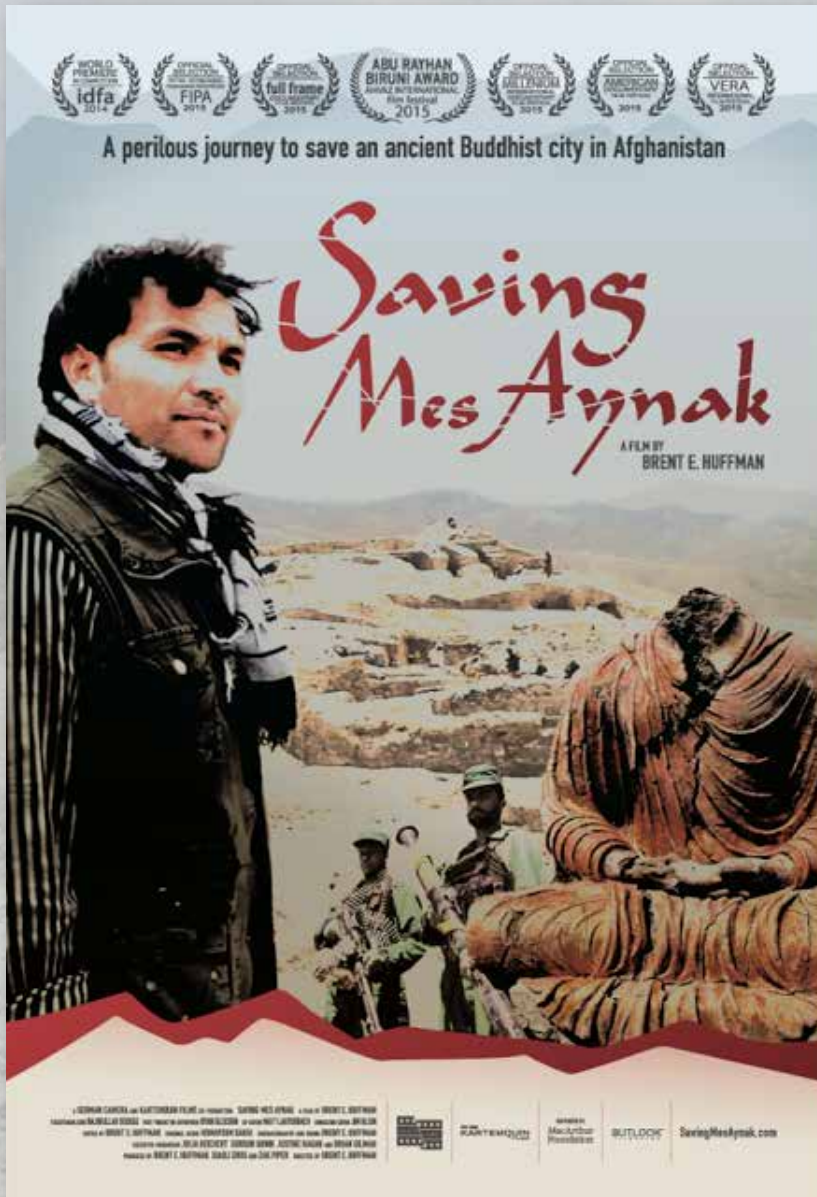


*"Saving Mes Aynak* shows the **sheer determination** of the Afghan archaeologists to **protect their culture against overwhelming odds...** Huffman has crafted a remarkable film of **courage, heroism, and hope.**"

-Tom St. John Gray,  
*Current World Archaeology Magazine*





**Mes Aynak** is an ancient Buddhist archaeological site in Afghanistan. Comparable in size to Pompeii or Machu Picchu, it measures 500,000 square meters, around the size of 100 football fields. Its uniquely preserved treasures may change our understanding of the history of Buddhism and Afghanistan.



\*Artist rendering of what Mes Aynak used to look like



A Chinese state-owned company purchased a 30-year lease for just under \$3 billion from the Afghan government for mining rights to the projected \$100 billion worth of copper at the site.



WHAT MES AYNAK WILL LOOK LIKE WITH  
AN OPEN-PIT MINE

\*Artist's rendering

The mining **would destroy Mes Aynak,**  
and it **could begin any day.**



***Saving Mes Aynak* is the only visual record of the discoveries at the site and the Afghan specialists risking their lives to save the ancient city.**



*Saving Mes Aynak* and the accompanying impact campaign has and will continue to raise awareness, funds and the political pressure to permanently protect this invaluable Afghan heritage site.

