



2024 Impact Report

Introduction

Storytelling has never been more important than in our collective race to restore our world and avert the worst impacts of the climate and nature crisis.

One year since the launch of Open Planet, we've seen the game-changing impact that is possible when creatives, communicators and changemakers are given the visual tools they need to effectively tell their stories.

Our award-winning, open-source library is fast-becoming a cornerstone of the climate and nature community globally, delivering impact in three critical areas:

1. **Capturing and sharing trusted, world-class visual content**, with 12,000 clips freely available for education and impact use.
2. **Supporting a growing community of over 1,300 storytellers across 107 countries**, who are sharing an incredible diversity of stories to millions worldwide.
3. **Delivering transformative storytelling in partnership with a global network of individuals and organisations committed to creating a more sustainable future.**

And we're only at the beginning of what Open Planet can achieve.

Read on to find out more about our impact in 2024 - and our plans to scale in 2025.



Our year in numbers

Content

Our award-winning library and communications channels

12,000

World-class, scientifically verified clips published in our library

70+

Contributing filmmakers and production companies globally, including the UK, USA, India, Canada, Kenya and South Africa

20m+

People reached through our social media channels

8

Curated collections, including collaborations with Wellcome, the UN Development Programme, and the University of Exeter

8,700+

Clips available for commercial licensing through our library partners, All3Media Clip Sales

Community & Collaborators

Our global partnerships and storytelling network

1,300+

Storytellers across the globe actively using our library to support their content creation

107

Countries worldwide where our registered users are from

24,000

Clips downloaded from our library for use in educational and impact storytelling

81

Content collections created on average each month

338k+

Visits to our new website in the first 8 weeks post launch

10m+

People reached through our pilot storytelling partnership with Wellcome, focused on climate and health in Kenya

Impact milestones

Jan - Apr



Our content and spokespeople feature across high-profile events at the **World Economic Forum Annual Meeting**



We present Open Planet to 250+ systems change leaders at the **Villars Institute Summit**



Content milestone as our library reaches **5,000 clips**



Our pilot storytelling project with **Wellcome** reaches **10 million** people with stories of climate and health in Kenya



Open Planet wins the **MIP TV SDG Innovation Award** in association with the UN



We team up with **Protect Our Future (1851 Trust)** to inspire young people globally to tell climate stories



We deliver a keynote address with bespoke film content at the **Planetary Health Summit Malaysia**

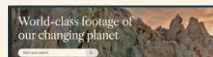
May - Aug



We collaborate with **The Earthshot Prize** on a special takeover of London's iconic Piccadilly Lights



Open Planet joins the **UN SDG Media Compact** to accelerate action on the Sustainable Development Goals



Our **new website** launches with 10,000+ clips and storytelling resources



We partner on the **launch of Water Week** as part of the UN Water Action Decade



We host panels and workshops with 300+ young people at the **Villars Institute Symposium**



Our **second storytelling project** with **Wellcome** gets underway with new filming in South Africa



We introduce 250+ educators and policymakers to Open Planet at the **Schools2030 Global Forum**

Sept - Dec



Our **Global Advisory Board** launches with six founding members across planetary science and storytelling



We showcase our impact at the **UN General Assembly** alongside fellow SDG Compact members



Our content and spokespeople feature prominently throughout **New York Climate Week**



Our **US Board** forms and drives progress towards achieving **501c(3) status**



We announce our upcoming biodiversity feature film and impact campaign at the **UN biodiversity conference**



Our films and content feature in campaign communications and events at the **UN's COP29 climate summit**



We collaborate with **UNDP** on bespoke content to drive storytelling around the **UN Convention to Combat Desertification**

Testimonials

“Our era is defined by a battle of narratives, compounded by misinformation and AI. Open Planet is a great resource that provides storytelling tools to help build agency and ignite our imagination on what a more climate-just world could look like and our active role in making this a reality.”

Emily Wanja, Director of African Programs at
Doc Society

“In a turbulent world facing dangerous planetary challenges, geopolitical tensions and widespread polarisation, where mis- and disinformation is rife, never has the power to tell compelling, factual stories been more important. I am delighted to be a part of Open Planet, where such rich resources can be made available to the millions of storytellers around the world that will be able to use powerful images to move humanity in the right direction.”

