



WHAT WE CAN DO



13 MEDIA FORMATS FOR CHILDREN
AND YOUNG PEOPLE FOSTERING
CLIMATE LITERACY



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AND YOUNG PEOPLE FOSTERING
CLIMATE LITERACY




**THE GLOBAL WARMING CRISIS
HAS BEEN KNOWN FOR
40 YEARS.**





THE GLOBAL WARMING CRISIS HAS BEEN KNOWN FOR 40 YEARS

**THE GLOBAL WARMING CRISIS IN
JUST 20 WORDS:**

- It is real.
 - We are the cause.
 - It is dangerous.
 - The experts agree.
 - We can still do something against it.
- 

EVEN IF the target is met to limit global warming to 1.5 degrees Celsius/2.7 degrees Fahrenheit, the next generations will face an increase in natural disasters, with large areas of the Earth becoming uninhabitable leading to mass migration of millions.

WHEN HISTORIANS LOOK BACK IN 200 YEARS, THEY WILL ASK:

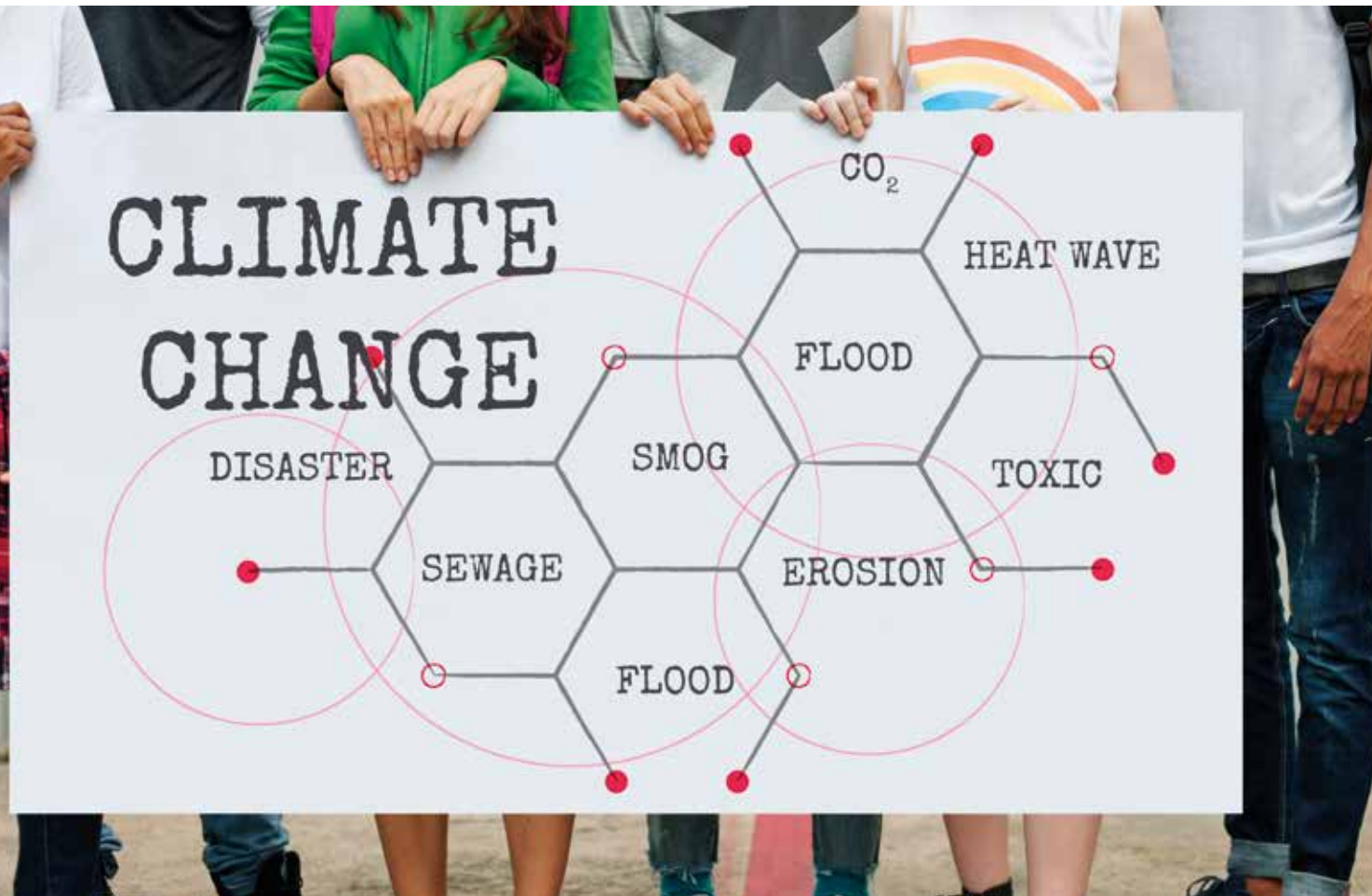
- How did they not respond to this threat?
 - How could global leaders put future generations at risk on such a big scale?
 - They had everything, and some had more than enough. Why didn't they intervene to give their own children the chance for a better life?
- 
- 

As children's media experts it is in our hands to find ways to foster CLIMATE LITERACY, enable children and young people to understand what is going on and show them ways to initiate change.

