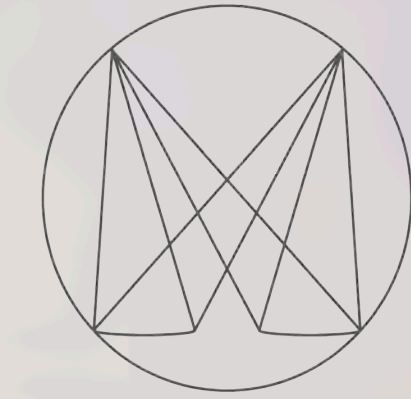


# GREAT GREEN WALL

## OUTREACH & IMPACT

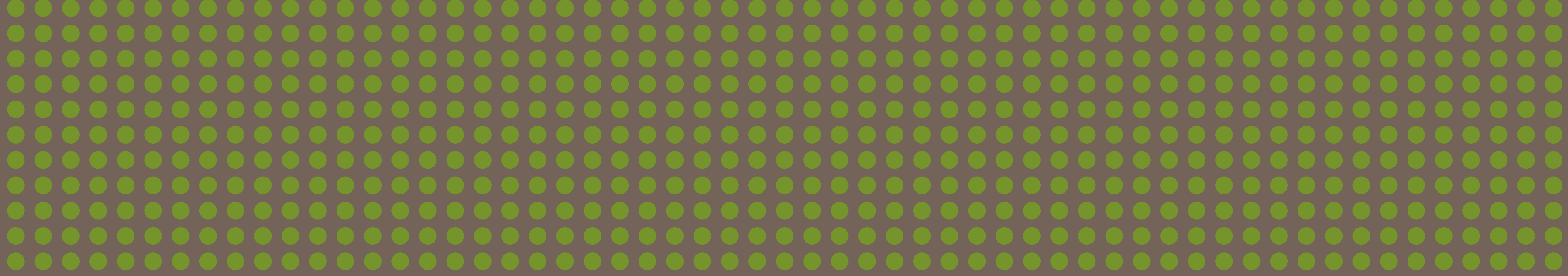
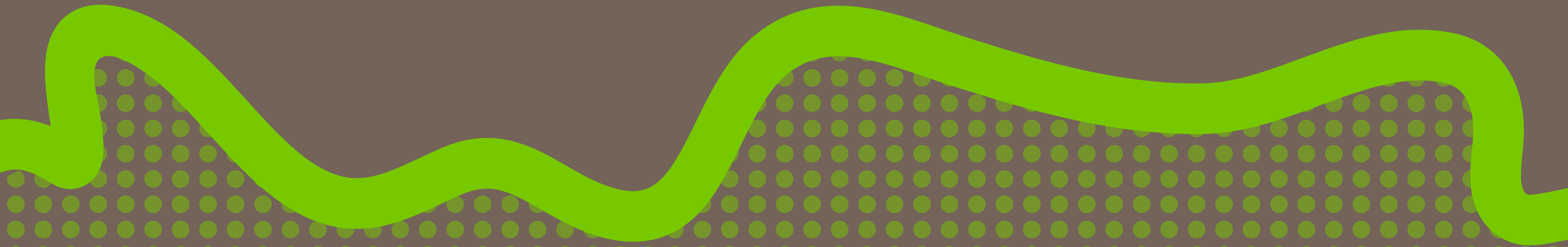


MAKE WAVES



United Nations  
Convention to Combat  
Desertification

# SUMMARY



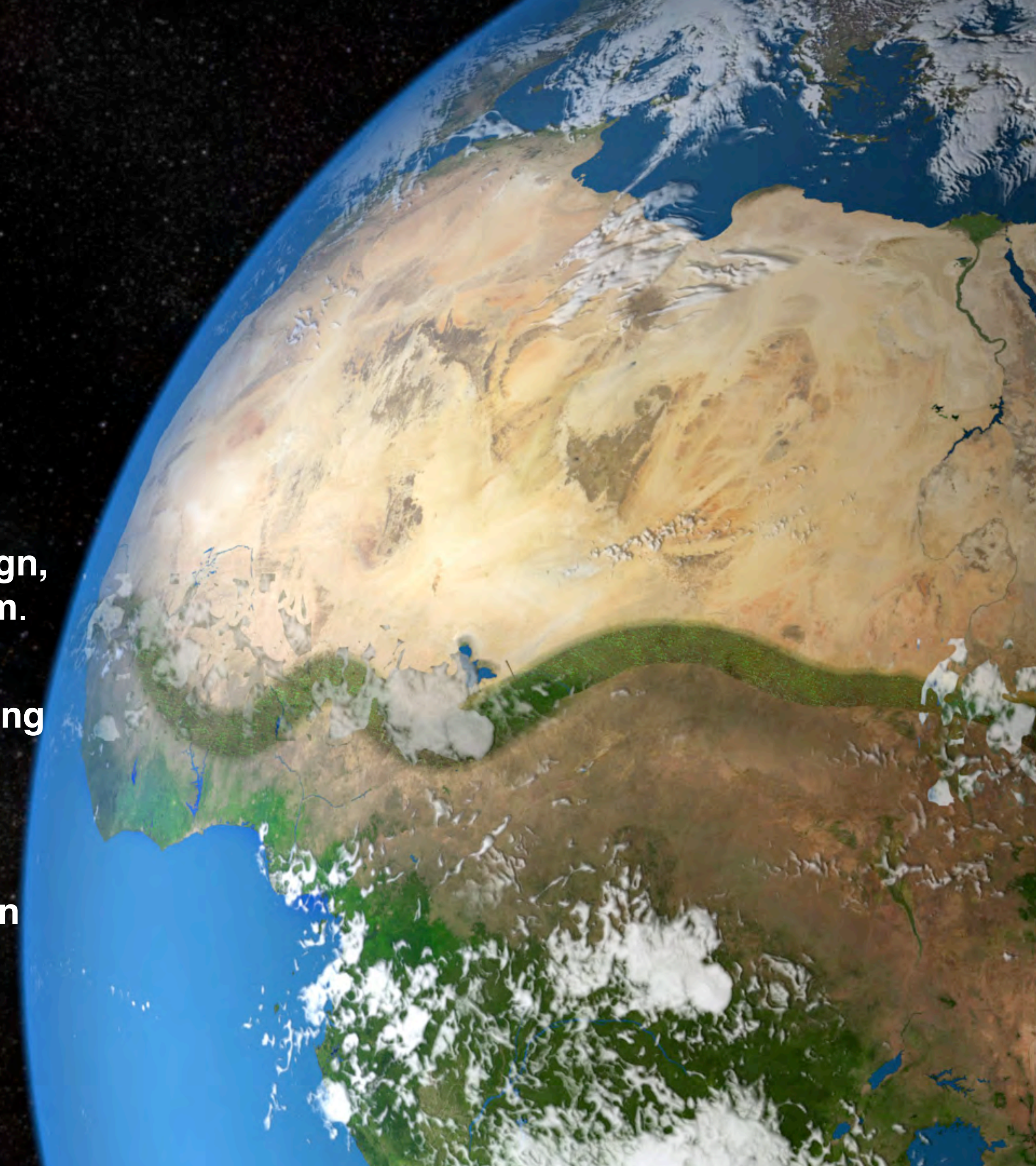
# A GLOBAL MOVEMENT

The Great Green Wall documentary aims to raise mass global awareness to help inspire the realisation of an urgent and compelling African-led dream, bringing hope to millions on the frontline of climate change.

The outreach for the film will be **supported by a far-reaching solar system of activities via a United Nations led campaign, that will help amplify visibility and social impact of the film.**

Once complete, the **Great Green Wall will be the largest living structure on earth**, three times the size of the Great Barrier Reef, and a new wonder of the world.

This is the resilience story of our time, a massive **social action movement, and a symbol of hope for all humanity.**



# FILM GOALS & IMPACT

## 1. **MAKE THE GREAT GREEN WALL FAMOUS**

Our aim is to generate mass global awareness of this urgent initiative. We want there to be a global kitchen table conversation about the Wall being a resilience story we can all root for.