Professor Tan Sri Dr. Jemilah Mahmood, Executive
Director at the Sunway Centre for Planetary Health

“I've found not just the Open Planet resource, but the team behind it, an enormous support to the work we're doing. Having access to so much rare, high quality footage of the natural world is a critical resource for conservation organisations with limited commission budgets and a range of advocacy goals. Open Planet is a real gamechanger for the non-profit world and helps further the impacts of so many conservation goals at a critical time for our sector and the planet.”

Hannah Kaplan, Director of Video and Digital
Content at Wildlife Conservation Society



Testimonials

"Open collaboration is so important, and by Open Planet collating and providing footage it means we can tell better stories as can anyone in the world. Strong visuals make or break content. A further positive is that sharing footage reduces the need for original capture, reducing impact through production. Win-win."

Théo Grainzevelles, Head of Production at Duna Films

"Open Planet is changing the game in the communications industry. They are helping us to tell the stories that are so often left behind. From scientific organisations to charities, these are the stories that are ultimately going to determine our connection and understanding of the natural world."

Emma Askew, Founder and Director at Earth Minutes

"Authentic storytelling truly has the power to bring complex issues to life in ways that resonate deeply with diverse audiences. Thanks to Open Planet's library of rich content, storytellers are equipped like never before to create impactful films which will inspire action and drive meaningful change."

Carina Strydom, Communications & Partnerships Director, Crve Development



Content

Our award-winning library, content collections and global network of contributors.



Launching our new website

In July 2024, we launched our new website, designed to provide a more **inspiring, accessible and intuitive experience** for the growing community of diverse storytellers using our library.

New and enhanced features include:

- Dedicated page to showcase examples of how content from our library is being used to deliver impact.
- Browse and search functionality improved, with tailored experience depending on user's bandwidth.
- Streamlined checkout process to enable faster downloads.
- Bespoke pages to showcase curated collections of content and stories



9m+

Views of our
launch content
across channels



338k+

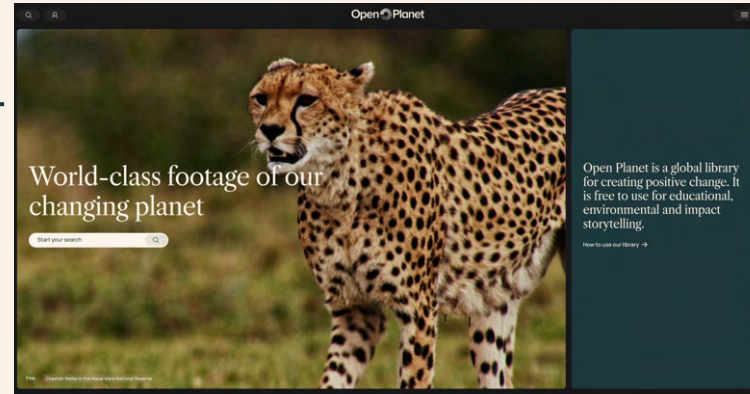
Visits to our
website



14.7k+

Engagements
across social
content

Insights taken 8 weeks post launch



Click the image above to visit our website



Click the video above to watch our launch film

Published content

In 2024, we **exponentially grew the volume and diversity our library** to cover a wide range of issues and solutions linked to climate, nature and humanity. It now features around **12,000 clips**, with new content landing each week. Key themes captured in 2024 include:



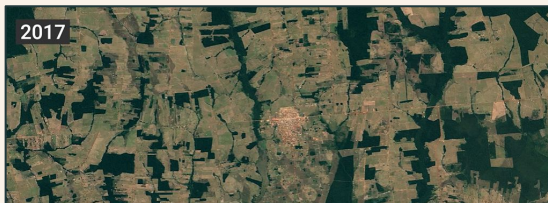
Extreme weather events - drought, wildfire, tornadoes, flooding



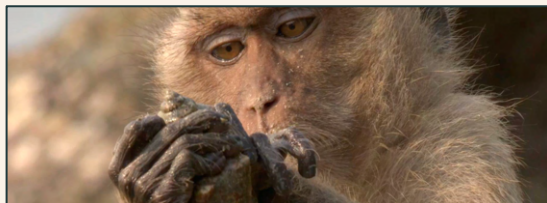
Ocean and marine life - the wonder, key threats and conservation solutions