The PRIX JEUNESSE Foundation is the world's largest network for quality in children's television and digital media. With over 5,000 media experts from all continents, we can reach children worldwide, help them understand the situation and see what they can do.

WOULD YOU LIKE TO JOIN US?





We have developed a catalogue of **13 MEDIA FORMATS** for children and young people on the global warming crisis including actions they can take.

**WHAT DO CHILDREN
AND YOUNG PEOPLE
NEED?**



**FOR US,
NO PLANET B!**

KIDS TV & SUSTAINABILITY

CLIMATE LITERACY

WHAT DO CHILDREN AND YOUNG PEOPLE NEED?

5 TO KNOW HOW TO COMMUNICATE ABOUT THE CLIMATE CRISIS IN AN ENCOURAGING WAY

Learn how to communicate with people outside the “climate crisis bubble” and encourage them to make climate-friendly choices

4 TO BE RESILIENT AND DEVELOP STRATEGIES TO STAY ACTIVE AND POSITIVE

Find the keys to their own strength in an increasingly difficult situation and see the chances for a better life in a climate-friendly lifestyle



1 TO KNOW WHAT IS GOING ON

Facts on climate change etc.

2 TO REFLECT ON THEIR OWN (EVERYDAY) ACTIONS

Consider their own decisions regarding climate-friendly everyday life and connection to nature

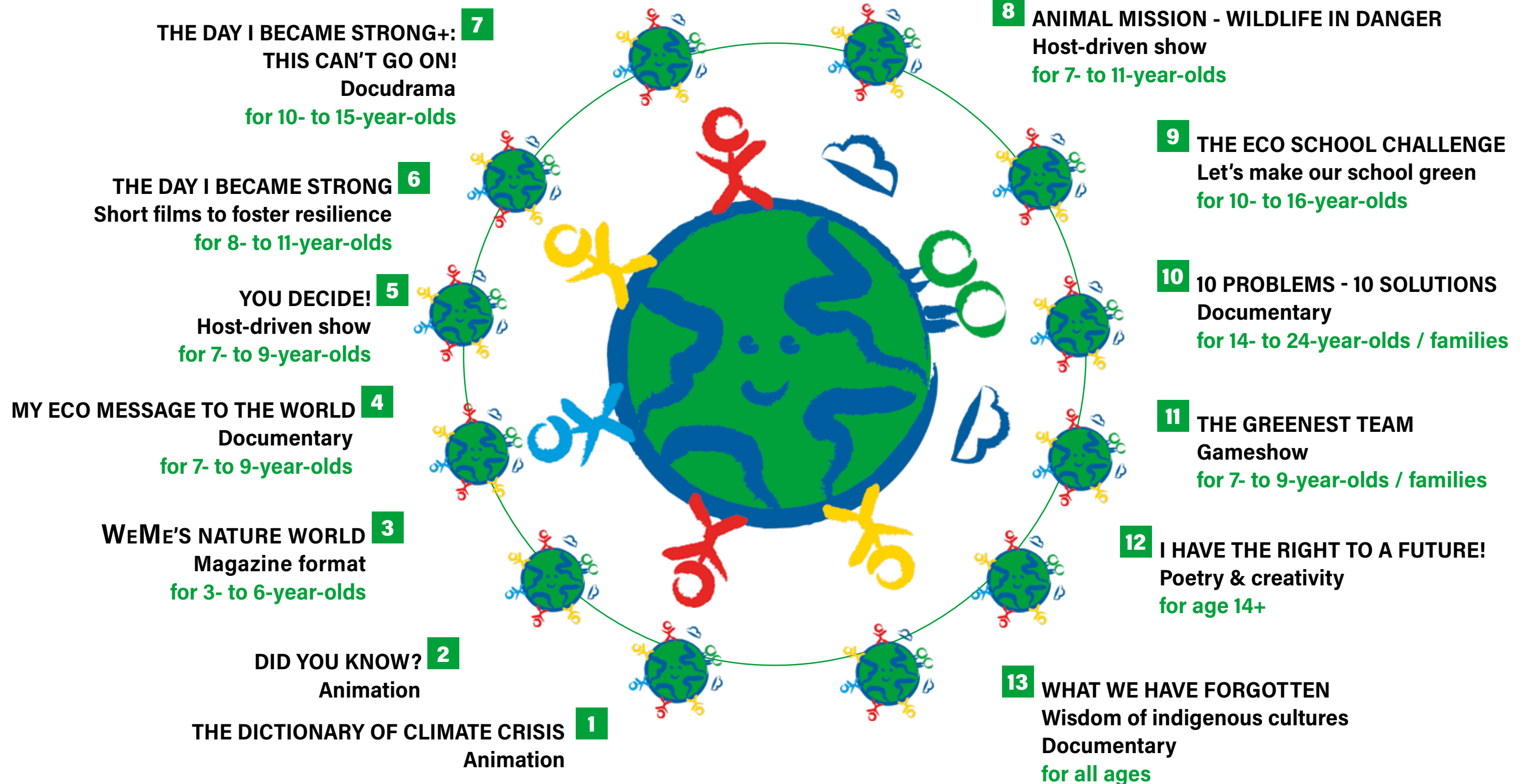
3 TO TAKE ACTION AND TEAM UP WITH OTHERS TO MAKE A CHANGE

