

THE GLOBAL
CLIMATE & HEALTH
ALLIANCE

BBC

StoryWorks
Commercial Productions

The Climate and Us

6 Month Report

September 2024

SERIES OVERVIEW

The Climate and Us

We are living in a time of environmental emergency.

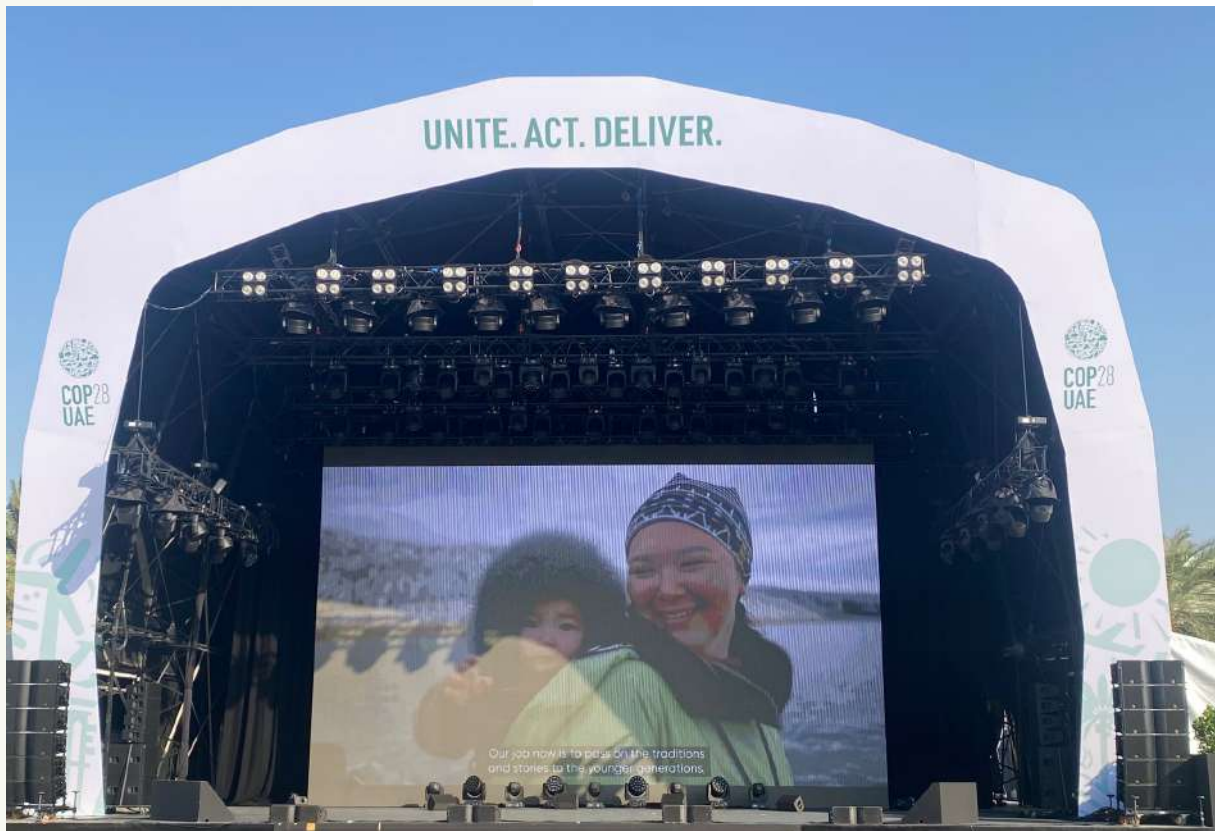
Climate change is accelerating, causing enormous damage to human health. Yet healthcare is caught in a paradoxical relationship with climate change. The health sector is responsible for approximately 5% of global emissions – contributing to our changing climate, while on the frontline of dealing with climate-sensitive health burdens.

This series explores both the challenges and the solutions around securing planetary health. These are the stories of communities around the world rising to protect their homes and their health from the widespread impacts of the climate crisis.

On behalf of the team at BBC StoryWorks, we'd like to thank you for being our partner on this series.

We're delighted to share this first report on the final performance of The Climate and Us. It's fantastic that we've had **more than 2.6 million page views to our site**, with audiences spending time exploring the interconnectedness of climate change and human health.





