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Lexicon of Food Announces New Branded Series, Produced by BBC StoryWorks

New York, NY- March 12, 2025— The world's food systems are under mounting pressure, driven by a confluence of challenges that span environmental, social, and economic dimensions. From climate change and environmental degradation to a growing human population, the resilience of what sustains us is being tested. Yet, behind the scenes, individuals and organizations are working to reshape these systems, driving innovation and sustainable practices that hold the potential to transform the future of food.

In order to spotlight the most powerful and impactful solutions to this end, the Lexicon of Food is thrilled to announce a new branded film series produced by BBC StoryWorks Commercial Productions. 'Unearthing the Future' will illuminate the evolving landscape of our food systems, spotlighting the people, processes, and pioneering solutions at the intersection of food and climate. It will highlight the potential of technology to mitigate major issues while emphasizing the need for education to ensure stakeholders understand and apply these innovations effectively.

Weaving together stories from diverse and often disconnected actors, the series will bridge these gaps to promote holistic solutions for building ethical, transparent, and sustainable food systems. Beyond industry professionals, the series aims to educate wider, global audiences about sustainable food choices that benefit both human and planetary health. It will be structured around the following themes:

- **Reawakening Food:** how do we reimagine food production in a way that promotes biodiversity, regeneration, and social inclusion?
- **Scaling Resilience:** how do we reduce the environmental toll of our food systems?
- **Nourish and thrive:** how can food help to improve the health and wellbeing of the growing global population?

Unearthing the Future will be hosted on a dedicated branded microsite on BBC.com, launching in late 2025, supported by a multi-platform digital campaign that will engage relevant audiences from among BBC.com's 165 million monthly browsers as well as from the Lexicon and its network.

BBC StoryWorks' creative teams will be working directly with a selection of partnering organizations that are leading infrastructure progress. Organizations with stories to share in line with the above questions are encouraged to submit them by **23rd March** following this link: <https://www.bbcstudios.com/lexicon-series>

After review, selected organizations will be invited to discuss engaging BBC StoryWorks' creative teams to produce a branded piece for the series, which will require a fee as determined



by production variables. A dedicated BBC StoryWorks production team will work closely with selected organizations to create powerful content, and partnering organizations will be able to distribute the content on their own channels with support from the BBC StoryWorks and Lexicon teams.

For more information, contact Grace Warren, series developer, BBC StoryWorks:
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For more information about additional 2025 programming of Lexicon of Food please contact:

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The Lexicon of Food is a program of The Lexicon of Sustainability, Inc. a 501c3 Public Charity