



ema

**2023 EMA Impact  
Messaging Report**



# Environmental Media Association

Outside of EMA's two high-profile events, creating educational and inspiring content is vital to our mission. Since 1989, EMA has become a trusted amplification network for people to explore environmental issues and support solutions.

In a media landscape flooded with information, misinformation, and division, EMA's central mission of illuminating the benefits of climate action for ALL people has never been more urgent.

Utilizing our incredible network of celebrities, scientists, business leaders, and activists, EMA saw its most prolific year of content creation. Through our consistent content, EMA substantially grew its audience, all while garnering millions of impressions for our partners.

EMA's success in messaging is made possible by the generous support of our Boards and sponsors.



# EMA Social Media Part I



EMA has used its social media network for the past decade to reach billions of people. In 2023, EMA saw consistently high monthly engagement on its content, thousands of new followers, and millions of organic impressions. EMA's strength on social media helps amplify the critical work of our Board, partners, and sponsors.

## 17.6M+

TOTAL IMPRESSIONS

X: 1,152,000

Facebook: 2,982,570

LinkedIn: 3,570,889

Instagram: 11,912,824

YouTube: 1,600,000

## 1.3M+

TOTAL ENGAGEMENT

Facebook: 41,584

LinkedIn: 178,978

Instagram: 1,301,441

## 28,985

TOTAL NEW FOLLOWERS

X: 544

Facebook: 10,314

LinkedIn: 1,577

Instagram: 16,157

YouTube: 393






# EMA Social Media

## Part II : Engaging Content

With all of the doom and gloom in the news, EMA relied on humor, creativity, and, of course, memes to boost engagement to new heights. In 2023, EMA had numerous viral posts.

Me: \*sipping from a mushy straw to help save the environment\*

Billionaires:




[View insights](#) [Boost post](#)

Liked by haydenbegley and 50,757 others


green4ema Living a glamorous life is synonymous with Hollywood. But what's so glamorous about consuming ten times the resources as the average person... more

Same place in Düsseldorf, Germany 1990 and 2019

1990



2019



[View insights](#) [Boost post](#)

Liked by jasinskijay and 82,687 others

green4ema Which do you prefer? 🌿

The world is a cruel and unjust place. There is no harmony in the universe. The only constant is suffering.

\*minutes later\*



OMG.

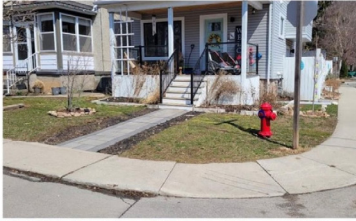
[View insights](#) [Boost post](#)

Liked by jasinskijay and 115,662 others

green4ema Nature is healing for the mind, body, and soul. Everyone deserves access to green spaces...


Progress after one year converting a water dependant lawn to 70 species of mostly native plants, Ontario

2022



Source razor-alert

2023



[View insights](#) [Boost again](#)

Liked by margot\_greenhumanity and 68,224 others

green4ema Talk about a glow up ✨

# EMA Social Media

## Part III : Video



Video is king on social media, so EMA put in a concerted effort to share consistent vertical videos on our platforms. Whether they were original content or crossposts, EMA gained millions of views through its video content in 2023

# 194

TOTAL VIDEOS SHARED

# 13,554,554

TOTAL VIDEO VIEWS



1M VIEWS



2M VIEWS



3.1M VIEWS



# EMA Social Media

## Part IV: Collaborative Content

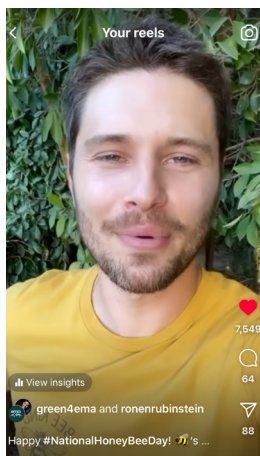


EMA's network of celebrities and influencers allows us to reach a massive audience, particularly people who don't identify as environmentalists. EMA utilized this incredible network in 2023 with weekly crosspost content.