SERIES OVERVIEW

Global activations

- **May 2023 - 76th World Health Assembly – Geneva, Switzerland** - *Series introduction by BBC StoryWorks' Vice President, Gemma Jennings*
- **September 2023 – Africa Climate Week – Nairobi, Kenya** - *Series stills shared by Global Climate and Health Alliance*
- **September 2023 - New York Climate Week – New York, United States** - *Series premiere at BBC Studios and panel discussion*
- **December 2023 – COP28 UAE – Dubai, United Arab Emirates** - *Various activations across COP28 programming, such as:*
 - Series trailer screening as part of the Climate Action Summit
 - Film screenings as part of a solutions-focused showcase
 - Looped screenings of social media films in UK Pavilion
 - Screening & Discussion - 'The Climate and Us: Understanding the climate and health equation'
 - Screening & fireside chat at the Entertainment & Culture Pavilion
 - Panel discussion: 'The power of health to 'make climate personal'' – Goals House
 - Assorted screenings and discussions – Climate Action, Isle of Hope
- **June 2024 – Forecasting Healthy Futures Global Summit – Baku, Azerbaijan & Virtual** - *Reflections on climate storytelling by Executive producer, Alexandra Cockburn*



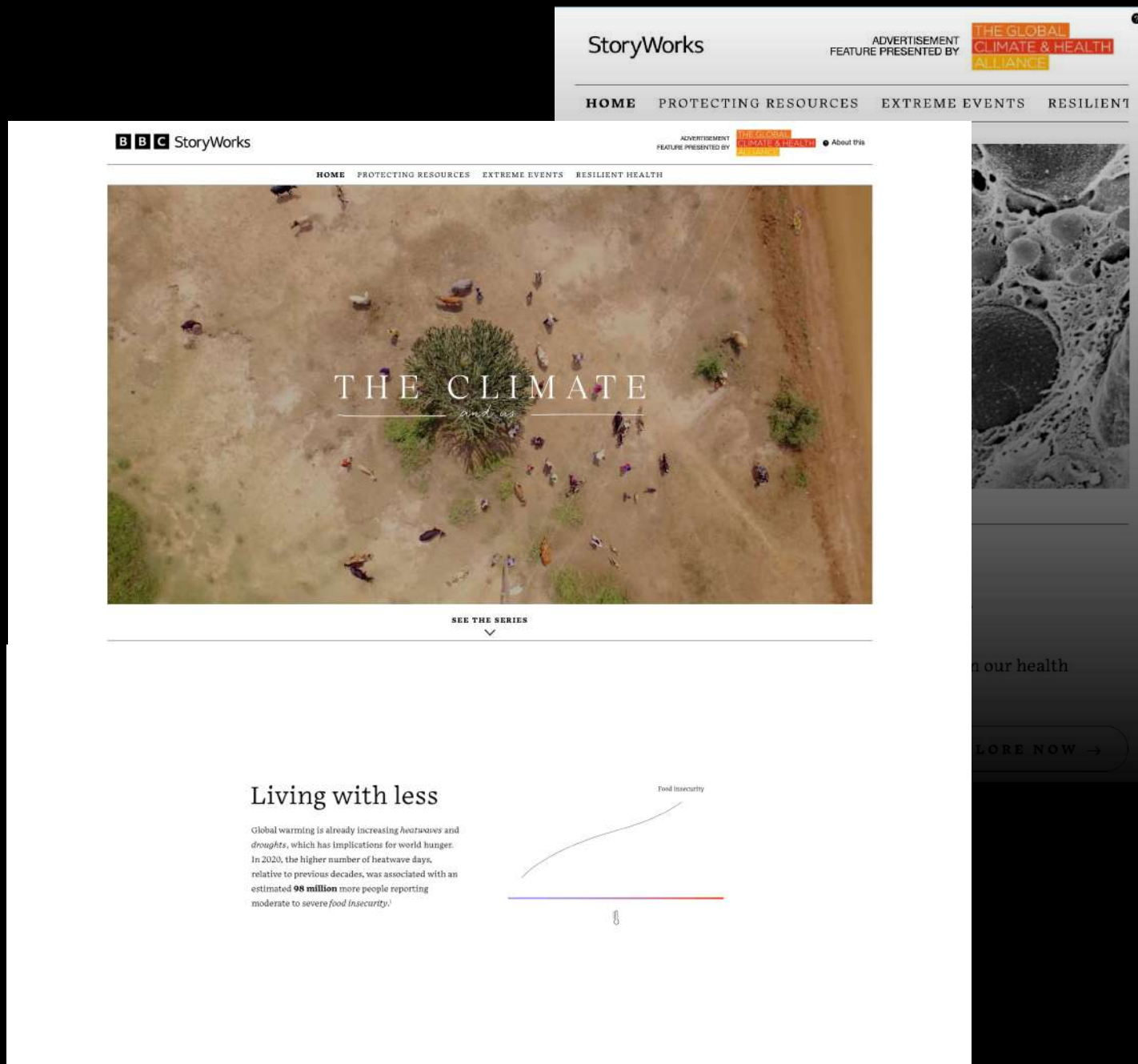
WEBSITE

Record breaking performance on BBC.com

The series website launched on 31 October 2023 with 34 powerful human stories from around the world. We have seen more than **2.6 million** site visits, and audiences from across the world engaging with the series.

Top visiting countries to the site are Bangladesh, United States, Nigeria, Nepal and India.

Performance recorded until 25 July 2024.



WEBSITE

Vast global audiences reached

2.6m

PAGE VIEWS TO THE WEBSITE

1'47"

AVG. TIME SPENT ON HOMEPAGE

2.37m

VISITORS TO THE WEBSITE

2'02"

AVG. VIDEO PLAYBACK TIME

83%

BOUNCE RATE