## 2. **RAISE FUNDS TO GROW THE WALL**

The film will coincide with an accompanying UN led crowdfunding campaign, **which aims to raise USD 5-10 million**. All proceeds will go directly to communities along the Wall helping to build resilience to climate change, create jobs and fight poverty.

## 3. **MAKE A HIGHLY CINEMATIC, ARTFUL AND ARRESTING FILM**

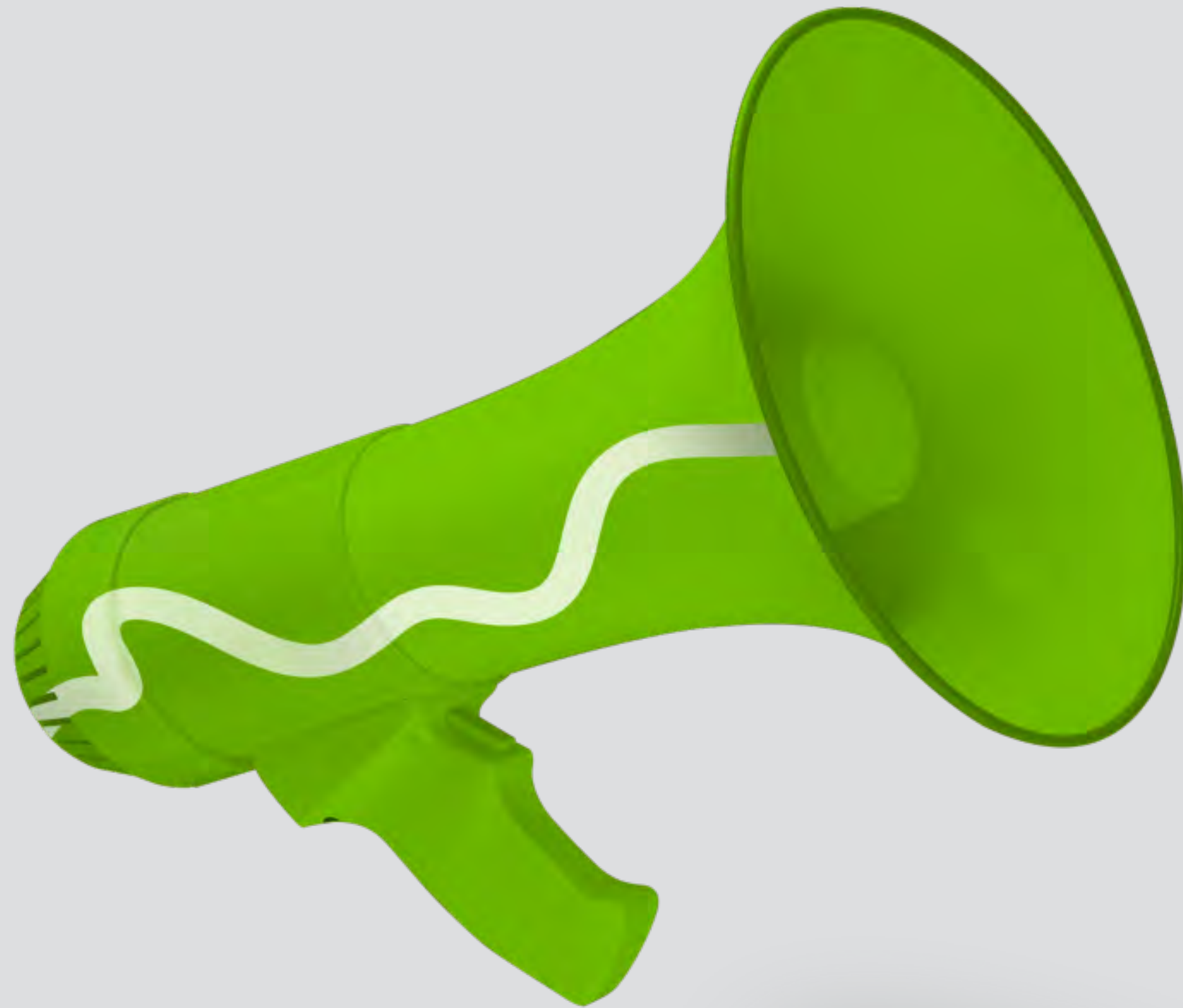
We want to cut through the noise - by creating a film people want to see because the story touches us, not just because it is important. Although the film will be harnessed to make impact, our aim is to not overtly make an “advocacy film” - as the best way to inject our message into the bloodstream of the world is to make an A-class entertaining film

## 4. **TELL THE STORY THROUGH A UNIQUELY SAHELIAN AFRICAN LENS-**

One that inspires and challenges prejudices and misperceptions in the Western World. We want to tell an empowering story that shows the vibrancy and vitality of Sahelian people, music and culture.



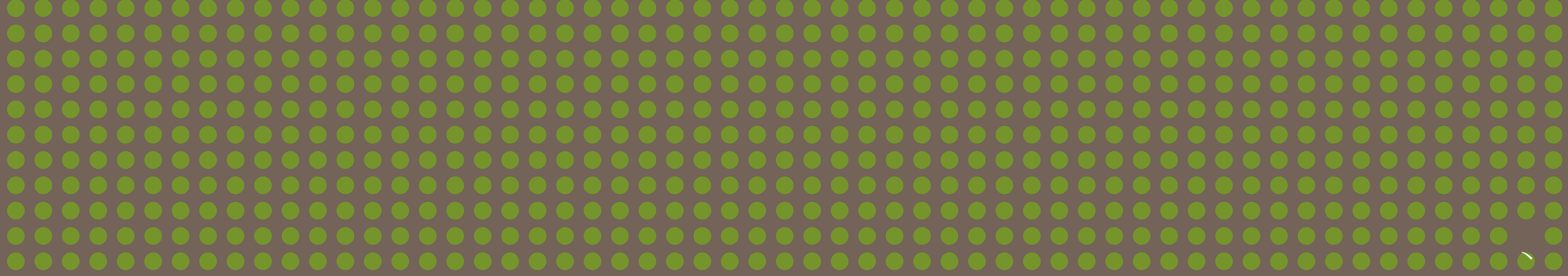
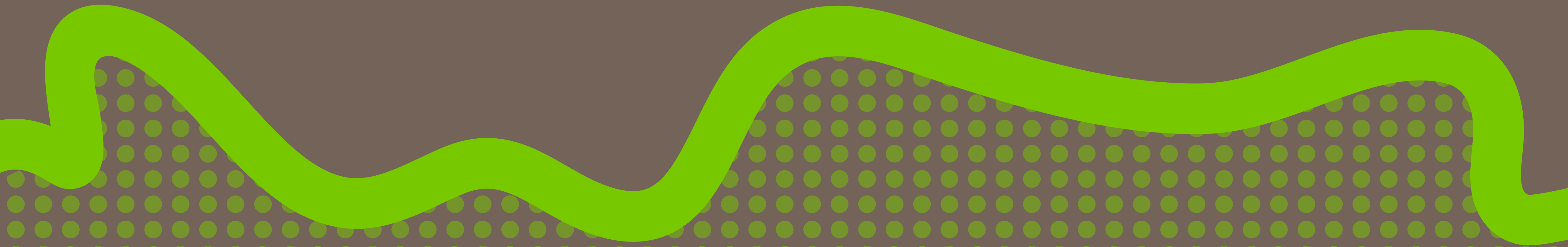
# SUMMARY: OUTREACH ORBIT



The Great Green Wall documentary will be anchored in a far-reaching outreach campaign backed by the UN. This includes:

- **A fundraising album** featuring some of Africa's most well-known voices. Target artists have 255 million monthly spotify listeners, and 175 million on facebook
- **Opportunities for high-level screenings to Heads of State & global decision makers at major UN events in 2019 and beyond** - including the UN General Assembly & UN Global Climate Summit
- **A major UN Summit on the Great Green Wall** at the UNSG Special Climate Summit - with an ambition to secure USD 100 million for the project
- Through the film's funding partners - e.g. the UN, World Bank - **we have a total social media outreach network** of more than 20 million
- **Strategic partnership with the UN's Great Green Wall campaign** - which has lined up major events in 2019 that the film will hugely benefit visibility wise from - including an Avaaz-led fundraising campaign, an interfaith dialogue with Pope Francis, Olympic Games partnership, art exhibitions
- **An unparalleled media and UN celebrity ambassador network**

# THE ALBUM



# THE ALBUM

The documentary will be accompanied by the release of a unique fundraising album that will dramatically amplify the reach of our film.

