



ECO⁺

THE ECO POSITIVE PROJECT

A NEW MEDIA MOVEMENT
ACCELERATING POSITIVE ACTION
TO CONFRONT THE CLIMATE CRISIS

- 2023 -

CONVERSATION AROUND THE CLIMATE CRISIS HAS BECOME A DUMPSTER FIRE

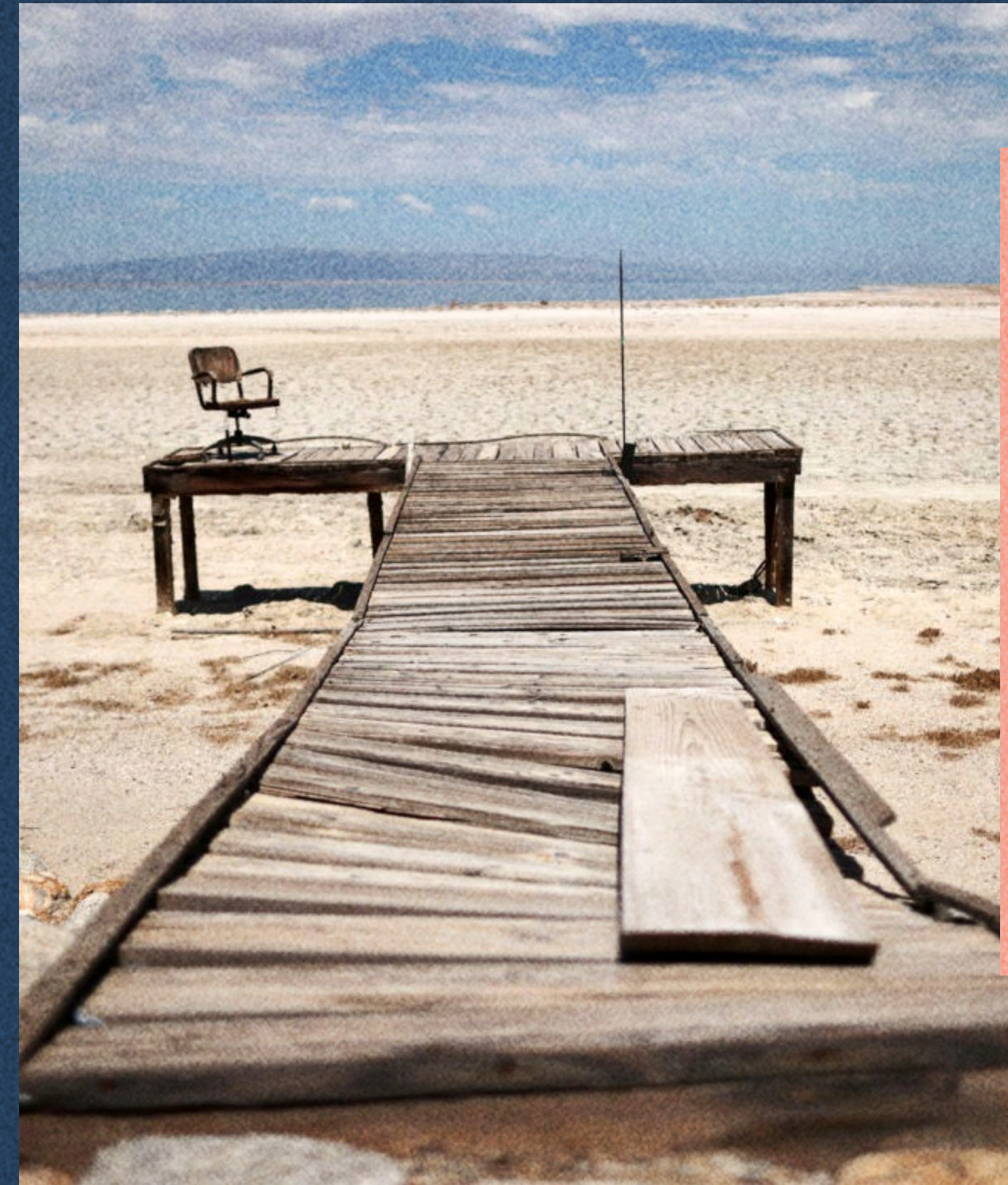
- 01 -

From cable news hosts to well-intentioned environmental action groups
– it feels like everyone’s pouring on the gasoline.

Disillusioned by this doom and gloom of climate discourse, young people
are growing apathetic when we need them to be energized.

A recent survey of young people in ten countries found nearly
56% thought humanity was doomed.

In 2023, we’re taking action.



- 02 -

OUR OBJECTIVE IS TO
**DRAMATICALLY INCREASE THE
NUMBER OF YOUNG PEOPLE
WHO BELIEVE HUMANITY HAS
A BRIGHT FUTURE AND THAT
THE CLIMATE CRISIS
CAN BE SOLVED**



- 03 -

The moment to build a new world is now.
Humanity is pivoting to an ecopreneurial future.
Revolutionary green technologies and innovative
climate solutions are being created every day.

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To grasp this once-in-a-generation opportunity,
we need to act. The Eco Positive Project will
commence in 2023, and conclude by 2030,
mirroring the net-zero timescale set out
in the UN Paris Agreement.