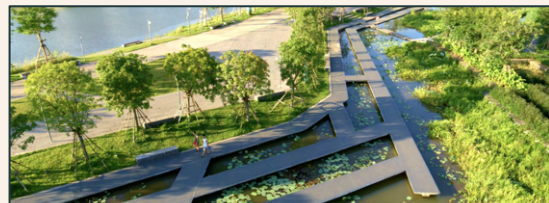
Climate and nature solutions - restoration, community action and innovation



Data visualisations - deforestation, urbanisation and global climate stories



Wildlife and natural habitats



Cities - urban development, adaptation and community resilience

Exclusive to Open Planet

Working with our established global network of filmmakers, we have **filmed and commissioned a series of new and exclusive content** - capturing relevant, compelling stories and events as they unfold, along with firsthand insight from those on the frontline of change. This includes:



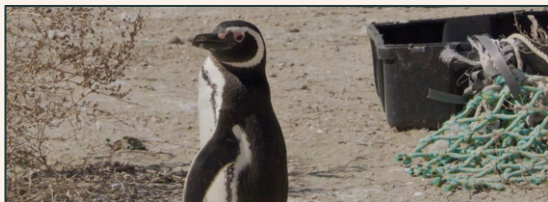
Elephants during extreme drought in Hwange National Park, Zimbabwe

Filmed by Reel Life Productions



Climate, health and urban resilience in Durban, South Africa

Filmed by Let It Rain Films, supported by Wellcome



Plastic pollution and marine life in Patagonia, Argentina

Filmed by Richard Szkiler of The View South



Interviews with scientists, experts and Indigenous Peoples

Filmed by Open Planet Studios and Let It Rain Films



Curated content collections

This year, we launched **five bespoke content collections** to inspire creative storytelling at crucial moments for impact. Each collection brings together compelling stories and insights on globally important themes, with expertly curated footage, interviews and data visualisations:



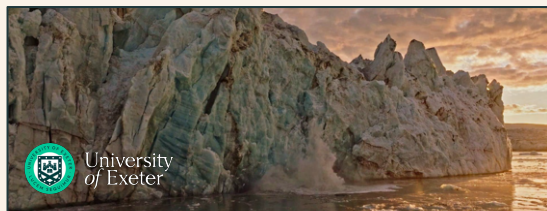
Transforming our land for the future
Curated with the UN Development Programme



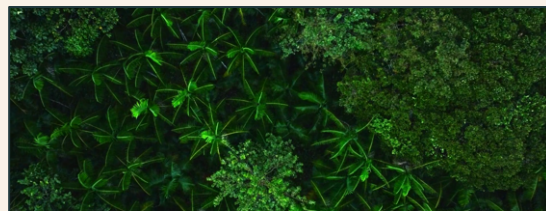
Restoring Global Biodiversity



Building Healthier Cities in South Africa
Supported by Wellcome



Global Tipping Points
Curated with the University of Exeter



Into the Brazilian Amazon

[Explore our collections](#)

Exclusive content partnerships

Building on our unique partnerships with world-leading media companies and broadcasters, this year we **signed landmark agreements** to unlock incredible archive footage from major productions - unleashing thousands of cinematic clips on Open Planet for educational and impact use:

Studio Silverback – The Earthshot Prize

Footage of pioneering solution projects by The Earthshot Prize finalists across the five Earthshot categories provides over 850 inspiring clips.

Explore



Studio Lambert – Race Across the World

Footage filmed for the award-winning 'Race Across the World' TV series, including compelling visuals of cities and landscapes globally.

Explore



Netflix – Our Planet

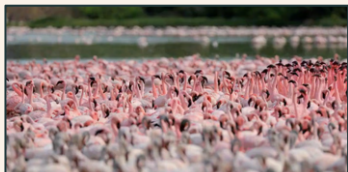
Footage from the Our Planet 'halo' project, which supported the award-winning documentary series, covering a wide range of environmental issues and solutions.