## Impact Campaign Goals

- Raise awareness about Mes Aynak and its role in global cultural history
- Inspire action to protect Mes Aynak and other threatened sites in Afghanistan
- Promote the Preservation of Afghanistan's Cultural Heritage

**"A 5,000 year-old bronze age site and Buddhist Silk Road city in Afghanistan is threatened with destruction, and this award-winning film can make a difference."** –Paula Bernstein, *IndieWire*



# Impact Goal #1:

Raise awareness about Mes Aynak and its role in global cultural history

"Hugely moved by Brent E. Huffman's brilliant film *Saving Mes Aynak* on Afghan archaeology. **Can't recommend it enough.**"

—William Darlymple, *Writer & Historian*





# Screenings in 50 countries



# Tens of thousands of viewers at over 200 Screenings



\*Screening in Hong Kong

- 60+ Film Festivals
- 100+ University and Community Screenings
- 30+ Policy/Institutional Screenings



# A Selection of 2015-2016 Festivals:



**AHAZ INTERNATIONAL SCIENCE  
FILM FESTIVAL**  
MIDDLE EAST PREMIERE  
February 2015 | Ahvaz, Iran



**AMDOCS (AMERICAN  
DOCUMENTARY FILM FESTIVAL)**  
NORTH AMERICAN PREMIERE  
March 28, 2015 | Palm Springs, CA



**INTERNATIONAL FESTIVAL  
OF ARCHAEOLOGICAL  
FILMS OF BIDASOA**  
November, 2016 | Irun, Spain



**FULL FRAME DOCUMENTARY  
FILM FESTIVAL**  
April 11, 2015 | Durham, NC



**IAFOR DOCUMENTARY FILM  
AWARD & FESTIVAL**  
JAPANESE PREMIERE  
November 14, 2015 | Kobe, Japan



**FESTIVAL OF SOUTH ASIAN  
DOCUMENTARIES**  
SOUTH ASIAN PREMIERE  
November 19, 2015 | Kathmandu, Nepal



**REFRAME PETERBOROUGH  
INTERNATIONAL FILM FESTIVAL**  
CANADIAN PREMIERE  
January 30, 2016 | Peterborough,  
Ontario, Canada



**PYONGYANG INTERNATIONAL  
FILM FESTIVAL**  
September 16-21, 2016 | North Korea



# Festival Screening Highlight



**IDFA (INTERNATIONAL DOCUMENTARY FILM FESTIVAL AMSTERDAM)** in Amsterdam, The Netherlands

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*Saving Mes Aynak's* world premiere at the **largest** documentary film festival in the world.

Six screenings to **sold-out** crowds.

**Expert panel** at the University of Amsterdam included Stephen Carter of Global Witness, an international environmental advocacy group.



# Festival Screening Highlight



## INSCIENCE: DUTCH INTERNATIONAL FILM FESTIVAL in Nijmegen, the Netherlands

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*Saving Mes Aynak* screened twice as part of film + talk series:

**Dr. Evert van der Zweerde** (Professor of Political Philosophy, Radboud University) and **Dr. Paul van der Velde** (Professor of Asian Studies, Radboud University) participated in a **discussion about the importance of archaeology**, the unique religious history of Afghanistan, and the current political climate surrounding Mes Aynak.

Archaeologist Niels Stoffels provided an introduction to the film, and, after the screening, writer **Johan Roos Literair Productiehuis Wintertuin** read an impressionistic poem, which he created live while watching the film.



# Festival Screening Highlight



## FESTIVAL OF TOLERANCE

in Zagreb, Croatia:

"Identity, Culture and Heritage: the Last Obstacle to the Capital"

A discussion moderated by Tajana Pleše, archeologist from Croatian Conservation Institute, with panelists:

- Goranka Horjan, art historian and president of European Museum Forum
- Jasen Mesi, archeologist, former minister of culture and member of Croatian parliament
- Zrinka Paladino, architect from City of Zagreb Institute for the Conservation of Cultural and Natural Heritage
- Paola Orli, art historian



