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## UBONGO AND OPEN PLANET TO BE HONOURED WITH MIP SDG AWARDS IN 2024

Recipients Mark the Fifth Edition of Award Established in Association with the United Nations



**Paris 18 March** - MIPTV today announced that two global changemaking companies, [Ubongo](#), Africa's leading creator of children's edutainment, and [Open Planet](#), a visionary free access environmental footage library, will each be recognised with a MIP SDG AWARD, presented in association with the United Nations, at the upcoming MIPTV Spring International Television Market (8-10 April 2024).

[The 17 Sustainable Development Goals](#) (SDGs) are the planet's blueprint to achieve a better and more sustainable future for all. They address the global challenges we face, including those related to poverty, inequality, climate change, environmental degradation, peace and justice.

Established in 2020 to support the UN's Decade of Action campaign, which calls for more ambitious action to achieve the SDGs by 2030, the MIP SDG AWARD recognises how progress on the SDGs can be accelerated by editorial, campaigning and business practices within the television industry. Previous recipients include A+E Networks, ACT<sup>1</sup>, Junk Kouture, Sky and natural history producers Studio Silverback.

Attracting submissions from 24 countries, the 2024 winners have been selected from over 70 entries by an international jury of social responsibility experts, producers and past winners comprised of Mo Abudu (CEO, *EbonyLife Media*), Troy Armour (CEO, *Junk Kouture*), Márcia Balisciano (Chief Sustainability Officer, *RELX Group*), Amanda Hill (CEO, *We Are On Purpose*) and Hyeonza Hong (Founder and Director *Green Goals Singapore*).

In just over a decade, [Ubongo](#) has evolved from a grassroots initiative in Tanzania to a pan-African social enterprise, harnessing the reach of mass media in TV, radio, and mobile to provide quality educational content and transforming the learning experiences for an estimated 500 million children across the continent. Reaching an estimated 42 million families in 23 countries through its highly scalable model, the non-profit organization serves more children and families with child-centric early learning resources than any other educational intervention in Africa. It will be presented with a **MIP SDG AWARD** in recognition of its progression of inclusive and equitable quality education (SDG Goal 4).

The ever-growing [Open Planet](#) library offers free access to high-quality footage and scientifically accurate visuals, unlocking barriers for content creators and story tellers to better explain and respond to the planet's challenges and solutions. It was launched in 2023 by Studio Silverback, (a previous MIP SDG AWARD winner) in partnership with Carnegie Mellon University's [CREATE Lab](#), the creators of interactive, data-driven stories about the planet from the [EarthTime](#) platform, and will be presented with the **MIP SDG INNOVATION AWARD**, in recognition of originality and for accelerating action across several of the SDGs.

The awards will be presented by the United Nations' Deputy Director for the United Nations Regional Information Centre for Europe, Caroline Petit in a special keynote session featuring interviews with CEO, Ubongo Mwasi Wilmore, and Open Planet's Director of Operations Emily Renshaw-Smith, to showcase the story, purpose and progress behind each initiative on **Tuesday 9 April at 11.45** in the Palais des Festivals.

CEO, Ubongo Mwasi Wilmore said: *"We are deeply honored to receive the MIP SDG Award in recognition of our commitment to providing inclusive and equitable quality education across Africa. This award reaffirms our dedication to leveraging the power of media to transform the learning experiences of millions of children, empowering them to realize their full potential."*

Director of Operations, Open Planet Emily Renshaw-Smith said: *"We are proud to receive this award as a new initiative supporting the SDGs. Only by harnessing the transformative powers of storytelling, technology, and creativity can we shift narratives and make meaningful strides towards addressing the most pressing challenges of our time. We have already seen incredible impact from unlocking visual content for storytellers through Open Planet – whether on the world's most influential stages or in classrooms and communities – and are grateful to MIPTV and the United Nations for recognising our contributions to the SDGs so far."*

United Nations' Deputy Director for the United Nations Regional Information Centre for Europe Caroline Petit said: *"The number and diversity of entries for this year's edition of the MIP SDG Awards demonstrate that the audiovisual industry can be an important ally in many areas of the UN's work: from sustainable development to human rights. Broadcasters and producers have a role to play in creating and distributing factual, scientific content, and also in motivating and inspiring people to care, through stories."*