Learn about the various ways they can do something against the Global Warming Crisis

A CATALOGUE OF 13 MEDIA FORMATS FOR CHILDREN AND YOUNG PEOPLE

MATERIAL FOR SCHOOLS AND PARENTS

YOUTUBE AND TIKTOK CHANNEL





**LET CHILDREN
UNDERSTAND
WHAT IS GOING ON!**

LET CHILDREN UNDERSTAND WHAT IS GOING ON!

THE DICTIONARY OF CLIMATE CRISIS

THE DICTIONARY OF CLIMATE CRISIS



- LOGLINE:** Simple and engaging animations (max. 1,30 min.) explain the basic vocabulary of the global warming crisis
- TARGET GROUP:** 8 years of age and up
- GENRE:** Non-fiction, shorts
- DURATION:** 1-1,30 min
- SCHEDULING:** Social media and interstitials or segments in knowledge magazine programs
- INTERNATIONAL USE:** The clips will be available open source and for free.
Languages offered: English, German, Spanish, Portuguese
Voice over in other languages can be added
- IN CHARGE:** The PRIX JEUNESSE Foundation in cooperation with researchers and professionals in the field of climate crisis communication
- START:** Pilot episodes in 2023, start in 2024, first 8 episodes (out of 30) to be ready in May 2024

THE DICTIONARY OF CLIMATE CRISIS

(17 in production)

- Global Warming Crisis
- Greenhouse effect (Cuba)
- Carbon Dioxide (Cuba)
- Carbon footprint (Brazil)
- Greenhouse gases (South Africa)
- Renewable energy (Argentina)
- Climate-friendly lifestyle (Cuba)
- Recycling/reusing/ repairing/
reducing
- Paris Agreement (Bolivia)
- 1.5 degree target (Taiwan)
- Sea level rise (Brazil)
- Tipping points (Taiwan)
- Fracking (Chile)
- Fast fashion (Brazil)
- Solar panel (Thailand)
- Energy leak (South Africa)
- Ecosystem (Bolivia)
- Methane (South Africa)
- Vegan, vegetarian (Bolivia)
- COP
- Climate justice (Bolivia)
- Activism
- Packaging waste
- Blue Carbon
- Eco-system
- Fossil fuels (South Africa)
- Extreme weather events
- Melting ice and glaciers
- El Niño phenomena
- Greta Thunberg
- The great acceleration



Whatever you take on in the “For Us - No Planet B!” project, these shorts will help you find the right definitions for children.

DID YOU KNOW?

DID YOU KNOW?



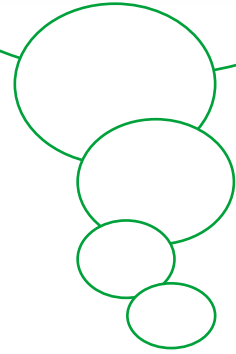
DID YOU KNOW?



- LOGLINE:** In this animation format, “Super Animals” like Frio Penguin will present amazing facts about the carbon footprint of goods, transport and lifestyles (illustrated through the developed currency “melting ice floes”), so that children and young people can make appropriate decisions.
- TARGET GROUP:** 8 years of age and up
- GENRE:** Animation, shorts
- DURATION:** 2 min.
- SCHEDULING:** Social media and interstitials or segments in knowledge magazine programs
- INTERNATIONAL USE:** The clips will be available open source and for free. Languages offered: English, German, Spanish, Portuguese. Voice over in other languages can be added
- IN CHARGE:** The PRIX JEUNESSE Foundation
- START:** Pilot episode to be ready in May 2024

DID YOU KNOW?

