

BE A CLIMATE HERO

The Project

Climate Heroes: A feature documentary, a book, and online climate action kit exposing the real and hidden consequences of the climate crisis.

In the Global North, we argue about climate change. “Deniers” are still vocal, populist governments fear revolt if they pursue ‘expensive’ climate policies, and despite the occasional freak flood or catastrophic fire, it’s far too easy for us to kick the issue into the long grass and carry on with our heads stuck ostrich-like in our comfortable daily lives.

And yet communities across the globe are already dealing with the daily grind of the real consequences of climate change. The crisis has already arrived, and we need to understand that we’re now asking these communities to pay the price for our profligacy.

To bring home this reality and to help people understand the climate crisis and their role in it, this documentary project follows a group of activists, leaders, social innovators and entrepreneurs as they fight for the survival of their communities.

The film is supported by online resources and a climate action kit under the theme of “Be A Climate Hero”, which offers guidelines for adapting our lifestyles, sourcing clean energy and energy saving, climate awareness, activism, and how to offer financial support through donations and investment.



“Why should communities like ours pay for the luxuries and lifestyles of the global north? We are here fighting climate change every single day”

Issifu Jobila Sulemana, CEAL Ghana

The Message

Our mission, through this film and its associated book and online resources, is to shine a light on the suffering of communities in various parts of the world and educate people in the Global North of the real consequences of their actions.

We hope to bring home the realisation that the people they are harming are fellow humans just like us, and that it is unfair to ask our friends and neighbours to pay the price for our way of life. Instead, we outline ways we can help.

Join Us

We'd love you to be part of this important conversation. Through authentic storytelling *Climate Heroes* aims to win hearts and minds in the wealthier parts of the world to a more considerate and earth-friendly way of living. By understanding the stories of our fellow humans we can open our eyes to the consequences of modern living.

By joining us, you can help this documentary and supporting resources reach these people and take part in the conversation as follows:

- A documentary of 60-90 minutes, featuring community leaders and their colleagues as they fight to mitigate the effects of climate change in their region.
- The film will be supported by a branded web-based, virtual 'climate action kit' with additional video clips, downloadable discussion documents, educational/advice materials – "Be A Climate Hero"
- A book with the full story of each of the communities featured in the documentary together with expert analysis of the issues.

Your organisation could benefit from:

- Pre-roll title branding "This film is brought to you by..." on the main feature documentary.
- The film will be released on major streaming platforms such as Amazon Prime, TUBI, Plex and more.
- Branded screening kits. These are distributed free to communities who wish to hold their own screenings and discussion sessions. These kits include a digital copy of the film, a discussion guide, and additional handouts, plus a complete suite of promotional materials including press releases and a social media toolkit with post content, posters, and film stills.
- Full branding on all downloadable materials, action kits and educational documents.
- Collaborative content contributions, bespoke videos and a flow of supporting social media content and support.



"You are never going to change anyone's view of the world with facts and statistics. You have to inspire people and the only way to do that is with great storytelling"

David Campbell, Republica Media

The Team

Climate Heroes is directed and produced by award-winning film-makers David and Amanda Campbell. Both former journalists and now social impact filmmakers, they have already produced two full-length feature films – *The Indian Queen* and *We Don't Do Charity*. They currently edit and produce humanitarian social media channels under the banner of The Aid Files (soon to be re-branded as The Social Impact Files).



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