We are working with well-known Malian producer Fatoumata Sow to bring on board the biggest legends in African music, the Continent's fastest-rising young stars as well as major international artists to support this urgent African-led movement.

All selected international musicians demonstrate a strong track-record of supporting climate change & humanitarian initiatives.

All proceeds will go to communities along the Great Green Wall.





# TARGET ARTISTS

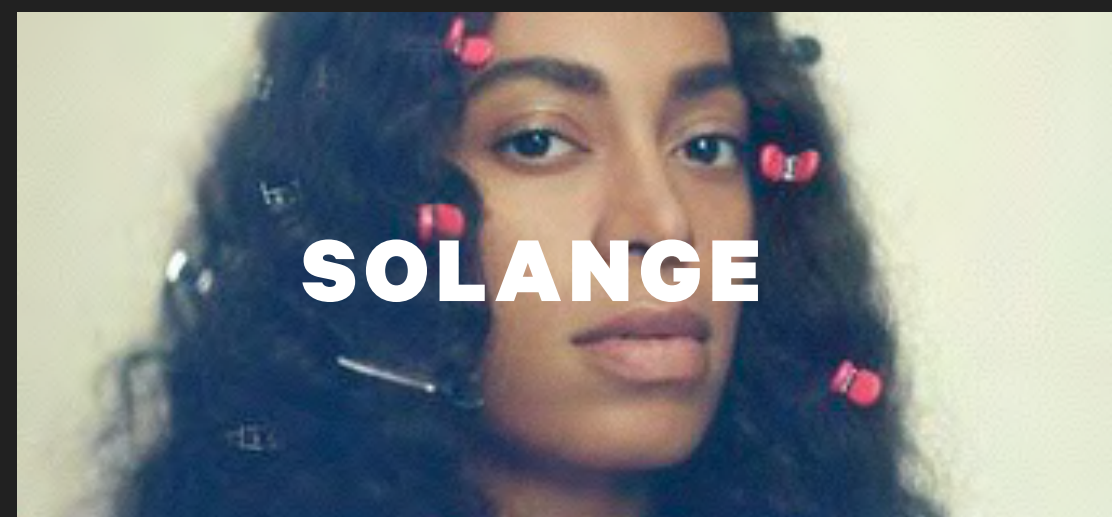
# 255 M

Monthly Spotify listeners  
combined

# 175 M

Combined facebook followers





**SOLANGE**



**FRENCH  
MONTANA**



**STEVIE WONDER**



**TINIE TEMPA**



**ANGÉLIQUE  
KIDJO**



**DRAKE**



**AKON**



**FUSE ODG**



**BAABA MAAL**



**SYNAPSON**



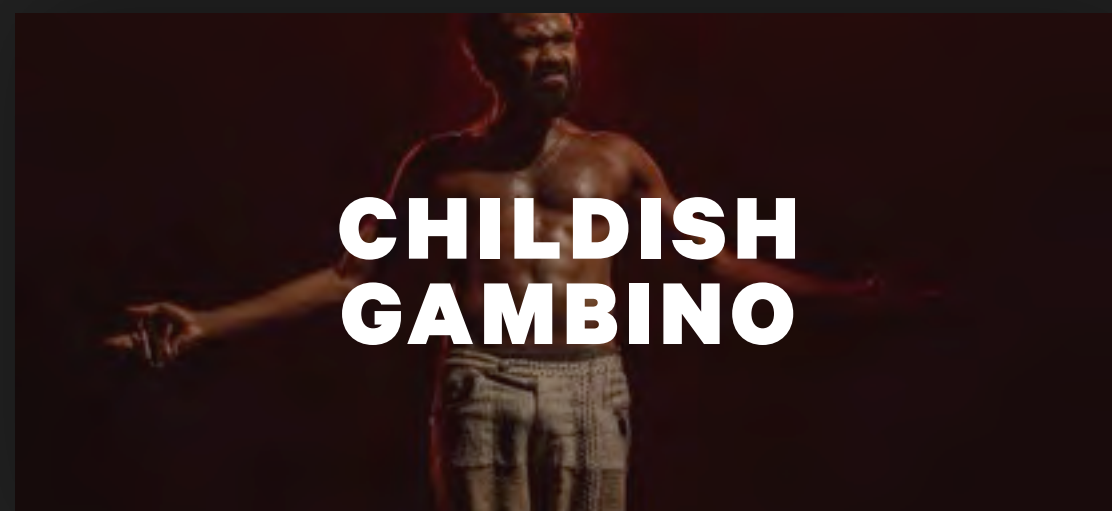
**WIZKID**



**SEU JORGE**



**GARY DOURDAN**



**CHILDISH  
GAMBINO**



**STING**



**THE WEEKEND**



**IBEYI**



**J COLE**



**PHARRELL  
WILLIAMS**



**PROPHETS  
OF RAGE**



**BABYTONE**



**KHALED**



**THE ROOTS**



**JOHN LEGEND**



**ALICIA KEYS**



**KENDRICK LAMAR**



**FALLY IPUPA**



**DJ BLACK  
COFFEE**



**JOSS STONE**



**VINCENT CASSEL**



**MARION  
COTILLARD**



**GORILLAZ**



## CONCERT

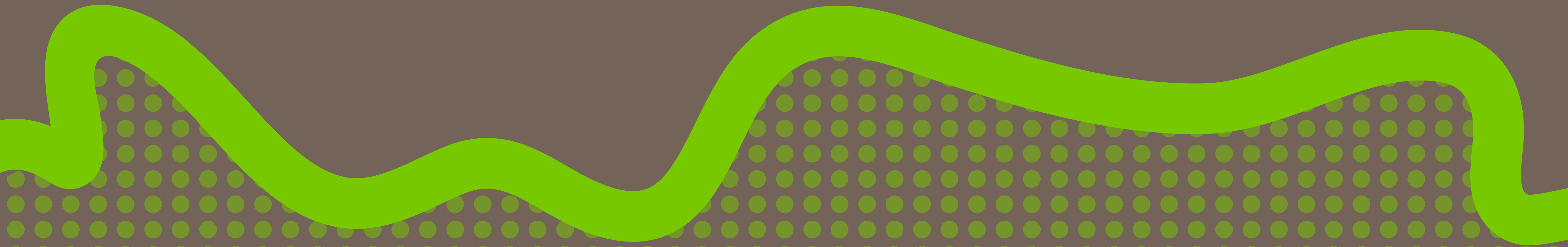
We also plan to organize a unique concert to bring the Great Green Wall to epic life and captivate a live audience to help propel this urgent movement forward.

The Great Green Wall Concert would represent a fascinating live expression of the album through a one-off musical extravaganza with some of most thrilling and socially conscious names in music.

It would also act as another powerful fundraising opportunity for communities along the Wall.

We are in discussions with 'Global Citizen' to hold the concert in New York around the UN General Assembly in 2019. We are also looking at numerous other opportunities across the world, including on the Great Green Wall itself - as part of Baaba Maal's legendary music festival in northern Senegal.

