

RESET EARTH

ONE OZONE. ONE PLANET. ONE CHANGE.

PRESS PACK

WATCH THE SERIES. PLAY THE GAME.





OVERVIEW

One Ozone. One Planet. One Chance.

What would the world look like if we hadn't saved the ozone layer?

2084. The GROW has taken over. Three teenagers find themselves on an adventure to save themselves and the world.

Reset Earth is an animated short film and mobile game that follows the adventure of three young heroes as they race against time to find a solution to the GROW, a life-threatening disease that prevents anyone from living much beyond the age of 25.

In search of answers, our heroes will travel through time, and across multiple landscapes, attempting to unlock the secrets of the past to save themselves, the ozone layer and the future of the planet from impending doom. Along the way, they will learn the importance of the ozone layer, as well as the power of working together to achieve what might at first seem impossible.

Rooted in science, this fictional story and game will present a dramatized picture of what Earth could have been like if the world had not acted to protect the ozone layer and signed the Montreal Protocol on Substances that Deplete the Ozone Layer in 1987.

Aimed at adolescents and parents this innovative animation and game from the United Nations Environment Programme's Ozone Secretariat uses the power of storytelling to educate and inspire young people around the world. Understanding that many young people are anxious about the future state of the planet, this campaign aims to show them the power of science, collaboration and cooperation in solving complex global challenges.

The campaign also offers a message of hope, showing how the global community was able to come together and solve one of the most complex environmental challenges at the time, with remarkable success. It happened once, and it can happen again!



ANIMATED SHORT FILM

(24th January 2021)

Set in a dystopian post-apocalyptic world in 2084, Reset Earth tells the story of a world in which the ozone layer has been completely ruined and human life is under threat from an unstoppable virus called the "GROW". Three teenagers, Knox, Sagan and Terran, team up in a time-travel adventure to save the planet and what's left of human life. Their mission is to find out what caused the GROW.

With a clue from a mysterious stranger, and the help of a time machine, they realise that stopping the GROW is somehow linked to the ozone layer. Together they travel to critical historical moments in the story of the mysterious "ozone layer", learning about the fundamental role it plays in protecting the health and wellbeing of the planet.

Our story opens with Knox, a tough young scavenger whose GROW is spreading fast, who discovers a time machine and jumps back to 2055. Here she begins to understand that the GROW may be linked to the ozone layer. This prompts Knox and her friend Sagan to find Terran, whose passion for history and knowledge of the earth, helps them better understand what the ozone layer is, and how it was destroyed. Armed with this knowledge, our characters jump back to 1928 in an attempt to destroy the patents for CFCs (chlorofluorocarbons). Although successful in their mission, when they return to 2084, they find their world relatively unchanged, and their GROW has spread.

Ultimately, our heroes realise that to save the ozone layer, they must jump back in time to ensure the signing of the Montreal Protocol on Substances that Deplete the Ozone Layer. In one last attempt to protect the ozone layer, our heroes work together, combining all their strengths and knowledge to travel back in time and change the future.

Sagan jumps to the Antarctic in the 1980s to leave a note for scientists to trust the numbers, while Terran jumps to NASA where he reconfigures a satellite arrangement to find the ozone hole.

Left in 2084 because of her rapidly growing GROW, Knox realises that their plan is working, but something more is needed. In a last-ditch attempt to change the future, she risks her life for one final jump to 1966. Here she leaves a letter in a young girl's post box encouraging her to keep pursuing science because one day she will help change the world.

Through their adventure, our heroes learn that when we work together, trust the science, and invest in youth, we can overcome seemingly impossible challenges, and change the future for the good of all.

The background image shows a character with dark skin, wearing a white and orange jumpsuit with a backpack, running across a narrow, sandy ledge. The character is looking back over their shoulder. The environment is a desolate, post-apocalyptic landscape with a brown, hazy sky. In the background, there are ruins of a city, including a building with a dome and a large, rusted mechanical structure on the right. The overall style is hand-drawn and retro.

MOBILE GAME

(for iOS and Android - Launching 10th February 2021)

You've watched the film, now play the game, and see what you can do to Reset Earth!

Reset Earth is a single player platform game, combining a retro graphics style and hand-drawn artwork and is aligned with the film's storyline. Players can unlock the three characters; Knox, Sagan or Terran, and utilise their unique game abilities as they race through time to find a way to protect the ozone layer and reset earth.

Set across 4 stages of challenging immersive platform gameplay, each representing a time zone jump in the animated series, players will get the chance to truly immerse themselves in the world of Reset Earth. Through unlocking puzzles and discovering clues, players learn about environmental history and the science of protecting the planet.

By bringing together the unique abilities of each of the three characters, players will become stronger, and advance faster in their ultimate goal to save the earth.

CHARACTER OVERVIEW

The three main characters each embody one of the scientific assessment panels that support the UNEP Ozone Secretariat in their decision and policy-making process by providing the latest information on the science, environmental effects and technology and economics of ozone layer depletion and protection.

