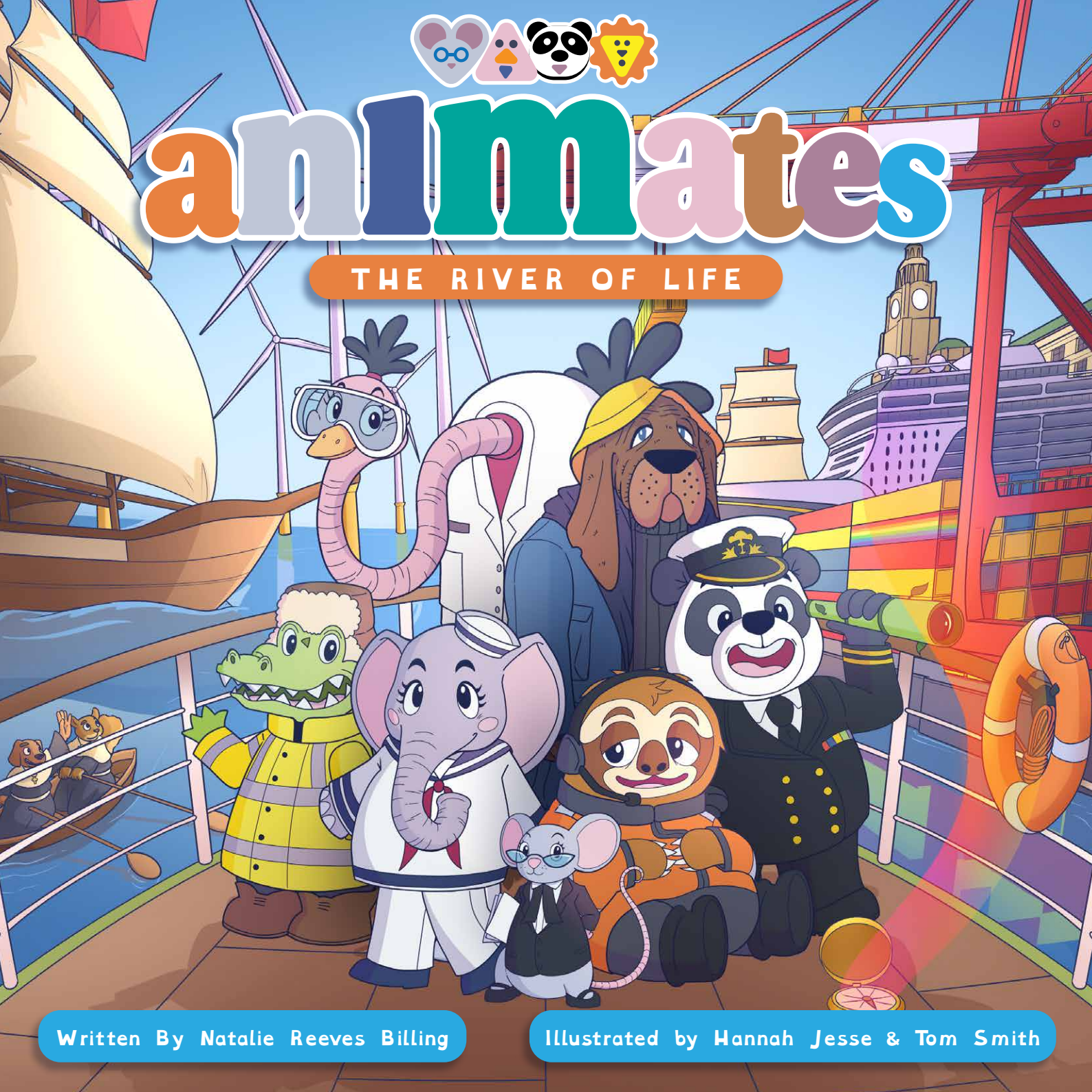




animates

THE RIVER OF LIFE



Written By Natalie Reeves Billing

Illustrated by Hannah Jesse & Tom Smith

WHAT JOBS AND SKILLS

Name: Loxie Donta
Species: African Elephant
Job: Seafarer



World Delivery Hero

Brings toys, clothes and tech across oceans, 90% of what we use.

Tech Adventurer

Steers giant ships with cool tools, like a real-life video game.

Super Traveller

Spots whales and visits loads of countries.

Invention

Uses her trunk to blast bubbles under the ship, making it zoom faster and cleaner.

Name: Muse Mousquit
Species: Mouse
Job: Maritime Lawyer



Worker Defender

Protects seafarers if they get hurt or need help.

Cargo Case Solver

Helps when goods go missing or accidents happen.

Sea Law Expert

Checks countries and companies follow the rules, no cheating allowed.

Innovation

Invented a universal plug so all ships can power up anywhere in the world.

Name: Mo 'Slow Mo' Folivora
Species: Sloth
Job: Control Room Operative 🎮🔧



Cargo Puzzle Pro

Moves giant containers using robots, cranes and straddle carriers, like a mega game of Tetris.

Delivery Boss

Puts cargo in the right place for trucks to take away.

Organiser Extraordinaire

Helps check and sort what's inside the containers.

Innovation

Uses a *Digital Twin*, a smart computer copy of the dock, to plan the smoothest moves for containers.

Name: Bam Bam
Species: Panda
Job: Naval Captain 🚢



Ship Boss

Steers giant navy ships and leads the crew like a cool uniformed superhero.

Danger Decider

Makes big decisions during storms, missions and emergencies.

Ocean Protector

Stops pirates, helps, rescues and guards the seas.

Innovation

Turns panda poo into bio gas to power the ship. 🐼⚡
Also works with wind power to keep sailing green & clean.

WILL YOU SEE TODAY?



Name: Stretch
Species: Ostrich
Job: Ship Navigator 🌐🗺️



🗺️ **Route Master**

Guides ships safely using maps, satellites, compasses and stars.

⚡ **Danger Dodger**

Spots storms, rocks and danger zones before they strike.

🌟 **Star Maths Whizz**

Reads the sky with a sextant (old-school sky science) and smart screens, too.

💡 **Innovation**

Stretch tracks every container by satellite, so nothing gets lost at sea.

Name: CoCo Dilla
Species: Crocodile
Job: Marine & Mechanical Engineer 🔧🐟



🚢 **Ship Fixer**

Keeps engines, propellers and power running on ships.

⚙️ **Machine Master**

Designs and builds machines and looks after machines that clean the ship's air and water.

🔧 **Safety Checker**

Makes sure machines are strong, safe and ready to go.

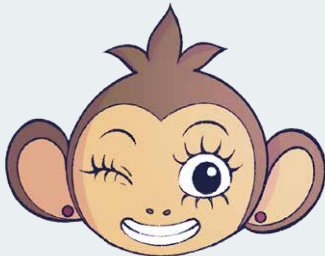
💡 **Innovation**

Builds smart systems that help ships run clean, smooth and strong, like a machine superhero.

Meet our two new Animate Apprentices,
animals in training!



Roary Sparks
the Lion



Chica Monkey Puzzle
the Monkey

Busy learning maritime skills.
You'll see them in an adventure soon...

