

HOW TO LIVE ON EARTH

Social Media Toolkit

WATCH. SHARE. JOIN THE CONVERSATION.

How to Live on Earth, presented by Benedict Cumberbatch, explores the people, ideas and solutions helping to shape a thriving future for all life on Earth. The film is now free to stream globally on YouTube. Help us spread the word – share the film, your favourite moments and what you take away from it.

[Watch the film on YouTube](#)

[Learn more about the film](#)

SHARE FILM ASSETS

Suggested caption

How to Live on Earth is now streaming for free on YouTube! 🌍

Presented by Benedict Cumberbatch, the film explores the ultimate hack for building a future in which nature thrives, and so do we. Full of surprise, ambition and hope, it's told through the stories of extraordinary people around the world.

A must-see documentary about what's possible when we work with nature, not against it. Watch it now on YouTube.

#HowToLiveOnEarth

 [Trailer on YouTube](#)

 [Trailer files](#)

 [Clips & social cuts](#)

 ['Watch now' assets](#)

 [Film imagery](#)

Remember to post the film link with your content, and use #HowToLiveOnEarth

SHARE A PERSONAL MESSAGE

How to Live on Earth features people around the world who are already teaming up with nature to create positive change. Now we want to hear from you!

Record a personal video (30-90 seconds) sharing your own reflections on the film, to help spark new ideas and conversations inspired by the stories it presents.

 Tell us what the film made you think about and the stories that stood out most.

 Share what nature means to you and the ideas that give you hope for the future.

 Introduce us to the people and solutions driving change in your community.

You can discover free nature footage to help tell your story at [OpenPlanet.org](https://openplanet.org).

Prompts for your message

"After watching How to Live on Earth, I started thinking about..."

"This one story in How to Live on Earth really surprised me..."

"Here's something happening in my community that gives me hope..."

"This is what a thriving future looks like to me..."

For any questions, please get in touch: contact@howtoliveonearth.net

SOCIAL HANDLES & TAGS



@OpenPlanetOrg



@HowTo_LiveOnEarth



#HowToLiveOnEarth

How to Live on Earth is an Open Planet Studios production in association with Villars Institute Foundation and Sylvania. Where possible, please do include the relevant handles and tags →

Open Planet Studios

- IG: [@OpenPlanetOrg](#)
- LI: [Open-Planet-Studios](#)

Villars Institute

- IG: [@VillarsInstitute](#)
- LI: [The-Villars-Institute](#)
- X: [@VillarsIdeas](#)
- TT: [@VillarsInstitute](#)

Sylvania

- LI: [Sylvania](#)

FILM MESSAGING

How to Live on Earth is a hopeful, urgent feature documentary exploring how humanity can build a safe and thriving future by working with nature, not against it.

Synopsis

How to Live on Earth is a visionary feature documentary that explores our vital connection to nature and its role in our future. Presented by Benedict Cumberbatch, this ultimate “how-to video” features inspirational, cutting-edge stories and powerful cinematography from around the world to reveal how humans are learning to team up with nature to solve our biggest challenges.

Heart-warming, entertaining, energising, the film presents a hopeful vision of a future within reach – one in which nature thrives, and so do we.

Key Messages

1. We are part of nature, not apart from it. It is the foundation of our health and prosperity.
2. The systems that underpin how we live on Earth today fundamentally do not value nature.
3. By working with nature, not against it, we can build a safe and thriving future for all.

