



## **CONSERVATION PARTNERSHIP**

*Inspiring the Next Generation to Know, Love & Protect the Natural World  
A children's animated storytelling and conservation initiative by Micamo*

# WHAT IF LEARNING ABOUT WILDLIFE BECAME AN ADVENTURE?



**Great Big World** is a children's animated series designed to introduce young audiences to animals, ecosystems, conservation, and the extraordinary world around them.

Through short-form animated storytelling, each episode invites children to discover an animal, understand its world, and consider how they can become better stewards of the planet.

Our goal is simple:

**Spark curiosity. Build connection. Inspire action.**

Great Big World is being developed as more than an entertainment series.

It is designed as a **children's conservation storytelling platform**, one that can connect animation and digital media with conservation organizations, educators, wildlife experts, families, and mission-aligned companies.

# THE NEXT GENERATION OF CONSERVATIONISTS IS GROWING UP NOW.



Children encounter animals every day through stories, videos, games, classrooms, zoos, aquariums, museums, and social media.

But there is an opportunity to make those encounters more meaningful.

Great Big World seeks to transform:

**"That's a cool animal."**

into:

**"I want to learn more about this animal."**

and ultimately:

**"I want to help protect it."**

We believe children's media can play a meaningful role in developing curiosity, environmental literacy, empathy for wildlife, and a lifelong relationship with the natural world.

# WHAT IS GREAT BIG WORLD?



*A short-form animated children's series with conservation at its heart.*

Great Big World follows Sunny as he encounters animals and discovers the remarkable stories behind them.

Each episode is designed to be approximately:

**3 minutes**

The initial season is planned around:

**12 original episodes**

followed by:

**A season compilation**

The format is intentionally short, accessible, repeatable, and designed for digital audiences. Initial distribution is being developed across platforms including:

- YouTube Shorts
- TikTok
- Instagram
- Patreon
- Additional digital and educational distribution opportunities

# OUR STORYTELLING MODEL

*STORY → DISCOVER → ACT*



Every Great Big World story can have three layers:

## 01 — STORY

Sunny encounters an animal and enters its world.

The audience meets the animal through an engaging story.

## 02 — DISCOVER

Children learn something real about the species, its habitat, behavior, or conservation challenge.

Scientific accuracy and responsible storytelling are central to the development process.

## 03 — ACT

Children are invited to take a simple action (such as learning about wildlife in their community, reducing waste, or protecting pollinators).

The goal is not to overwhelm children with environmental problems.

**The goal is to help them discover that they can make a difference.**

# THE GREAT BIG WORLD

## DIFFERENCE



*We believe conservation starts with connection.*

Great Big World is being designed around five principles:

- **CURIOSITY**

*Encourage children to ask questions about the natural world.*

- **CONNECTION**

*Help children develop empathy and fascination with animals and ecosystems.*

- **EDUCATION**

*Present accurate, accessible information through compelling storytelling.*

- **ACTION**

*Translate learning into simple, positive opportunities for stewardship.*

- **HOPE**

*Focus on what can be protected, restored, discovered, and changed.*

# CONSERVATION STORYTELLING

*Every animal has a story.*



Potential Great Big World stories may explore:

## OCEAN & MARINE LIFE

Sea turtles • whales •  
dolphins • sharks •  
octopuses • penguins

## WILDLIFE & ENDANGERED SPECIES

Elephants • rhinos • tigers •  
gorillas • orangutans •  
cheetahs

## POLLINATORS

Bees • butterflies • bats •  
hummingbirds

*The specific species and conservation topics will be developed with appropriate subject-matter experts and mission-aligned partners.*