The screenshot displays the BBC StoryWorks website interface. At the top, the 'StoryWorks' logo is on the left, and navigation links for 'HOME', 'PROTECTING RESOURCES', 'EXTREME EVENTS', and 'RESILIENT HEALTH' are on the right. A banner for 'THE GLOBAL CLIMATE & HEALTH ALLIANCE' is also visible. The main content area features a large video player with an aerial view of a dry, dusty landscape. The video title 'THE CLIMATE and us' is overlaid on the image. Below the video, there is a 'SEE THE SERIES' button with a downward arrow. To the right of the video player, a partial view of another article is visible, titled 'our health' with a 'MORE NOW' button. Below the video player, an article titled 'Living with less' is shown. The article text states: 'Global warming is already increasing *heatwaves* and *droughts*, which has implications for world hunger. In 2020, the higher number of heatwave days, relative to previous decades, was associated with an estimated **98 million** more people reporting moderate to severe *food insecurity*.' To the right of the text is a line graph showing an upward trend, labeled 'Food Insecurity' at the top right. The graph has a blue line that curves upwards from left to right, starting from a baseline. A vertical axis is visible on the left side of the graph.

WEBSITE

BBC audiences exploring the series

38.9m

IMPRESSIONS ACROSS
BBC.COM AUDIENCES

26.1k

CLICK THROUGH TO THE
WEBSITE

0.14%

AVERAGE CTR

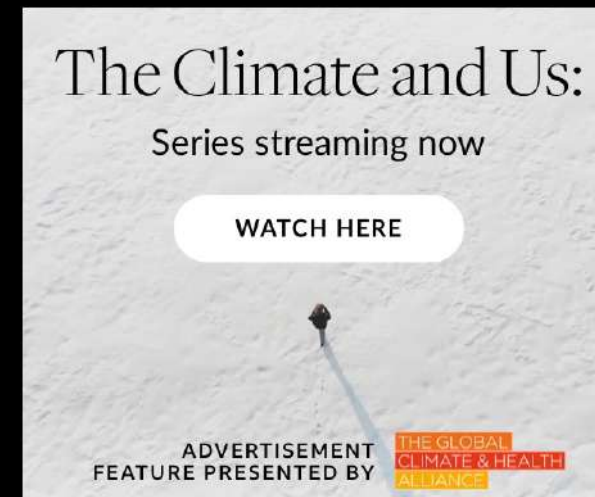


Discover how humanity is adapting to our greatest challenge yet

The Climate and Us series

[STREAM NOW](#)

ADVERTISEMENT FEATURE PRESENTED BY THE GLOBAL CLIMATE & HEALTH ALLIANCE

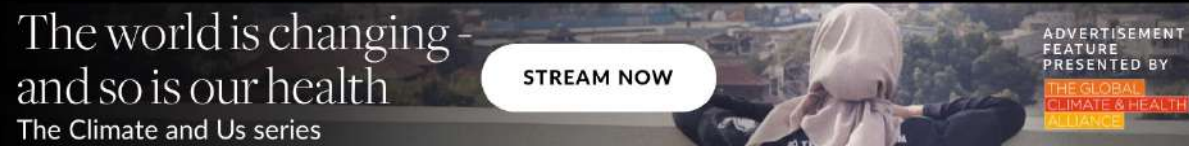


The Climate and Us:

Series streaming now

[WATCH HERE](#)

ADVERTISEMENT FEATURE PRESENTED BY THE GLOBAL CLIMATE & HEALTH ALLIANCE



The world is changing - and so is our health

The Climate and Us series

[STREAM NOW](#)

ADVERTISEMENT FEATURE PRESENTED BY THE GLOBAL CLIMATE & HEALTH ALLIANCE



How can we protect our health and the planet's?