# Selection of 26 Festival Awards Won



**GREAT PRIZE OF THE JURY AND AUDIENCE AWARD**  
of the 16th International Archaeological Film Festival of the Bidasoa



**THE 37TH TELLY AWARD**  
Best Documentary Feature  
Worldwide



**GRAND PRIZE & AUDIENCE AWARD ICRONOS**  
International Festival of  
Archaeological Films  
Bordeaux, France



**SPECIAL JURY MENTION**  
Master of Art Film Festival  
Sofia, Bulgaria



**GRAND PRIZE AGON**  
the 10th International Meeting of  
Archaeology Films  
Athens, Greece



**BEST INTERNATIONAL DOCUMENTARY FEATURE**  
Life After Oil International  
Film Festival  
Sardinia, Italy



**GRAND PRIZE**  
Arkhaios Cultural Heritage and  
Archaeology Film Festival  
Hilton Head Island, SC



**BEST FILM**  
The Archaeology Channel  
International Film &  
Video Festival  
Eugene, OR

# Selection of 26 Festival Awards Won



## SILVER PLAQUE FOR BEST DOCUMENTARY IN ARTS & HUMANITIES

Chicago International Film Festival TV Awards | USA



## IDFA HONORARY AWARD FOR 2015 — BRENT HUFFMAN FOR SAVING MES AYNAK

IAFOR Documentary Film Award, The International Academic Forum  
Kobe, Japan



## ABU RAYHAN BIRUNI AWARD

Ahvaz International Science Film Festival  
Ahvaz, Iran



## GREEN SPARK AWARD

American Conservation Film Festival | USA



## AUDIENCE FAVORITE FILM AWARD

Arkhaios Cultural Heritage and Archaeology Film Festival  
Hilton Head Island, SC



## BEST DOCUMENTARY, INTL ONE-HOUR FILM COMPETITION

Cinemambiente Environmental Film Festival  
Turin, Italy



## BEST PUBLIC EDUCATION VALUE

The Archaeology Channel International Film & Video Festival  
Eugene, OR



## BEST DIRECTOR

Association for Asian Studies Film Expo  
Chicago, IL



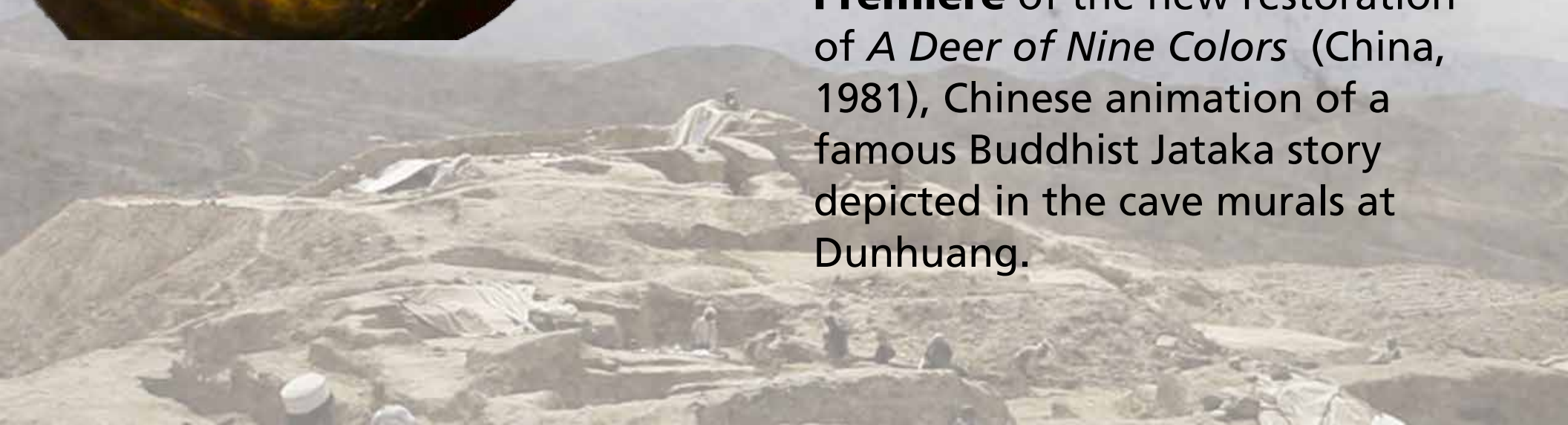
# 2015-2016 University and Community Screenings

- China Onscreen Biennial, The National Gallery, Washington DC, USA
- China Onscreen Biennial, UCLA Film Archive, Los Angeles, CA, USA
- National Museums of World Culture, Göteborg, Sweden
- American University of Afghanistan, Kabul, Afghanistan
- Habib University, Karachi, Pakistan
- The Art Institute of Chicago, IL, USA
- Musée de Louvre, Paris, France
- Yale Himalaya Institute, CT, USA
- Oriental Institute at the University of Chicago, IL, USA
- Fordham Art Law Society, NY, USA
- Gardner Center for Asian Art and Ideas, WA, USA
- Stanford University, California, USA