DID YOU KNOW?



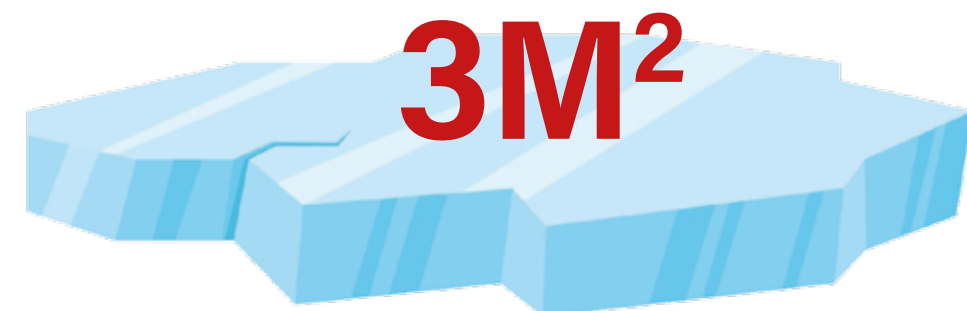
DID YOU KNOW?

Flying from London to New York causes

3M² OF ICE FLOES TO BE MELTED PER PERSON!



FRIO PENGUIN KNOWS HOW MUCH ICE WILL BE MELTED BY YOUR DECISION!





**INVOLVE CHILDREN
FROM A YOUNG AGE
ON HOW TO CARE
FOR AND PROTECT
THE ENVIRONMENT**

INVOLVE CHILDREN FROM A YOUNG AGE

WEME'S NATURE WORLD



WEME'S NATURE WORLD



- LOGLINE:** WeMe's Nature World provides preschool children with basic knowledge about nature, global warming and how children worldwide are taking care of the nature. Each episode features children from 4 countries and their connection to nature.
- TARGET GROUP:** 3-6 years of age and up
- GENRE:** Magazine format, non-fiction
- DURATION:** Available as 12x24 min. or 24x12 min. or single segments
- SCHEDULING:** Social media, linear channels etc.
- INTERNATIONAL USE:** Share-pool system: produce segments for one episode with children from your country, get the rights to use all episodes
- IN CHARGE:** The PRIX JEUNESSE Foundation, pilot in cooperation with WDR/Germany
- START:** 2024-2025, pilot episode to be ready in May 2024

DISCOVER, ENJOY, CARE



The magazine format is inspired by the multiple award-winning pre-school series "The Show with the Elephant". Each episode has a theme like tree, rain, wind, clouds, sun, river, etc. In each episode children from 3-5 different countries discover nature. They show their trees, discover facts about them and all the wonderful things you can do with a tree and its leaves. With a magnifying glass they reveal unknown details, develop funny creatures out of the leaves. They show why they like trees, learn how to grow and care for them and discover how both trees and children around the world are similar and different.

In between the live-action magazine segments, there are short graphic elements with the animated character WeMe, giving time for pre-schoolers to digest the content.



**GIVE CHILDREN
A VOICE AND LET
THEM SEE: THEY
ARE NOT ALONE!**

GIVE CHILDREN A VOICE

MY ECO MESSAGE TO THE WORLD

MY ECO MESSAGE TO THE WORLD



- LOGLINE:** Children 7-11 years of age create a poster that visualises their eco message to the world
- TARGET GROUP:** 7-11 years of age and up
- GENRE:** Live action documentary, non-fiction
- DURATION:** 5 min. (three children) or 90 sec. (one child)
- SCHEDULING:** Social media, linear channels etc.
- INTERNATIONAL USE:** Share-pool system: produce one episode, get the rights to use all episodes
- IN CHARGE:** The PRIX JEUNESSE Foundation, Jan-Willem Bult and Aldana Duhalde
- START:** Pilots in 2023, start in 2024



MY ECO MESSAGE TO THE WORLD

A child draws a circle with a template. The viewer follows the process of creating a poster that sends a personal eco message to the world. Special skills or materials can add additional value. When the poster is finished, the child explains the message, standing next to the poster on the wall.

AI technology can make it possible for children in your country to understand messages from children around the world.



**GIVE CHILDREN AND
YOUNG PEOPLE
ARGUMENTS TO
MAKE DECISIONS.**

GIVE CHILDREN AND YOUNG PEOPLE ARGUMENTS TO MAKE DECISIONS

YOU DECIDE!



YOU DECIDE!



- LOGLINE:** A host-driven show that tries to solve eco dilemmas
- ALTERNATIVE:** Three teams of children use their own chosen methods, resources and tests to resolve an eco dilemma.
- TARGET GROUP:** 7-11 years of age and up
- GENRE:** Host-driven show, non-fiction
- DURATION:** 6 min.
- SCHEDULING:** Social media, linear channels etc.
- INTERNATIONAL USE:** The PRIX JEUNESSE Foundation is happy to share the idea of the format with you to produce it in your own country and to connect countries
- START:** June 2024

YOU DECIDE!