Find out in The Climate and Us series

[STREAM NOW](#)

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WEBSITE

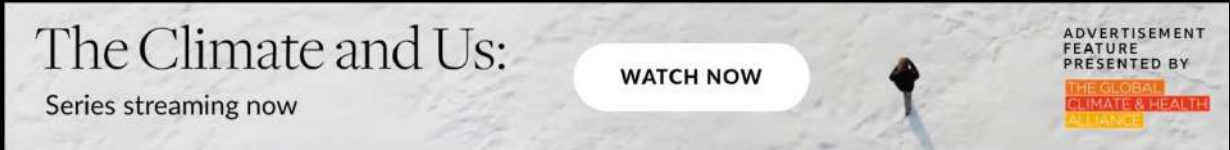
BBC audiences exploring the series

The 6 month campaign performed well with a CTR of 0.14% (results recorded 25 July 2024.) Industry benchmark is 0.1%.

The highest number of clicks have been recorded in the following countries: United States, South Africa, and India.

The highest click through rates have been recorded in: Anguilla, Kosovo, and Lesotho.

The best performing artwork so far are the two designs displayed on the right.



The Climate and Us:
Series streaming now

WATCH NOW

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FEATURE
PRESENTED BY
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CLIMATE & HEALTH
ALLIANCE



Explore the frontline of climate change
and how it's shaping our health

The Climate and Us series

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ALLIANCE

BBC StoryWorks
7,870 followers
3w · 🌐

#Advertisement feature presented by **Global Climate and Health Alliance**.
What is 'eco-anxiety' and how does it affect young people?
With a range of lived experiences, attitudes and approaches, read about how Gen Z are responding to the climate crisis across the world.

Read the full article here: <https://lnkd.in/eEhevZW4>

#TheClimateAndUs #COP28UAE #PathwayToCOP28



How Gen Z are taking on eco-anxiety
bbc.com · 7 min read

bbcstoryworks
Paid partnership with [globalclimatehealthallian5346](#)



In 2021, the World Health Organization (WHO) declared the climate crisis the single biggest health threat facing humanity.

BBC StoryWorks @BBCStoryWorks

#Advertisement feature presented by @GCHAlliance

🌍 What percentage of the world's emissions comes from the healthcare industry? 🗳️

Discover how the climate crisis is a health crisis in #TheClimateAndUs, and uncover the incredible solutions helping us adapt in this series.

0.2%	26.3%
5.2%	35.3%
13.7%	38.4%

3,223 votes · Final results
1:26 PM · Nov 3, 2023 · 393.9K Views

👁️ View post engagements

🗨️ 49 🔄 74 ❤️ 1.8K 📌 5 📎



BBC StoryWorks
Published by Genevieve Eloise Tomes · Paid partnership · 16 October 2023 · 🌐

#Advertisement feature presented by **Global Climate & Health Alliance**
It's not just the Earth itself that's on the brink – it could also be our own health. Discover the intricacies of our connection to our planet in #TheClimateAndUs series, streaming from 31 October.
— with **Global Climate & Health Alliance**.

SOCIAL MEDIA

Social Media Performance

This data is taken from the social media campaign results gained from posts on Facebook, LinkedIn, Twitter and Instagram.

We are especially pleased to that the engagements continued to be strong, with roughly 1 in 4 people who saw the series posts engaging with them.

142.7m

IMPRESSIONS

25.4m

TOTAL VIEWS (3s)

2.24m

VIDEO VIEWS AT 25%

288k

VIDEO COMPLETIONS

30.7m

ENGAGEMENTS ACROSS ALL SOCIAL CHANNELS

6.24m

CLICKS THROUGH TO THE WEBSITE

Video views at 25% is a core KPI for our campaign as it demonstrates genuine engagement with the video content online.

