



GLOBAL ACTION PLAN and MTV LAUNCH FLICKERS OF THE FUTURE CAMPAIGN

New partnership will unite Global Action Plan and MTV UK to inspire young people to believe in a more sustainable future

London, 2 June 2021: Environmental charity **Global Action Plan** has partnered with MTV to launch a digital campaign, titled Flickers of the Future, on their UK social platforms. As a part of Global Action Plan's Flickers of the Future project, three young creatives have been selected to share their ideas to create a more positive and sustainable future with MTV UK's social followers. The content structure follows the **MTV Breaks** format, a global campaign committed to giving the next generation of talent their first break into the creative industries.

From today, **3 x 60" videos will go live on MTV UK's Facebook and Instagram accounts** and will also be formatted into 6" cut down Snap Ads, using the hashtag **#FlickersoftheFuture**. The pieces will be hosted on the MTV Breaks section of the MTV UK website. The most popular piece of content will then be made into a short animation and published on MTV UK's Facebook, YouTube and IGTV at the end of July.

The young creatives form part of **the Flickers of the Future movement** run by Global Action Plan, with Richard Curtis as patron, which uses creativity to inspire a more sustainable future amongst young people. The movement is working to encourage creatives across the broadcast industry to start thinking about how sustainability can be incorporated into entertainment, fiction or comedy. The Flickers of the Future campaign will launch to the public simultaneously through a **new Instagram channel** that will share exciting and positive **flickers** (views) of what a sustainable future might mean for our everyday lives.

MTV Breaks - part of ViacomCBS Networks International Velocity UK - offers young creatives hands-on, once-in-a-lifetime opportunities to build on their skills at some of MTV's biggest global events, allowing them to showcase their work at industry level on an international scale.

Natasha Parker – Head of Post Consumerism, Global Action Plan said "Global Action Plan are incredibly excited to be working with MTV to get this inspiring message out to young people. So often when we see visions of the future, they are doom and gloom or crazy dystopia. The Flickers of Future finalists change our view of how the story of the future can be told – it can be funny, unexpected, challenging or even a little bit naughty."

Lee Sears, Executive Vice President and General Manager, Digital & Ad Sales, VCNI said: "MTV Breaks is renowned for giving the next generation of talent their first break into the creative industries. By partnering with Global Action Plan, the brand is offering a new take on this beloved

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concept to give young changemakers the platform they need to get their voices heard and inspire positive change for a more sustainable future.”

For more information please contact:

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Notes for Editors

1. Access the 3 x 60 second videos [on the MTV site](#).

2. About the [Flickers of the Future Project](#).

Global Action Plan (GAP) with the support of the [KR Foundation](#) has been running the Flickers of the Future project for the last 18 months.

Flickers of the Future aims to use creativity to inspire us with a more positive future

- It aims to tell a different story about the future, one where we and the planet thrive
- Bring new creative talent to the telling of the environmental story
- Bring the science and expertise in future visioning from the environmental sector to the mainstream via fresh creative voices
- Change the mindset of the broadcast sector around the role which environmental content can play
- Inspire young people with hope about the possibilities of a sustainable future so as to inspire us all to act and exert our voice to support the changes we will need to see

To date the project has

- Carried out a series of workshops with film schools across the country and run a competition targeted and young creatives – with 102 entrants
- Campaigned within the broadcast industry to highlight that 77% of young people would like to see environmental issues featured in drama programmes more
- Run an event in partnership with the RTS and Albert Bafta featuring Richard Curtis – calling on the broadcast sector to commission content that features sustainable futures

The project now goes live as a campaign through [#FlickersoftheFuture](#) and the MTV partnership.

3. Velocity UK was launched last month to leverage commercial opportunities for VCNI’s social platforms in the UK. Led by Sears, the designated UK commercial team combines the scale of ViacomCBS’ portfolio of brands with local expertise, acting as the exclusive source for clients aiming to reach targeted, non-linear audiences. The team work closely with Sky Media, who handle all Linear, VoD and sponsorship ad sales for ViacomCBS Networks UK and Ireland (VCN UK).