# UN OUTREACH



# REACHING GLOBAL DECISION MAKERS

Bespoke cut-downs of our documentary will be screened at the highest political levels to global decision makers throughout 2019, including:

- **UN Environment Assembly, (*Nairobi 11-15 March*)**
- **UN Global Festival of Action (Bonn, May)**
- **EU Green Week (*Brussels, May*)**
- **UN High Level Political Forum (*July, New York*)**
- **UN General Assembly, (*New York, September*)**
- **UN Global Desertification conference (*Dehli, October*)**
- **UN Global Climate Summit, (*Costa Rica Nov/Dec*)**



## United Nations

Convention to Combat  
Desertification

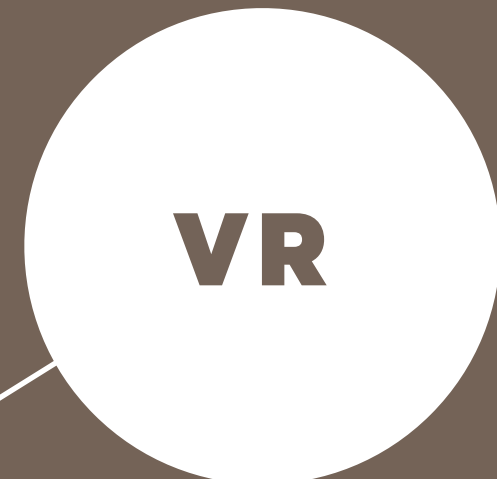
Our documentary is anchored in a far-reaching United Nations led campaign, which will help to amplify our outreach potential through the surrounding orbit of activities. Some examples are listed here.



A hashtag campaign to create a global conversation on the Wall



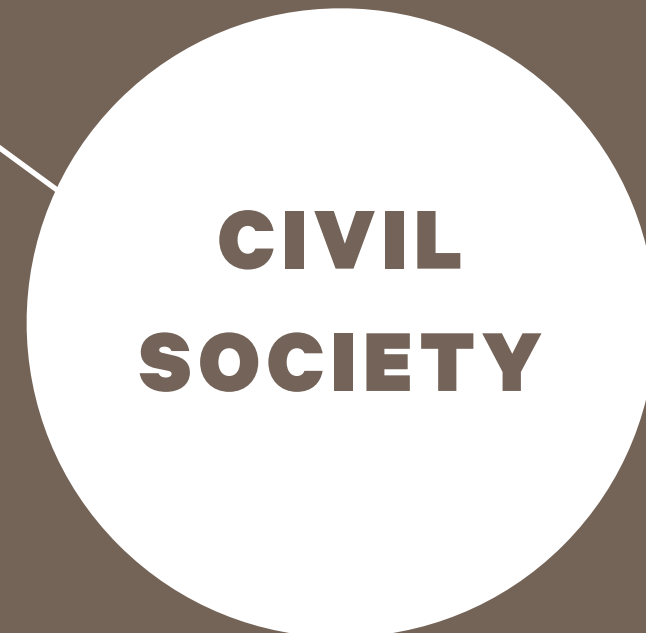
Projection mapping of the GGW on monuments around the world



A Virtual Reality film 'Growing a World Wonder' currently touring the globe at IMAX theatres, UN events & film festivals



A major inter-faith declaration in support of the GGW is scheduled to take place at the Vatican in July, as part of Pope Francis' Laudato Si encyclical on the environment.



An Avaaz backed youth journey to create jobs on the front-line of climate change



The GGW has been selected as the flagship CO2 offsetting mechanism for the Paris 2024 Olympic Games.



# THE GGW ON MONUMENTS ACROSS THE GLOBE...

The UN are collaborating with artist Naziha Mestaoui, on a series of show-stopping projection-mapping events that will be toured around the world, and we hope will also feature at our documentary's launch.

This will see a virtual forest of portraits of communities living along Africa's Great Green Wall projected on iconic buildings across the globe.

An interactive phone application will provide citizens the ability to interact with the projections and actually sponsor the plantation of a real tree on the Wall.



# VIRTUAL REALITY

## 'GROWING A WORLD WONDER'

A VR tour of the Great Green Wall led by the locals from Koyli Alpha village in Senegal. 'Growing a World Wonder' is currently touring the globe at IMAX theatres, UN events & film festivals as part of the UNVR program.

## SUCCESS

The award winning film, which first premiered at the 2015 **United Nations Climate Change Conference, COP 21** to world leaders, has since featured at major international public events such as the Rio Olympics Opening Ceremony, La Geode Imax Cinema in Paris and the Royal Botanical Gardens of Kew.

## PRESENCE AT THE DOCUMENTARY LAUNCH

Seeing is believing. Having the VR film at the documentary launch will be another interactive way for people to connect with the GGW. The VR film has huge supplementary value because of its educational capacity.

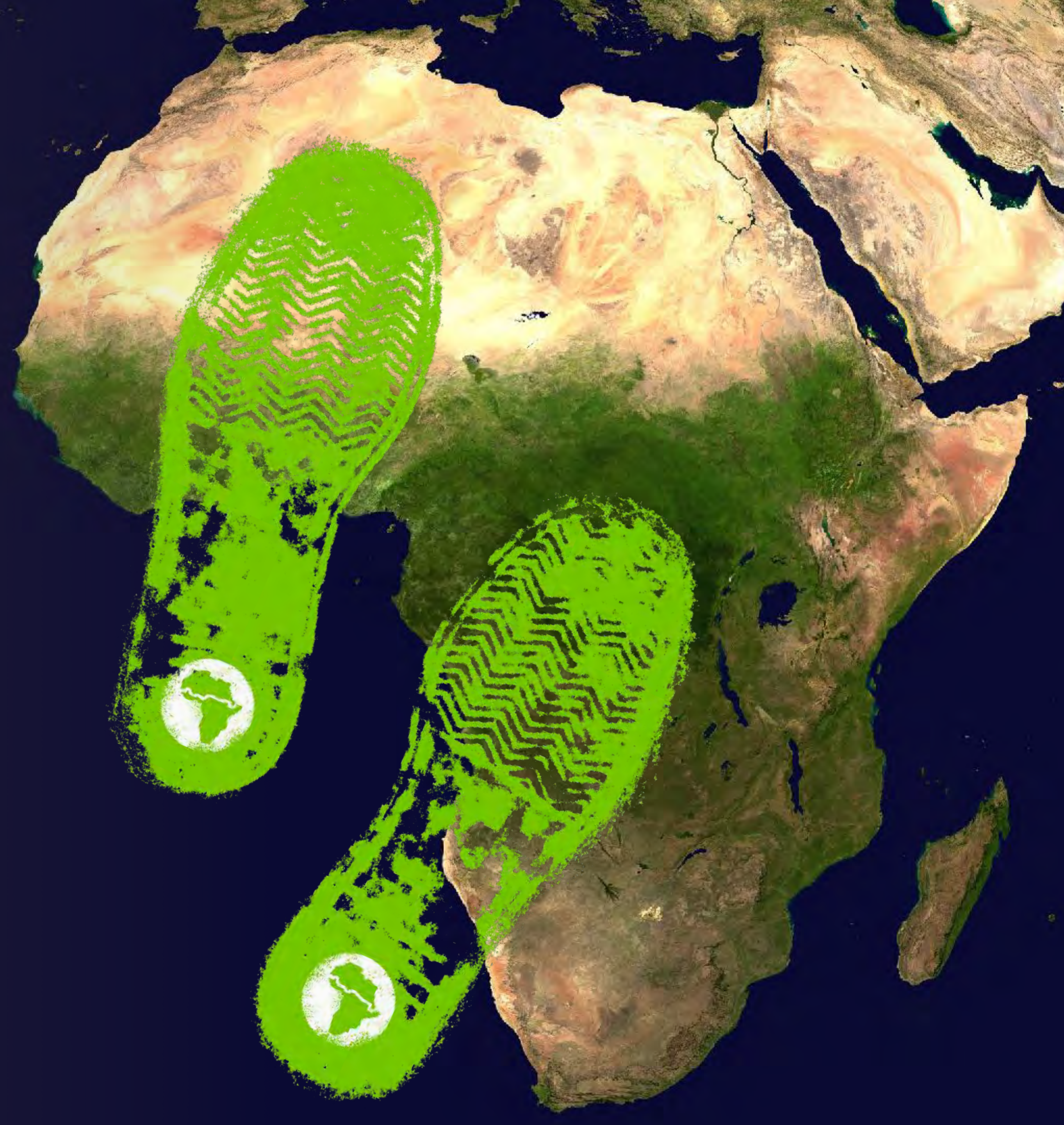


# CIVIL SOCIETY ACTION

The global campaigning platform Avaaz will run a major citizen fundraising campaign on the Great Green Wall in Spring 2019.