IN EVERYDAY LIFE, THERE ARE MANY DECISIONS TO BE MADE ON CONSUMPTION AND LIFESTYLE:

- Should I choose a paper, plastic or cloth bag?
- Should I pick vegetables wrapped in plastic because they stay fresh longer?
- Should I buy avocados which use so much more water than tomatoes?
- Should I buy real meat or rather vegetarian meat substitutes?
- Should I take the plane, train, or car for my family holidays?

This non-fiction show provides important “Did you know?” background information to support research-based decisions. Important for the format: The show does not preach an exclusively climate-friendly lifestyle, but instead conveys to its audience that they have the ability to decide, and not to judge others.

Do I need it?

Do I want it?

You are the one who decides.

YOU DECIDE!

HOST-DRIVEN SHOW

A host or a child host searches for background information on the carbon footprint of consumption and lifestyle.

They make their decisions using different methods, resources, tests and more, while the program follows them developing their arguments.





FOSTER RESILIENCE



THE DAY I BECAME STRONG

THE DAY I BECAME STRONG



THE DAY I BECAME STRONG



- LOGLINE:** A child tells his/her story of resilience in the context of an extreme weather catastrophe or another disaster related to the climate crisis
- TARGET GROUP:** 8 years of age and up
- GENRE:** fiction, short story
- DURATION:** 5 min.
- SCHEDULING:** Social media, linear channels etc.
- INTERNATIONAL USE:** Share-pool system: produce one episode, get the rights to use all episodes
- IN CHARGE:** Aldana Duhalde, Jan-Willem Bult, Dr. Maya Götz
- START:** Pilot to be ready in May 2024



THE DAY I BECAME STRONG



The Storytelling Club is an amazingly simple and very effective way to foster resilience and support children in difficult situations. It has already proven its value to hundreds of children in difficult circumstances in various countries.

STORYTELLING CLUB AND FORTHCOMING SHORT FILMS:

Brazil (Midiativa for TV Cultura)

1 Uruguay (Alvaro Adib)

In times of the global warming crisis, children will increasingly be confronted with extreme weather conditions and natural disasters. We want to invite children who have gone through such a traumatic experience to a Storytelling Club one or two years after the disaster. The main aim of the workshop is to support the children and foster their resilience. At the same time, we are looking for stories of strength that can be turned into a short film, locally and with children from the region.

FOSTER RESILIENCE

THE DAY I BECAME STRONG+: THIS CAN'T GO ON

THE DAY I BECAME STRONG



- LOGLINE:** Each episode of this global docudrama series portrays teenagers and presents a real case of how the climate crisis is affecting their natural lives, and how they are taking action to make a difference.
- TARGET GROUP:** 10+
- GENRE:** Docudrama in co-creation with the teenagers
- DURATION:** 7 min.
- SCHEDULING:** Linear channels, VOD etc.
- INTERNATIONAL USE:** The PRIX JEUNESSE Foundation is happy to share the idea of the format with you to produce it in your country.
- IN CHARGE:** Aldana Duhalde and Jan-Willem Bult
- START:** Pilots from Chile are in development

THE DAY I BECAME STRONG & THIS CAN'T GO ON!



Each 7-minute short docudrama presents one teenager as the main character and is the result of dialogue and co-creation in “Storytelling Clubs”.

In a “Storytelling Club” workshop, led by trained mediators guiding the process, teenager (11-15 y.o.) talk about how the climate crisis affects their lives, their environment and what changes they would like to see.

The “Storytelling Club” workshops have proven to be an effective tool for fostering resilience by supporting young people to share and reflect on their fears and uncertainties, and to find solutions in line with their own values and identities. Because this can't go on.