## WILDLIFE IN OUR COMMUNITIES

Coyotes • owls • hawks •  
raccoons • opossums •  
urban birds

## HABITATS & ECOSYSTEMS

Forests • wetlands • reefs •  
grasslands • deserts •  
coastal ecosystems

## CONSERVATION CHALLENGES

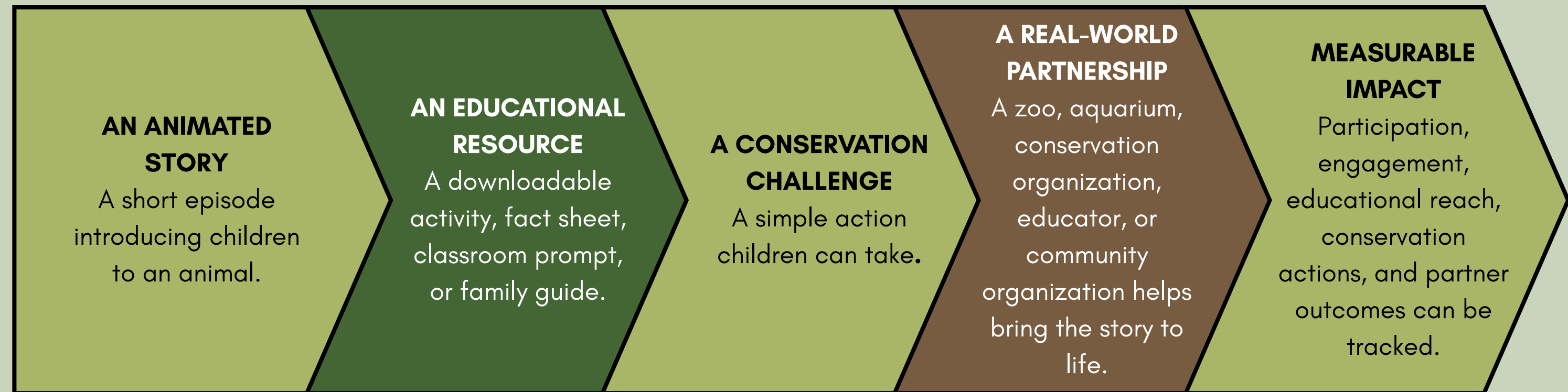
Habitat loss • pollution •  
biodiversity • human-wildlife  
coexistence • climate  
resilience • species  
protection

# FROM EPISODE TO IMPACT

*Great Big World can turn a story into an experience.*



A future Great Big World episode could become:



This creates an ecosystem in which **media becomes the entry point to conservation engagement.**

# WHY PARTNERSHIPS MATTER



*Great Big World cannot—and should not—tell every conservation story alone.*

The strongest version of the project will be built alongside organizations already doing extraordinary work in:

- wildlife conservation
- environmental education
- scientific research
- habitat protection
- animal welfare
- youth development
- environmental literacy
- community engagement

Partners can bring expertise, credibility, stories, field knowledge, educational resources, and real-world conservation opportunities.

Great Big World can bring a children's storytelling platform capable of translating those ideas into accessible, engaging media.

**Together, we can connect knowledge with imagination.**

# CONSERVATION PARTNERS



*We are seeking mission-aligned conservation organizations to help shape the Great Big World universe.*

Potential collaboration may include:

## **SUBJECT-MATTER EXPERTISE**

Reviewing species information and conservation topics.

## **STORY DEVELOPMENT**

Helping identify compelling animal and conservation stories.

## **EDUCATIONAL CONTENT**

Collaborating on age-appropriate educational resources.

## **EXPERT APPEARANCES**

Featuring scientists, conservationists, educators, veterinarians, researchers, or wildlife professionals.

## **FIELD STORIES**

Connecting children with real-world conservation work.

## **DIGITAL ACTIVATIONS**

Creating conservation challenges, campaigns, or educational experiences.

## **COMMUNITY ENGAGEMENT**

Connecting Great Big World audiences with local conservation opportunities.

## **IMPACT MEASUREMENT**

Helping define and measure meaningful conservation and education outcomes.

# CORPORATE PARTNERS

*Companies can help bring conservation stories to the next generation.*



Great Big World offers an opportunity for companies to support:

- children's education
- environmental literacy
- biodiversity
- wildlife conservation
- youth engagement
- community impact
- sustainability initiatives
- employee engagement
- cause-related campaigns

Partnerships can be customized around a company's existing social-impact priorities.