The campaign will focus on an epic 8000km youth journey to inspire rural job creation along the Wall, against a backdrop of mass migration and youth unemployment. The journey will culminate with a political summit urging global decision makers to invest in youth programmes around the Great Green Wall.

Avaaz has close to 50 million members around the globe and there will also be an opportunity to highlight the documentary on their platform.



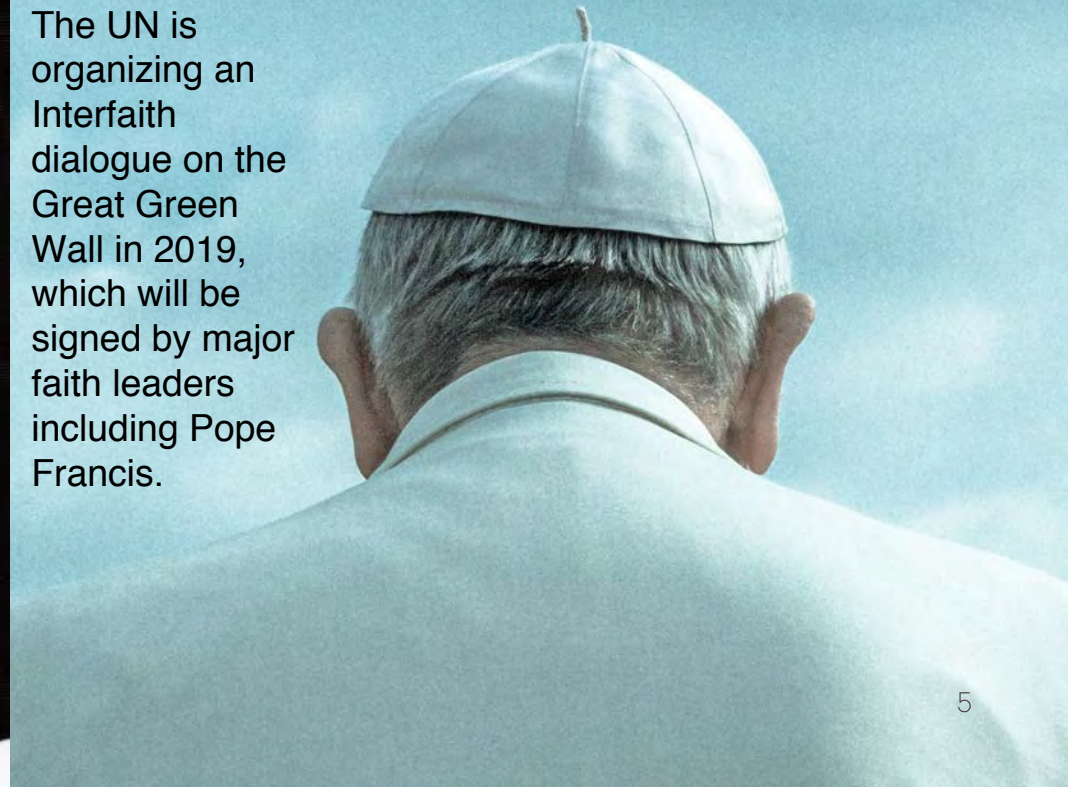
# INTERFAITH DIALOGUE



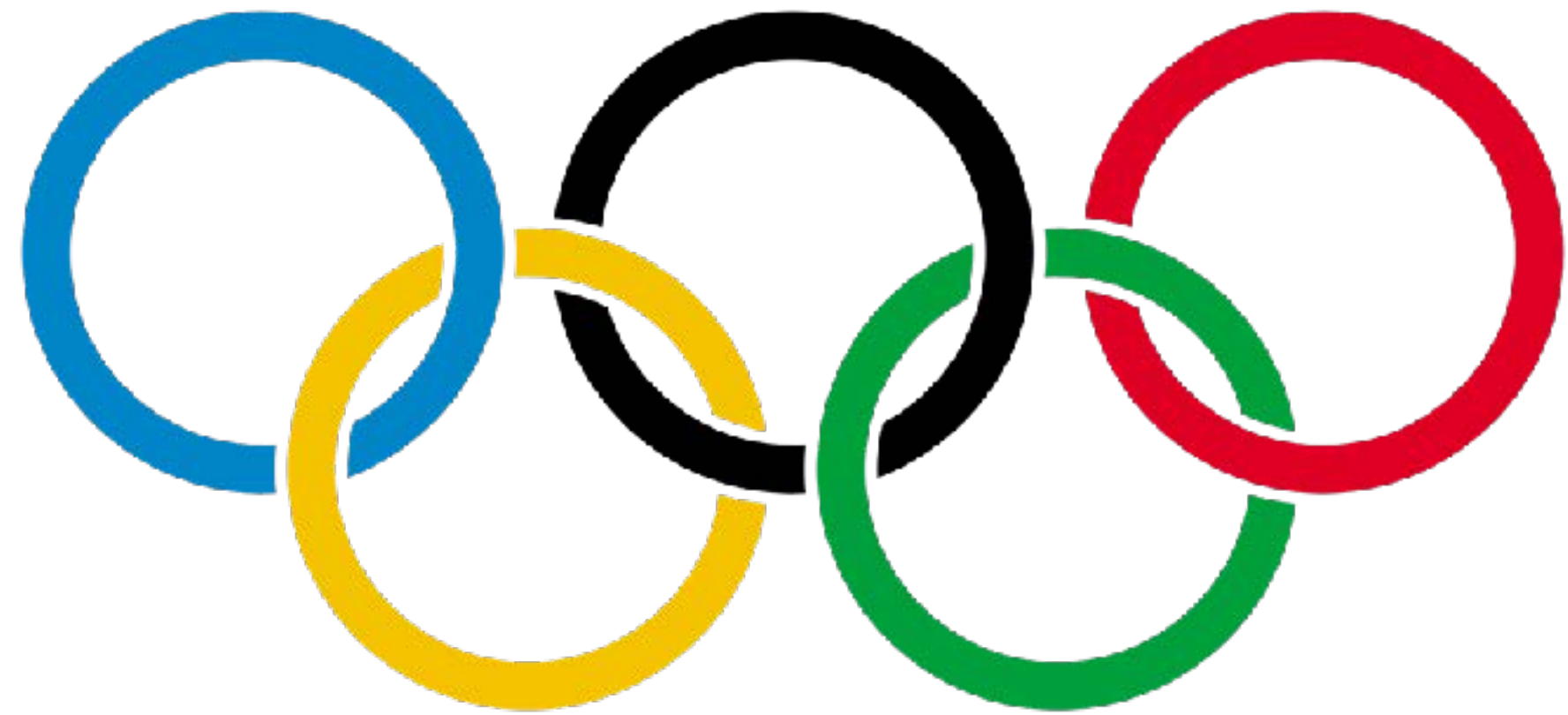
INTERFAITH DIALOGUE

Traversing as it does both Christian and Muslim communities, the Great Green Wall is a living symbol of interfaith harmony in our collective efforts to act decisively in protecting the precious lands upon which millions depend and coexist.

The UN is organizing an Interfaith dialogue on the Great Green Wall in 2019, which will be signed by major faith leaders including Pope Francis.



# 2024 OLYMPICS



The Paris 2024 Olympics have selected the Great Green Wall as their main charitable initiative, as part of their target to offset **100% of their carbon emissions** generated at the world's biggest international event.

