

EPIC

**EARTH PUBLIC
INFORMATION
COLLABORATIVE**



A systems change approach to climate + nature communications for people and planet

WHAT IS EPIC?

No single entity, organization, or agency can solve the climate crisis, but EPIC is designed to bring us all together and mobilize citizens from all corners of the world to become better guardians of the planet and its people.

WHY EPIC IS NEEDED

There is a lack of public demand for climate and nature action, as credible information about the situation and the solutions is difficult to communicate and understand. In fact, many populations around the globe often don't have current information in real time to take punctual action. Meanwhile, the media landscape is vast and nature and climate communications are fragmented.

Historically climate communications have been underfunded, particularly in the regions and communities most affected. The scarcity of relatable, accessible, and pertinent climate literacy and solutions and the prominence of well funded misinformation campaigns have sown confusion and public apathy, blunting political will for action.

There are five key systemic challenges that need to be addressed to change this reality:

- the existing and ongoing tidal wave of misinformation and greenwashing
- the lack of resources for public information related to the planetary crisis
- the lack of infrastructure for top Advertising, Marketing and Communications talent to use their unique expertise to play an active role in the climate and nature crises
- the fact that most vital science and journalism is behind paywalls; and that
- current climate communications primarily speak to the already-converted

What is needed is a global response at scale that includes collaboration between the world's best communicators, marketers, and creatives delivering vital information in an engaging format, attuned to specific audiences in key regions across the globe, and partnering with media, technology, industry, grassroots movements, research, and scientific organizations.

THE MISSION OF EPIC

EPIC's mission is to catalyze action for the planet and all its citizens and species. By convening a cross-sector of stakeholders, building a comprehensive media coalition, and utilizing world-class communications expertise across global, regional, and community channels, EPIC will bring to bear a version of our future which is realistic in its depiction and optimistic in its vision. EPIC will demonstrate why our investment—time, resources, action—is so imperative and illustrate what can happen if we all invest in our collective wellbeing.

WHO'S INVOLVED?

EPIC is being developed by Earth HQ, the communications arm of the Global Commons Alliance (GCA) and in partnership with New Zero World.

EPIC is a public service initiative, designed to draw broad support from a wide range of sectors including:

- The international advertising and marketing community;
- Global media and tech companies;
- Entertainment and culture creative community;
- Corporate Brands aligned with our mission.
- Investigative and solutions journalism;
- Science-based efforts including climate and nature, human health, human rights, and disaster planning;
- Global funders who support a systems change approach to communications and supporting climate justice and solutions for people and planet;
- Climate organizations representing an International Community with diverse cultures, people and stories who are advocating for more just and equitable solutions; and

This model allows EPIC to connect the **what** (the audience understands the crisis) to the **why** (the audience concludes they want to act) to the **how** (the audience can take informed, collective action).

EPIC GOALS

- Moving 1 Billion people off the sidelines and into active engagement in the climate crisis
- Build a first-of-its-kind global media ecosystem that brings a collective group of climate and media experts together to deliver content and campaigns to advance climate communications and drive action
- Develop global, regional, and community-based outreach tailored to different societal, cultural, and environmental needs

EPIC DELIVERABLES

The actions that EPIC brings to markets and audiences will depend on the subject matter, target audience, geography, and any number of other factors, and can change with each new campaign initiative. Actions include but are not limited to:

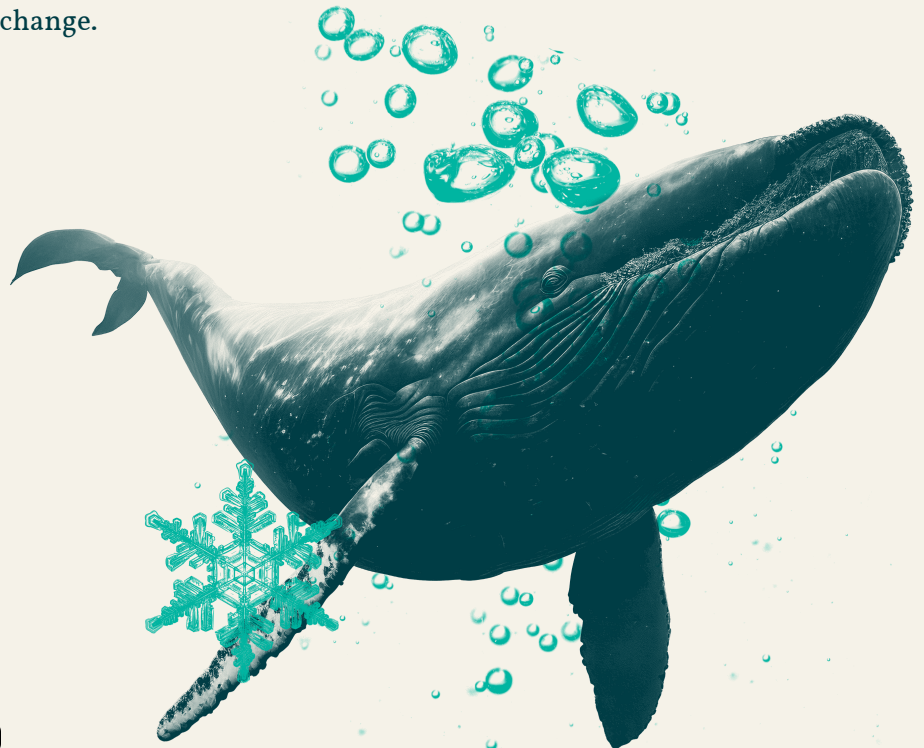
- Global, national, regional, and hyper-targeted advertising campaigns ranging from broad awareness of critical climate issues and solutions to specific action initiatives.
- Investigative journalism highlighting climate change, environmental justice, and natural systems degradation and its effects on our culture and society, and ranges of solutions.
- Climate literacy and education programs made available through community activations.
- Experiential and artistic interpretations of current climate/nature issues and solutions.
- Works of entertainment—fiction or nonfiction—which highlight climate, nature, and justice issues and drive change through narrative.

THE NEED FOR CLIMATE + NATURE COMMUNICATIONS

Read EPIC's in-depth research into why climate and nature communications are so critical, the gaps in its effectiveness, and how we can make a change.



Convened by the Global Commons Alliance
In partnership with New Zero World



Rockefeller Philanthropy Advisors (RPA) is Earth HQ and EPIC's fiscal sponsor and provides administrative services to the organization