Name: Old Sea Dog
Species: River Spirit



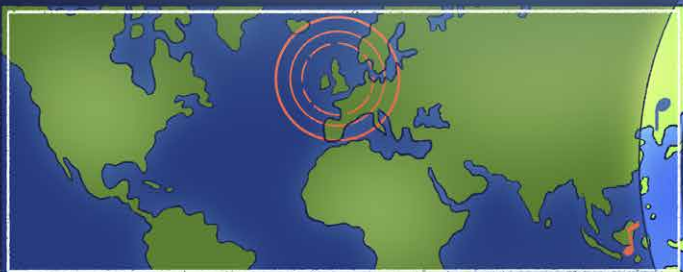
Old Sea Dog is the spirit of the River Mersey. Old Sea Dog looks after the health and happiness of the River Mersey, its creatures and all the people who rely on it.

Old Sea Dog supports the work of the National Oceanography Centre. The National Oceanography Centre is like a superhero science lab for the ocean. Scientists there study the sea to help protect it and keep it clean and healthy.

In the deeps of near space
at the edge of the moon,
The Animates whistle a
sea-faring tune.

They dream of a city,
a place they all love.
The land and its river,
they watch from above.

APPROACHING PLANET EARTH



DESTINATION: LIVERPOOL

AREAS OF INTEREST

Royal Albert Dock

Anfield Stadium

Hill Dickinson Stadium

Liverpool Knowledge Quarter

River Mersey

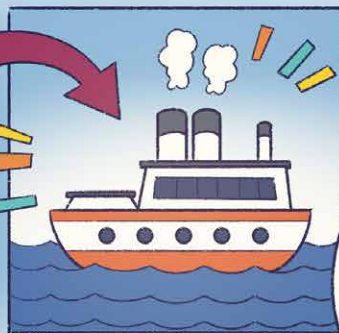
Cavern Club



Bam Bam is vexed,
his best trainers are frayed.
He finds some online,
soon he's ordered and paid.
But the ones he adores
from the US of A,
won't reach him by ship
for a week and a day!

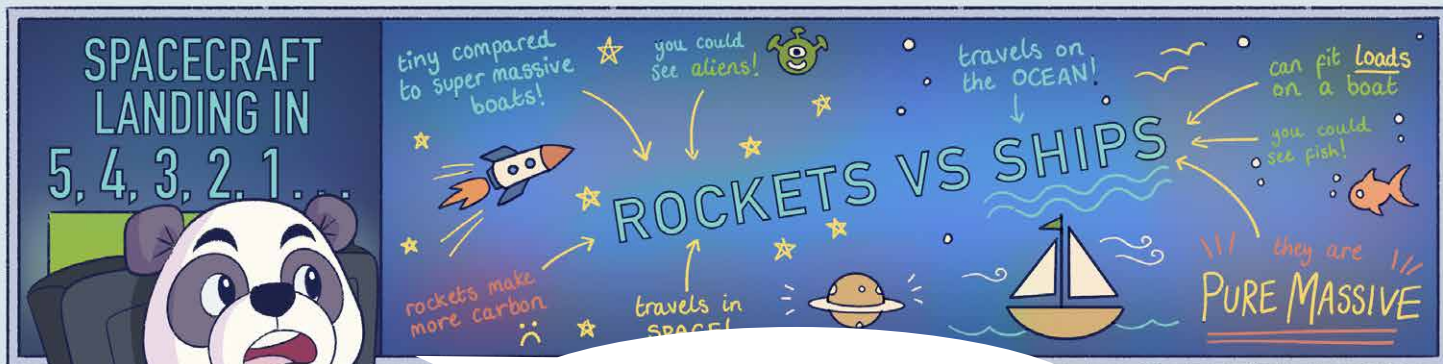


ARRIVING IN 8 DAYS



BY OVERSEAS SHIPPING



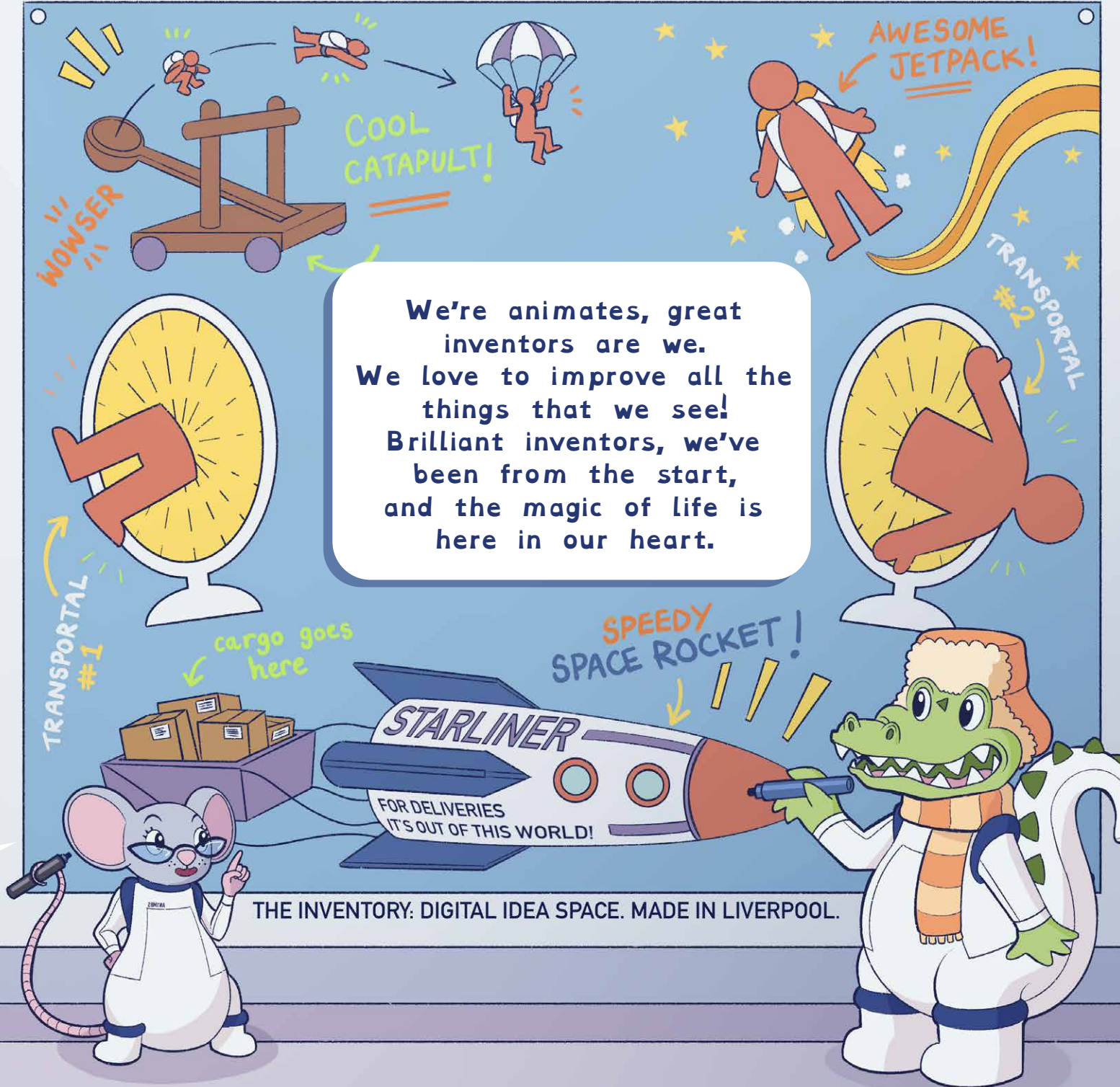


In this age of invention,
why do we still sail?

