

ARTURO MIO & 13 PRODUCTIONS
PRESENT

THE ZIMOV HYPOTHESIS

A FEATURE DOCUMENTARY BY DENIS SNEGUIREV

A FILM, AN IMPACT CAMPAIGN

ARTURO MIO, 13 PRODUCTIONS, CLPBRIGHTS, ARTE FRANCE, USHUAIA, PICTANOVO, RÉGION SUD, CNC, PROCIREP-ANGOA, TAKE FIVE, RTBF, ETHNOFUND



To counter the climate and health disaster predicted by the thawing of permafrost, an extraordinary scientific experiment is being carried out on the edge of Siberia.

Animals are called to the rescue to save humanity.

The fascinating story of a scientific and philosophical quest.

A bold gamble.

An intergenerational adventure.

A fight to stop the countdown to the next climate bomb.

Animals are called to the rescue to save humanity



FILM'S SYNOPSIS

At the end of the world, past the Arctic circle, in deepest Siberia, two Russian scientists, Sergey and his son Nikita, are conducting a unique experiment: the Pleistocene Park.

In this remote place, the Zimovs want to restore the Siberian steppe ecosystem to save the planet from an environmental disaster : the melting of the permafrost.

This frozen soil holds billions of tons of methane, a powerful greenhouse gas, beneath the earth's surface. When this gas is released, it accelerates global warming.

According to the revolutionary Zimov hypothesis, studied by scientists around the world, a reintroduction of large herbivores in Siberia could slow the thawing of permafrost and have a cooling effect on climate.

Created by French-Russian director Denis Sneguirev, The Zimov Hypothesis is now an international co-production. Arturo Mio and 13 productions (France), Take Five (Belgium) and Ethnofund (Russia).



"With this film, I want the viewer to live the emotional journey that was mine. I want them to go from disbelief to admiration, from admiration to skepticism, from skepticism to action"

Denis Sneguirev, director



A HOT TOPIC

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Home > News > Rewilding the Arctic could stop permafrost thaw and reduce climate change risks

Rewilding the Arctic could stop permafrost thaw and reduce climate change risks

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The Atlantic

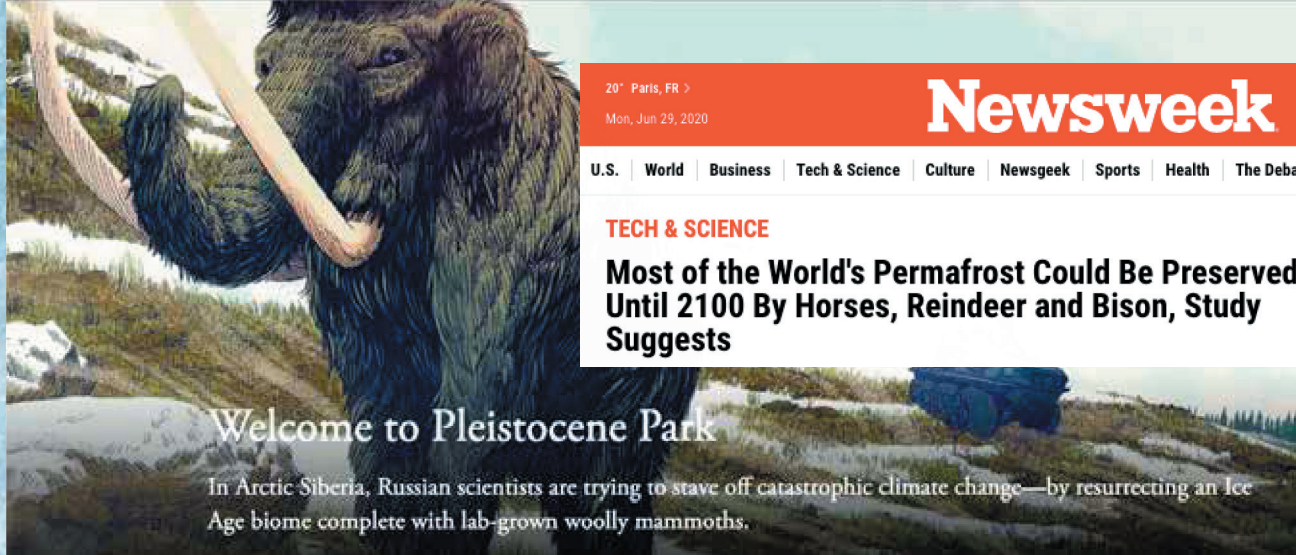
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Newsweek

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TECH & SCIENCE

Most of the World's Permafrost Could Be Preserved Until 2100 By Horses, Reindeer and Bison, Study Suggests



Welcome to Pleistocene Park

In Arctic Siberia, Russian scientists are trying to stave off catastrophic climate change—by resurrecting an Ice Age biome complete with lab-grown woolly mammoths.