PILOT

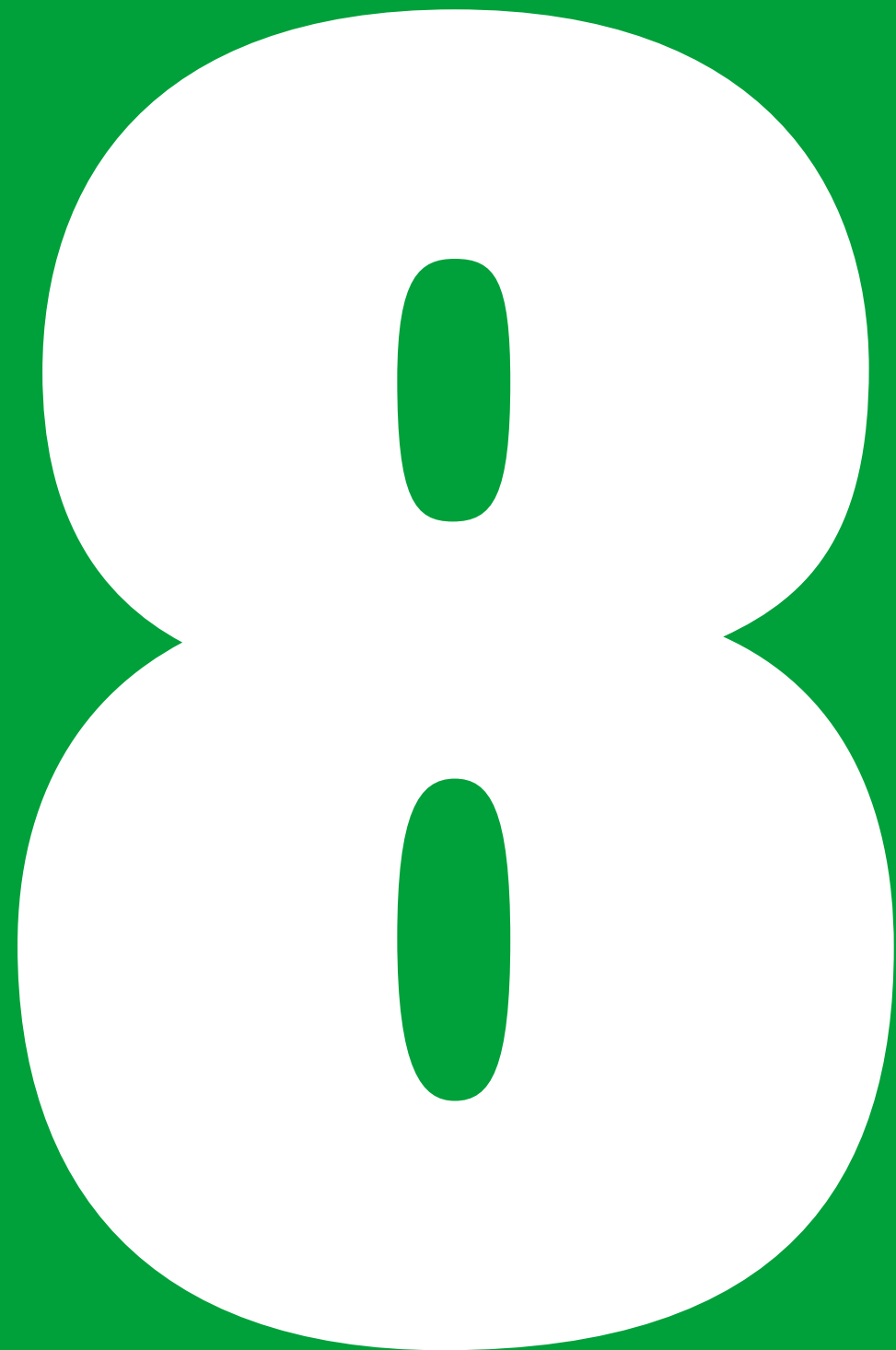
2 episodes for CNTV, Chile



**LET THEM DISCOVER
THE CONNECTIONS
AND ARGUMENTS**

LET THEM DISCOVER THE CONNECTIONS AND ARGUMENTS

ANIMAL MISSION - WILDLIFE IN DANGER



ANIMAL MISSION



- LOGLINE:** In this non-fictional series on animals a young reporter collects information on the situation of wildlife animals in the Global Warming Crisis in 3 to 6 countries
- TARGET GROUP:** 7-12 years of age
- GENRE:** Host-driven show, live action, non-fiction
- DURATION:** 11 min.
- SCHEDULING:** Linear channels, VOD etc.
- INTERNATIONAL USE:** Share pool system: be a part of one episode, get the rights to produce the series in your language with the clips from 4 to 5 countries
- IN CHARGE:** Sandra Cadavid, Jan-Willem Bult, Dr. Maya Götz
- START:** Pilot episode in 2023, start in 2024

ANIMAL MISSION



ANIMAL MISSION



In each episode, Sofia (15 years) – or a reporter from your country – has to produce a 2,30-minute report on a wildlife species. To get the information, she contacts children and young people in 3 to 5 different countries. They produce a 1-2 minute video about the current situation and threats to the species in their country and how they are helping to protect the animals. The theme anchor is a “strange” or “unexpected fact”. Sofia – or the host from your country – collects information and discovers unexpected facts. With the help of children around the world, she identifies problems and possibilities for change. International use: The PRIX JEUNESSE Foundation can provide the scripts for the host (Sofia’s part) and the clips from around the world. Would you like to produce this format in your language? All you have to do is produce the scenes with a host and, for the audio, the voice over with your host. For the Spanish version, you are invited to use the version with Sofia.