Can't we use rockets
to carry our mail?

We've been boating
around since 8000 BC

Let's make
something better;
how cool would
that be?



We're animates, great
inventors are we.
We love to improve all the
things that we see!
Brilliant inventors, we've
been from the start,
and the magic of life is
here in our heart.

THE INVENTORY: DIGITAL IDEA SPACE. MADE IN LIVERPOOL.



PORT OF LIVERPOOL

LIVERPOOL
CRUISE PORT

MERSEY TUNNELS

BIDSTON
OBSERVATORY

NATIONAL
OCEANOGRAPHY CENTRE

EUREKA! SCIENCE
& DISCOVERY

Fullagar

Stretch sets the rocket
towards Merseyside,
where people still live by the
flow of the tide.
And they see how much quicker
and fun things could be,
with rockets and zip wires
instead of the sea.

INTRODUCING...
THE SLOW-MO GO!

BYE BYE
BOATS!
ZIPLINE
OVER THE
RIVER



Wow, so much better
than ships with containers!
Imagine how quickly we'd get
our new trainers?
Let's go to the port with
our new enterprise.

Isle of Man
Steam Packet

Pilot Boat

Now pipe-down
land lubbers, do
you think that's
wise?





Tall Ships
Races

CSS Shenandoah

Mersey Flat

Mersey
Dazzle Ferry

We're Merseyside, and we live by the sea,
and you must understand ALL of our history.
Maritime people, we've been from the start
and this River of Life runs straight through our heart.



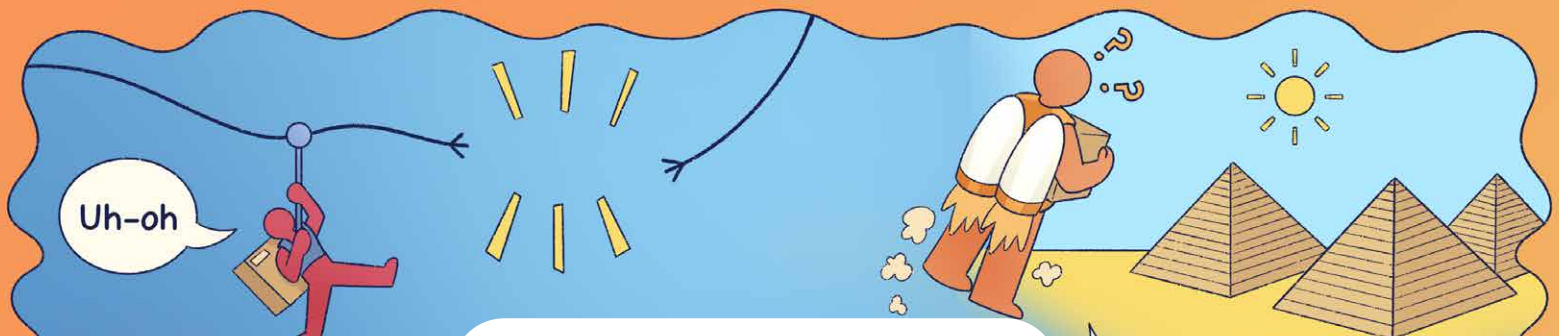
**RRS Sir David
Attenborough**

Three Graces

Three Queens

**Birkenhead
Priory Monks**

**HMS Prince
of Wales**



Uh-oh

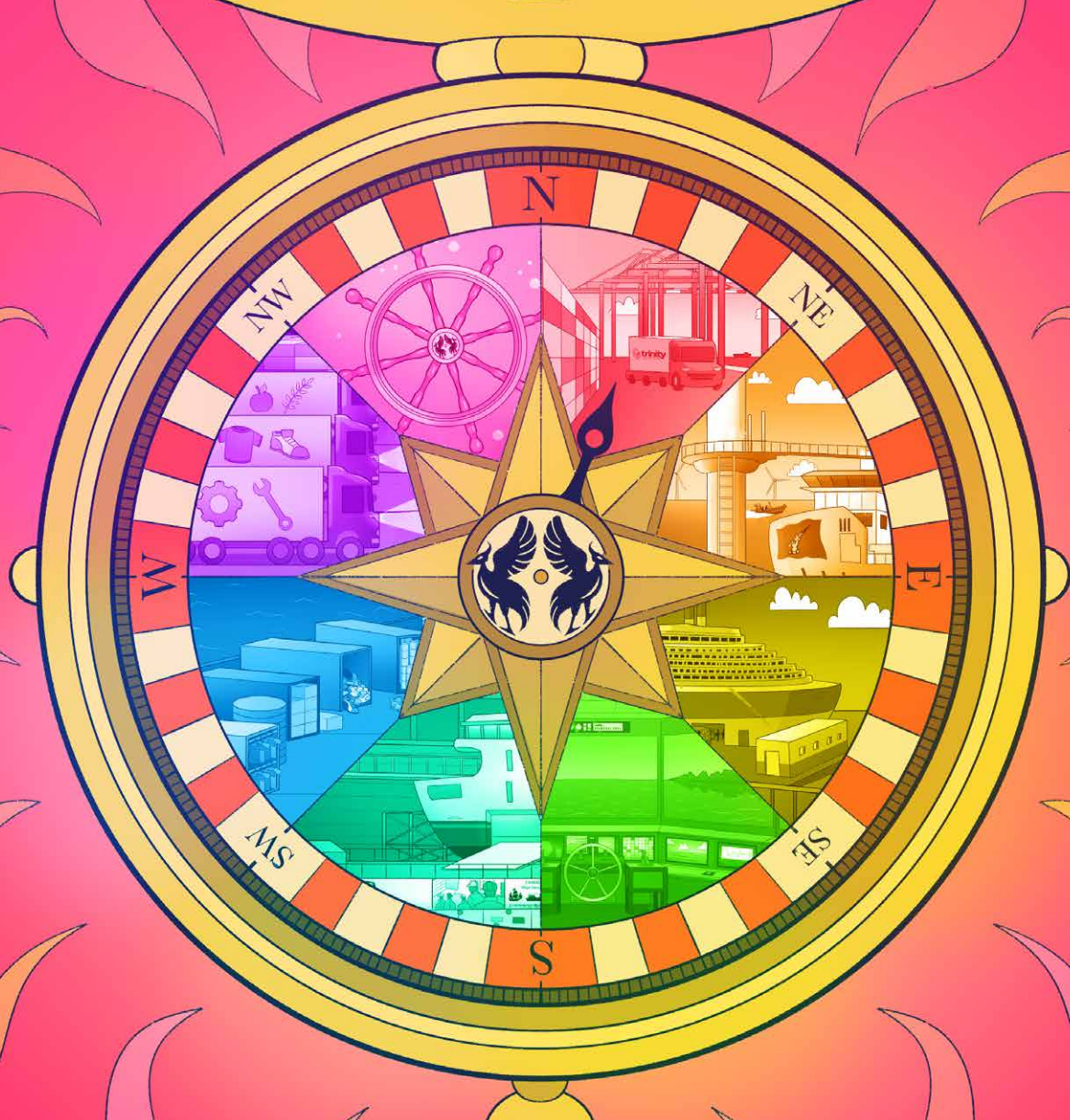
He holds out a compass
and turns it clockwise.
This mysterious sea dog
with storms in his eyes.
They see all their
trainers smashed up
on the rocks,
leaving Liverpool people
in sandals and socks.