SOCIAL MEDIA

Returning to the source

These results are from BBC StoryWorks promotion of your films across Facebook and Instagram.

We're delighted with the performance of your films across social media.

20.8m

IMPRESSIONS

6.17m

TOTAL VIEWS (3s)

385.4k

VIDEO VIEWS AT 25%

58k

REACTIONS

55k

VIDEO COMPLETIONS

7.34m

ENGAGEMENTS ACROSS ALL SOCIAL CHANNELS

1.26m

CLICKS THROUGH TO THE WEBSITE

989

SHARES ACROSS SOCIAL

Returning to the source



FOOD ————— GHANA

The leaf helping yam farmers stop pests

WATCH NOW →



WATER ————— SRI LANKA

The ancient invention critical to daily life

WATCH NOW →



FOOD ————— EGYPT

The future of Egypt's fisheries

WATCH NOW →



FOOD ————— KENYA

The dairy farmers securing milk supply

WATCH NOW →

At a glance:

All four of your films were in the top five stories with the highest numbers of shares across social media.

Three of your films were in the top five films with the highest numbers of video plays on the series website.

Three of your films were in the top five film pages with the highest number of page visits on BBC.com.

SOCIAL MEDIA

The leaf helping yam farmers stop pests

These results are from BBC StoryWorks promotion of your film across Facebook and Instagram.

We're delighted with the performance of your film across social media.

8.04m

IMPRESSIONS

2.3m

TOTAL VIEWS (3s)

151k

VIDEO VIEWS AT 25%

22.6k

VIDEO COMPLETIONS

2.6m

ENGAGEMENTS ACROSS ALL SOCIAL CHANNELS

300k

CLICKS THROUGH TO THE WEBSITE





Captivating audiences on BBC.com

Your film had the highest number of video plays on BBC.com in the entire series, and the fourth highest number of page views, growing in popularity from the 8-week stage.



Compelling audiences to react

Your film saw the second highest number of reactions on social media across the full campaign, including the most saves and second highest number of shares. Audiences wanted to return to and share your content with their personal networks.



Global audiences reached

Your film saw the most views in Nepal, Ethiopia and Bangladesh on social media. Across the campaign, we saw the most engagement from male audiences, and those aged 25-34.

SOCIAL MEDIA

The ancient invention critical to daily life

These results are from BBC StoryWorks promotion of your film
across Facebook and Twitter.

We're delighted with the performance of
your film across social media.

1.7m

IMPRESSIONS

834.8k

TOTAL VIEWS (3s)

789

VIDEO VIEWS AT 25%

523

VIDEO COMPLETIONS

910k

ENGAGEMENTS ACROSS
ALL SOCIAL CHANNELS

98.4k

CLICKS THROUGH
TO THE WEBSITE





Captivating audiences on BBC.com

Your film had the second highest number of page views on BBC.com in the entire series, and the fourth highest number of video plays, with audiences displaying sustained curiosity.



Keeping viewers invested

Your main film was also among the top five films with the highest average rate of completions from 25%. Across the campaign, roughly 1 in 2 people who watched a quarter of your film on social went on to finish it.



Global audiences reached

Your film saw the most views in India, Nigeria and Bangladesh. Across the campaign, we saw the most engagement from male audiences, though women often were more proportionally likely to click through.

SOCIAL MEDIA

The future of Egypt's fisheries

These results are from BBC StoryWorks promotion of your film across Facebook and Twitter.

We're delighted with the performance of your film across social media.

1.9m

IMPRESSIONS

778k

TOTAL VIEWS (3s)

27.8k

VIDEO VIEWS AT 25%

3.2k

VIDEO COMPLETIONS

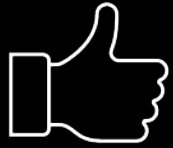
852.3k

ENGAGEMENTS ACROSS ALL SOCIAL CHANNELS

111k

CLICKS THROUGH TO THE WEBSITE





Engaging your audiences

Your main film had the second highest average rate of engagements from impression at 68%, with more than 2 in 3 people who were shown your film on social media engaging with it.



Keeping audiences invested

Of your four films, this film had the highest video view time on the series website, at 1'55", and was among other strong performers on the website.



Reaching relevant audiences

Female audiences accounted for significantly higher click through rates than male, proportionally engaging more with the story. Your film saw the most views in Nepal, Bangladesh and India on social media.

