WHAT MIGHT HAPPEN IF A GENERATION BECOMES COMPLETELY DISCONNECTED FROM THE OUTDOORS AND THE NATURAL WORLD?

“A gripping story of the desperate struggle to lead our computer-crazed children back to nature.”

Harry Mount
The Daily Telegraph

“Funny, alarming and uplifting. This film will change your life”

Patrick Barkham
The Guardian

“Like David Attenborough and Morgan Spurlock got drunk and had a baby...”

Hussain Currimbhoy
Sheffield Doc/Fest
Project Wild Thing is an exploration of how British kids have become disconnected from the natural world and playing outside.

UNICEF research claims this trend away from nature has resulted in British kids becoming the most unhappy in the developed world.

Time spent outside in nature increases happiness, health and wellbeing. Fact. Yet British kids have never been more disconnected from the natural world. Time playing outside during the week has halved in one generation. Roaming distances from home have shrunk by 90% in 30 years. Fewer than 1 in 10 kids regularly play in wild spaces. Most can identify more brand logos than flora or fauna.

The consequences are terrifying. Obesity rates in children are on the up as are mental health issues and depression. What might happen if a generation becomes completely disconnected from nature? Who will protect the natural world if there is no connection or love for it in the first place?

This film is the first activation. The aim is to kickstart a movement for social change which gets kids playing outside freely and re-connecting with the natural world.

The Wild Network has been launched on the back of the film – an open and collaborative network of organisations big and small working to reverse the trend of children losing touch with the outdoors and the natural world.

Our ambition is to reconnect this generation of kids with nature, supported by a network of over 1000 organisations. We are aiming to host 1000 community screenings and reach 5 million adults with the film. We are looking for partners to create innovative ways to bring this issue into the public eye, to amplify the effect of grassroots action across the UK and to galvanise the kind of support and commitment that will change the way we live!
David Bond is a father. Things have really changed since he was a kid. His children are hooked on screens and don’t want to go outdoors. They want iPads, TV and plastic toys. The marketing departments of Apple, Disney and Mattel control his children better than he can. Determined to get them up and out, David appoints himself as the Marketing Director for Nature. With the help of branding and outdoor experts, he develops and launches a nationwide marketing campaign to get children outside.

**PROJECT WILD THING** is the hilarious, real-life story of one man’s determination to get children out and into the ultimate, free wonder-product: Nature. Contributors include naturalist CHRIS PACKHAM, writer and environmentalist GEORGE MONBIOT, scientist JAAK PANKSEPP, writer JAY GRIFFITHS, advertising guru MICHAEL WOLFF, and brain scientist Prof. Baroness SUSAN GREENFIELD.

**SUCCESS OF PWT**

Project Wild Thing was one of the biggest documentary film releases of 2013, screening in 120+ cinemas nationwide, along with a ‘day-and-date’ VOD launch through Curzon On Demand, BFI Player, and Vimeo On Demand.

Project Wild Thing’s extensive reach was achieved with highly-developed relationships to individuals and organisations around the UK. Celebrity endorsements came from Kristin Bauer, Liz Bonnin, Chris Packham, Bear Grylls, Ian Wright, Ben Fogle, Lauren Laverne, Jon Snow, and naturalist Nick Baker.

The Project Wild Thing website has received over 250,000 visits to date, from over 150,000 unique visitors. Long-term use of social media is creating an ongoing, engaging and interactive conversation around the film. PR is overwhelmingly positive with over 8 million opportunities to see, and an advertising value equivalent of £3.2 million around the time of the release. There were 11 million opportunities to hear about the film and campaign on social media alone - more than any previous UK feature documentary.

**INTERNATIONAL APPEAL**

- Selected for 54 international festivals including Sheffield Doc/Fest, Cork, IFF Boston, Madeira, San Francisco, CinemAmbiente (Italy)
- Innovative Australian release in association with Parks & Leisure Australia and World Parks Congress Sydney 2014
- Global TV sales include Belgium, Estonia, Russia, South Korea, Sweden and Japan (80’ & 60’ version available)
- PWT has established connections with nature organisations and engaged individuals worldwide including the USA’s Children & Nature Network and UNICEF

**THE WILD NETWORK**

Following the UK cinema release of Project Wild Thing, an ambitious movement has grown up around the film. The Wild Network activates organisations, companies and individuals to encourage children and parents outdoors. This authentic, rapidly growing community of over 8,000 passionate and engaged individuals, and over 1,500 organisation includes The National Trust and the RSPB. The Wild Network uses Project Wild Thing to explore and solve the issues raised in the film. The total reach of the members of the Wild Network is over 8 million unique individuals.

**AWARDS**

WINNER 2014 CinemAmbiente Film Festival SPECIAL AWARD (“The House Of Tomorrow”)
WINNER 2014 San Francisco Green Festival INSPIRING LIVES AWARD
WINNER 2014 Japan Prize CONTINUING EDUCATION AWARD & GRAND PRIX WINNER