



BRAVE BLUE WORLD

Impact  
Report 2021

# The Documentary

## Synopsis:

Brave Blue World is the first honest and hopeful documentary to paint an optimistic future of how humanity is successfully adopting new technologies and innovations to fundamentally rethink how we manage water. The team have been on an incredible journey to meet with pioneers and innovators who are addressing global water and sanitation challenges.

The documentary uses real-life stories with proven outcomes to challenge commonly held assumptions about water. Their stories, the stories that never make the news, reveal a bright future for our most precious resource. We are at a momentous tipping point in the history of mankind's relationship with water and the future is better than we think it is. The Brave Blue World Foundation serves to take this message to as many viewers as possible.



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**WE ENVISION A DAY  
WHEN EVERYBODY HAS  
ACCESS TO CLEAN WATER  
AND SANITATION AND  
WE ENVISION THAT IN  
OUR LIFETIME.”**

**MATT DAMON,  
CO-FOUNDER, WATER.ORG**

**Video Length:** 50 minutes

**Filmed:** Across five continents in 4K and aired in 1080p

**Featuring:** Matt Damon (self), Jaden Smith (self) and Liam Neeson (narrator)

**The Trailer:** <https://www.youtube.com/watch?v=-rajZBWFH1Q>

**The Documentary:** <https://www.braveblue.world/the-film>

# Theatrical Launch

Paramount Theatre  
Hollywood Dec 16. 2019

Global water leaders, innovators and activists gathered for the world premiere of Brave Blue World, the powerful documentary that aims to change people's perception of our most precious resource, water.

The world's first screening of the stunning, 50-minute documentary, narrated by Liam Neeson, was met with rapturous applause at the blue carpet event held at the Paramount Theatre, Los Angeles.

More than 200 supporters and guests from the corporate world, environmental NGOs, charities, impact investors, utilities and film and media representatives joined the celebrations, raising a glass of beer – made from recycled wastewater - to toast the milestone.

Executive producer Paul O'Callaghan and director and producer Tim Neeves, founder of production company Prospect Arts, were among panellists at a post-screening Q&A.



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**THE BRAVE BLUE WORLD PREMIERE SAW A UNIQUE AND DIVERSE GATHERING OF FRIENDS, NEW AND OLD, COME TOGETHER TO UNITE AROUND A COMMON GOAL - TO USE THE POWER OF STORYTELLING TO DRIVE POSITIVE CHANGE IN WATER. IT WAS A FITTING WAY TO CONCLUDE ONE PART OF OUR JOURNEY AND BEGIN ANOTHER. I FELT VERY PROUD TO HAVE REACHED THIS MILESTONE AND AM GRATEFUL FOR THE OPPORTUNITY TO WORK WITH SUCH AMAZING PEOPLE.”**

**PAUL O'CALLAGHAN,  
EXECUTIVE PRODUCER**

# Distribution

In October 2020 Brave Blue World launched on Netflix globally. The documentary is available to stream through the Netflix platform in over 190 countries with a total potential audience of 203.67 million subscribers.

## Viewership:

Netflix does not disclose viewership of licenced content externally. Our Netflix team has advised us that Brave Blue World has performed as expected within the environmental genre. Viewership is similar to other Environmental films e.g. Kiss the Ground

Netflix informed us that a large portion of the views have been within America, this is no surprise as the U.S. accounts for over 73 million of Netflix's total global subscriber base. We have also had large viewership across Europe and Asia.

The Brave Blue World team will continue to drive viewership to the Netflix platform over the next three years.



## Subtitles:

The documentary has been translated into a total of 29 languages

- |                       |                         |            |
|-----------------------|-------------------------|------------|
| Arabic                | German                  | Swedish    |
| Brazilian Portuguese  | Greek                   | Thai       |
| Castilian Spanish     | Hebrew                  | Turkish    |
| Chinese (Simplified)  | Italian                 | Indonesian |
| Chinese (Traditional) | Japanese                | Russian    |
| Danish                | Korean                  | Czech      |
| Dutch                 | Latam (Neutral) Spanish | Hungarian  |
| Euro Portuguese       | Norwegian               | Swahili    |
| Finnish               | Polish                  | Vietnamese |
| French - Parisian     | Romanian                |            |

# Film Exposure

## Engagement on Private viewing platform:

(Note: This platform is only assessable for Brave Blue World partners and approved educational screenings)

Total Viewership on private viewing platform (Sprout): 10,102 globally

## Film Screenings:

In January 2020, we anticipated at least 50 screenings and possibly over a hundred, through partnership with WEF on regional screenings and with other international partners.

## Achieved in 2020:

Despite physical screenings coming to an abrupt end in March 2020 due to the Global pandemic we were able to produce virtual screenings and panel discussions globally to ensure we were sharing the important messages from the Brave Blue World documentary inside and outside the water industry.