I don't think this is Liverpool...




WHERE
ARE THEY?
SAVE OUR SOCKS
SOS

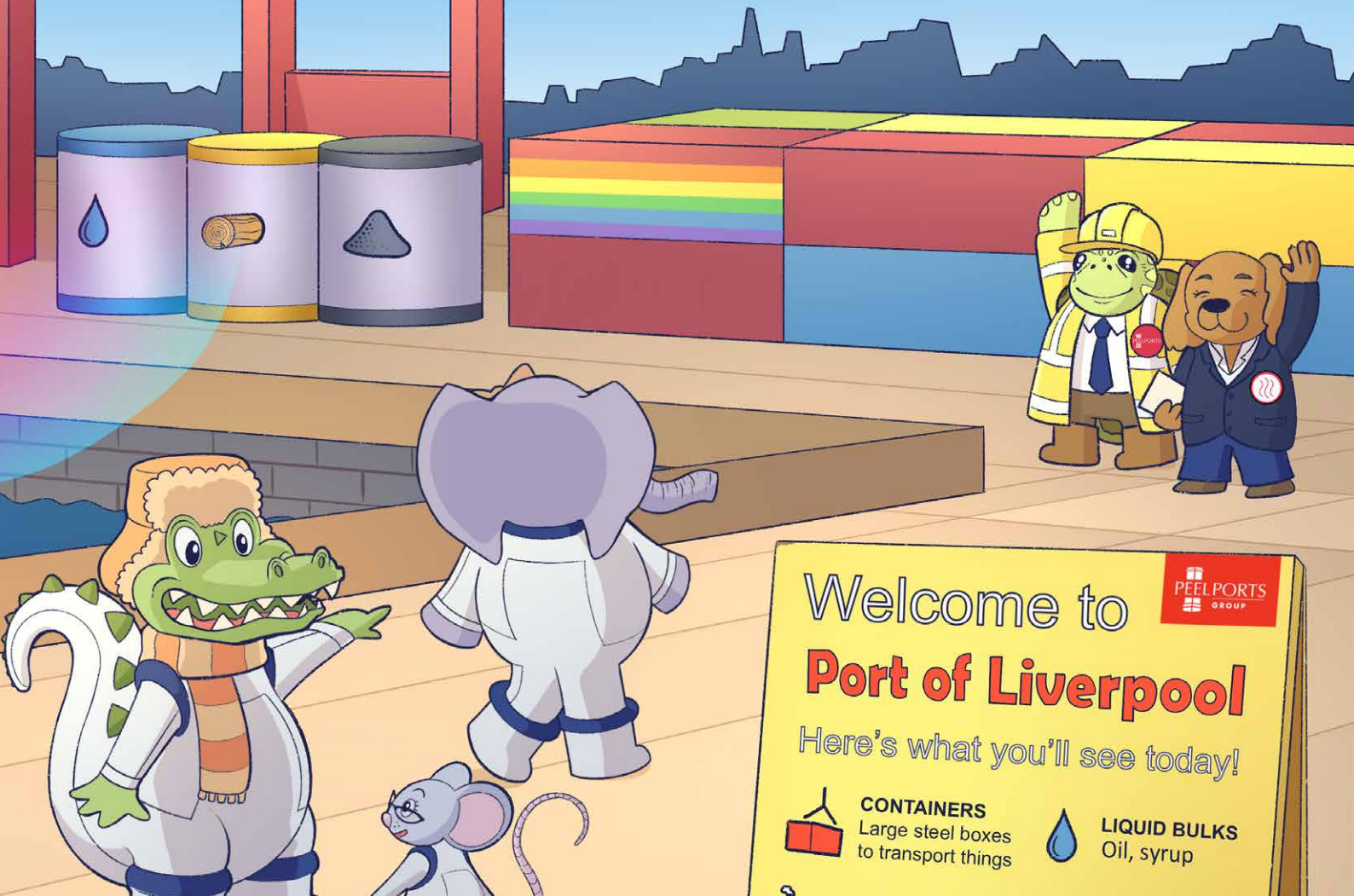




**This river is sacred; it fills us with pride.
Please, let my compass of light be your guide.
Visit the places you'll find by the river,
then what an excellent plan you'll deliver.**







The compass unfolds with a buzz and a chime.
A beam points towards Mersey Maritime.
This team unites people who work with the sea,
Peel Ports Group comes first on our itinerary.