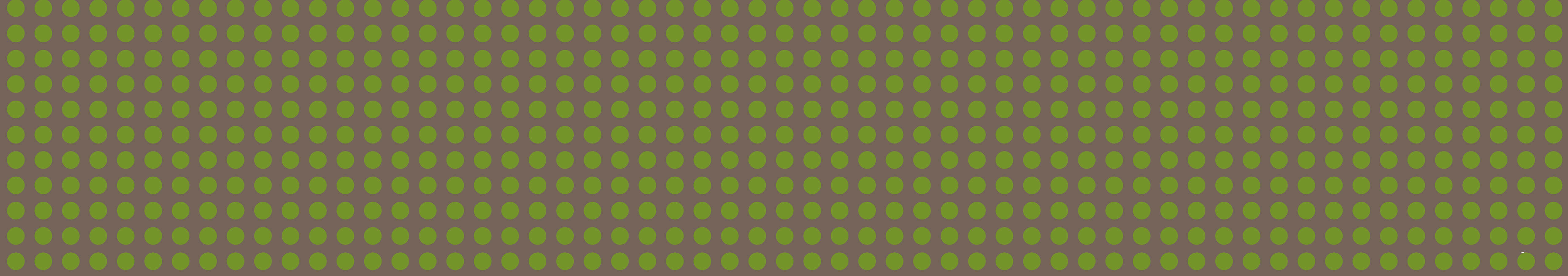
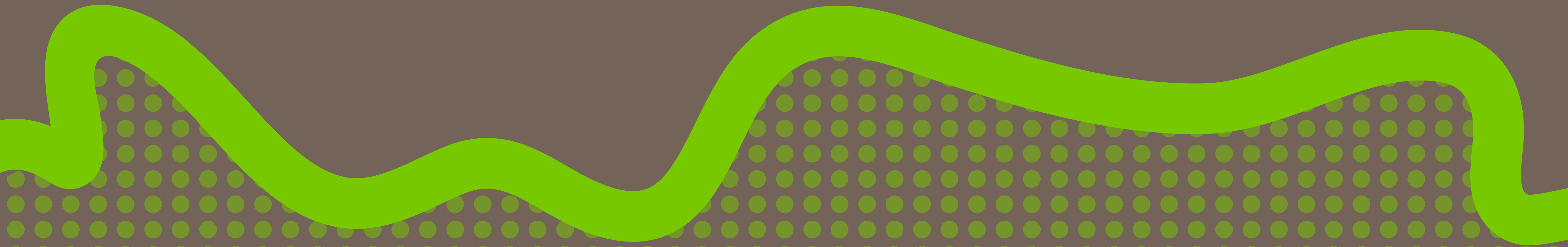
Although the Olympics is 5 years away, work in making Paris a carbon neutral Olympics is starting imminently given their intention to announce the world's most sustainable Olympics at the Opening Ceremony. This also means support on the ground to support the Great Green Wall ambitions will begin in 2019-20, helping to create mass global visibility for the initiative in the wake of our documentary.

VISIBILITY

**3.6 BILLION**

**People watched the Rio Olympic Ceremony in 2016**

**SOCIAL**



# UN SOCIAL CAMPAIGN AIMS



## CREATE A GLOBAL CONVERSATION

Make The GGW Sharable



## PUT THE GGW ON THE MAP

Metaphorically and digitally



## DRIVE DONATIONS

Encourage investment from the public and private sector



## HASH TAG CAMPAIGN: **WALL OF HOPE**

- **#wallofhope** - pass along a hashtag to create a trail of hope that covers the globe. A virtual human wall that unites us rather than divides us (with a clear link to the GGW website)
- We create a post about the wall of hope with 24hrs to pass on and tag people. The time limit adds a sense of urgency.
- A simple microsite plots on the globe every location that the wall post is sent to - plotting in green the worlds longest wall of hope.
- A simple idea that demonstrates how people unite across the globe - a social media company like facebook may want to support the campaign as it is advantageous to their platform - visually showing their global reach.

### WHY THIS IDEA WOULD BE SUCCESSFUL:

- **Walls are topical**
- **An interactive experience**
- **A time limit to create urgency**
- **A measurable reach**
- **An option to partner with social media companies**





# A SOCIAL CAMPAIGN CHALLENGE

## GROW A HUMAN FOREST ACROSS THE WORLD

**ACTION:** Make a celebratory tree position and post a picture of it. Share this image with the message: “Grow the largest **#humanforest** for the Great Green Wall, you have 24 hours to complete the challenge and join the chain.” Tag 5 nominations.