**IT'S A GREAT FILM AND WE ALL NEED TO SEE IT. EVERY SCHOOL AND EVERY COLLEGE NEEDS TO SEE IT"**

**LIAM NEESON  
NARRATOR, ACTOR**

<b>Total Screenings</b>	90 + (not including all WEF Chapter screenings which occurred globally over the course of 2020)
<b>WEF Screenings</b>	23 State and international screenings
<b>State Screenings</b>	35 US States
<b>National Premieres</b>	5 x National premiere events USA (physical), European/ Belgian (hybrid), China (hybrid), South Africa (hybrid), Singapore (hybrid)
<b>Global Screenings</b>	Screenings on 5 continents (Africa, Asia, Australia, Europe, North America)
<b>Country Screenings</b>	55 Countries
<b>Corporate Screenings</b>	10 + including screenings with Salesforce global Earth force group, LinkedIn, Hach

# Film Awards

Over the past five months Brave Blue World have been the recipient of a number of environmental and impact film festival awards including:

## Awards:

Winner "Best of Show"  
IndieFEST Film Awards

Winner "Award of Excellence"  
IndieFEST Film Awards

Winner "Outstanding Achievement"  
Impact Docs Awards!

Winner "Best Documentary Feature"  
New York International Film Awards

Winner "Best of Show"  
Accolade Global Film Competition

Official Selection  
Montreal Independent Film Festival

Finalist  
Vancouver Independent Film Festival

We are also in the running for a number of other film awards over the next six months.

## Film Festival Selections 2021:

Colorado Environmental Film Festival  
Selected feature

Kuala Lumpur Eco Film Festival  
selected feature

Let's Talk About Water Film festival  
Selected feature

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# Lighthouse Leadership Awards

In 2020, The Brave Blue World Foundation launched the Lighthouse Awards to honour pioneers and visionaries within the water sector. Corporates and Utilities who are reducing their impact in water stressed regions, including circularity in their practice and groups that have established moonshot targets associated with achievement timelines. We are excited to partner with DuPont Water Solutions in 2021 to expand the Lighthouse Award Program.

## 2020 Awards Winners Included:



These awards enable us, as an industry, to celebrate each other's success and to learn from the trials and tribulations encountered on the way. Companies are awarded for showcasing leadership within the following areas:

- Water Reuse
- Smart Water
- Blue-green Infrastructure
- Policy innovation
- Partnerships & Communication
- Alternative finance

## Lighthouse Award Nominations:

The Lighthouse Award Nominations are now open for 2021 and we welcome you to submit nominations using the following link: <https://www.braveblue.world/awards-submission-2021>

# The Future of Brave Blue World

## Education:

We are partnering with the ASEEP, NAAE and the National Science Foundation to produce a three part educational curriculum which will launch this October. The curriculum will primarily focus on the following concepts.

- Ageing Infrastructure and contaminants
- Pushing the boundaries of technology in the developed world e.g. water reuse, blue green infrastructure and desalination
- Access to sanitation and water services in the Global South

The curriculum will include online resources i.e. lectures and video resources. We are currently in the process of scoping out in class water exercises for elementary, high school and college students. The ASEEP will then role this curriculum out amongst their student groups.



## Water 2050 — Totem Games:

Totem Games reached out to the Brave Blue World team after watching the Brave Blue World documentary and have been inspired to produce a video game that will draw inspiration from the Brave Blue World Film.

Totem Games have put together a fantastic proposal for a video game, based on real data and technologies and related to the care and efficient use of water. This video game will lead the player to discover the importance and value of water, a vital resource while embarking on a game as captivating as it is challenging.

We look forward to developing and working on the game with the video producers this year.

## Concept Outline for the Water 2050 Game:

It is the year 2050, the last city in the world with clean water reserves faces the challenge of recovering a planet where all the water is polluted and the land is dry and cracked.

Water 2050 is a video and computer game which will ask the player to manage scarce resources, make challenging water resource decisions and ultimately keep people alive in a dry and polluted planet. The player must secretly develop the technology to travel to the past to avoid the water crisis by acting proactively and making the right water decisions for the city in 2020.



# Future Content

We are currently thinking about the next phase of Brave Blue World and in particular long form content like a feature length film or a series. When we produced Brave Blue World we knew that there would be a limit in terms of what content we could fit into a 50 minute Documentary. Currently we are in research mode, storyboarding, researching stories and choosing advisors and partners for the next phase of the project. Some of the concepts we have been exploring are outlined below:

## Too Much Water:

Flooding, storms and sea level rise. How will we live with and adapt to a changing world. We will look to the Marsh Arabs and Sponge Cities and go on a journey to explore how modern countries are dealing with sea level rise. We will also travel back in time to consider what we may learn from our ancestors.

## Food and Water:

Changing rainfall patterns, growing populations and depleting groundwater resources – how will we continue to feed a growing world? In this episode we will explore evolutions within agriculture including halophytes, aquaponics, hydroponics, drip irrigation and vertical farming to understand how we will feed our growing world in a changing climate.

## Ancient Wisdom and Vernacular Solutions:

In this episode we will look back in time to the marvels of engineering that sustained civilisations for thousands of years including the qanats in Iran which were an underground networks of tunnels that harvested sustainable rainwater from shallow aquifers and fed agriculture all along the Silk Road from Northern African right through to China. In this episode we will explore how we can reimagine these ancient solutions to solve some of the current challenges we are facing.



## Next Stages:

If you would like to discuss the next stages of the Brave Blue World project with us please do not hesitate to reach out. We have recently been having discussions with the WWF and the UN FAO regarding partnership on long form content. We are excited to continue to ideate and develop the concepts in 2021.

# Thank You

We would like to thank our partners who have been an incredible part of this journey and whom the film would not have been possible without:





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[braveblue.world](http://braveblue.world)