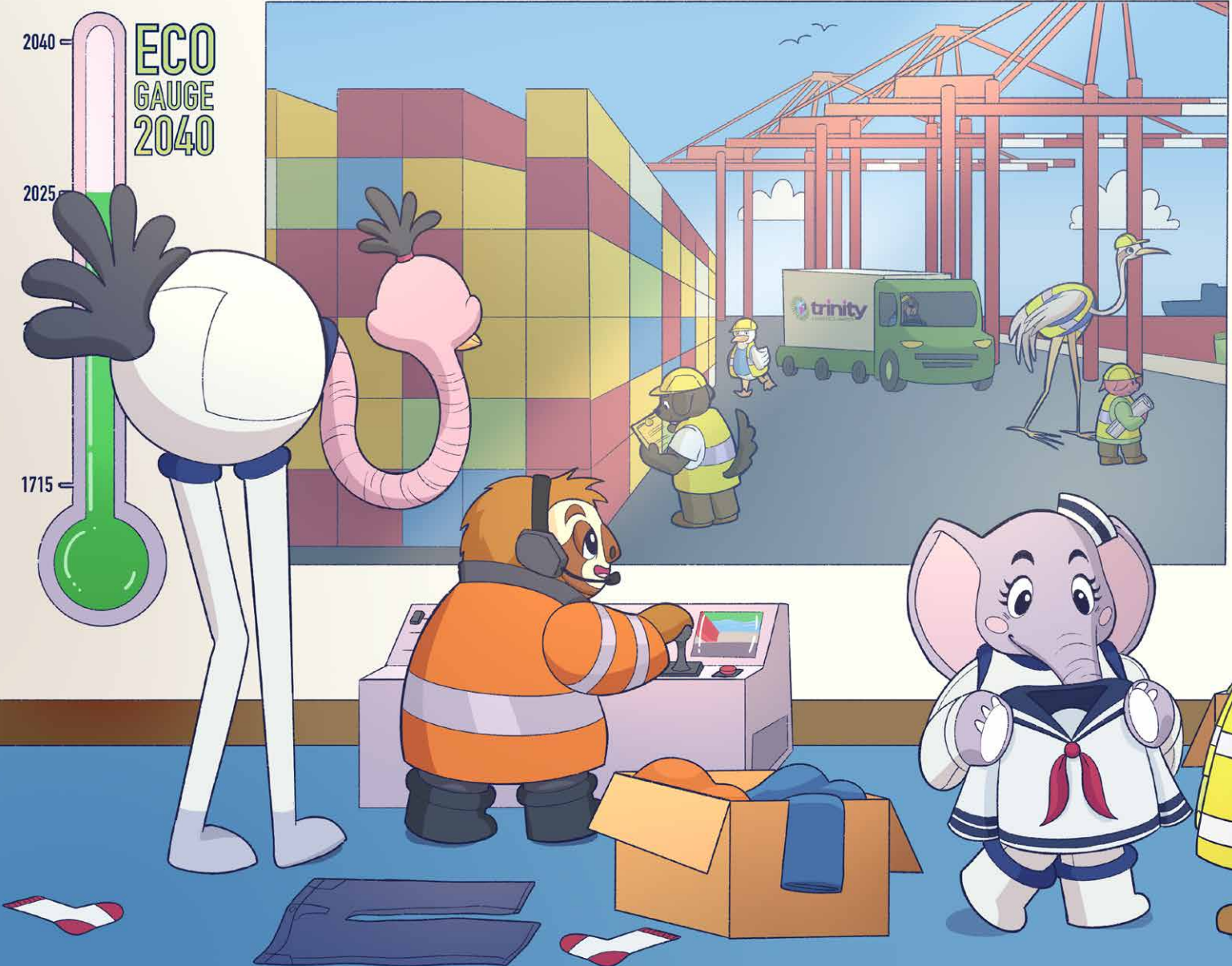
This port has stood here
for 300 years,
opening pathways to
brand-new frontiers.
It's the speediest route
to the US of A
for lots of the goods
that we need every day.

Welcome to  **Port of Liverpool**

Here's what you'll see today!

 CONTAINERS Large steel boxes to transport things	 LIQUID BULKS Oil, syrup
 CRUISE SHIPS	 METALS Steel, iron
 DRY BULK Animal feed, grain, biomass	 PROJECT CARGO
 ENERGY PRODUCTS	 RORO Roll on roll off machinery
 FOREST PRODUCTS Wood, paper, rubber	 OFFSHORE

Mersey Maritime gives Bam Bam a list of other cool companies who can assist. With the planning and research, they'll need to complete, in order to launch a brand-new eco-fleet.



**We're Peel Ports Group, and we live for the sea,
we make shipping better for you and for me.
In the maritime world, we play such a big part,
and this River of Life flows straight through our heart.**



WHAT YOU WILL SEE AT **PORT OF LIVERPOOL**

- Operatives unloading cargo
- Cranes lifting heavy containers
- Tugboats helping big ships turn
- Engineers checking engines
- Port pilots guiding ships in
- Straddle carriers moving containers
- Mechanics fixing machinery
- Office staff planning ship arrivals



Full steam ahead, and they sail out to sea,
where wind farms create green electricity.
The clever technicians repair and maintain,
when the ship needs more power, they plug in again.

BIBBY

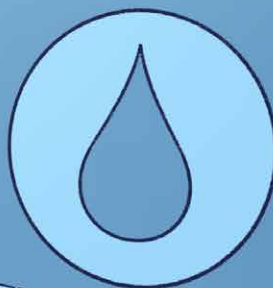
MARINE LIMITED



POWERING THE VESSEL



ELECTRICITY



EMETHANOL



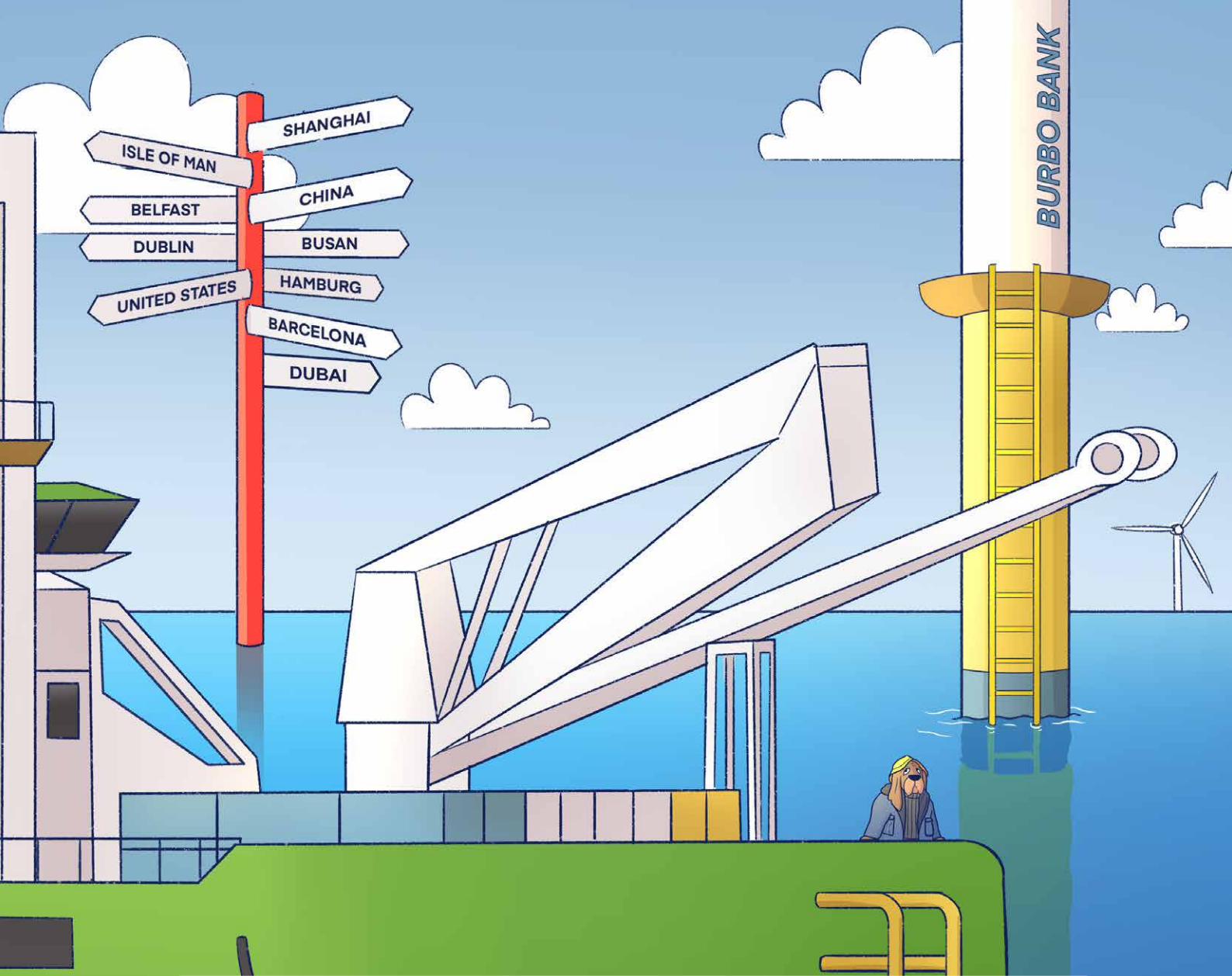
LAUNCHING IN 2027

With a battery as powerful as
417 fully charged electric cars!