Explore

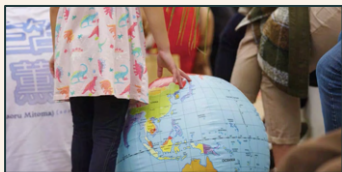


Contributors to our library

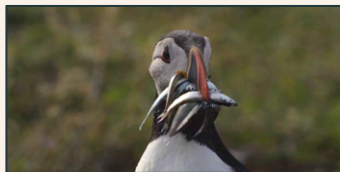
We are proud to support a growing, global network of **over 70 official content partners** contributing world-class footage to our library, including:



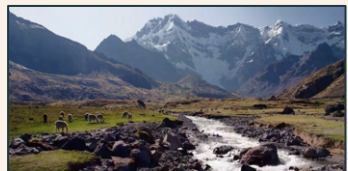
Bullhorn Pictures



Earth Minutes



JHPVisuals



Joshua Turner



JustDiggIt



Kyle Roepke



Scarlet View Media



Summit Fever Media



Travel Penguin

With special thanks to all our content partners for your valued support and contributions to our library.

Aishwarya Sridhar

Anuj Nagori

Aquinox Media

Atharva Raut

Austin Novy

Bonanza Films

Bullhorn Pictures

Chad Shagren

Corey Robinson

Cornwall Climate Care

Cwmni Da

Dream Wild Films

DroneSurf

Earth Minutes

EarthTime

Guto Thomas

Hardik Rathod

Hydro Motion Media

In Old News LLC

Jefferson Kahinju

JHPVisuals

João Paulo Krajewski

Joshua Turner

JustDiggIt Foundation

Kanishk Gupta

Kendrone

Kyle Roepke

Leakey Studios

Leo Francis Photography

Louder Than 11

Lyfted Media Group

Manish Manick

Mark Sharman Cinematography

Matko Pictures

Matt Brierley Wildlife Production

MavDrone

Michael Downey

Moses Thurani

Myles Storey

Nanang Sujana

Natalie Clements

Natural History Studios Australia

Nature Candid Productions LLP

Nature inFocus

Nick Werber

Nimit Nigam

Passion Planet

Rare Tales - Vinay Datla

Raychel Sanner

Riverbank Studios

RoundGlass Sustain

Sandro Gromen-Hayes

Santiago Sainz-Trápaga

Scarlet View Media

Sean Delahay

Shaun Swingler

Silverback Films

Stella Ditt

Summit Fever Media

Switchback Entertainment

Symeon Izmailov

Teresa Carante

The View South

Travel Penguin

Untamed Planet

Varun Alagar

Wes Overvold

Wild Woods Media

Will Foster-Grundy

Yoho Media

Popular searches



Community & Collaborators

Our partners, users of our library, and how we're delivering impact together.



Our partners and collaborators

Collaboration is at the heart of our mission.

In 2024, we were proud to collaborate with a global network of partners, funders, content creators and changemakers to drive transformative storytelling about our changing planet. From collaborating on world-class content for global events, to co-creating bespoke storytelling campaigns, to delivering standout educational materials to communicate the latest science.

As we look to scale our collective impact in this decisive decade, we are committed to partnering with individuals and organisations who share our vision and are invested in creating a more sustainable future for our planet.

[Find out more](#)



pluc.tv

crtve.
DEVELOPMENT

CREATE Lab



earthrise



EARTH
MINUTES



PROTECT
OUR FUTURE



University
of Exeter



Wellcome partnership

In partnership with the Wellcome Trust, we're driving new storytelling on the impacts of climate change on human health and potential solutions.

Together we're capturing and sharing compelling stories of hope and resilience, producing a suite of new creative assets on Open Planet for storytellers and content partners to influence policy and action.

In spring 2024, we concluded our successful pilot project in Kenya, which reached over 10 million people with content produced using the curated [collection](#) on Open Planet.

We are excited to be collaborating on our second partnership project, focused in [South Africa](#) - watch this space for impact updates in 2025!

"Open Planet provides the visual resources vital for communicating compelling climate and health stories, amplifying the lived experience of the communities most affected and driving conversation on social media and at global events. We are looking forward to seeing the platform grow so more important stories can be told."

- Alan Dangour, Director of Climate and Health at Wellcome

10m+

Reached on social media through content creators, NGOs and partners.

400+

High-quality clips made available on Open Planet.

5

Interviews filmed with global health experts and local community leaders.

4,000+

Kenyan community leaders, educators, citizens and youth mobilised through local screenings.