## Community Screening Highlight

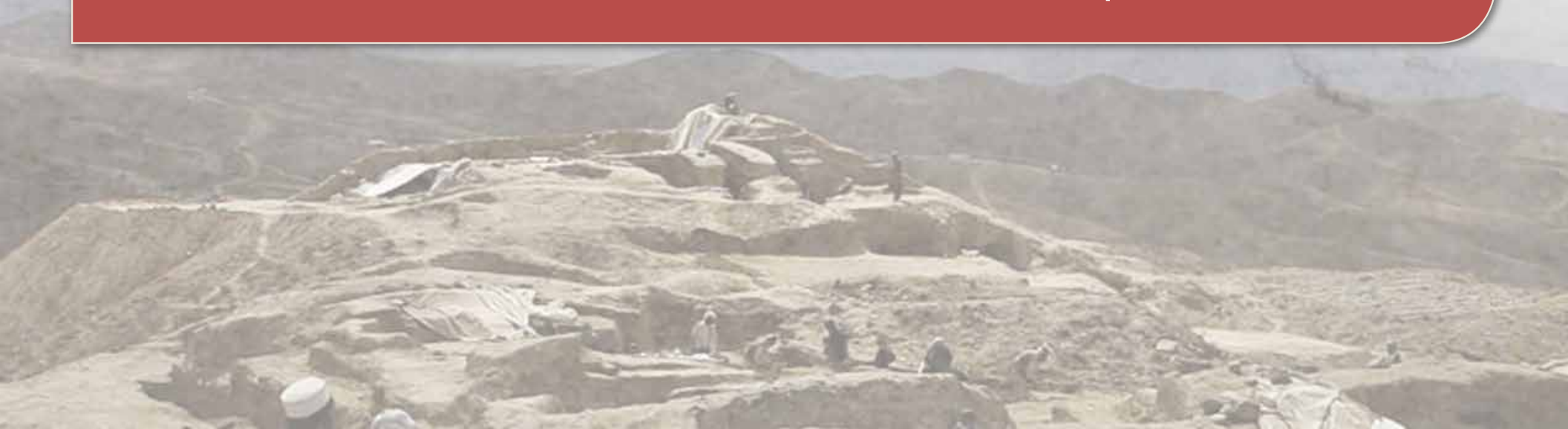
- **Screening at UCLA Film Archive** for the China Onscreen Biennial
- Began with a **30-minute group meditation session.**
- **Preceded by the International Premiere** of the new restoration of *A Deer of Nine Colors* (China, 1981), Chinese animation of a famous Buddhist Jataka story depicted in the cave murals at Dunhuang.





# 2015-2016 Policy/Leadership Screenings

- US State Department
- The Afghan Ministry of Culture
- Smithsonian Museum
- The Antiquities Coalition
- The MacArthur Foundation
- Carnegie Endowment for International Peace
- National Gallery of Art
- Kabul National Museum
- The Rubin Museum of Art
- American Institute of Roman Culture
- The Global Heritage Fund
- The Asia Society
- National Museum of Czech Republic



# Ongoing International Presence

*Saving Mes Aynak* was part of a 2016 **traveling exhibition of Mes Aynak artifacts** starting at the National Museum in Prague, Czech Republic, where the film was **screened by government leaders** actively involved in cultural preservation in Afghanistan.





# Global Access: Volunteers Translated Film

*Salvando Mes Aynak*

Italian

Translated by Isabella Tuvo

*Mes Aynak Retten*

German

Translated by Charlotte Bland

*メス・アナックを救うの*

Japanese

Translated by Shawn Mahler /  
IAFOR / Peter Watanabe

*Salvando Mes Aynak*

Spanish

Festival of Archaeological Films  
of Bidasoa

*Besparen Mes Aynak*

Dutch

*Salvando Mes Aynak*

Portuguese

*En sauvant Mes Aynak*

French

Translated by Eric Leblanc

# Over 1 Million Global Viewers of Television Broadcasts

*Saving Mes Aynak* was broadcast on German, Norwegian, Swiss, Italian, Spanish, Iranian, Turkish, and Afghan television. **It also had multiple screenings in prime time** on both Al Jazeera English and Al Jazeera America.

