

## Call for Pitches

### Submission Guidelines

**Audience:** We are focused on children ages 8-12. These are kids who already understand some of the science, have the ability to act in the world, and love short-form content.

**Length:** Pitches should be for content 30 seconds to 5 minutes

**Genres:** We are looking for live action, animation, music, comedy, drama, documentary, podcasts, interactive games, or your great ideas that don't fit neatly into a category above!

#### Submission Overview:

- 2-4 pages
- Include brief descriptions of character(s), setting, tone, and format rundown
- Emphasize hope, solutions, and/or humor
- If you have them, great. If not, don't worry:
  - Art/Designs
  - Sample script or partial script
- Additional Thoughts (50-100 words):
  - What excites you most about making climate content?
  - How do you think your project will instill hope?

#### Pitches must include: All pitches must touch on all 4 climate principles.

- They have been built and tested to accurately communicate the “what” and “why” of climate change, and the “how” of solutions. However, feel free to focus more deeply on one or two specific principles that fit with your idea. So, all principles must be present, but go deep on the ones that work for your idea.

#### Budget:

Creatives with selected pitches will receive advice and support from a production company, and a guaranteed minimum budget of \$15,000 to execute their creative concepts. NOTE: This is not a cash award, but a budget toward content creation.

#### Distribution:

The produced content will be showcased on Aspen Institute's and our partners' websites and platforms, and we are in conversations with other media companies and educational partners to elevate the content.

#### IP Ownership:

You will own both your project and the underlying IP. We will want the ability to share and use the content on our site as well as our distribution partners' platforms, but we want you to be in control of its future growth.

**Submissions will open January 5, 2024 and remain open until midnight PT, Wednesday, January 31, 2024.**

## Call for Pitches

### Rules:

- This Call for Pitches is governed by Aspen Institute's Terms of Use Agreement and The Aspen Institute Privacy Policy.
- Creators must not use any form of generative artificial intelligence such as ChatGPT in the formation of their pitch.
- The idea needs to be original and not based on an existing franchise or property.

### Eligibility:

- Creators must be 18 years or older
- Creators must not be employed by the Aspen Institute or The Nature Conservancy, a Board member of the Aspen Institute or The Nature Conservancy, or a family member (spouse or child) of an employee or Board member of the Aspen Institute or The Nature Conservancy.
- Creators should have demonstrated experience executing creative projects.
- Creatives do not need background knowledge of climate change. We will work with creatives to ensure scientific accuracy of the portrayal of the climate principles.

### Selection Rubric:

- Appeal and developmental targeting of our key audience: 8-12 year olds.
- Integration of key climate principles.
- Effective use of key themes of hope, humor, and/or solutions.
- Compelling stories, narrative, and characters.
- Demonstrated ability to execute a creative project.

### FAQs

#### What is the timeline for this competition?

- January 5, 2024: Site opens for submission of Pitch Concepts
- January 31, 2024: Site closes for submission of Pitch Concepts
- February 16, 2024: Announce creatives who will be invited to join Aspen Ideas: Climate
- March 11-13, 2024: Creatives Pitch Day! Panel of reviewers to select pitches to move forward for content creation
- March-November 2024: Selected creatives execute their create concepts
- November 2024: Premiere Final Content!

#### Can existing unproduced projects be used?

- We have been asked if unproduced existing projects are eligible, and the answer is yes! If you have a work in progress that fits this criteria, do not hesitate to submit!

#### What is the Award?

- Finalists selected to join in Miami will receive a domestic economy round-trip flight of up to \$650, hotel accommodation in Miami for 1 night, and conference admission.
- Creatives with selected pitches will receive advice and support from a production company, and a guaranteed minimum budget of \$15,000 to execute their creative concepts.
- The award is not transferable, and can't be exchanged for monetary value.
- If Finalists' travel requires a visa to travel to Creatives Pitch Day! Finalists are responsible for all visa or other governmental fees or taxes.

Please contact [Thisisplaneted@aspeninstitute.org](mailto:Thisisplaneted@aspeninstitute.org) with any additional questions.