8,000+

Decision-makers and leaders engaged at major global multi-lateral events.

#1

Trend on X in Kenya for the #KiberaUnmuted content creator film series

[Read about our project in Kenya](#)

Storytellers using our library

Over 1,300 filmmakers, educators, students, activists, scientists, NGOs and environmental organisations across 107 countries globally are already using Open Planet as a valuable content resource. These include:

1851 Trust
90 North Foundation
Arizona State University
ASEAN Centre for Biodiversity
Bloomberg Philanthropies
Blue Marine Foundation
Blue Nature Alliance
CITES
Conservation International
Crtve Development
Docubox
Duna Films
Earth Minutes
Earth4All
Earthrise
Environmental Justice Foundation
Global Rewilding Alliance

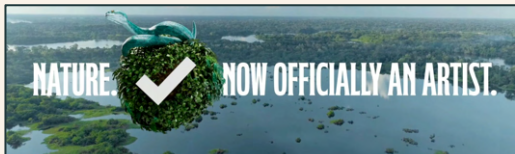
Global Witness
Goals House
ICLEI Africa
John Hopkins Institute for Planetary Health
Make My Money Matter
Museum for the UN
Natural History Museum
ONE
Planetary Guardians
PlucTV
Project Everyone
RE:TV
Re:wild
SeaLegacy
Stockholm Environment Institute
The Climate Group
The Earthshot Prize

The Potsdam Institute for Climate Impact Research (PIK)
The Sunway Centre for Planetary Health
The University of Exeter
Tusk
TRAFFIC
UN Development Programme
UN Environment Programme
WildAid
Wildlife Conservation Society
World Council of Churches
World Economic Forum
World Resources Institute
WWF

Content created using our library

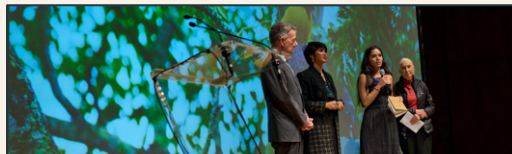
Click images to explore content

We are continually inspired and moved by the **incredible breadth, depth and innovation of storytelling created using our library**, and the highly influential and creative spaces our content is appearing in. The examples below provide a snapshot of use, with more to explore [here](#).



Sounds Right

Our footage featured in campaign content produced by Earthrise Studio to launch NATURE as an official artist on Spotify and other streaming platforms, achieving >50 million streams across platforms.



Planetary Guardians

Our footage brought to life stories of hope from Xiye Bastida, Farwiza Farhan, Dr. Jane Goodall and President Juan Manuel Santos as part of the first-ever Planetary Health Check during New York Climate Week.



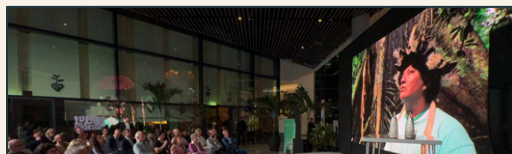
Waxxes Animation

Kenyan creatives used spoken word, animation and Open Planet footage to present the future of Kibera, with this short film screened to local leaders, citizens and youth to drive conversation and action on climate and health.



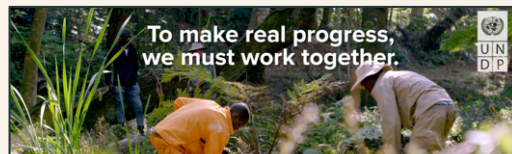
The Earthshot Prize

Captivating footage from our library featured in an inspiring showcase of solutions for our planet, which took over the iconic Piccadilly Lights during London Climate Action Week 2024.



The University of Exeter

Our footage and interviews helped land the Global Tipping Points Report across digital channels, media and influential events including at the UN's COP28 climate summit and the World Economic Forum Annual Meeting.



UN Development Programme (UNDP)

This curtain-raiser film for the COP16 biodiversity conference was created using entirely footage from our library to show what's at stake for biodiversity and call for global action.

Content created using our library

Click images to explore content

We are continually inspired and moved by the **incredible breadth, depth and innovation of storytelling created using our library**, and the highly influential and creative spaces our content is appearing in. The examples below provide a snapshot of use, with more to explore [here](#).



Protect Our Future (1851 Trust)

Our library and a short film fronted by world athletes supported a global programme of youth workshops designed to empower and equip young people to tell impactful climate stories.



