

East Yorkshire firm's international accolade for spreading the word about The Waterline campaign

An East Yorkshire production company has won a prestigious international media innovation award for its series of podcasts, webinars, videos and online resources reporting on how the Humber is tackling the global climate change crisis.

The Waterline Live was produced by Beverley-based Blue Aurora Media in partnership with Marketing Humber to engage with international experts and audiences through its programme of annual high-profile summits.

It was named Best Climate Change Omni-Channel Production at the Media Innovator Awards 2021.

Read more: [Cinematic take on Energy Estuary's Net Zero transition to have COP26's 'Eyes on the Humber'](#)

"It's a great accolade to be recognised with this prestigious international award," said Blue Aurora Media founder and executive producer/director, Jonathan Levy.

"We have developed an innovative omni-channel multi-media platform approach with Marketing Humber to connect The Waterline campaign and local partners with an international audience."

The Media Innovator Awards recognise outstanding productions with international nominations in over 40 categories. This year's winners came from all over the globe, including the USA, Canada, South Africa, Germany, India, Australia and The Caribbean.

Diana Taylor, managing director of Marketing Humber, which has created The Waterline initiative to bring together all sectors of business, government and society to tackle the climate crisis on a local and global scale, has welcomed the award as well-deserved recognition for the innovative approach.

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“Climate Change is critical to the entire planet, but it also

presents a huge opportunity, and the Humber is leading the way,” she said. “Jonathan’s expertise has helped us engage with global experts and audiences to tell that story with a unique multi-faceted communications package, achieving an unprecedented reach. We congratulate Jonathan on this well-deserved award and look forward to working with him in partnership throughout 2021 and beyond.”

This month’s award is well timed as a third season of The Waterline Live goes into a month-long production schedule starting with the [latest summit opening on Monday](#). It features a range of physical and online hybrid events across the region.

A big theme this year is connecting the Humber to COP26, the decisive United Nations climate change conference being hosted by the UK in Glasgow at the beginning of November. Mr Levy will be hosting The Waterline Live from COP26, through to its conclusion, to report on how the Humber is being presented to the world and the reaction of international guests.

It starts with an introductory online webinar/video with guests from New York, Seoul, Bangkok, Milan and California, including Dr Chris Boshuizen who received his astronaut wings this week after a successful sub-orbital flight into space with actor William Shatner (Star Trek’s Captain Kirk) aboard the Blue Origin New Shepard rocket.

Headline speaker is Laura Paterson from the World Meteorological Organization based at the UN Headquarters.

It sets the standard for a week of local interviews and international guests from around the world, with daily podcasts, videos, webinars and special video features from The Waterline Live.

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