; a documentary on the music scene in Sarajevo during and after the war, which went on to win multiple international awards.

After editing a Lucy Walker documentary in New York, Rich returned to London and opened '...FIN' Films, working alongside acclaimed British writer Stephen Scott-Hayward. ...FIN's 30min horror, 'Dregs', caught Hollywood's eye and Rich moved to LA in late 2015 to develop his slate of feature and TV projects. Rich is repped by Gotham Group and WME.



'The fate of humanity is entirely dependent on its moral development'

~ Albert Einstein