- BTN (BUDDHIST TRUE NETWORK) South Korea
- NHK Japan
- AL JAZEERA English
- SRF (SCHWEIZER RADIO UND FERNSEHEN) Swiss TV
- AL JAZEERA AMERICA
- RTL TELEVISION German TV
- RSI (RADIOTELEVISIONE SVIZZERA) Swiss TV



- KLASIK TV Croatia
- HISTOIRE (HD1) France
- GEO Germany



# ***Saving Mes Aynak* featured in 50+ major media outlets:**



# ***Saving Mes Aynak* cited by major press outlets:**



**Newsweek**

theguardian

Los Angeles Times



**ARTEFACT**

Sacred  
Land  
Film  
Project



**TIME**

Asia Environmental



Governance Blog



## Impact Goal #2:

Inspire Action to Protect Mes Aynak

**“A call to action that needs immediate attention...this is a movie that demands you at least tweet your congressman after viewing.”**

–Joe Corey, *Inside Plus*



# International Petition for Preservation

**More than 84,000 people** from around the world **have signed a petition to Afghan president Ashraf Ghani** asking him to protect and preserve Mes Aynak.



Ghani visited the site in person, toured with Qadir Temori February 2, 2015.

Photo Credit: <http://thekabultimes.gov.af/index.php/newsnational/5867-president-ghani-pays-visit-to-ainak-copper-mine.html>



Petitioning [President Ashraf Ghani Ahmadzai](#)