**DISCOVER WITH
CHILDREN AND YOUNG
PEOPLE HOW TO MAKE
A DIFFERENCE.**

DISCOVER HOW TO MAKE A DIFFERENCE

LET'S MAKE OUR SCHOOL GREEN - THE ECO-CHALLENGE



LET'S MAKE OUR SCHOOL GREEN



- LOGLINE:** A workshop and challenge for schools, to make their school and neighborhood more climate-friendly. The schools are located in different parts of the country, providing an opportunity to learn more about the environments and challenges across the country.
- TARGET GROUP:** Older primary school children, middle and high school pupils
- GENRE:** "User-generated content"
- DURATION:** 3-5 min.
- SCHEDULING:** Social media like YouTube and TikTok
- INTERNATIONAL USE:** The PRIX JEUNESSE Foundation is happy to share the idea of the format with you to produce it in your country
- IN CHARGE:** Monica Maruri (Ecuador), Regla Bonora Soto (Cuba)
- START:** Pilot from Cuba available

What are you doing for the planet?

Children and teenagers from Schools in the country ask themselves this question and answer it with REEL-TYPE videos about their contribution to the planet. Their activities depend on the region they live in. In the following the example of Ecuador.



STORIES

Organic Garden

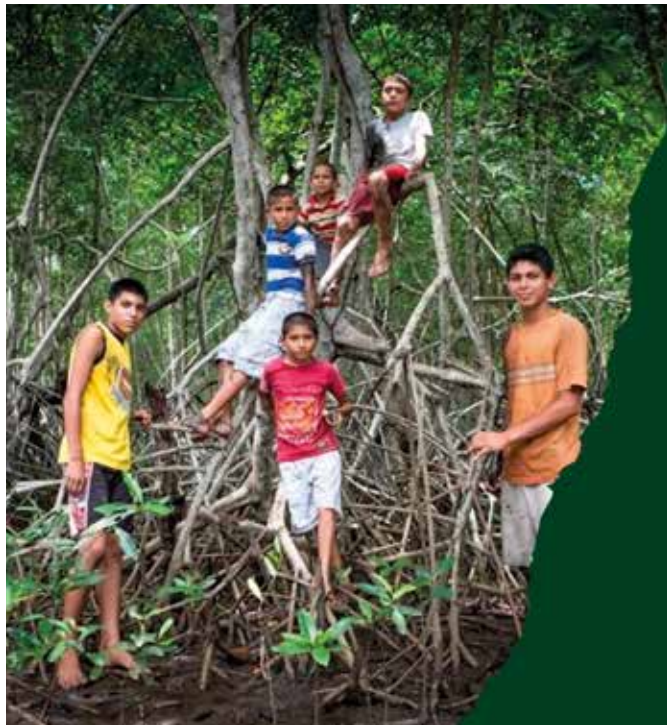
- Children from the Andean highlands learn the value of a healthy diet with vegetable products for their school lunch and show how they participated in the creation of an organic garden in their school..



STORIES

Recycling In the Amazon

- Children from Amazonian communities learn about new possibilities of obtaining alternative energy to supply their school and generate initiatives in search of support to implement them.



STORIES

Taking Care of the Mangrove

- Children from the coast take a school trip to the mangrove swamp and understand its importance, proposing to care for and reforest this ecosystem permanently.



A WORKSHOP FOR SCHOOLS/ SCHOOL CLASSES IN WHICH...

- ... the pupils reflect on what could be done to make their school more climate-friendly;
- ... the pupils initiate changes in cooperation with their teachers and other pupils;
- ... the pupils film a short video (max. 3 min.) about their activities and tips (without words or in English);
- ... the pupils publish their film (among others) on the PRIX JEUNESSE YouTube and TikTok channel;
- ... the school/class is allowed to use the PRIX JEUNESSE logo "For Us, No Planet B! Eco-engaged school" on their website;
- ... we try to connect the schools with local broadcasters and/or the show (if it is launched): "The greenest team/class"



DISCOVER HOW TO MAKE A DIFFERENCE

10 PROBLEMS - 10 SOLUTIONS

10

10 PROBLEMS - 10 SOLUTIONS



- LOGLINE:** A team of climate activists and youth filmmakers (14-24 years of age) film themselves completing a challenge to change a neighborhood. They analyse problems and convince others to join their change movement, putting ideas into practice.
- TARGET GROUP:** 14-24 years of age
- GENRE:** Documentary, live action, non-fiction
- DURATION:** 10 min.
- SCHEDULING:** Social media
- INTERNATIONAL USE:** The PRIX JEUNESSE Foundation is happy to provide ideas for all kinds of nature-based solutions as inspiration for the groups.
- START:** In development

- 10 concrete actions to counteract climate change will be determined with climate experts
- 10 youth film teams (ages 14-24) can apply for a topic
- They set themselves a “challenge”, e.g.: 20 houses in a street all install photovoltaic panels on their roofs.
- They film their experience as a documentary or as a re-enacted fictional story in a 10-minute programme and produce a summary of the main experiences for the international format (2 min.)