### BOARD MEMBERS



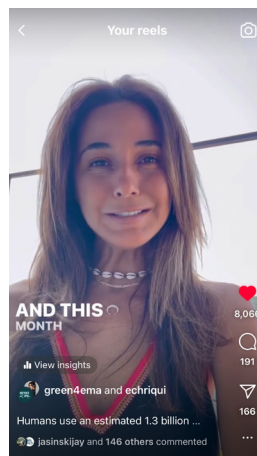
Sophia  
Kianni



Ronen  
Rubinstein

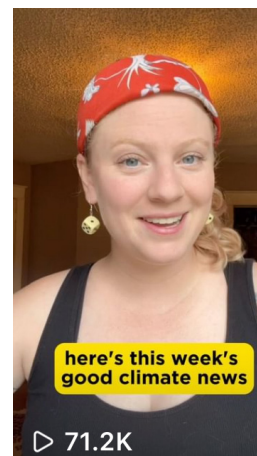


Leah  
Thomas

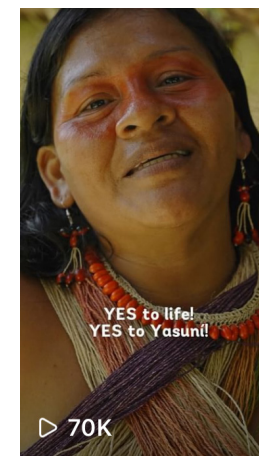


Emmanuelle  
Chriqui

### NGOS, SPONSORS, AND INFLUENCERS



ItsTheGarbageQueen



Amazon  
Watch



Nautilus  
Solar

While TV, movies, and social media content are critical for climate action, EMA recognizes the power of the written word. In 2023, EMA saw its [blog's](#) most consistent publication of original content.

# 50

## TOTAL BLOG POSTS PUBLISHED

### SERIES INCLUDE

#### How Cleantech is Helping Hollywood Go Green: 4 Things I Learned at the 2023 Cleantech Demo Days

With the green economy expected to continue booming, thanks mainly to the [inflation Reduction Act](#), jobs in clean energy are on the rise. Renewable energy has gained much recognition and praise in recent years, with many showing that hiring in the sector has outpaced the oil and gas industries since 2020. The increase in green jobs is excellent news for those seeking a sustainable career. At EMA, we believe that humans have the potential to solve the climate crisis and the challenges it brings through [collaboration, innovation, and storytelling](#).

We are excited to share and amplify the advances in cleantech happening in the entertainment industry and how they benefit industries beyond. Earlier this month, the [Clean Mobile Power Initiative](#), an organization dedicated to establishing zero-emission mobile energy at scale in entertainment, launched the Cleantech Demo Days for Film and TV Production at the renowned [Sunset Studios](#) in Los Angeles, where we hosted the 2023 [EMA Awards](#). This two-day event showcased all the incredible innovations in cleantech aimed at divesting from fossil fuel energy and greening the entertainment industry.

I am happy to share what stood out to me from the event, making me more hopeful for an equitable and just future within the entertainment industry and others in the years to come.



### Industry Profiles

#### EMA's November Sustainable Fashion Roundup: Deadly Protests, Fast Fashion Bans, and Stella McCartney's Climate Leadership

This November showed signs of a shifting fast fashion landscape, with garment workers and clothing resale platforms challenging industry norms. In the meantime, fashion icon Stella McCartney made headlines for her statements on climate. Read on to learn more about the top sustainable fashion stories this month.

##### Violent garment worker protests break out in Bangladesh

Bangladesh is the [second-largest exporter of ready-made garments](#) in the world. So when Bangladeshi garment workers began to protest this November, fast fashion brands faced a significant impact to their supply chains. The announcement of the country's new minimum wage increase, which garment workers' unions argued [had not kept up with inflation for the past five years](#), sparked the protests. Workers took to the streets to demonstrate, leading to the shutdown of several clothing factories. As unrest escalated in the country, the demonstrations grew violent: government forces used tear gas, rubber bullets, and violent force, killing several garment workers and injuring many others.

Eighteen fast fashion brands, including [H&M](#), [Levi's](#), [Gap](#), [Puma](#), and [Abercrombie & Fitch](#), have written to the Bangladeshi government urging it to engage in peaceful negotiations for a new minimum wage.



### Sustainable Fashion Roundup

#### EMA Green Seal for Students Spotlight: Jenna May Bourque

The [Green Film School Alliance](#) continues to grow. Last year, over 20 projects earned the EMA Green Seal for Students. Like our [EMA Green Seal for Productions](#), student films that achieve a minimum of sustainable production goals as identified in the [GFSA's Production Environmental Actions Checklist \(PEACHy\)](#) receive a Green Seal.

2023 continues to see students interested in mitigating the environmental impact of their films, a vital skill to develop before entering the industry. Today, we showcase [Vancouver Film School](#) student Jenna May Bourque, who received our EMA Green Seal for her recent short film.

##### What inspired you and the rest of the crew to commit to achieving the Seal?

Thank you so much for awarding our Short Film with the EMA Green Seal for Students; it means a lot to all of us. Getting our EMA Green Seal was necessary for the professional fulfillment of our short film and the emotional. As soon as our instructor brought it up, I decided before the end of the lecture that I wanted to go for this. I was already planning to get the team to consider the environment beforehand. After class, before I had a chance to talk with all the crew members, my director approached me and said she wanted to get this, and I was excited.