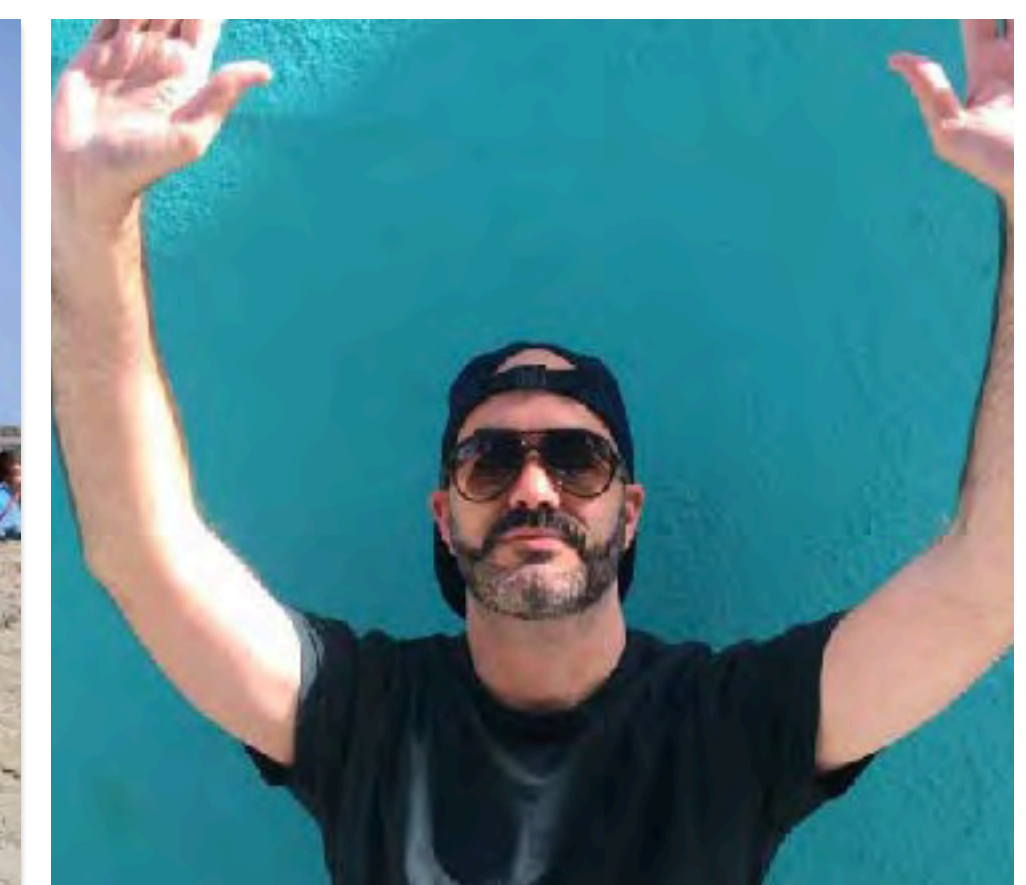
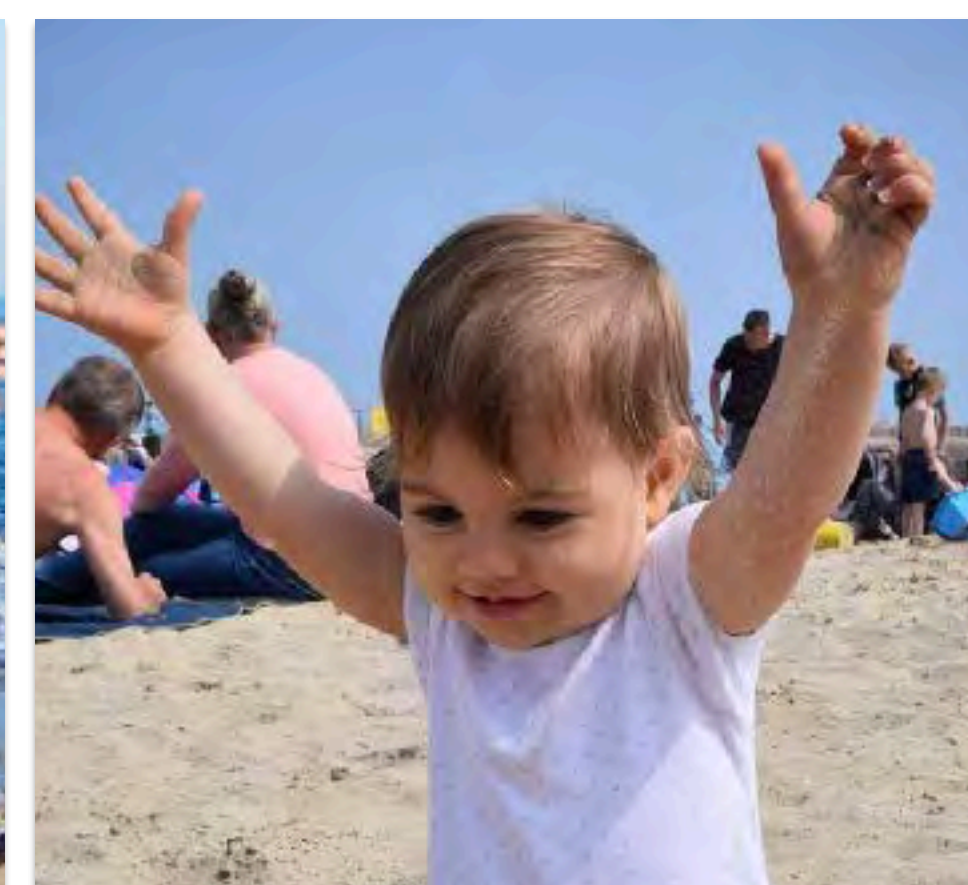
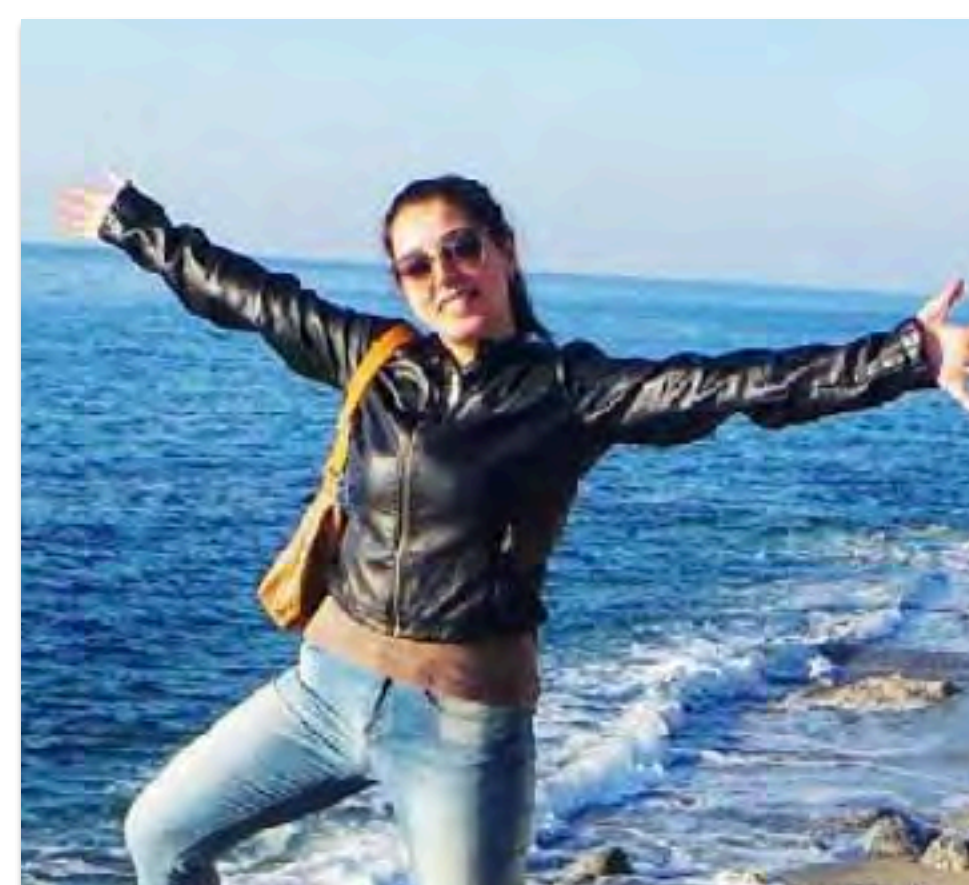
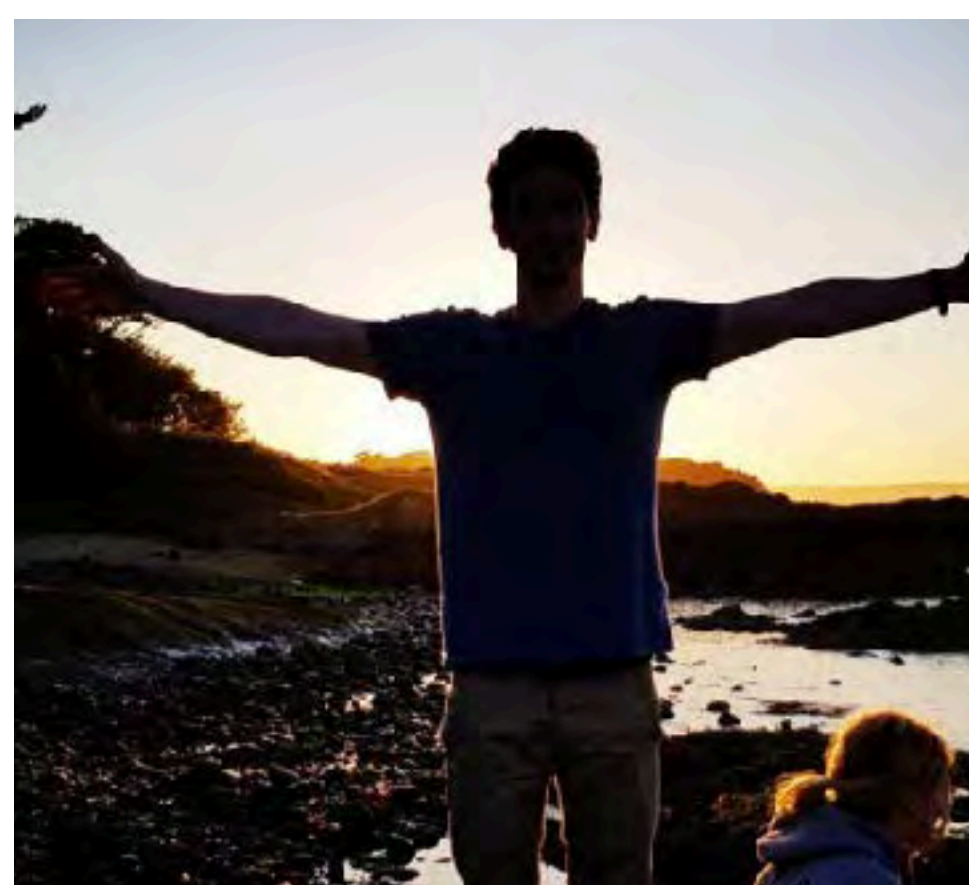
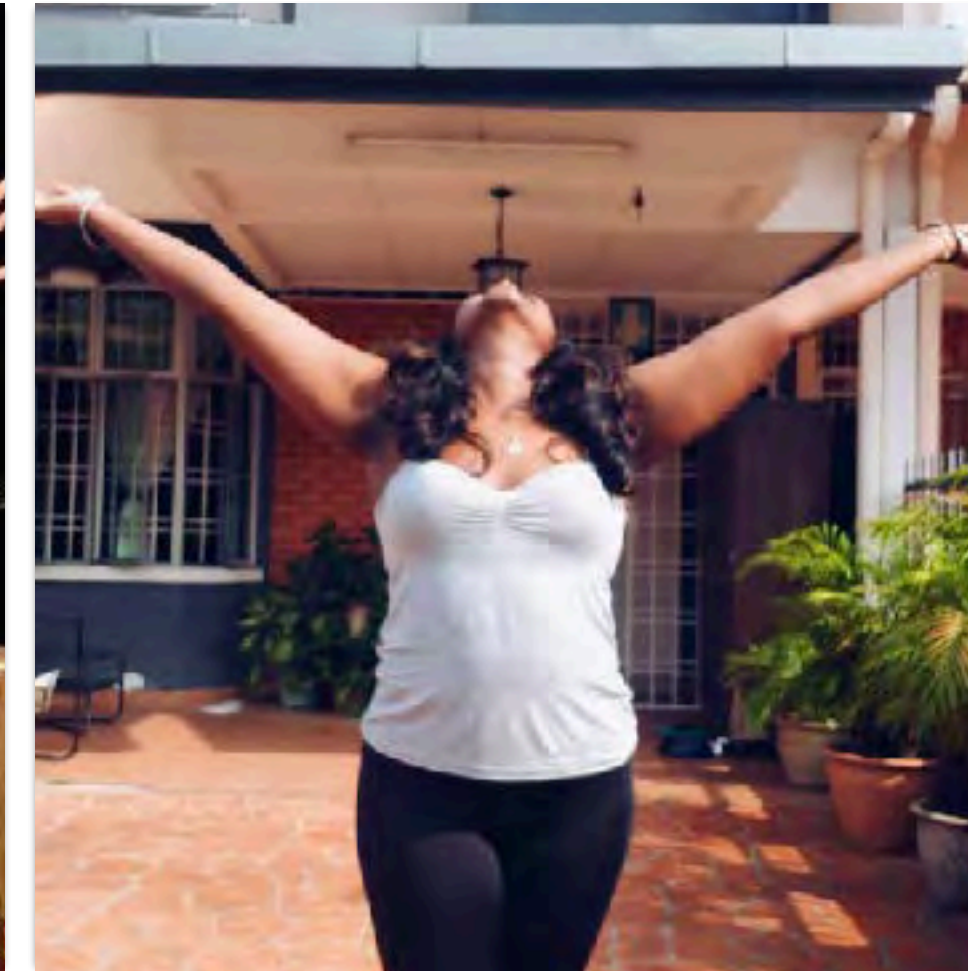
We will then link these images together on the Great Green Wall website to create a human chain, a united human forest. This will **spread positive awareness and encourage donations.**



