



FUTURE RISING

A campaign to highlight and harness the power of girls' education to tackle climate change

Educating girls is one of the world's most powerful solutions to addressing climate change and its effects. Girls and young women are already on the front lines of the crisis, bearing an unfair burden of the most intractable issue of our time. And now, a growing body of evidence shows that providing quality education for girls not only transforms lives, it's also one of the world's most powerful climate change solutions.

As measured by the ND-GAIN Index, which calculates countries' vulnerability to climate change compared to its resilience, for every additional year of schooling a girl receives, her country's resilience to climate disasters improves by 3.2 points. Women's political leadership and participation is strongly correlated to more stringent climate policies and environmental protection. Leadership demands access to education. If all girls received a secondary education today, by 2050 the planet could have 1.5 billion fewer people — equivalent to more than 85 gigatons of carbon emissions avoided. Meanwhile, women make up half the agriculture workforce in developing countries. Their green skills could transform land practices. And yet 130 million girls do not have access to education. COVID-19 is placing an additional 11 million girls at risk of never returning to the classroom. The need for policy makers and the general public to understand and invest in the solution that is educating girls is critical and urgent.

Our Future Rising storytelling campaign will build alliances and create a network of engaged partners in each of the following project phases:

- 1. Research (complete):** Girl Rising has conducted a review of literature, research, expert interviews, along with a data review that underlies the strategy for content, campaign, and impact goals.
- 2. Casting & Impact Strategy (underway):** Scouting, reporting, videography to select the young women for the film and for short form videos; finalize impact strategy with measurable goals.
- 3. Production (to begin in 2021):** creation of content for both the feature film segments and short-form content, curricula and audience engagement tools, key partners enlisted, distribution strategies finalized.
- 4. Campaign (to beginning 2021):** The campaign debuts on an array of platforms, galvanizing people to organize and take action. Impact measurement will be ongoing.
- 5. Feature Film and Educational Programming launch (2022)**

Future Rising: Short Form Content and Campaign

This year, we aim to develop key components of our campaign including:



GIRL RISING

- an animated Explainer Video that demonstrates the links between gender equity, girls' access to quality education and climate change
- An engaging collection of citizen stories including photography, video, and narrative of girls and young women using their education to develop solutions to climate change impacts in their communities, regions and nationally
- A series of special events for the general, launching on Earth Day and including our International Day of the Girl Summit to share stories and content aimed at increasing awareness and galvanizing action for gender justice and climate justice
- Engagement of celebrity ambassadors for the project
- Creation of an advisory board

We are also exploring the use of a variety of outlets such as gaming platforms, comic books, Whatsapp, and radio to share Future Rising stories, research and data.

Future Rising: The Film

The film will feature six ordinary yet extraordinary young women. Our producing team has embarked on a rigorous global process to identify girls across the world – India, Pakistan, Philippines, Kenya, the United States and to be determined Latin American and African countries.

The award winning filmmakers who created the original Girl Rising film and campaign are joining forces for Future Rising. An acclaimed female director will oversee the six stories, working with up-and-coming female directors in each country. Renowned female authors and celebrities from each country may be enlisted to write and voice portions of the stories.