# Prevent destruction of ancient site of Mes Aynak and the environmental damage



**Matin Wasei** Aalsmeer, Netherlands



## Sign this petition

84,919 supporters



15,081 needed to reach 100,000

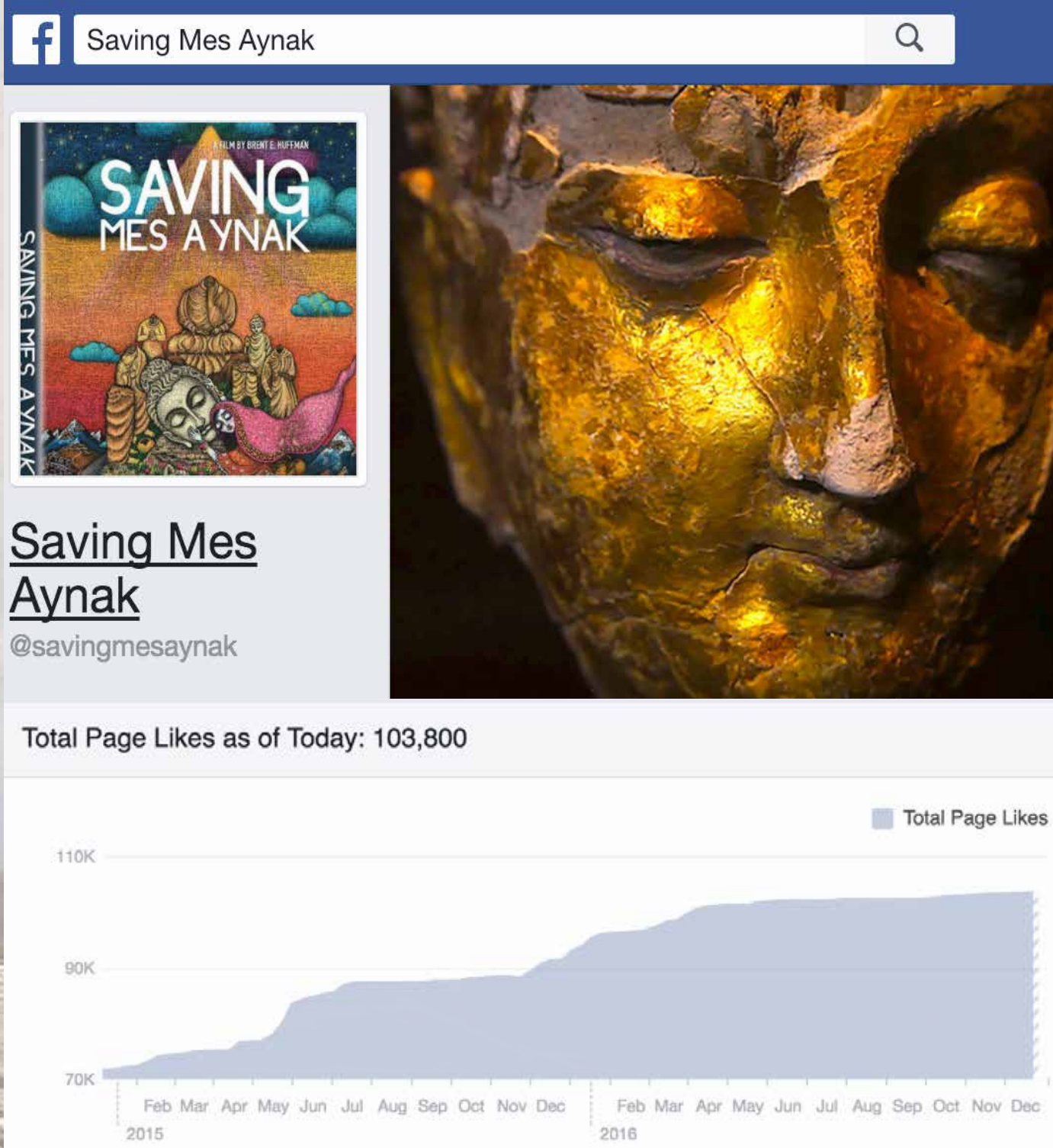
United States



# Social Media Engagement

The "Saving Mes Aynak" Facebook page has **over 103,000 Likes** and **reaches millions weekly from nearly every country on the planet**, according to Facebook analytics. The official Twitter page for the film has **over 29,000 engaged followers**.

**IndieWire** named Brent E Huffman one of 25 filmmakers to follow on Twitter.





# Saving Mes Aynak day: July 1, 2015

## Social Media Awareness Effort on Facebook and Twitter

“On this day, we will unite in watching *Saving Mes Aynak*, and announce to the world that **we believe in saving Mes Aynak, and in protecting culture, history, and human rights.**” –Brent E. Huffman

**#SaveMesAynak**  
hashtag reached over  
**90 million users from**  
**around the world.**

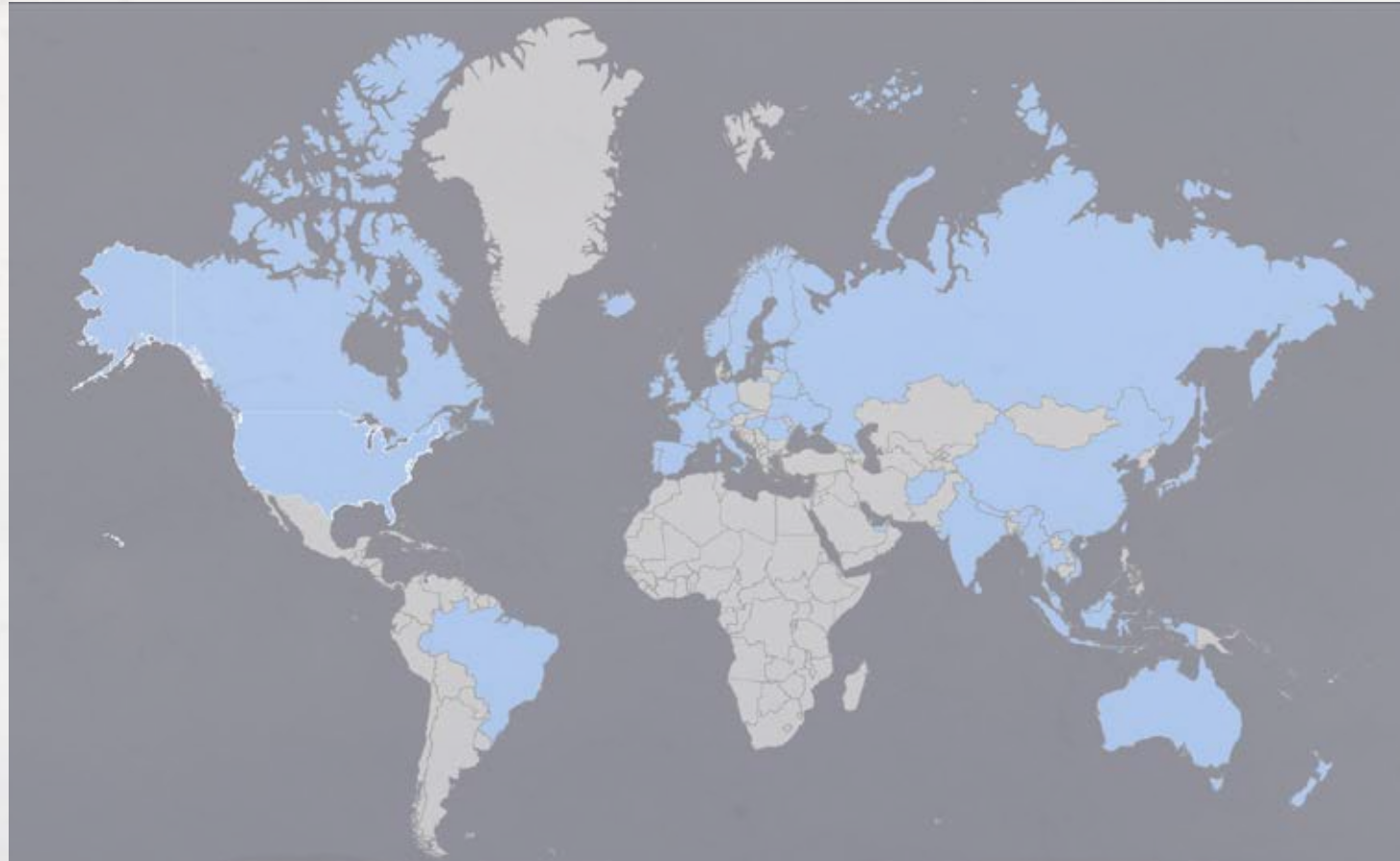
On the same day, the film  
broadcast on Al Jazeera  
English and became free  
to watch in Afghanistan  
through VHX.