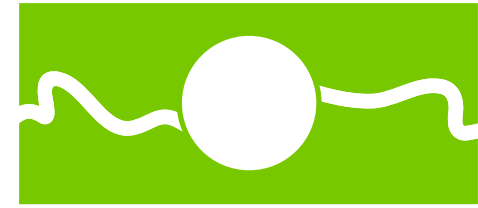


# A SOCIAL CAMPAIGN CHALLENGE

GROW A HUMAN FOREST ACROSS THE WORLD







# GROW A TREE FOR THE GREAT GREEN WALL

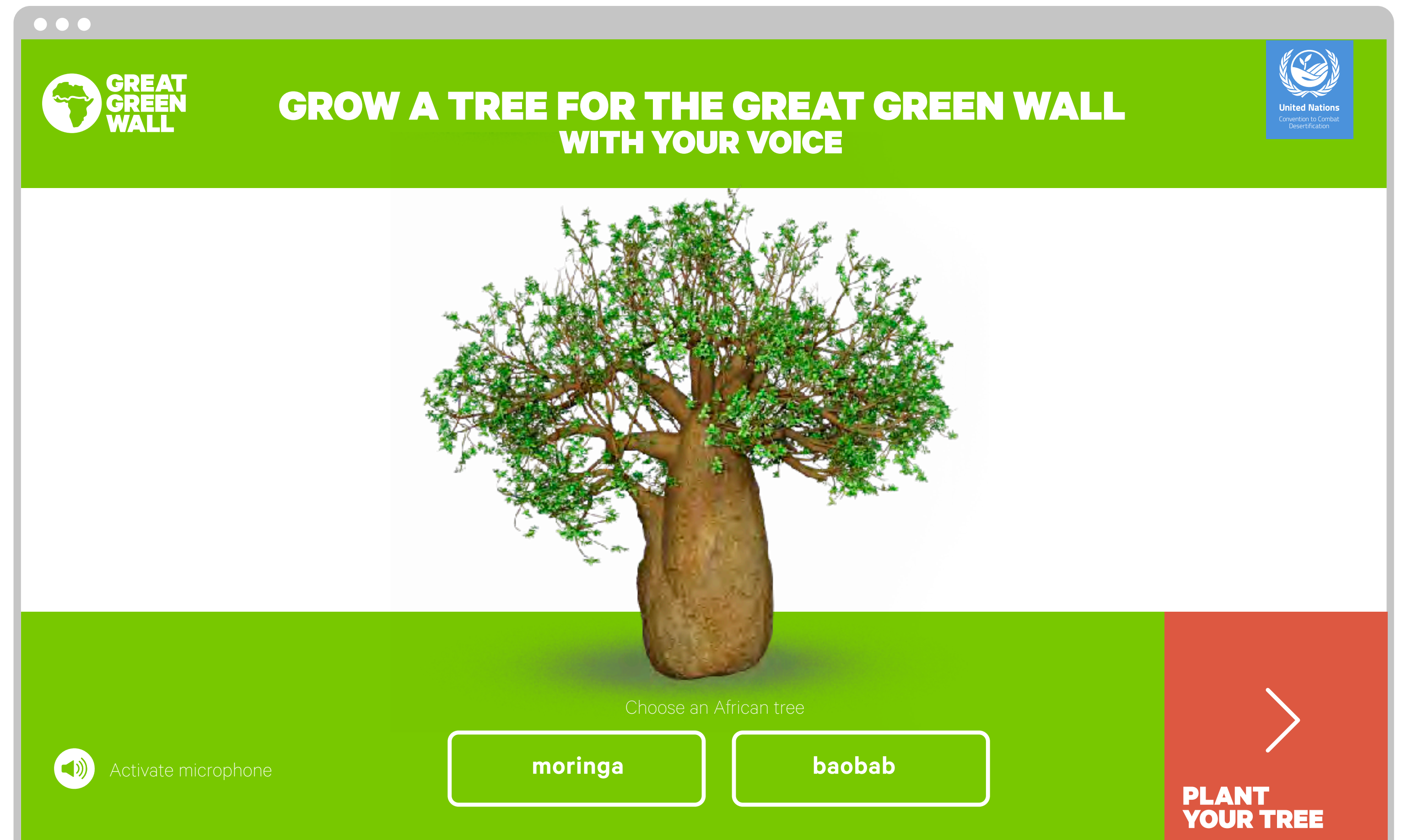
(WITH YOUR VOICE)

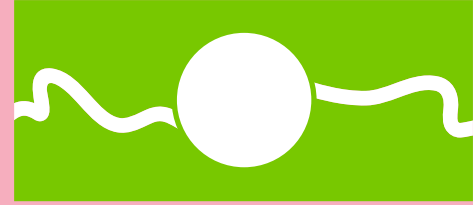
## WHAT?

- An interactive website that allows the user to create a unique tree to plant on the Great Green Wall
- The tree shape and size depends on the notes and how loudly you sing into your computer, metaphorically adding your voice to the GGW mission

## IMPACT

- The user can then plant this tree on the Great Green Wall by donating a voluntary sum of money. This will generate funding in a fun and unpressurised way.
- This unique tree can then be shared on social media, spreading awareness and encouraging more people to create their own tree.
- Eventually a digital forest will grow, which in turn creates money for real trees to be planted on the GGW





# GROW A TREE FOR THE GREAT GREEN WALL

(WITH YOUR VOICE)

Example of technology: A unique  
digital tree that grows when you  
sing into your computer.

[TRY EXAMPLE](#)

[PRESSTUBE.COM/TREE/](https://presstube.com/tree/)  
BY JAMES PATERSON



UNFREEZE

BUY \$138

**THANK YOU**