# CORPORATE PARTNERS. (CONT'D)



Potential opportunities include:

## **EPISODE PRESENTING PARTNERS**

Support the creation  
of an individual Great  
Big World episode.

## **SPECIES PARTNERS**

Support storytelling  
and educational  
engagement around a  
particular animal or  
conservation issue.

## **CHAPTER PARTNERS**

Support a thematic  
group of episodes  
focused on an  
ecosystem or  
conservation topic.

## **CONSERVATION CHALLENGE PARTNERS**

Support an interactive  
youth action  
campaign connected  
to an episode.

## **SEASON PARTNERS**

Support multiple  
episodes and the  
broader conservation  
education initiative.

## **FOUNDING PARTNERS**

Help establish Great  
Big World as a long-  
term children's  
conservation  
storytelling platform.

# THE "ADOPT AN EPISODE" MODEL



*A partner can support an individual episode from development through audience engagement.*

A potential Adopt an Episode partnership may include:

- Episode production support
- Conservation subject-matter collaboration
- Educational resources
- Digital activation
- Social storytelling
- Conservation challenge
- Partner recognition
- Impact reporting

The exact structure can be customized based on the partner's goals and conservation priorities.

## ***Example***

### **THE GREAT BIG WORLD SEA TURTLE STORY**

A conservation organization provides subject-matter expertise.

A corporate partner funds production and educational activation.

Great Big World creates the animated story.

Children watch, learn, and participate in a conservation challenge.

The conservation partner provides the real-world connection.  
The sponsor helps make the experience possible.

**One story becomes a gateway to action.**

# THE GREAT BIG CHALLENGE

*Every story can inspire action*



Great Big World is exploring a recurring youth engagement platform:

## SUNNY'S GREAT BIG CHALLENGE

Each challenge gives children one simple way to connect what they learned with the world around them.

### Examples:

#### **POLLINATOR CHALLENGE**

*Learn about a local pollinator and create a habitat-friendly space.*

#### **OCEAN CHALLENGE**

*Complete a week of simple actions designed to reduce unnecessary plastic use.*

#### **BACKYARD WILDLIFE CHALLENGE**

*Discover three wild animals that live in your community.*

#### **HABITAT CHALLENGE**

*Learn why habitats matter and identify one way your family can help protect them.*

Challenges can be developed with conservation and education partners to ensure they are meaningful, practical, and age appropriate.

# EDUCATION PARTNERS

*From screen time to learning time*



Great Big World has the potential to extend beyond entertainment through:

- classroom activities
- educator guides
- family discussion prompts
- printable resources
- species fact sheets
- conservation challenges
- virtual expert sessions
- field-trip connections
- youth contests
- nature exploration activities

Education partners can help ensure that resources are developmentally appropriate, scientifically sound, and useful to educators and families.

# ZOOS, AQUARIUMS, & WILDLIFE ORGANIZATIONS



*Bring the real world behind the story.*

Zoos, aquariums, wildlife centers, museums, and conservation organizations can become Great Big World collaborators. Potential opportunities include:

## **SPECIES EXPERTS**

Provide scientific and educational guidance.

## **ANIMAL STORIES**

Help identify compelling stories from the field.

## **BEHIND-THE-SCENES CONTENT**

Give children a glimpse into conservation work.

## **EDUCATIONAL ACTIVATIONS**

Connect episodes to programs, exhibits, or educational resources.

## **COMMUNITY EVENTS**

Bring Great Big World stories into physical spaces.

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Bring Great Big World stories into physical spaces.

This model allows Great Big World to connect **animated storytelling with real conservation institutions.**

# WHY THIS MODEL IS PROVEN



Great Big World is entering a space where leading organizations already demonstrate the power of combining conservation, education, storytelling, and youth engagement.

The National Geographic Society currently describes storytelling and education as core tools alongside science and exploration, and its institutional partnership model brings corporations together with conservation, education, science, and storytelling initiatives.