The assessment panels comprise: The Technology and Economic Assessment Panel (TEAP), Scientific Assessment Panel (SAP), and the Environmental Effects Assessment Panel (EEAP).



KNOX

In a world that has forced its inhabitants to be tough, none are as tough as Knox. She thrives in the post-apocalyptic life that she has created for herself but after being by herself for so long she has grown sceptical of others.

This has given her a thick skin and cheeky disposition as she fights for survival and tries to keep herself safe at all costs. She is more aware than ever that her life is coming to an end as her GROW disease spreads more rapidly. This pushes her to find a cure, no matter what it takes. She will learn that to achieve the task at hand, she will have to support her friends and learn to trust them so that together they can achieve their ultimate goal.

Knox's character and abilities are inspired by the Technology and Economic Assessment Panel. Her scavenger lifestyle has taught her to love technology, spending most of her time in junkyards, collecting scraps and building amazing new inventions out of them.

Information on the Technology and Economic Assessment Panel

In 1990 the Technology and Economic Assessment Panel was established as the technology and economics advisory body to the Montreal Protocol Parties. The Technology and Economic Assessment Panel (TEAP) provides, at the request of Parties, technical information related to the alternative technologies that have been investigated and employed to make it possible to virtually eliminate use of Ozone Depleting Substances (such as CFCs and halons), that harm the ozone layer.

Animated Short Film



2D Platform Runner Game



Knox can **HACK** electrical equipment, **PUSH** heavy objects and **PUNCH** through walls.

SAGAN

In an unravelling world, Sagan tries his best to stay cool, but this starts to change when he is dragged into the adventure of a lifetime after Knox shows him a time machine. Sagan will have to drop his cool guy façade and put his scientific brain to the test to figure out how the machine works and what the consequence of using it might be.

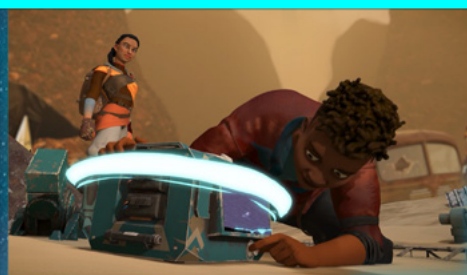
Sagan's character is inspired by the Scientific Assessment Panel. His search for a cure has made him passionate about science and chemistry, and he spends most of his days in his room with his science equipment.

Information on the Scientific Assessment Panel

The Scientific Assessment Panel (SAP) assesses the status of the depletion of the ozone layer and relevant atmospheric science issues.

Pursuant to Article 6 of the Montreal Protocol on Substances that Deplete the Ozone Layer, a report is prepared every three or four years by the SAP which consists of hundreds of top scientists from around the world.

Animated Short Film



2D Platform Runner Game



Sagan can use his JETPACK for quick bursts and EXPLODE manholes.

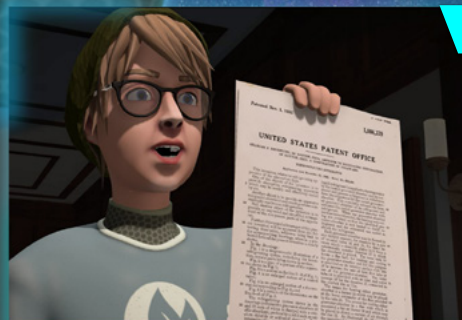
TERRAN

In a world where nature hardly exists, Terran is a reclusive teenager who finds solace in an old forgotten library, buried in books that feed his passion for the earth and history. With an extraordinary ability to memorize everything he reads. As they race against time, he will be challenged to overcome his shyness and use his knowledge to figure out the best possible moments in history to travel to and save the ozone layer.

Terran's character is inspired by the Environmental Effects Assessment Panel. He is passionate about understanding how the earth works and how the little things we do can impact the world around us.

Information of the Environmental Effects Assessment Panel

The Environmental Effects Assessment Panel assesses the various effects of ozone layer degradation on the environment, humans, ecosystems, flora and fauna. The Assessment reports on key findings on environment and health paying attention to the interactions between ozone depletion and climate.



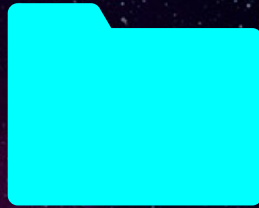
Animated Short Film



2D Platform Runner Game



Terran can CLIMB along cables and vines, and SLOW DOWN time.



MEDIA ASSETS

FTP SITE

Server: rooftop-host.eu

User: ResetEarthMedia

Password: REM123

Port: 21

GLOBAL PRESS CONTACT

Julie Skinner

Rare Consultancy

Julie@rareconsultancy.com

+44 7950899130

OZONE SECRETARIAT

Stephanie Egger Haysmith

Communications Officer

stephanie.haysmith@un.org

www.ozone.unep.org



with support from

