# BE HOPE Podcast Takeover
# September 2025

**OVERVIEW**

Despair is no longer an undercurrent. It's the atmosphere. Rising inequality, worsening climate disasters, violent conflict and democratic backsliding have left people disillusioned and weary. Trust is eroding: in institutions, in progress and in the possibility of a better future.

As we mark the final five-year push to achieve the Global Goals - the world's promise, agreed by 193 world leaders, to end poverty, reduce inequality and tackle climate change by 2030 - this is the context we find ourselves in. Growing global challenges, and a rising sense of overwhelm for the future. But there is still time to act. Now more than ever before is the moment to double down on hope, urgency and possibility.

This September, ahead of the 80th UN General Assembly in New York, top global podcasts will address the pressing challenges and potential solutions through a special BE HOPE Podcast Takeover. Influential voices across sectors will share bold ideas, real solutions, and powerful stories spotlighting progress and the work ahead.

Supported by leading platforms Spotify and Apple, with homepage features, the impressive collection of podcasts will draw audiences to an inspiring, solutions based consideration of key challenges of our time. Think of this as a podcast version of Climate Week's late-night TV takeover, and a chance for guests to be part of a collective moment, where every podcast contributes to a powerful, global story of hope, progress and collaboration that will drive media coverage and lasting impact.

Episodes will explore both a clear-eyed view of global crises and the inspiration needed to fuel action. Each show will maintain editorial control and bring the hope framing in as relevant for their show, guest and audience - this may be a segment rather than the entire episode.

*The podcast takeover is part of the BE HOPE campaign, which on the first ever International Day of Hope (12 July 2025) unveiled bold new work from British Nigerian artist Yinka Ilori to take over key sites across the UK and a report in partnership with the ONE Campaign.*

**THE FORMAT**

- **Leading Voices**: Each podcast will feature a guest who can unpack a key global issue—themes such as climate, gender equality, health, or innovation. They will be experts, leaders and changemakers who inspire action.
- **Style:** Podcasts will retain editorial control to ensure maximum impact and relevance for their audience - they will follow their usual format, as told through the lens of hope. The entire episode doesn't have to be given over to the theme of hope - this can be a segment of an episode exploring the broader thematic issue that the guest brings.
- **Global Reach**: We are partnering with leading podcasts and guests from across regions to ensure broad, diverse storytelling.




- **Mass Amplification**:
    - Leading platforms Apple and Spotify will highlight the Be Hope Takeover with rails and episode spotlights on home/discover pages - putting the podcasts front and centre for listeners around the world.
    - Audio ads to drive engagement.
    - Campaign & Comms Strategy highlighting the series and the guests and podcasts involved

**The First of Its Kind — Join Us:**

- **Podcasts:** Spotlight bold ideas, feature influential voices, and deliver conversations that spark change.
- **Platforms:** Align with a high-impact, socially conscious campaign built to captivate audiences and fuel engagement.
- **For Listeners:** Hear the stories that matter — and discover how to be part of Hopeful solutions.

**This is our moment to turn up the volume on hope and turn it into impact.**
**Join the Be Hope Podcast Takeover and help turn hope into impact**

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**About Us:**
**Project Everyone** is a not-for-profit creative communications agency dedicated to promoting the Sustainable Development Goals (SDGs) through powerful storytelling, innovative campaigns, and global partnerships.

Our SDG Advocacy campaigns have reached billions, influenced policy, and engaged citizens in over 160 countries. Now, we are harnessing the expansive, intimate power of audio storytelling to spark a global podcast movement. These takeovers are not just episodes, they are part of a coordinated moment to elevate the Goals, spark dialogue, and connect listeners to urgent global action.

***Sample Introduction***

***NB: These are simply example framings - podcasts do not have to give the whole episode over to the theme of hope, and maintain editorial control to bring in the hope messaging as relevant to their format and audience.***

**Hope Episode:**
The world feels heavy right now - from raging wars and humanitarian crises to increasing impacts of climate change, it can be hard to imagine a brighter future. As world leaders prepare to gather in New York for the 80th United Nations General Assembly next week, we're joining a global collaboration of podcasts who are coming together to pause, reflect, and ask: in the middle of so much uncertainty, where do we go from here? How do we maintain a sense of hope?




We're not here to sugarcoat the challenges, but to explore what's still possible, and the ideas, actions, and movements that might help us navigate what comes next.

Today's guest has spent their career at the heart of these questions, facing both progress and setbacks. Together, we'll talk about the realities we're up against, the sparks of change that can still break through, and what it means to "be hope" and keep going when the future feels unclear.

**Hope Segment:**
As part of this week's conversation, we're joining podcasts around the world for a unique moment of reflection. With world leaders about to gather in New York for the 80th United Nations General Assembly, we're taking a few minutes to talk about one question that feels urgent right now: where do we still find hope? We know the challenges are vast, but this is a moment to pause and ask what's still possible, and how we might move from uncertainty to action."

***Possible Questions***

1. "When you look at the state of the world today—what gives you hope?"
2. "What's one story, solution, or idea you've seen that shows we *can* turn things around by 2030?"
3. "For people feeling overwhelmed—what's one way we can stay hopeful and take action to be part of the solution?"
4. "Have you ever faced a moment when you felt hopeless—and what helped you find your way back to hope?"
5. "If you could broadcast one message of hope to everyone on the planet right now, what would it be?"
6. "What do you think we often get wrong about hope—and what does real, grounded hope look like to you?"