The National Wildlife Federation similarly offers corporate partnerships spanning program sponsorship, employee engagement, cause marketing, licensing, and education, while its youth programs focus on environmental literacy and stewardship.

In 2026, Mutual of Omaha's Wild Kingdom and the Association of Zoos and Aquariums launched the Wild Futures Grant Program to support youth-focused conservation education, demonstrating the growing intersection of wildlife, youth engagement, and conservation funding.

Great Big World is designed to build within this broader movement while bringing a distinct format:  
**short-form animated storytelling created specifically to engage children.**

# PARTNERSHIP PHILOSOPHY



*We don't want logos. We want relationships.*

Great Big World is not intended to become a collection of advertisements.

Our ideal partners are organizations that genuinely want to help children:

- discover wildlife
- understand conservation
- connect with nature
- develop environmental literacy
- see themselves as capable of making a difference

Partnerships should preserve the integrity of the storytelling while creating meaningful value for the organization, its audience, and the children we serve.

**Mission first. Story second. Brand integration where it makes sense.**

# OUR PARTNERSHIP STRUCTURE



Great Big World is being developed by **micamo Inc** in partnership with **Art4Kids**, with Art4Kids serving as the project's fiscal sponsor.

This structure creates an opportunity to pursue both:

## **PHILANTHROPIC SUPPORT**

Foundation and charitable contributions supporting qualifying charitable and educational components of the initiative.

## **CORPORATE PARTNERSHIPS**

Mission-aligned sponsorships, corporate social-impact partnerships, employee engagement, cause-related initiatives, and other appropriate collaborations.

All charitable funding and sponsorship structures will be developed and administered in coordination with the fiscal sponsor and appropriate professional advisors.

# WHAT PARTNERS CAN HELP BUILD



We are seeking partners who can help Great Big World develop:

## THE STORIES

What animals should children meet?

## THE EXPERIENCES

How can they encounter conservation beyond the screen?

## THE IMPACT

How do we know the experience made a difference?

## THE KNOWLEDGE

What should they understand?

## THE ACTION

What can children realistically do?

This is an invitation to help shape the platform—not simply place a logo on it.

# THE LONG-TERM VISION

*Great Big World can grow beyond a series.*



The long-term vision is to create an interconnected children's conservation ecosystem.

## **ANIMATED SERIES**

Short stories  
introducing children to  
animals and  
conservation.

## **DIGITAL CONTENT**

Short-form videos,  
social storytelling,  
educational resources,  
and interactive  
experiences.

## **GREAT BIG CHALLENGES**

Age-appropriate  
conservation actions  
children can complete.

## **CONSERVATION PASSPORT**

A future digital  
experience allowing  
children to discover  
species, habitats, and  
conservation topics.

## **EDUCATIONAL RESOURCES**

Tools for educators,  
families, and  
community  
organizations.

## **REAL-WORLD EXPERIENCES**

Connections to zoos,  
aquariums, museums,  
nature centers, and  
conservation  
organizations.

## **PARTNER NETWORK**

A growing community  
of organizations  
committed to  
developing the next  
generation of  
environmental  
stewards.

# OUR NORTH STAR



*We want children to grow up believing that the natural world belongs to them—and that protecting it is something they can be part of.*

Great Big World starts with a simple question:

**What happens when children fall in love with the world before they're asked to save it?**

We believe curiosity can become connection.

Connection can become empathy.

Empathy can become stewardship.

And stewardship can become action.

**That's the Great Big World.**

# LET'S BUILD SOMETHING TOGETHER

*Conservation. Education. Storytelling. Imagination.*

We are seeking:

**Conservation Organizations**

**Wildlife Experts**

**Zoos & Aquariums**

**Educational Institutions**

**Foundations**

**Corporate Social-Impact Partners**

**Family & Children's Brands**

**Environmental Organizations**

**Media & Distribution Partners**

to help bring Great Big World to life.

**We invite you to explore what we could create together.**





**Inspire curiosity.  
Build connection.  
Encourage action.**

Developed by micamo Inc.

Fiscal Sponsor: Art4Kids a 501(c)3 company