



Endangered Coast

Globalization
is no friend to
cultures like his,
which are Vanishing
1 every 2 weeks.



WHO WE ARE

Endangered Coast is a non-profit organization fostering public awareness against the loss of traditional cultures along our coastal planet. Minority cultures are disappearing at a sobering rate: 1 every 14 days. We work in villages documenting their traditions and native knowhow to create a multi-media database. We then leverage this ethnographical storehouse and engage the public to value their survival and defend their right of self determination. Worldwide 300 million traditional people struggle against the tide of globalization as undervalues players in finding solutions to global warming and healing the planet.

- Endangered Coast is the world's first and only multimedia charity organization singularly dedicated to documenting dying cultures along the world's coastal shores. We employ multimedia to compile a rich historical record then apply that to heighten public awareness. Endangered Coast understands the reality of a changing world and the power of images to communicate.



the **CRISES** of culture

Traditional societies throughout the world sit on the "frontlines" of globalization's expansion; they occupy the last pristine places on earth, where resources are still abundant: forests, minerals, water, and genetic diversity. All are ferociously sought by global corporations, trying to push traditional societies off their lands.

The impact of globalization is strongest on these populations perhaps more than any other because these communities have no voice and are therefore easily swept aside by the invisible hand of the market. Globalization is not merely a question of marginalization for indigenous peoples it is a multi-pronged attack on the very foundation of their existence and livelihoods

2+1

Every two weeks the world loses another culture pushed to extinction by the forces of globalization.

300 million

300 million poor are affected adversely by the reaches of globalization. One third of them are artisan fishermen.



A photograph of a man with a weathered face, wearing a white button-down shirt, holding a large, dark-colored bird (possibly a toucan) in his hands. He is looking directly at the camera with a serious expression. The background is dark and textured, possibly a cave or a natural rock formation. The lighting is dramatic, highlighting the man's face and the bird.

Spotlight **Brazil!**
From the field

STORY FROM THE FIELD: A FATHERS DREAM

O nordestino e, antes de tudo, um forte — *A nordestener is, first of all, a strong man.*

“Que legal! I’m going to buy one of those!” He tells me pointing to a red dune buggy that speeds past us on the beach.

The 13 yr. old looks at his father, who says nothing. Francisco would like to teach his son all he knows, if he’ll listen.

The life of a Brazilian fisherman is a hard sell compared to a life of leisure modeled by lounging tourists with expensive 4x4's that inundate his tiny community every summer. Here for all the world to see human diversity and globalization are at odds.

“What can I do?” asked Francisco. “Yes, a fishermen's life is hard but it is a good life”. Then looking towards the crowd of bikini clad tourists and kite surfers he asks, - How can he hear his heart?



The difference between Francisco’s childhood and his son's is stark. Back then, few outsiders ventured to his small beach. In fact, the absence of roads and electricity had kept his village off the beaten path for four hundred years.

For now, despite the many changes, fishermen like Francisco still manage to maintain their way of life and preserve an important collection of primitive fishing vessels and knowledge that can be found nowhere else in the world. Thanks to them, one more cog in the wheel of human diversity is surviving - at least for this generation.

Brazil's Northeast Coast

& 150 thousand artisan fishermen of Native European African descent

utilizing primitive fishing vessels, African Orixás, Catholic saints that is uniquely Brazilian

along a 250 mile coastline of million year old sand dunes

rare coral reefs mangroves & tropical forests.



Status: Endangered

By pollution urbanization tourism overfishing classism

contact us



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Photography by Paul Lima. Statistics gathered from the United Nations, UNICEF,
World health organization and US Geological survey.