# Fund Raising to support Mes Aynak directly:

*Saving Mes Aynak* raised over \$50,000 from 46 countries on Indiegogo and Kickstarter:

Afghanistan, Australia, Belarus, Belgium, Brazil, Canada, China, Czech Republic, Denmark, Estonia, Finland, France, Germany, Hong Kong, Hungary, Iceland, India, Indonesia, Ireland, Israel, Italy, Latvia, Japan, Malaysia, Myanmar, Nepal, Netherlands, New Zealand, Norway, Portugal, Qatar, Republic of Korea, Romania, Russia, Singapore, Spain, Sri Lanka, Sweden, Switzerland, Taiwan, Thailand, Ukraine, United Arab Emirates, United Kingdom, United States of America, Vietnam





# MAKING A DIRECT IMPACT AT MES AYNAK



**\$10,000 of the funds raised from Indiegogo went directly to Qadir and the team at Mes Aynak to purchase the necessary chemicals for preservation and, as seen here, computers to track the progress of their dig.**



## Impact Goal #3:

Promote the **Preservation**  
of Afghanistan's **Cultural**  
**Heritage**

"Advocacy filmmaking at its best and most chilling...that rare doc that **needs** to be seen." –Jake Jacobson, *IndieWire*

"**A wake-up call** for the civilized world."

–Joe Bendel, *Epoch Times*





Qadir Temori was promoted to Director of Archaeology in the Ministry of Culture, amplifying his potential to preserve his cultural heritage.

**“Nobody should allow their cultural identity to be erased.”**

**–Qadir Temori, in *Saving Mes Aynak***



# International Database for Mes Aynak and other Afghan Cultural Heritage Sites

Database created as a result of the June, 2015 Oriental Institute screening:

- A joint effort of the US State Department, The Oriental Institute and the Afghan Institute of Archaeology.
- The first of its kind, the database will map all Afghan archaeological heritage sites, document their state of preservation, monitor looting, and serve as a tool for planning and protection from mining and other economic development projects.
- Catalogues Buddhist and Kandahar art related to Mes Aynak and other sites for study.
- Will also train young Afghans in the field of archaeology and Geographic Information Systems (GIS)



# Creating Awareness, Support, and Political Will for Preservation in Afghanistan

## Screenings in Kabul:

- American University of Kabul
- Solidarity Party of Kabul
- TOLO Afghan TV broadcast forthcoming



\* Photo from Solidarity Party Screening

# Creating Awareness, Support, and Political Will for Preservation in Afghanistan

Filmmaker Brent E Huffman was interviewed for **Voice of America Dari** which has a wide reach in Afghanistan and over 2 million Facebook followers.

**TOLO news** (a tv station in Kabul) is trying to set up a broadcast for the film in Afghanistan which could potentially reach millions of people, once security for Qadir and other archaeologists can be assured

Film is available to **watch in Afghanistan for free** through VHX, and over 500 people have watched.





# National Museum of Afghanistan Mes Aynak Exhibit

Artifacts from Mes Aynak on display in the Kabul Museum. **The first time in 2,000 years** these pieces of art are viewed by the people of Afghanistan.