Rewilding Arctic Tundra Might Prevent Runaway Climate Change

694 SHARES

Share on Facebook

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Releasing herds of animals into the Arctic could help fight climate change, study finds



NATIONAL GEOGRAPHIC

ENVIRONMENT

Arctic permafrost is thawing fast. That affects us all.

As the frozen ground warms much faster than expected, it's reshaping the landscape—and releasing carbon gases that fuel global warming.

Extreme Life | Bacteria

There are diseases hidden in ice, and they are waking up

Long-dormant bacteria and viruses, trapped in ice and permafrost for centuries, are reviving as Earth's climate warms

Related Stories



Documentary feature films are one of the most effective levers of social change

IMPACT CAMPAIGN

Films have the power to change the world. Documentary, especially when **used strategically**, can inspire people to engage and take action. From sharing our content to support us financially, there are many **different ways to be part of the adventure**.

Why support a documentary impact campaign? Because documentaries and their impact campaigns:

- **Are powerful tools** to raise awareness
- **Bring new energy** to a cause
- **Reach a wide audience** and build communities
- **Attract media** attention
- Act as **an effective lobbying tool**
- **Inspire action**



FILM'S MESSAGES

THE MELTING OF THE PERMAFROST IS A BOMB.

CLIMATIC, SANITARY AND ECOLOGICAL.

It exponentially increases global warming. It could release viruses against which we are not immune. It is causing the collapse of infrastructures that release thousands of tons of pollutants into Arctic soils and rivers.

WHAT IF OUR SALVATION CAME FROM THE ANIMALS?

The Zimov hypothesis is the only Nature-based solution currently being tested and studied by scientists.

CONCRETE ACTIONS ARE POSSIBLE.

Now is the time to act. With visionary and bold projects that involve future generations, like Pleistocene Park.

Initial results are encouraging: permafrost is colder on active pastures, the soil accumulates more carbon than the previous ecosystem and total methane emissions are decreasing.



IMPACT GOALS

OUR IMPACT CAMPAIGN HAS 4 MEASURABLE GOALS :

HELP

Pleistocene Park to develop. Ensure Pleistocene Park is evaluated by an international ecological peak body as a **viable and replicable model**. Help Pleistocene Park to become a **certified voluntary carbon offset provider**, give it access to carbon finance and thus ensure the economic feasibility of the project.

ENSURE

permafrost thawing's feedback loop is **included in the next Intergovernmental Panel on Climate Change (IPCC) report**, future projections and recommendations for government legislation.

FOSTER

a **dialogue with local leaders and Arctic indigenous People** living on permafrost lands whose ancestral knowledge is a valuable resource.

RAISE

public awareness to the thawing of permafrost and the need to limit our greenhouse gas emissions. **Especially for young generations.**



IMPACT TACTICS

**TO ACHIEVE OUR IMPACT GOALS,
WE HAVE A PLAN! HERE ARE SOME
STRATEGIC ACTIONS THAT WILL BE IMPLEMENTED:**

DEVELOPMENT OF A COALITION OF PARTNERS to boost the implementation of this impact strategy. This coalition will include NGOs, scientists, experts, activists, lobbyists, foundations, indigenous communities leaders, health professionals and other rewilding parks.

CERTIFICATION OF PLEISTOCENE PARK as a nature-based solution and voluntary carbon offset provider by an international body (Gold Standard, Carbon Standard...)

PUBLICATION OF A SCIENTIFIC TRIBUNE, supported by health professionals, environmentalists, indigenous leaders, urging Working Groups II and III of the Intergovernmental Panel on Climate Change (IPCC) to include permafrost melting in their models and scenarios.