SOCIAL MEDIA

The dairy farmers securing milk supply

These results are from BBC StoryWorks promotion of your film
across Facebook and Twitter.

We're delighted with the performance of
your film across social media.

6.2m

IMPRESSIONS

1.98m

TOTAL VIEWS (3s)

111.5k

VIDEO VIEWS AT 25%

11.4k

VIDEO COMPLETIONS

2.3m

ENGAGEMENTS ACROSS
ALL SOCIAL CHANNELS

345k

CLICKS THROUGH
TO THE WEBSITE





Sparking curiosity through film

Your social film had the highest average rate of clicks from impression, nearly twice the series average. This shows how audiences were compelled to click to watch your main film on BBC.com



Captivating audiences on BBC.com

Your film had the second highest number of video plays on BBC.com in the series and was also among the top five stories with the most page views.



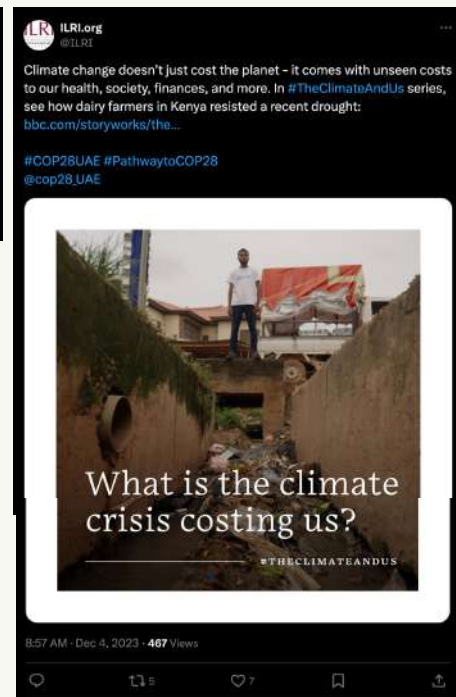
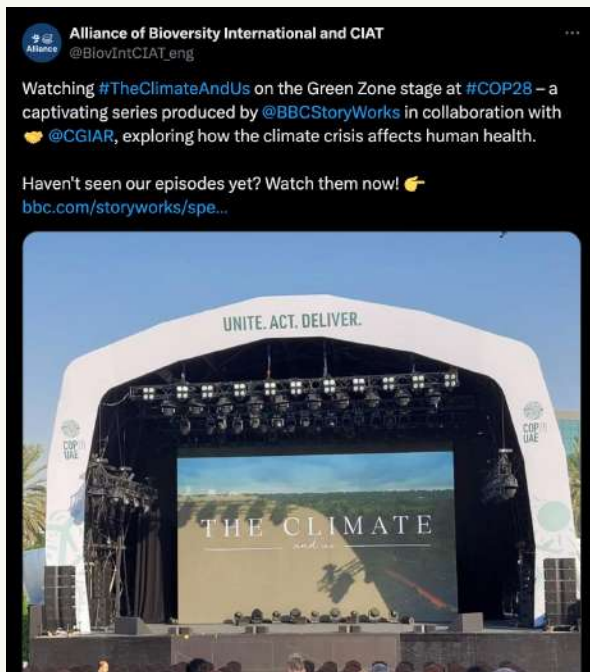
Global audiences reached

Your film remained popular in Nepal, India and Bangladesh, as well as those in Pakistan. Across the campaign, we saw the most engagement from those aged 25-34, followed by those aged 35-44.



We are grateful to have been a part of this meaningful initiative to highlight the detrimental impacts of heat on ourselves and in our world.