# Campaign Supporters

MacArthur  
Foundation



Global Heritage Fund

MEDILL  
NORTHWESTERN UNIVERSITY



NORTHWESTERN  
UNIVERSITY



Asia  
Society



BUFFETT CENTER  
NORTHWESTERN UNIVERSITY

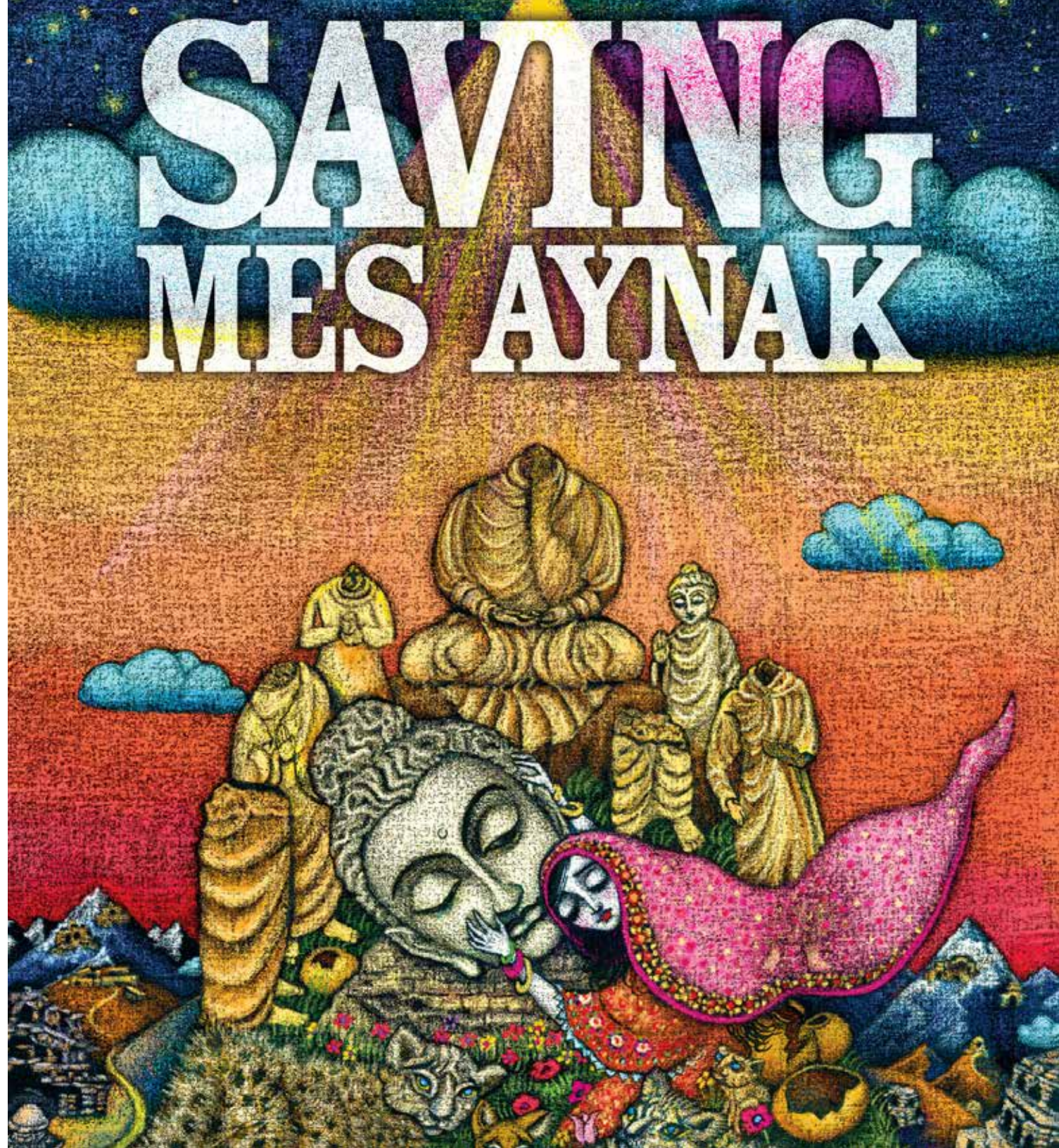
evanston!  
community  
foundation

THE  
REVA & DAVID LOGAN  
FOUNDATION



*Saving Mes Aynak* has the power to inspire individuals, institutions and governments to protect this global heritage site, and set a precedent for protecting others like it.

# SAVING MES AYNAK



\*Art by Rima Fujita