- 04 -

We already have the technology and
the pioneers to solve the planet's
most challenging climate issues.

So why haven't we done it already?

One word: prioritization.

We need rapid global action to
make a positive climate outcome
humanity's number one priority.

That means grabbing the attention
of millions of young people
worldwide in a way that resonates –
and convincing them we can avert
the climate crisis.



**THE
FUTURE
IS
ALREADY
UPON US
UPON US
UPON US
UPON US
UPON US
UPON US**

- 05 -

Our strategy is to use original unscripted content to effectively communicate that the climate crisis can and will be averted, mobilizing huge young audiences to take positive climate action with demonstrable results.

A person is seen from behind, skydiving over a vast, undulating desert landscape. The sky is a warm, orange-brown color, and the desert floor is a mix of dark and light brown tones, with some small figures visible in the distance. The overall mood is one of adventure and freedom.

IT'S TIME TO REFRAME THE NARRATIVE

We'll flip the script from climate doom to eco boom, showcasing the exciting potential for positive change through a relentless campaign of compelling entertainment and exciting community events.

Via an industry-leading content distribution network, original ECO+ content and events will reach an audience of more than one billion young people by 2027.

We'll accelerate our growth by leveraging existing distribution systems, partnering with leading creators, media publishers, and entertainment platforms.

Our activity will build a global movement of millions of young people empowered to combat the climate emergency through individual and collective action.

I. ATTRACT

Through original ECO+ content, we'll effectively reach millions of young people by partnering with their favorite influencers and publishers directly on their mobiles.

II. EMPOWER

Our content will seamlessly connect viewers to a dedicated platform, serving as a hub to collaborate on globally local projects within vibrant digital communities.

III. ACTIVATE

Our communities will incentivize members to take positive climate action at global and local levels, transforming the narrative around climate and young people.

- 08 -

Our content distribution
formula maximizes reach
and engagement to a
global audience of
digital natives.

> **UNIQUE STORIES**
+ **FAMOUS CREATORS**
× **GLOBAL MEDIA BRANDS**
= **REMARKABLE REACH/IMPACT**



Now, we're leveraging our proven track record to capture imaginations, spark conversations, and create a lasting impact in the lives of young people worldwide.

YouTube Mastery: Powered by original series, we propelled Barcroft TV to become YouTube's top News and Politics channel globally, winning multiple awards, including Broadcast Digital's Best Factual and Original Web Channel.

Storytelling Expertise: Our ability to create memorable and impactful original series for global media brands, including *Netflix*, *BBC*, *National Geographic Channel*, *Disney+*, and *Discovery+*, reshaped the unscripted landscape.

Trusted in Global News: Operating a 24-hour global news wire, we earned the trust of international news media, and our commitment to delivering highly respected original journalism demonstrated our social-first content's credibility and integrity.

Unrivalled Global Network: Cultivating influential connections across the media sector and beyond, we collaborated with industry pioneers, experts, and innovators worldwide and maintain these important relationships today.

SAM BARCROFT

FOUNDER

ECO+



- 10 -

Sam Barcroft is a digital disrupter who achieved unrivaled success in global digital and traditional media with Barcroft Studios, creating a lasting impact in the lives of young people worldwide.

More importantly, Sam is a father of three, for whom he founded The Eco Positive Project.

Realizing young people feel powerless in the face of impending climate change, Sam is dedicated to empowering audiences through inspirational stories to help accelerate positive climate action.

In addition to ECO+, Sam is currently disrupting the UK's farming industry by restoring an ancient upland farm in Herefordshire, UK.



SOORS ADVISORS ADVIS

DAWN AIREY

Dawn Airey is an experienced creative, technology, and B2B leader. Most recently, she served as CEO of Getty Images and previously held senior leadership positions at Yahoo!, BSkyB, RTL, and ITV. Dawn is Interim Chair of Channel 4, Chair of the Barclays FA Women's Super League and FA Women's Championship Board, and Chair of the National Youth Theatre.

REMY BLUMENFELD

Remy Blumenfeld is an entrepreneur, coach, and creative business adviser. He founded two production companies, including Brighter Pictures (sold to EndemolShine Group in 2004) before becoming Director of Formats for ITV Studios. Remy is named as one of the world's all-time top five format producers by Broadcast Magazine.

TOBY FAULKNER

Toby Faulkner is the Senior Vice President of Content for Discovery+. Prior to his current role, Toby was Head of Unscripted at Meta, where he oversaw hit series including *Red Table Talk*, *9 Months With Courteney Cox*, and *Peace of Mind With Taraji*, and VP of Development and Programming at A+E Networks' FYI, where he co-developed the *Tiny House Nation* franchise.

- 12 -

2023 DEV

Secure funding and key partnerships; hire core team; finalize launch.

2024 LAUNCH

Content output commences; 1,225+ social episodes published; 30+ community events held.

2025 SCALE

2,927+ social episodes published; 100+ community events held; 3+ partner films released.

2030 CONCLUDE

The Eco Postitive Project achieves its objectives and concludes.





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TOGETHER
EVERYTHING'S
POSSIBLE

- 2023 -