In the process, they have to understand the problem and find possible solutions.

DISCOVER HOW TO MAKE A DIFFERENCE

THE GREENEST TEAM

THE GREENEST TEAM



- LOGLINE:** A studio show where teams compete against each other in terms of climate-friendly knowledge and action. The teams can be school classes, families, sports clubs etc.
- TARGET GROUP:** Families
- GENRE:** Studio competition show
- DURATION:** 25 min.
- SCHEDULING:** Linear channels, prime time etc.
- INTERNATIONAL USE:** The PRIX JEUNESSE Foundation is happy to share the format with producers or commissioners to produce it in their own countries.
- START:** In development in cooperation with a.o. Cuba and Chile



THE GREENEST TEAM

A school's 7th or 8th grade can apply to participate in this national contest, by submitting a student-made video showing a school-community action to reduce its ecological footprint. If selected, the school competes against others in a studio contest around knowledge and local action, earning points toward becoming "the greenest school in the country."



THE GREENEST TEAM



Pictures from "Germany's best class" on general knowledge





**GIVE YOUNG PEOPLE
A VOICE**

GIVE YOUNG PEOPLE A VOICE

I HAVE THE RIGHT TO A FUTURE!

12

I HAVE THE RIGHT TO A FUTURE!



- LOGLINE:** Young people share a self-made audiovisual statement (poetry, rap, performance etc.) on the global warming crisis
- TARGET GROUP:** 14+ years of age
- GENRE:** Short creative clips
- DURATION:** 1-2 min.
- INTERNATIONAL USE:** The PRIX JEUNESSE Foundation with partners worldwide will organize a YouTube and 2 TikTok channels
- START:** 2024



I HAVE THE RIGHT TO A FUTURE!



I HAVE THE RIGHT TO A FUTURE!

The PRIX JEUNESSE Foundation will manage a TikTok channel where young people (ages 14+) can share spoken words, performances, arts and music around the global warming crisis.

CLEAR FORMAT RULES: 30-90 sec., vertical video, all videos get a branded wrap

In cooperation with among others **FRIDAYS FOR FUTURE** worldwide and the PRIX JEUNESSE network we want to encourage young people to share their experiences and thoughts on the global warming crisis.

Young people will be encouraged to participate through a monthly theme, workshops, etc. The TikTok channel will be launched in Latin America (organised in Bolivia) and will use AI to transform spoken words into different languages.



GIVE YOUNG PEOPLE A VOICE

WHAT WE HAVE FORGOTTEN

13

WHAT WE HAVE FORGOTTEN



- LOGLINE:** We hear the wisdom of an indigenous child/teenager about their way of life and their relationship with animals and nature.
- TARGET GROUP:** 7-12 years of age and general audience
- GENRE:** Documentary, live-action, non-fiction, no onscreen talking, voice over only
- DURATION:** 1 min. (max 1,30 min)
- INTERNATIONAL USE:** The PRIX JEUNESSE Foundation is happy to share the episodes with you. If you have an indigenous community in your country, it would be great if you could film a spot and share it with the worlds
- IN CHARGE:** Dr. Maya Götz, The PRIX JEUNESSE Foundation
- START:** In 2024




An indigenous child/teenager takes us into their world. We learn a thought, a typical action or a ritual of their community. Each one-minute clip ends with a call to thought, such as:

“Have you ever seen the soul of a mountain?”

“How do you treat the animals you eat?”

“How do you listen to the wind?”

The format is a short but profound reminder of what we - as people living in an industrialised culture - have forgotten or have never thought about.



WE INVITE YOU...

WE INVITE YOU...

to help children and young people to be better prepared for their future and raise their voice and get active while we can (still) do something.

WE INVITE YOU...

13 media formats to foster Climate Literacy in children and young people developed by Dr. Maya Götz (Germany), Jan-Willem Bult (The Netherlands), Aldana Duhalde (Argentina), Regla Bonora Soto (Cuba), Marney Malabar (Canada), Heike Sistig (Germany), Sandra Cadavid and Sofía Mejía Cadavid (Dominican Republic), Monica Maruri (Ecuador), Thaisa Oliveira (Brazil), Mariana Cano (Mexico), Beatriz Cisneros Contreras (Peru) and many more



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