I have long been an advocate for sustainability and the environment. I've gone on a few conservations and missed those while I've been



### EMA Green Seal for Students Spotlight

# EMA Blog Part II



EMA is quickly becoming one of the go-to resources for interviews with sustainability, activism, and entertainment leaders.

# 25

## TOTAL NUMBER OF INTERVIEWS PUBLISHED IN 2023


### EXAMPLES

**Teaching Environmental Scientists How to Make it in the Media: EMA's Interview with Carole Love and Dave Brenner**

It seems counterintuitive that the brightest minds in science need help communicating. Exploring the depths of the ocean? No problem. Processing decades of data to make critical climate models? Sounds fun. Explaining it all to the public? No thanks.

Why should it matter? Can't scientists avoid the public eye and stick to their labs and factories? Much to their discomfort, when the work they are doing is consequential to the survival of humanity, it's essential to reach as wide of an audience as possible. Since our founding in 1998, EMA has provided scientists and activists a platform to link with the best storytellers in the entertainment industry to help amplify their work to a broader audience. Storytelling and media are two of the most effective tools in bringing about climate action, which is why we are thrilled to hear about a college course embracing this approach.

Thankfully, such skills as press relations, social media, and branding are teachable. We talked to Carole Love and Dave Brenner of the [University of Michigan School for Sustainability and Environment](#) to learn how they're guiding the next generation of environmental scientists to communicate with the public with confidence.



University of Michigan

**Sam Bentley Wants to Share Your Good Environmental News**

Social media has become a staple of communicating, sharing news, and learning, and for changemakers such as [Sam Bentley](#), social media has become a tool to promote hope. Sam Bentley, founder of social media publisher and breaking news source for youngpet ([NHLEA](#)), has grown a tremendous following on social media for his quick-witted, informative, and overall optimistic approach to sustainable news. Sam works with companies that align with his values, and gives that his videos receive millions of views, there's no wonder they're eager to work with him. He is paving the way for what it means to be an empathetic eco-influencer, and we are so glad he took the time to speak with us today!


**1.) How did you come into the sustainability space?**

**Did you always see content creation as part of your journey?**

I've worked in creating content for social media now for over a decade! In that time, I've found success by examining what types of videos get shared, digested, and go viral.

I've always believed in using social media to help create positive change. Over the last ten years, I've used my knowledge of social media to produce short-form videos around several meaningful topics, reaching 100s of millions of people in the process. From raising awareness about animal rights issues to creating content with suicide prevention charities, I've always seen social media as a mechanism for good.

After watching the documentary, *Before the Flood* (2016), I realized video content is an excellent way to shine a light on environmental solutions. In addition, my social media skills were valuable in illuminating the great work people do to save our planet. Doing so allowed me to contribute to the climate community, actively fighting for a sustainable and healthy future for everyone!



Sam Bentley

**Isabela Santana on How Indigenous Representation Can Transform Climate Narratives**


Isabela Santana is an actress and producer of the international NGO [Net Us Then Who](#). Her Indigenous Patazi roots from the south of Bahia (Brazil) are the starting point and guide of her creative processes and projects. Her writing debut begins in the most recent Globo TV series, [Juntos Impossível](#) premiere, released on the most prominent media outlet in Brazil and Latin America and open television channel and streaming platform Globoplay. As a multi-artist actress, she aims to use herself as a tool to contribute to diverse narratives and indigenous representation in cinema.

Isabela was a panelist at our 2023 EMA Impact Summit, participating in the discussion [How Can Indigenous Voices Transform Our Climate Imaginations?](#)

We are delighted she sat down with us to share her insights on the power indigenous stories can have in the mission for a sustainable future. [Read more below in this latest EMA Exclusive!](#)

**Did you always see storytelling as part of your journey?**

My journey into the filmmaking space began with storytelling. I grew up learning teachings and hearing the stories of my father and other family members. Art and storytelling have always been a way of life for me. Indigenous communication was my starting point: it was a space where I began researching and sharing stories of indigenous art and artists in Brazil through social media in a network called [Vidêlidade Indígena](#). That space made me connect even more with



Isabela Santana


**Animating Climate Action with EMA Activist Board Member & IMPACT Speaker Maya Penn**

With the 2023 EMA [IMPACT Summit](#), Presented by Toyota Motor North America, only a week away, we wanted to highlight one of our incredible speakers, EMA Activist Board Member Maya Penn is the perfect example of an activist who utilizes media to inspire climate action. The award-winning founder and CEO of eco-fashion brand Maya's Ideas, keynote speaker, sustainability consultant, three-time TED Speaker, artist, global activist, animator, filmmaker, social entrepreneur, coder, and Simon & Schuster author (we could go on), will speak with Kaylon Hunt, VP of Development & Production, [Julia Productions](#), about their upcoming Animated Short [Asali](#).

See Maya and Kaylon speak at IMPACT on March 15th!