ONE

Featuring footage and interviews filmed exclusively for Open Planet, this film reached >4 million people across digital channels with powerful stories of how climate change is shaping the community of Kibera in Kenya.



RE:TV

Produced for a platform founded by His Majesty King Charles III, our footage features in this short film on the future of energy-efficient buildings, enhanced by interviews, data and creative visual effects.



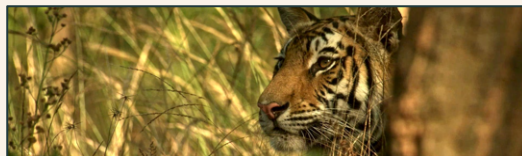
Together For The Ocean

Ocean footage from our library featured alongside climate activist Brianna Fruean in a short film to launch a global campaign **#ForTheOcean** – accelerating action towards protecting 30% of the ocean by 2030.



The Climate Group

Created for the opening ceremony of New York Climate Week 2024, this film uses footage from Open Planet to help showcase why urgent action is needed from world leaders to tackle the planetary crisis.



Wildlife Conservation Society

Our cinematic tiger footage featured in this film to announce increasing wild tiger populations, shared across social and digital channels ahead of the Bhutan Tiger Summit 2024.

Our global events presence

Jan - Apr

Open Planet content and spokespeople featured prominently **at the heart of major global events and decision-making forums** in 2024, helping to drive meaningful engagement and conversation on the power of storytelling to affect change. Highlights include:



World Economic Forum Annual Meeting

Davos, Switzerland

Open Planet had a significant presence through events and content collaborations, including hosting a panel discussion in the Davos Climate Hub focused on 'Revolutionising Climate Reporting'. A film on planetary health, produced by Open Planet Studios, also featured across several high-profile events and prominent screens, estimated to have been viewed by all delegates in attendance.



Villars Institute Summit

Villars-sur-Ollon, Switzerland

Members of the Open Planet Board joined 250+ global leaders and innovators in systems change for this prestigious annual summit. Our team led a panel discussion and plenary session on the power of storytelling, demonstrating how the Open Planet model can supercharge the volume and diversity of stories about our changing planet and move people to act.



Planetary Health Summit

Kuala Lumpur, Malaysia

Powerful content created using Open Planet featured on screen as our Director and Board Chair, Colin Butfield, delivered the keynote presentation alongside Prof. Dr. Jemilah Mahmood. The event was attended by over 1,000 leaders including government ministers, royals, UN delegates, scientists, policymakers, educators, young leaders, and concerned planetary citizens.

Our global events presence

Open Planet content and spokespeople featured prominently **at the heart of major global events and decision-making forums** in 2024, helping to drive meaningful engagement and conversation on the power of storytelling to affect change. Highlights include:



UN Water Week Launch

London, United Kingdom

We were proud partners on the inaugural Water Week event: a campaign for young people delivered as part of the UN's Water Action Decade. Our Executive Director of Operations, Emily Renshaw-Smith, was one of the keynote speakers at the launch reception, hosted by Wastebusters. Campaign communications were supported by a bespoke Water Week content collection on Open Planet.



Schools2030 Global Forum

Bishkek, Kyrgyz Republic

We had the privilege of introducing Open Planet to 250+ teachers, policymakers and education professionals at the Schools2030 Global Forum, hosted in partnership with the Aga Khan Foundation. We joined a global network of speakers and had the chance to hear incredible stories of teachers pioneering new ways to bring climate stories into the classroom to empower and support their students.



Villars Institute Symposium

Villars-sur-Ollon, Switzerland

Members of the Open Planet team joined global experts, educators and young changemakers to share ideas and innovations for planetary health. We hosted a session on the power of film to inspire climate action, and participated in events and discussions to equip young people with the tools they need to tell their stories and inspire change.

Event highlights

Sept - Dec

Open Planet content and spokespeople featured prominently **at the heart of major global events and decision-making forums** in 2024, helping to drive meaningful engagement and conversation on the power of storytelling to affect change. Highlights include:



UN General Assembly (UNGA)

New York, United States

We were honoured to join fellow members of the UN SDG Media Compact for a panel event at UNGA, focused on the role of media and creativity in driving action on the Sustainable Development Goals. Through inspiring content and discussion, we shared the origin story of Open Planet and our collaborative efforts to disrupt discourse and shape new narratives on the planetary crisis.