**Up the turbine, workers descend and climb.
Here, the team live 30 days at a time.
The ship uses fuel that's low carbon and green,
with a battery pack bigger than the world's ever seen.**



We're Bibby Marine, and we live for the sea,
since 1807, when we came to be.
Maritime leaders, we've been from the start,
and the River of Life flows straight through our heart.



Next, the team board a colossal cruise liner. The Animates agree there is not a ship finer. With thousands on board for their epic vacations, they travel the world to exotic locations.

But how to look after these holidaymakers?
The explorers, adventurers, the movers and shakers?
So many people create so much trash,
but look what they're doing with that massive waste stash!



The Daniel
Adamson





**We're Liverpool Cruise Port; we live for the sea,
and we make ocean travel as green as can be.
Memory makers, we've been from the start,
and this River of Life runs straight through our heart.**

Onwards, they go to collect some more data.
They must have a go on a ship simulator.
Here, they can learn about ship navigation,
and pilot their new fleet to any location.



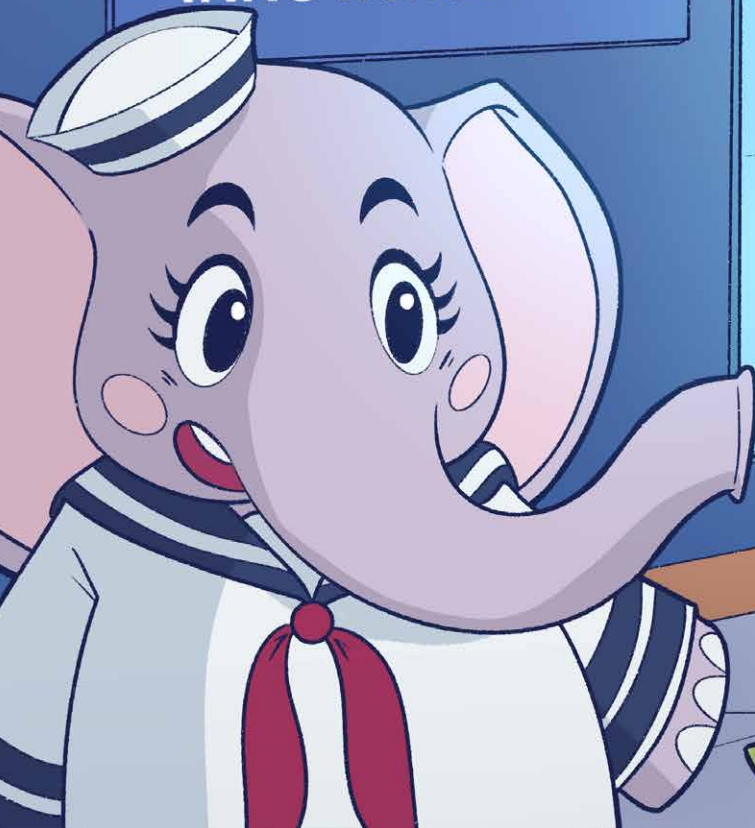
LIVERPOOL
JOHN MOORES
UNIVERSITY

GLOBAL CENTRE
FOR MARITIME
INNOVATION

FAB FACT!

A maritime
simulator is like a
big video game that
teaches us how to
drive ships.

You can use the
simulator to
practice steering,
parking, and
staying safe,
without going in
the water!



If a river is narrow, if traffic is high,
if thunder and lightning come down from the sky,
or an engine stops working, soon all of the crew,
will have practical knowledge to know what to do.