**1.) How did you come into the sustainability space? Did you always see storytelling as part of your journey?**

I started as a youth environmental activist in 2008 when I was 8. At that age, I founded my sustainable fashion line, Maya's Ideas. Soon I started my nonprofit Maya's Ideas 4 The Planet in 2011, and I had given 3 TED Talks featuring my animation on sustainability by the time I was 13 years old. I made history at 18 when the Obama administration commissioned me to create an animated film for the opening of the first-ever digital report presented to the US Congress, which was to get an American museum of Women's History built in Washington. This project was a moment for me that reaffirmed the idea that animation and storytelling can be a tool for real-world change. I'm currently 23 and have been in the space for 15 years now, and as someone who's spoken at schools around the world, written books that educators use as curriculum, and used mediums like art, animation, and eco-fashion to educate and empower people - the power of storytelling has always been a hugely important element of my voice as an activist.



Maya Penn

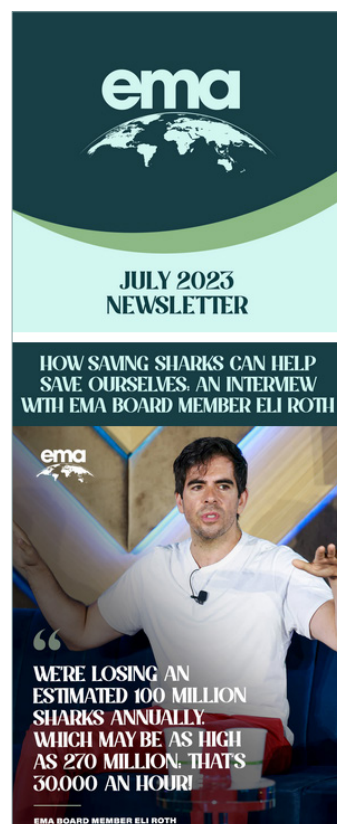


# Email Marketing



Given the popularity of EMA's monthly email newsletters, we launched a weekly digest email to provide our thousands of subscribers with hopeful environmental content.

## EMA MONTHLY NEWSLETTER



## EMA WEEKLY DIGEST



# EMA Green Seal Promotion



Our work in front of the camera is meaningless unless our industry commits to sustainability behind the camera. Thankfully, we aren't alone in this mission, and we recognize the thousands of hardworking people, from student filmmakers to Heads of Sustainability, who commit endless hours to this goal. We aim to amplify this work and encourage more productions to earn our [EMA Green Seal](#).

# 318

TOTAL NUMBER OF EMA GREEN SEALS AWARDED IN 2023

## EMA GREEN SEAL PROMOTION



Vertical Videos



Crossposts



Graphics

### EMA Green Streaming Guide for the Holidays

As the snow starts to dust the streets and the scent of pine fills the air, December arrives with its magic, inviting us to cozy up and indulge in the warmth of holiday films. But this year, let's not only revel in the seasonal cheer; let's take a step further. As we prepare to stream our favorite movies, why not celebrate the **spirit of sustainability** and environmental consciousness? This December, join EMA in discovering a curated selection of films that entertain and carry the powerful message of environmental stewardship and **sustainable production**.

The holiday season wouldn't feel right without a super cozy blanket, a warm cup of cocoa – and a feel-good film marathon. Here is a list of five sustainably produced or cozy environmentally focused films that will be perfect to watch during the holidays.

Monthly Green Streaming Guide



# EMA Events Content

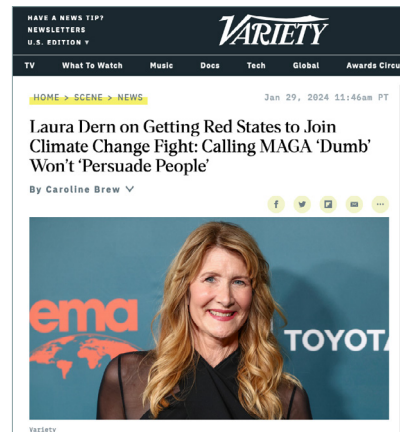


**77M+**  
TOTAL SOCIAL MEDIA  
IMPRESSIONS

**15B+**  
TOTAL PRESS  
IMPRESSIONS  
(PRESS & DIGITAL)

**5M+**  
TOTAL SOCIAL MEDIA  
IMPRESSIONS

**16B+**  
TOTAL PRESS  
IMPRESSIONS  
(PRESS & DIGITAL)



# It Takes a Village



EMA's incredibly successful year of messaging wouldn't be possible without the support of our dedicated partners, such as Toyota Motor North America, our inspiring Boards, and NGO partners.

If you want to support EMA's critical work and reach a wider audience, please [visit our partnership page](#) or email us at [ema@ema-online.org](mailto:ema@ema-online.org).