New York Climate Week (NYCW)

New York, United States

Our content and spokespeople took centre stage throughout NYCW, including at high-profile events hosted by The Climate Group, Project Everyone, Ethic, Planetary Guardians, Swissnex and many others. We also teamed up with Earth Minutes, the University of Exeter and Global Optimism to challenge 50 young minds to co-create content about positive tipping points and the possibility of our future.



UN Biodiversity Conference (COP16)

Cali, Colombia

We joined thought-leaders and changemakers for an exclusive dinner hosted by The Villars Institute and Project Everyone to explore the vital role of film, arts and culture in shaping new narratives and inspiring action for nature. The event showcased incredible projects and partnerships helping to catalyse change, where we announced our upcoming biodiversity feature film and impact campaign - launching in 2025.

Company

Our people, organisational news and strategic priorities for 2025.



Meet our Global Advisory Board

In September, we announced the first six members of our Global Advisory Board, **bringing together thought leaders and pioneers** in planetary health, science, education, film and storytelling. The advisory board will play a key role in guiding our strategic priorities to help scale our impact.

[Learn more](#)



Amanda Ellis

Global Partnerships
Lead at Arizona State
University



Marie-Claire Graf

Climate justice
activist and co-
founder of the Youth
Negotiators Academy



Brad Irwin MBE

Senior Advisor on
Climate and Nature at
Project Everyone



Prof. Tim Lenton

Director of the Global
Systems Institute at
the University of
Exeter and Chair in
Climate Change and
Earth System Science



**Prof. Dr. Jemilah
Mahmood**

Professor and
Executive Director of
the Sunway Centre for
Planetary Health



Emily Wanja

Director of African
Programs at Doc
Society

Our commitment to the SDGs

Central to our mission is our dedication to advancing the global agenda for sustainable development and environmental stewardship. Our open-source library and strategic partnerships are focused on scaling-up communications linked to the UN's Sustainable Development Goals.

In 2024, our commitment to the SDGs was recognised in two standout achievements:



Joining the UN SDG Media Compact

In June 2024, Open Planet became a member of the UN SDG Media Compact, joining a prestigious network of over 400 organisations leveraging media and communication platforms to promote awareness and mobilise action towards achieving the SDGs by 2030.

[Read more](#)



Winning the MIPTV SDG Innovation Award

Open Planet was the proud recipient of the 2024 MIPTV SDG Innovation Award, given in recognition of our visionary role in distributing credible, compelling resources and unlocking barriers for content creators and storytellers to better explain and respond to our planet's challenges.

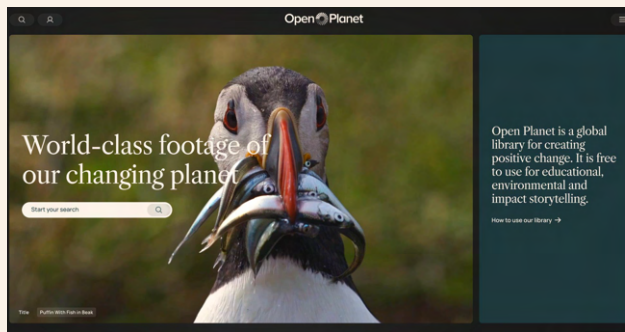
[Read more](#)

2025: Scaling our impact

Following a year of transformational growth, we've proven the power of Open Planet. Now we want to take it to scale.

Our strategic priorities for growing our impact in 2025 include:

- **Significantly growing the volume and diversity of content in our library**, with new resources and developments to support a wider range of storytelling across all types of audiences and regions.
- **Delivering creative content collaborations that inspire planetary storytelling in new and unexpected ways**, growing our storytelling community and the reach of content created using our library.
- **Driving mass storytelling moments using content secured from two major feature films** produced by Open Planet Studios, including *David Attenborough: Ocean* and a new biodiversity feature for COP30 in Belém.
- **Securing new strategic partnerships and funding** to accelerate our collective impact towards achieving a sustainable future for our planet.



Open Planet

Join us. Support us. Collaborate with us.

Get in touch

Sign up to our newsletter