SCREENING OF THE DOCUMENTARY AT THE HEART OF GREAT INTERNATIONAL EVENTS, including the World Congress of Nature (Marseille 2021), COP15 on biodiversity, COP26 (Scotland 2021), the International Conference on Permafrost (ICOP 2022 Lanzhou, China).

FUNDING A REWILDING EXPEDITION. The introduction of new species of big herbivores to the Pleistocene Park is essential. Over the last 20 years, the Zimovs have brought, among others, yaks from Mongolia, bison from Denmark, horses from Yakutia...

MONTS D'AZUR EXPEDITION 2022

PLEISTOCENE PARK'S FIRST PARTNERSHIP WITH FRANCE

In 2021, Patrice Longour, founder of the Monts d'Azur Reserve, committed to offering **10 European bison** and **10 Przewalski's** horses to Serguei and Nikita Zimov. It seals the beginning of a collaboration between the two wildlife reserves who share a common goal : **offer land and freedom to the animals**. To allow them to do what they do much better than us, regulate ecosystems and dramatically increase their resilience and diversity.

Located 1h from Nice, the Monts d'Azur wildlife reserve is an **exceptional model of rewilding experimentation**. It is the only place on the old continent where the European bison and Przewalski's horse -the sole horse who has never been domesticated by men- live together as they used to, in complete freedom. This is one of the most exciting ecological experiment currently being conducted in Europe.

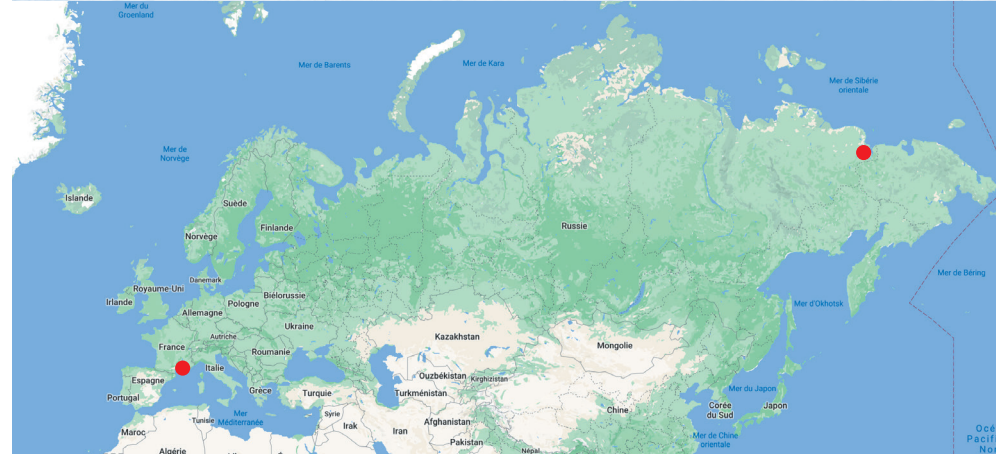
AN EXTRAORDINARY JOURNEY THROUGH EUROPE

The European Bisons and Przewalski's horses will be transported from the Monts d'Azur to Cherski, Russia, by truck and by boat, specially chartered for this purpose. **The animals will travel in special compartments designed for their well-being and under the control of veterinarians.**

The cost of the expedition is currently estimated at 60.000 €. This fee includes vaccines, veterinary care, transport and reintroduction to Pleistocene Park.

WHY REINTRODUCE LARGE HERBIVORES ?

Large herbivores stimulate the growth of steppe grasses, whose light colour reflects sunlight into the atmosphere like a mirror. This is the albedo effect. Thus, in summer the earth absorbs less heat and protects the permafrost. In winter, the trampling of large herds of cattle compresses the snowpack, which acts as an insulator. Denser snow keeps the ground and permafrost frozen.



COME ON BOARD !

If you are reading this, chances are you are one of those people who can really make a difference. To carry out our ambitious mission, we wish to surround ourselves with committed partners.

4 DIFFERENT DEGREES OF COMMITMENT:



AMPLIFY our voice

- **Share our campaign** on your social networks and newsletters.
- **Relay our Crowdfunding** operation.
- **Host a screening** for your staff, customers, partners...



CONNECT US to your network

- **Let us benefit** from the scale of your network:
- **Connect us** with a new partner.
- **Introduce us** to a potential ambassador.
- **Introduce us** to a philanthopist.



