



orb
one world
one story

WHAT WE'VE ACHIEVED

ORB MEDIA unearths global insights on how our world can forge a more sustainable future. We use journalistic craft, data analysis and networks to transform global, long-term issues of social and environmental sustainability into locally actionable information.

Our partners depend on us for rigorous and comparative global research, original data analysis, future-facing reporting, and helpful tools and assets, so they can concentrate on building useful information for — and more meaningful connections with — the people they serve.

In our alpha phase, we tested format and delivery methods through six stories:

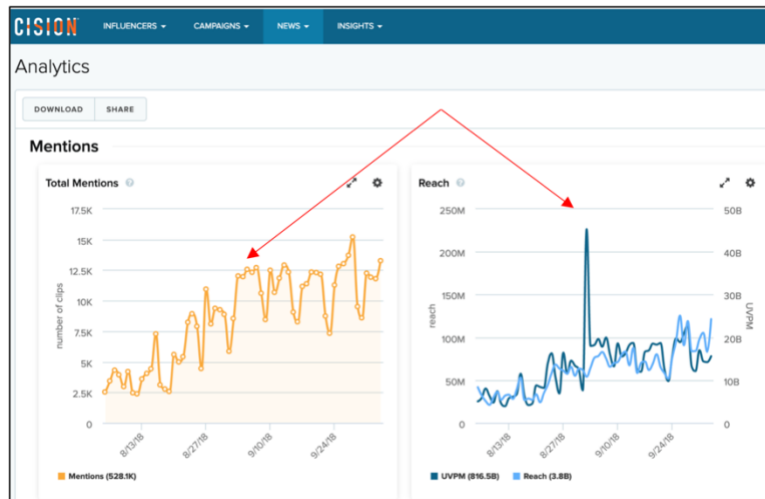
- The universal presence of microplastics in tap & bottled water.
- How youth participation in politics is fundamentally changing.
- How rising sea levels & more extreme rainfall affect people everywhere.
- Why the terrorist pipeline is so hard to close.
- How societal attitudes toward aging affect our quality of life as we age.
- How consumers can make better choices when purchasing plastics.

Our findings have been shared in more than **100 COUNTRIES**, **30 LANGUAGES**, & inspired multinational **GOVERNMENTAL CHANGES** and **CORPORATE INITIATIVES**.

MICROPLASTICS IN WATER:

- Individuals reported back to us they were changing their plastic habits.
- South Ribble, UK, which cited Orb's research in a community meeting, is discussing banning single use plastic.
- Coca-Cola's Dasani announced testing of its bottled water for plastics.
- Indian and Indonesian national regulatory authorities made public statements.
- The WHO cited our work as they announced a review of the health implications of consuming plastics.

Ready to refocus attention on our collective future?
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YOUTH & POLITICS:

Digital use of story-related keywords in the month after publication rose by 85.7% from the month prior to publication, indicating Orb's breaking research focused conversation on the topic.

Red arrows indicate September 5 publication date.

WHAT'S NEXT

ORB is reinventing how to fuse science, advanced data analytics, research and collaboration across industries to inform, empower and activate people everywhere around our greatest challenges.

This year, we're:

- **DOUBLING DOWN ON DISTRIBUTION MODEL.** Our work is successful through collaboration, not competition. Our goal is to make all media more effective.
- **INTRODUCING PRIMARY DATA AND RESEARCH TOOLS** for identifying scalable global solutions.
- **TRACKING DOWNSTREAM EFFECTS.** We're studying the impact of collaborative amplification so we can refine our work & teach others.
- **SERVING A BROAD GROUP OF PARTNERS.** We've gained the trust of leading brands. It's time to serve local media around the world that are in crucial need.
- **EXPANDING OFFERINGS TO INVESTORS.** By customizing additional work to financial decision-makers, we can use our product to bolster public action and expand Orb's revenue streams.

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