- Series participant



ORGANIC ENGAGEMENT & CONVERSATIONS

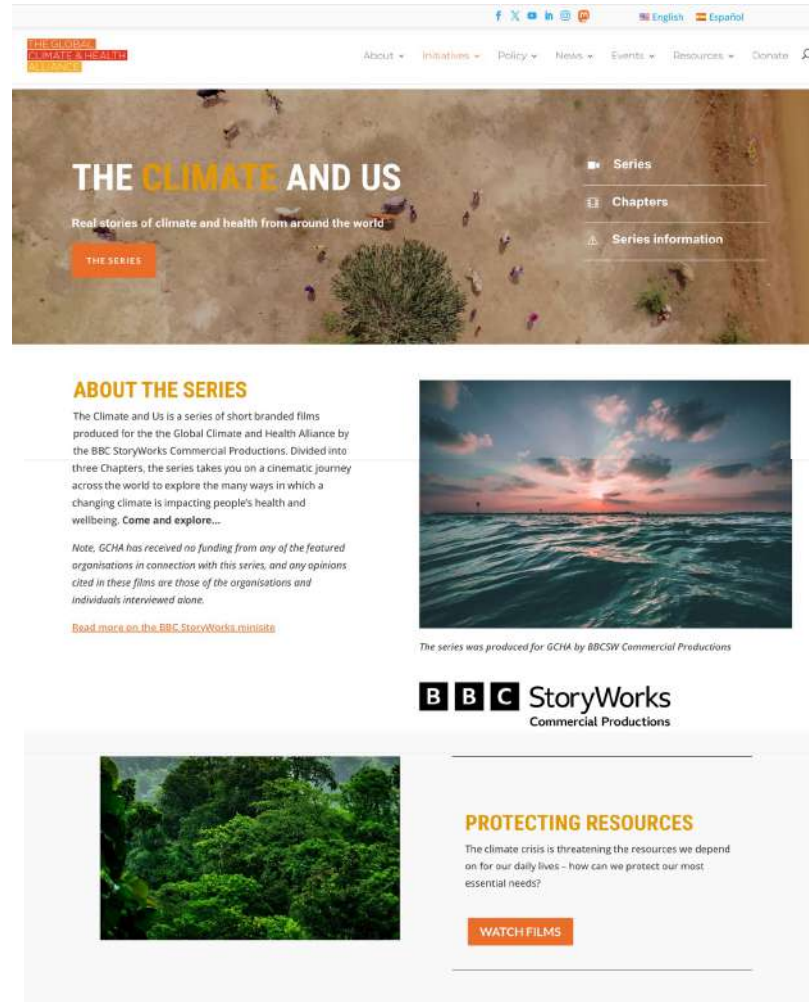
We have seen excellent organic engagement with the launch of the Climate and Us series.

- Thank you to all the organisations and individuals involved in the series who have spread the news of their film and the series far and wide across social media.
- We've seen **290 posts** from **227 users** with **3.9k engagements**, giving a projected number of impressions of **2.45m**. This organic reach from those involved in the series and third party commentators is a phenomenal success for the series.
- The organic performance of the series hashtag has been used around the world, with the highest usage in the United States, followed by Italy, Ghana and Nigeria.

Global Climate and Health Alliance

The Global Climate and Health Alliance promoted the series far and wide:

- The GCHA website for the series garnered 8.5k page views across the 6 month campaign
- The GCHA YouTube playlist for the series has had 71.4k plays across the films
- GCHA continues to promote the series on their social channels.
- Dr Jeni Miller gave the opening speech on Health Day at COP28UAE
- GCHA shared a press release to their network



The screenshot shows the website for 'The Climate and Us' series. The header includes the GCHA logo and navigation links for About, Initiatives, Policy, News, Events, Resources, and Donate. The main banner features the title 'THE CLIMATE AND US' and the subtitle 'Real stories of climate and health from around the world'. A sidebar on the right lists 'Series', 'Chapters', and 'Series information'. Below the banner, there is a section titled 'ABOUT THE SERIES' with a description of the series and a note about funding. A video player shows a sunset over the ocean. The BBC StoryWorks Commercial Productions logo is visible. Another section titled 'PROTECTING RESOURCES' discusses the impact of climate change on daily life and includes a 'WATCH FILMS' button.



Global Climate and Health Alliance @GCHAlliance · Dec 22, 2023

Ocean:
🌱 Replenishing, blue spaces are good for #mentalhealth
💚 At the heart of our climate system
🌀 Needs restoration.
Find out what the sea does for us & what we can do for her in #TheClimateAndUs - a series produced for @GCHAlliance by @BBCStoryWorks
👉 youtube.com/watch?v=Gabtwd...



Global Climate and Health Alliance @GCHAlliance · Oct 31, 2023

🆕 series of films exploring the urgent health challenges posed by climate change launches online today:
With COP28 just one month away, #TheClimateAndUs produced for @GCHAlliance by @BBCStoryWorks explores nexus between Health & CC and solutions 👉 bit.ly/climateandus





“

Great film, recommended to brighten everyone's morning.

-David Shukman, Former BBC News Science Editor

THE GLOBAL
CLIMATE & HEALTH
ALLIANCE

BBC
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Commercial Productions

Thank You