*“Television’s power to accelerate progress has never been more needed...” said Lucy Smith, Director of MIPTV. “This year’s winners are just two examples from an incredibly encouraging range of inspiring, progressive initiatives from across the industry - initiatives we will continue to use our platform to highlight.”*

The MIP SDG AWARD forms part of RX France’s ongoing commitment to the United Nations’ SDG Media Compact.<sup>2</sup> Founded in 2018, the alliance of media and entertainment companies now numbers over 450 members from 160 countries who pledge to leverage their respective resources to amplify and accelerate progress towards achieving the SDGs.

The three-day MIPTV co-production and content market is set to welcome over 130 exhibitors, joining producers and buyers from an expected 80 countries in Cannes. The 2024 conference programme will additionally feature keynotes, exclusive analysis and future facing MIPLAB tracks focusing on key areas including Finance, AI and FAST (with the MIP GLOBAL FAST&AVOD Summit). International Series Festival [CANNESERIES](#) will again run alongside MIPTV from **5-10 April**.

1. Association of Commercial Television and Video on Demand Services in Europe
2. Further details of the SDG Media Compact can be found [here](#).

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#### **Further information**

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#### **Notes To Editors:**

##### **Ubongo**

*Ubongo is Africa’s leading producer of children’s edutainment. As a non-profit social enterprise, Ubongo crafts engaging, localized, and multilingual educational content across various platforms. With a reach extending to over 42 million families throughout Africa, Ubongo utilizes accessible technologies such as TV, radio, and mobile phones to help kids learn and leverage their learning to change their lives. Discover more about Ubongo at [www.ubongo.org](http://www.ubongo.org).*

##### **Open Planet**

*Open Planet is an ever-growing, free visual library for impact storytelling. It brings together powerful footage and world-class science, enabling everyone, everywhere to tell the story of our changing planet. Open Planet was created by Studio Silverback, award-winning filmmakers for impact, in partnership with Carnegie Mellon University’s CREATE Lab, creators of interactive, data-driven stories about our planet using the EarthTime platform. All content featured in the Open Planet library is free to use for educational, environmental and impact storytelling. Discover more and explore Open Planet’s library of world-class footage at: [OpenPlanet.org](http://OpenPlanet.org).*

##### **About MIPTV**

*MIPTV forms part of a portfolio of markets and conferences from RX France’s Entertainment Division that serve the international television distribution and production community year-round, sitting alongside MIPCANCUN (19-22 November 2024), MIPJUNIOR, and ‘the mother of all entertainment content markets’ MIPCOM CANNES whose 40th edition will be held 21-24 October 2024.*

##### **About RX and RX France**

*RX is in the business of building businesses for individuals, communities and organisations. We elevate the power of face-to-face events by combining data and digital products to help customers learn about markets, source products and complete transactions at over 400 events in 22 countries across 43 industry sectors.*

*RX France manages a portfolio of world-class, French and international face-to-face, virtual and hybrid events covering 15 industry sectors including MIPIM, MAPIC, Batimat, Pollutec, EquipHotel, SITL, IFTM, MIPCOM, MIPTV, Paris Photo, Maison&Objet\*... and many more. RX France's events take place in France, Hong Kong, Italy, Mexico and the United States.*

*RX is passionate about making a positive impact on society and is fully committed to creating an inclusive work environment for all our people.*

*RX is part of RELX, a global provider of information-based analytics and decision tools for professional and business customers. [www.rxglobal.com](http://www.rxglobal.com)*

*\*Organised by Safi, a subsidiary of RX France and Ateliers d'Art de France*

### **About CANNESERIES**

*Established in 2018 by an independent association chaired by Fleur Pellerin, the CANNESERIES festival aims to promote and highlight series from all over the world and become the voice of this modern, popular and ultra-creative art. Drawing its energy from the very heart of the world-renowned city of Cannes, the festival takes place in parallel with MIPTV.*



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