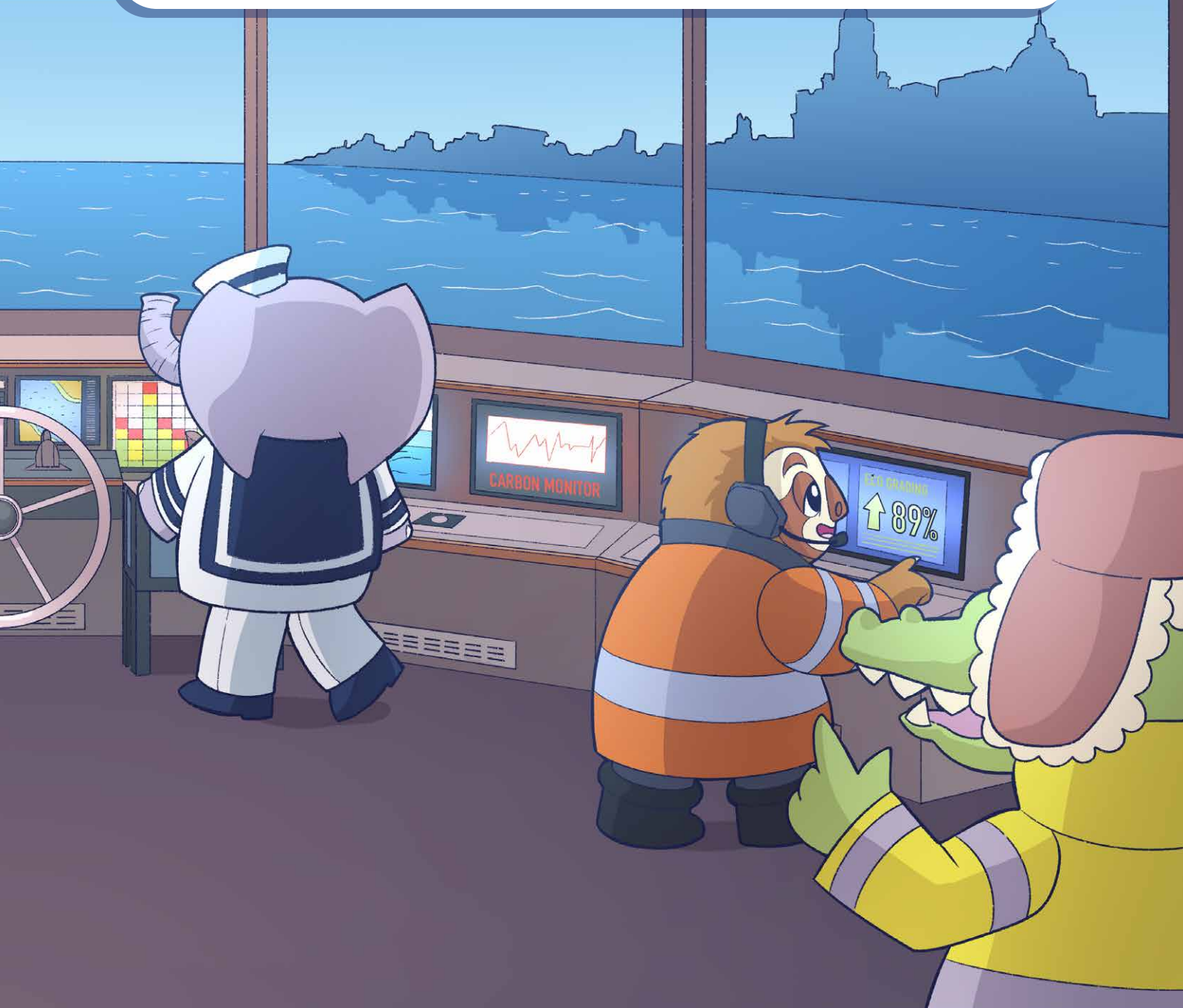


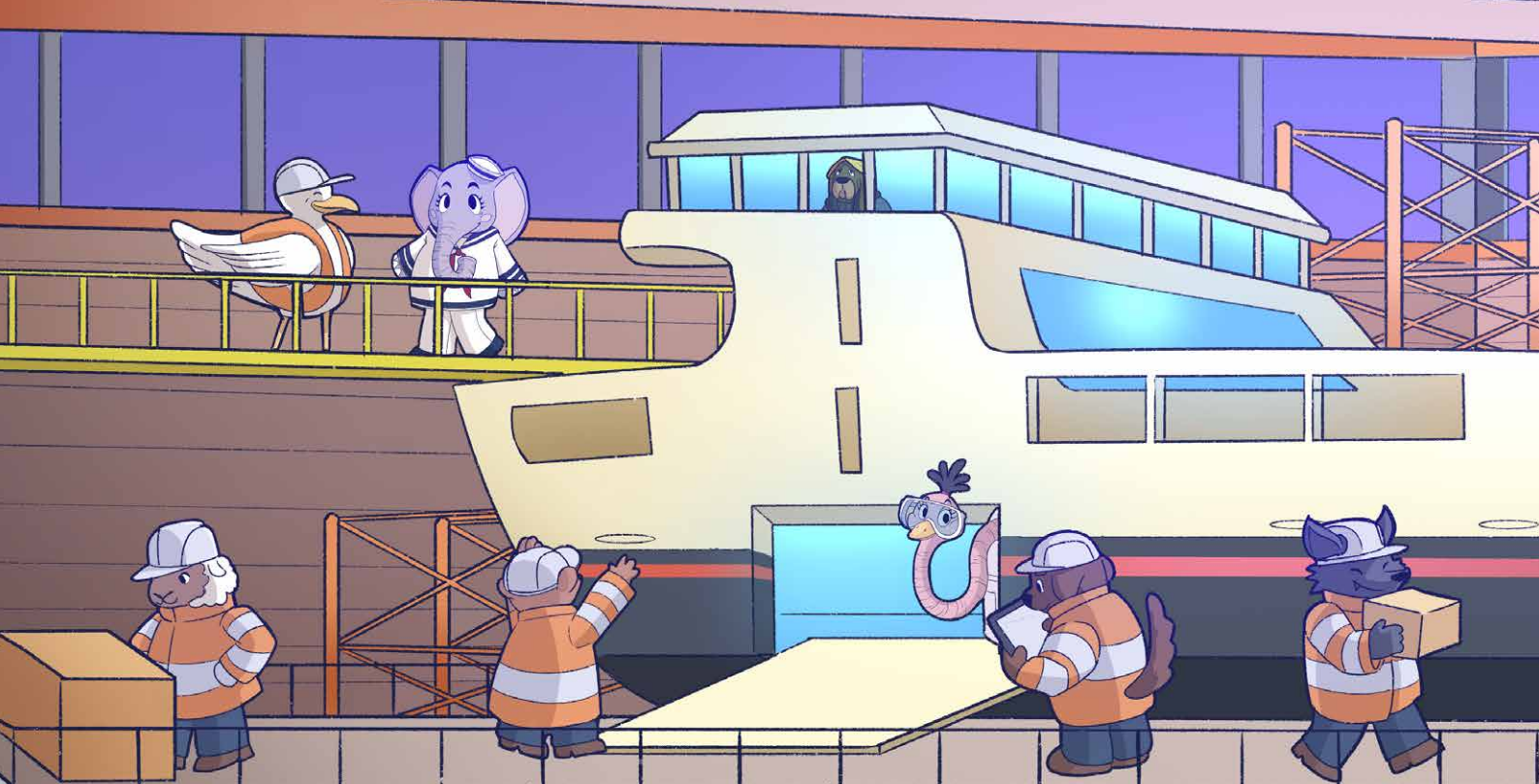
**We're LJMU, and we study the seas.
We teach engineering and technology degrees.**



This knowledge gives students the very best start,
and the River of Life runs straight through our heart.

Loading...
SHANGHAI PORT





**Next, it is time to see ships in construction.
We're off to a place that needs no introduction.
A shipbuilding firm of the highest degree,
and a part of our rich maritime history.**

We'll meet with a team of the best engineers,
with skills they've developed over 200 years.
Our maritime mission will then be complete,
and together, we'll launch a brand-new eco-fleet.







**We're Cammell Laird, and we live for the sea,
repairing and building throughout history.
Maritime leaders, we've been from the start,
and this River of Life runs straight through our heart.**

Maersk has arrived with a cargo of trainers, entering port in great stacks of containers. Goods come and go, to and from overseas, like food, oil, and vehicles, and stylish trainees.





Trinity's vehicles take cargo away.
Essential stuff that we use every day,
like clothing and edibles, metals and grains,
moving on barges and lorries and trains.

