

# Beautiful News partners with WaterBear to turn audiences into climate activists

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*In a new collaboration, Beautiful News and WaterBear are using the video-on-demand platform to empower people to play their part in safeguarding the planet.*



We are teetering on the edge of climate breakdown. The sixth report by the Intergovernmental Panel on Climate Change unequivocally states that we have just one decade to prevent global temperatures from exceeding 1.5 degrees. Past that point, there is no chance of recovering the world as we know it. Time is limited, and seemingly so is political will. It's now up to every individual to contribute to reducing the human impact on the Earth. But there is still hope. Combatting despair with action, people across the globe are driving positive change in sustainability and conservation. To showcase their efforts, Beautiful News has partnered with WaterBear Network, the first streaming platform dedicated to the preservation of our planet.

In a world of information overload, binge watching, and decision paralysis, Beautiful News in collaboration with WaterBear offers a counter-narrative. Through two-minute films covering topics from flamingos to advances in scientific research, audiences are offered not just an opportunity to learn about our natural world, but to play a role in safeguarding it. These films are a call to action to restore mangrove forests, contribute to efforts to protect the rare hirola antelope in Kenya, or support the recovery of hazardous ghost nets that litter the ocean. This isn't passive viewing, but a chance for audiences to participate in environmental initiatives that they may never have heard of before.

Since 2020, Beautiful News has released over 80 shorts that can be [accessed for free on WaterBear](#). From behind their screens, people can take inspiration from changemakers and donate to their causes. "This is an opportunity for people to connect with our natural world and make a difference," says Beautiful News founder Adrian Steirn. "It's only by celebrating and sharing the positive gains that are being made that people will be motivated to harness their decision-making power. Beautiful News and WaterBear are aligned with a common purpose – to use constructive storytelling to save the one planet we depend on."

Stories are the bridge to sustainability. By revealing the work of everyday individuals, conservationists, and organisations, Beautiful News and WaterBear are reframing the approach to climate action. With the click of a button, audiences can be transformed into activists affecting change on the other side of the world. This is a chance to be a part of the solutions protecting our future.

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