



WaterBear and OurFrame join forces to turn storytelling into measurable impact

Video is one of the most powerful forces shaping behaviour today. At a time when screen time is more debated than ever, WaterBear and OurFrame are opening a new chapter for the WaterBear Network - turning award-winning storytelling and community engagement into measurable impact for broader societal transformation.

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WaterBear, the global streaming platform dedicated to stories that drive positive change, is entering a new chapter by partnering with OurFrame, a Swiss non-profit specializing in impact-driven audiovisual production. Together, the two organizations will strengthen WaterBear's mission by combining storytelling with proven impact methodology - making the impact of stories and audience engagement measurable, transparent and tangible.

Founded on the belief that storytelling can shift perspectives, raise awareness, and inspire action, WaterBear has grown into a TV channel and brought together a global purpose-driven ecosystem of creators, NGOs, and major brand partners - from Sea Legacy, Greenpeace and the Jane Goodall Institute to Rolex, Nikon and Patagonia. Today, that is reflected in more than 17 million views, an audience of about 3 million people world-wide, over 700,000 subscribers, and 14 awards.

The partnership with OurFrame will build further on WaterBear's legacy and community. By bringing advanced expertise in designing and measuring the impact of audiovisual content, OurFrame will help WaterBear better understand how stories influence awareness, attitudes, behaviour, and action over time. The ambition is to move beyond inspiring audiences, and to make the concrete effects of powerful storytelling more visible, tangible, and scalable.

WaterBear will remain the platform, the brand, and the home for its community. OurFrame will support what happens behind the scenes, enhancing what already exists with additional structure, methodology, and a strategic framework to carry this next chapter forward.

“From the beginning, WaterBear has been rooted in the belief that storytelling and impact belong together. This partnership allows us to take that mission further by connecting emotion with evidence - creating new ways to understand how stories move people and how that engagement can contribute to meaningful change.” - Ellen Windemuth, Founder of WaterBear.

WaterBear has already begun demonstrating how audience engagement can translate into action through initiatives such as *Watch for Impact*, where viewing time has contributed to real-world outcomes including plastic removal, tree planting, meal provision, and ocean donations. This next chapter will build on that approach, expanding the platform's ability to connect films, global audiences and diverse partners through measurable, detailed and precise forms of impact.

For WaterBear's global community, the partnership will open the door to new features, new content, and new ways to engage with the platform. For filmmakers and creators, it will offer stronger opportunities to understand how stories influence audiences and inspire action. For NGOs, impact organizations, and commercial brand partners, it will provide more robust ways to connect storytelling with engagement data and real-world outcomes, while maintaining WaterBear's editorial independence.

Built on shared values, the collaboration reflects a common ambition: to support creators, bring environmental and social stories to wider audiences, and empower communities to shape their own narratives through storytelling that does more than get seen.

Together, WaterBear and OurFrame will be strengthening the platform so its stories can travel further, engage more people, and contribute to broader societal transformation.

Connected by stories. United by impact.

About WaterBear: WaterBear is a global streaming platform combining award-winning content with impact through hundreds of non-profit partners, storytellers, purpose-driven brands and a community of 700,000 people, believing that stories can drive real-world change.

About OurFrame: OurFrame is a Swiss non-profit dedicated to impact in audiovisual production. Combining editorial independence with creative production expertise, it brings an impact methodology designed to help audiovisual storytelling demonstrate measurable change.

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