



TV UNITED NATIONS NATIONS UNIES

UN IN ACTION

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HEROES FOR CHANGE: 'COMICS UNITING NATIONS'

VIDEO

EXT. UN BUILDINGS

SDG SUMMIT SHOTS

COVER SHOTS OF 'COMICS UNITING NATIONS'

SHOTS OF EARLY UN COMICS
EXTRACT: 'THE WAY OF THE
DINOSAUR' (1983)
EXTRACT: 'DOCTOR IN THE SKY'
(1984)

NATABARA AT UN

NATABARA ON-CAMERA

AUDIO

NARRATION

2015: world leaders commit to 17 sustainable development goals for the planet at the United Nations in New York. The mission: to inform the world of these goals so everyone can play a role in achieving them. (14)

'Comics Uniting Nations' could be the key. The idea is to inspire young people as 'heroes for change' – superheroes in their everyday lives. (10)

The United Nations has delivered its message through comic strips and animation for decades, working with a colourful cast of characters... (7)

NATABARA ROLLOSSON: (In English) M

"What if we were to get comics to illustrate the sustainable development goals and make them fun and entertaining to an audience- a younger audience that the UN isn't used to reaching?"

(10)

SHARAD WITH NATABARA

NARRATION

The project, in partnership with UNICEF, PCI Media Impact, and 'Reading With Pictures', aims to produce an original comic book for each goal for worldwide distribution. (6)

SHARAD SHOWS GRAPHICS

One of the goals is Gender Equality. Sharad Devarajan, Head of Graphic India, shows the design he created with legendary comic book creator, Stan Lee, for 'Comics Uniting Nations'. (12)

Meet 'Chakra – The Invincible.' The story is about... (3)

CLOSE-UPS OF COMIC STORY

SHARAD DEVARAJAN: (In English) M
"..a young boy who creates a technology suit that activates the mystical chakras of the body. So East meets West, science meets spirituality." (7)

COMIC

NARRATION

But one day, Chakra switches identities with Leila, his neighbour...with dramatic consequences. Now Leila enjoys all the freedoms once available only to boys, while Chakra is stuck at home burdened with household chores instead of playing with the other children... (15)

SHARAD ON-CAMERA

SHARAD DEVARAJAN: (In English) M
"But by the end of the day, they switch back, and he's walked away with a great lesson- that

it's not so easy to walk in her shoes, and he's the first person to do the dishes with her that night, and he's the first person to make sure that all the kids invite her to the cricket game as well." (10)

NARRATION

'GIRL POWER' CLIP

Sharad's other projects also target gender inequality in India: 'The Girl Power Project' is a nationwide call for young girls to create a female superhero *they* would like to see. So the question is: 'What kind of superpower would you like to have?' (15)

Extract Girl Power Clip:

"I want to make a school for all those children in the world who don't go to school, so they can study. // I want to feed all those who are hungry." (5)

NARRATION

EXTERIOR AND INTERIOR SHOTS
COMIC CON

It all came together last October at New York's Comic Con. Over 170,000 attendees gathered at one of the largest pop culture events in the world... (10)

PANEL

The event also saw the launch of the 50th anniversary edition of 'T.H.U.N.D.E.R. Agents' – a comic book series created in the 1960s featuring a group of peacekeepers with superpowers known as 'The Higher United Nations Defense Enforcement Reserves.' (14)

'Batman' producer Michael Uslan has teamed

MICHAEL USLAN ON PANEL

up with China-based Huayi Bros. Media to produce a new series. (6)

MICHAEL USLAN ON-CAMERA

MICHAEL USLAN: (In English) M

“One of the magic things about T.H.U.N.D.E.R.

Agents is they don’t come from another

planet...they are given a technological device

from the scientists from different countries in the

UN, that gives each one a superpower. ...So

there’s a human element of it, but it’s about

everyday people who have an opportunity to

become empowered.” (16)

COMIC CON B-ROLL

COMIC SHOTS

OLAV KJORVEN IN PHOTO OPP
WITH PRODUCERS

OLAV KJORVEN: (In English) M

“Climate change is an epic challenge for

humanity. Dealing with gender discrimination,

same thing: it’s an epic challenge for all of

humanity. Well, comics are all about epic

challenges, and superheroes with super powers

that need to step up and help us deal with

problems.” (17)

OLAV KJORVEN

SHARAD ON-CAMERA

SHARAD DEVARAJAN: (In English) M

“A great superhero story touches us because it

takes us beyond race religion and culture. It

speaks to us in the primal language of human

imagination. And that’s the best thing we can do

if we want to foster the kind of innovative

thinking of tomorrow.” (11)

COMIC CON ATTENDEES
PICKING UP COMICS ON WAY
OUT OF AUDITORIUM

UN COMIC LOGO
SDG GOALS PROJECTED ON TO

The next generation of real-life superheroes will not just reflect society, they will be equipped with the special power to change it... Inspiring the world to dream bigger, and imagine greater.

UN BUILDING

(12)

This report was produced by Grace Barrett for the United Nations. (4.5)

UN LOGO