OFFER your expertise

You are an expert in climate science, carbon finance, conservation, lobbying, social impact...

Put your skills to work for the fight against climate change and join our braintrust.



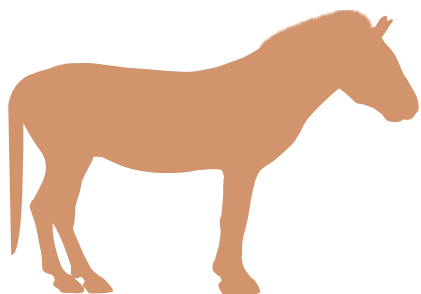
FUND our impact campaign

Take part in the adventure by supporting us financially.



GET INVOLVED !

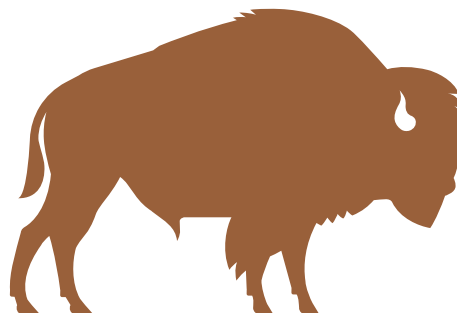
3 FUNDING LEVELS :



10 000 € : HORSE PACK (10 PACKS)

- Your **logo on all communication tools**.
- **Digital content for your social networks:** trailers, making of videos, interview of the director, video of Nikita Zimov.
- **An exclusive photoprint signed** by the Monts d'Azur expedition's photographer.
- **2 invitations for the national movie premiere** in Paris.
- **A private link** to share a preview with your collaborators.

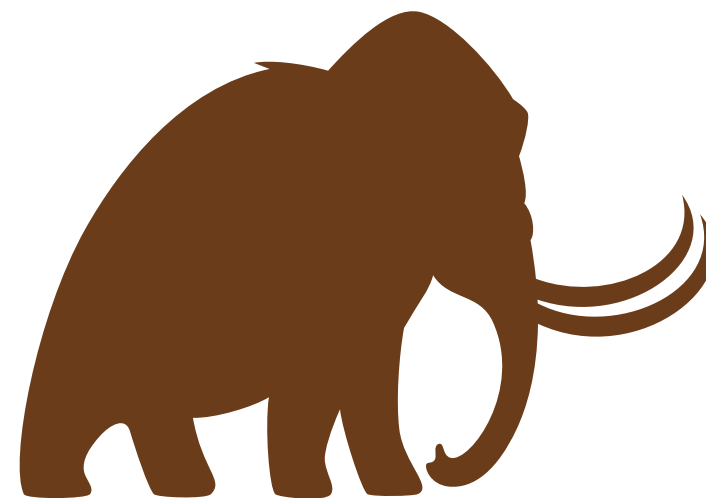
= 5 horses reintroduced at Pleistocene Park.



25 000 € : BISON PACK (5 PACKS) Horse Pack +

- **Organization of a screening of the film in your premises** with inspiring talks of the director Denis Sneguirev and Nikita Zimov, the head of Pleistocene Park.
- **5 invitations for the national movie premiere** in Paris.
- **Access to exclusive content + shooting of an interview of your CEO** (approximately 1'30'') outlining your commitment to the fight against climate change.
- **A 4K screening master** on a hard drive mentioning "This film is brought to you by: the name of your company".

= 5 bisons reintroduced at Pleistocene Park.



50 000 € : MAMMOTH PACK (3 PACKS) Bison pack +

- **A trip to Pleistocene Park** for two (about 8 days, trip included).
- **10 invitations to the world movie premiere** in Paris.
- **Access to more exclusive content :** A short personalized thank you video from Nikita Zimov and the film's director.

= 7 horses + 7 bisons reintroduced at Pleistocene Park.

MEET THE TEAM



Denis Sneguirev
Director



Caroline Roussel
Line producer



Cyrille Perez
Line Coproducer



Vladislav Ketkovich
Coproducer



Khadidja Benouataf
Impact Producer

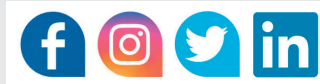


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The power of the wilderness to save lives, the power of humanity to save the wilderness.