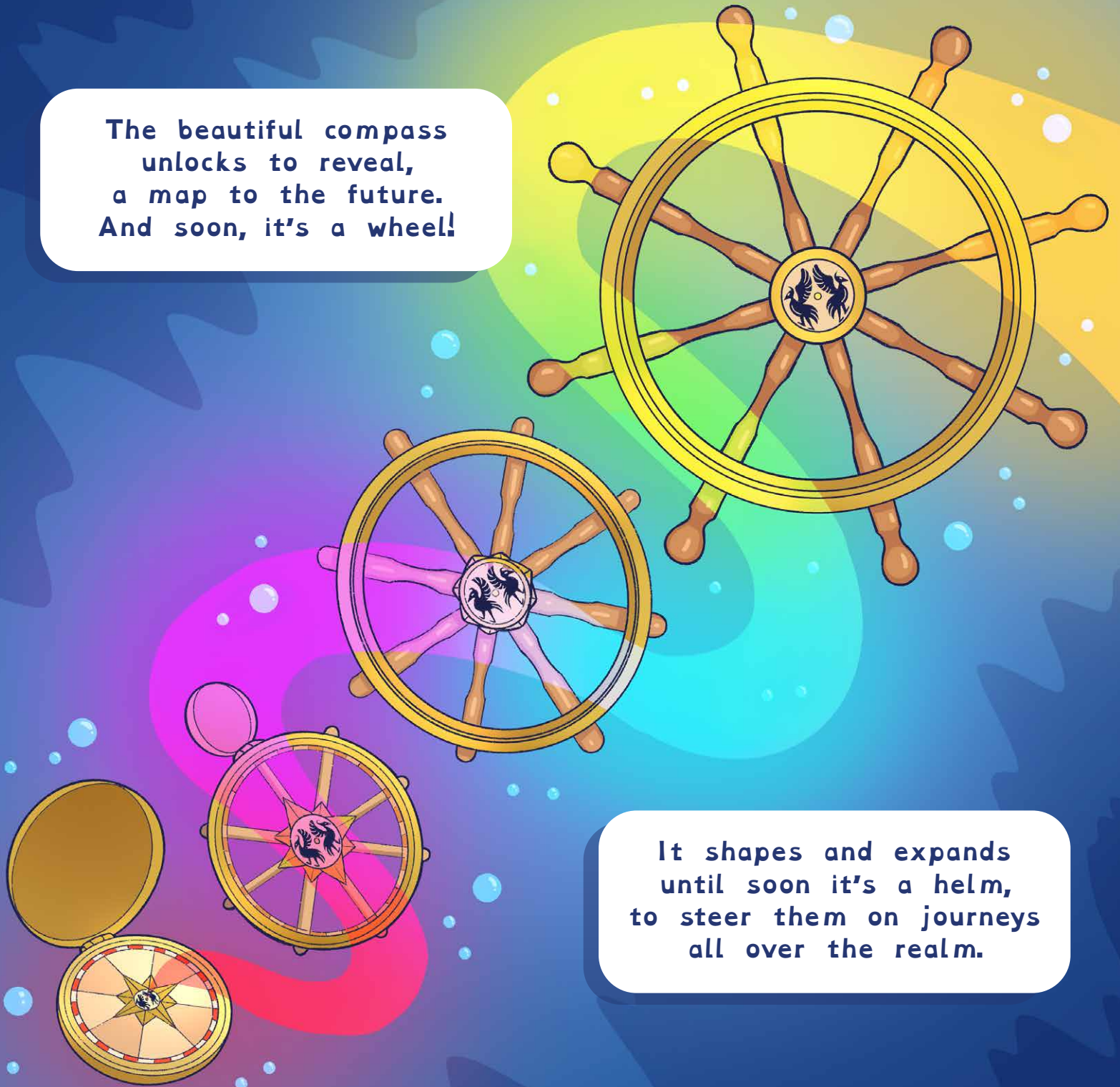


Here are the medicines, gadgets and mops,
cookers and fridges to buy in our shops.
And so, there's a party right here on the docks,
and trainers replace the crowd's sandals and socks.

Hi, we are Maersk! Yes, and we're Trinity.
and together, we get stuff from A and to B.
Ports and logistics we've done from the start,
and this River of Life runs straight through our heart.



The beautiful compass
unlocks to reveal,
a map to the future.
And soon, it's a wheel!



It shapes and expands
until soon it's a helm,
to steer them on journeys
all over the realm.

**You've learnt something that will stay with you forever,
how much is achieved when you're working together.
If it ain't broke, don't fix it! That's the ideal!
Improve things without reinventing the wheel.**





Go forth! You have a
great plan to deliver.

Old Sea Dog transforms
and returns to the river.
He's the Spirit of the Mersey,
the heart of the sea.
And now we're on track,
he's as glad as can be.
And that night, there was
such a grand celebration.
A map to the future
was now in creation.

Amazing work, Bam Bam.
Now, while I remember,
here's a badge; you're now
an honorary member.



Maritime people are so
very clever.
They're always inventing,
they'll do so forever.
They've got it all covered,
but we couldn't resist,
building a new ship but
adding a twist.
Onto their new ship
The Animates climb.
They've finished exploring
all things Maritime.

Thanks, one and all,
we bid you goodbye!

And The Animates team
sail into the sky.





Mersey Maritime has been supporting sea-loving maritime companies for over 20 years. They work with hundreds of companies all across of the maritime world, including ports, shipbuilders, engineers, lawyers and even schools and universities. Their mission is to help these businesses grow and create jobs across the region.



Peel Ports Group Liverpool built the world's first wet dock over 300 years ago. Today, Peel Ports Group is still leading the way with electric cranes, rainwater recycling, and special behind-the-scenes tours where kids can discover amazing jobs by the water.



LJMU has been teaching sea skills for over 200 years. It's the only place in the UK where students can earn about decarbonisation, sustainability, operating ships, fix engines, run ports, and even use a 360° ship simulator that feels just like a giant video game.



Trinity Logistics is like a delivery superhero team. From a giant Liverpool warehouse the size of three football pitches, they team up with places like China to bring toys, clothes, and food from around the world, and make sure nothing goes missing.



Cammell Laird has been building incredible ships for nearly 200 years, including one every 21 days in World War II. They built the world-famous Boaty McBoatface and are now training young shipbuilders and creating the first new Mersey Ferry in 60 years.



Maersk is one of the biggest shipping companies on Earth, with over 700 ships, one docks every 6 minutes. Some are as long as four football fields and run on special planet-friendly fuel. They send ships full of food and medicine to help people too.



Global Ports Holding Liverpool Cruise Port is one of the busiest in the UK, welcoming over 115 cruise ships and 250,000 people every year from places as far as the USA and the Caribbean. These ships are super eco-friendly, they recycle everything, nothing goes to landfill.



Bibby Marine is on a mission to run the cleanest ships in the UK by 2030! They're building amazing green ships like WaveMaster Zero C, a science experiment at sea, and even got funding to create the world's first net-zero service ship.



The **Liverpool City Region** is made up of six areas working together like one big team! With a Metro Mayor, they make local decisions, run shiny new trains, create thousands of exciting jobs, and help young people plan their futures.

Ports are like giant doorways to the world!

Over 90% of everything we eat, wear, or play with arrives by sea. They create exciting jobs, like robot operators, digital planners, marine engineers, and sustainability experts who keep the world connected.

Liverpool is a city full of people from around the world.

It's home to Europe's oldest Black and Chinese communities, and millions of people once set sail from its docks to start new lives across the globe. Many stayed here in Liverpool, too!

The River Mersey's tides can rise and fall by up to 10 metres...

...that's taller than two double-decker buses! Years ago, Liverpool's clever scientists found a way to predict the tides to help port operations. During World War II they even helped with secret war plans.



The ocean covers 71% of our planet and the scientists at the **National Oceanography Centre** in Liverpool use robots and high-tech tools to study everything from coastlines to the deep sea. They protect the planet and keep our oceans healthy.



Sail away with The Animates as they swap moon tunes for Mersey tides. When Bam Bam's dream trainers take too long to arrive, the crew hatch a wild plan to ditch ships for rockets. But a wise Old Sea Dog steers them on a journey down Liverpool's River of Life, where they discover the brilliant people and places that make the maritime world tick.

This rhyming adventure shows children the amazing jobs and skills right on their doorstep. From ports to wind farms, cruise ships to simulators, this story celebrates teamwork, innovation, and the magic of making things better – together.

Thanks to our Special Partners!



MAERSK



CAMMELL LAIRD



Downtown In Business



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