

CONCEPT • NOT PRODUCED

ECO HEROES EXPERIENCE • TV FORMAT

The show is what happens when adults answer.

An unscripted factual format. A class of 9–17-year-olds writes its own unfiltered questions about a real challenge in their world. A hero answers them on camera, and then meets the children in person. Nothing scripted.

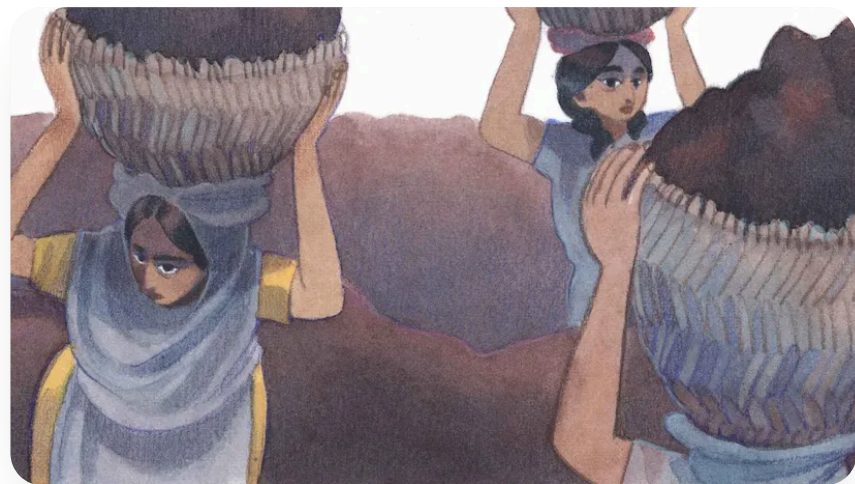
October 2026 eco-heroes.org/experience/tv Girona, Spain

THE IDEA

Children ask. Adults answer. Everyone watches.

Most programmes about the world's big challenges are adults explaining things to children. This format turns it round: the children set the questions, and the adults who shape the problem, or are trying to fix it, have to answer them, first on camera and then face to face.

The questions are never filtered or rewritten. That is the one rule the format cannot break.



 AT A GLANCE

One format, built to travel.

Genre

Unscripted factual. Children 9–17 on screen; parents and grandparents on the sofa.

Duration

26' standard or 45–52' family prime time; short-form digital cutdowns built in.

Episode engine

The 17 UN Sustainable Development Goals: one goal per episode, a multi-season horizon.

Key scene

The Mirror Moment™: the hero watches the children's reactions, live. Nothing scripted.

Adapts everywhere

Hero, school, language and goal are local in every territory; the five-phase structure never changes.

Editorial support

Eco Heroes holds the exclusive worldwide licence to publish the 17-book illustrated series, one per goal, for the education sector.

 THE CONFRONTATION LOOP™

Five phases, every episode.

The same spine each time, so the audience always knows where they are and the tension builds towards the meeting.

01

Question Bank Builder

A class writes its own questions. Nobody filters them: that is the rule.

02

Hero Interview

The hero answers the children's questions on camera.

03

Confrontation Moment

The children who wrote the questions face the hero in person.

04

The Mirror Moment

The hero watches the children's filmed reactions, live, cameras on the hero's face.

05

The School Return

The answers go back to the classroom and become a mission.

ONE EPISODE • ILLUSTRATIVE 26' STRUCTURE

From a question to a mission in half an hour.

- ❏ **Cold open.** The challenge, seen through the children's eyes in their own town.
- ❏ **Question Bank.** The class writes and chooses its questions, on camera.
- ❏ **Hero Interview.** The hero, on location, answers them one by one.
- ❏ **Confrontation.** Children and hero meet; follow-up questions, unscripted.
- ❏ **Mirror Moment.** The hero watches the children's reactions to the answers.
- ❏ **School Return.** The class turns what it learned into a mission at home and in school.

Timings are a design proposal for a 26' slot; the 45–52' version gives each phase more room and adds a family-at-home strand.



THE SEASON ENGINE

Seventeen goals. Seventeen books behind them.

Each episode takes one Sustainable Development Goal, from poverty and hunger to climate, oceans and peace. Every goal already has a licensed picture book, a one-minute mission video in two age versions and a lesson plan, so each episode starts from finished, checked material and leaves a classroom resource behind.



BEYOND THE SCREEN

The episode ends; the mission starts.

- Every episode closes on the same mission the children took on, so viewers at home can do it too.
- The Eco Heroes platform is live today: picture books, 442 captioned mission videos, an adventure game, trivia and 51 lesson plans in 13 languages.
- Teachers get a ready lesson for the episode's goal; families get the home mission.
- Home-viewer participation (trivia, QR, messaging) is part of the format design.



 LOCAL IN EVERY TERRITORY

What changes, and what never does.

Local every time

The school, the children, the hero, the language and the goal's local face: a farmer, a doctor, a mayor, a water engineer, a company director.

Fixed every time

Unfiltered children's questions, the five phases in the same order, the Mirror Moment™, and a mission that goes back to school.

The platform the format draws on already runs in thirteen languages: English, Spanish, Catalan, French, German, Italian, Portuguese, Dutch, Arabic, Japanese, Korean, Chinese and Danish.

STATUS

A format design, stated plainly.

0

episodes filmed

0broadcasters or production
partners attached**17**licensed picture books the format
is built on**442**

mission videos that exist today

No footage has been produced, no broadcaster or production partner is attached, and no audience figures exist. Format notes and episode run-downs are available on request. The format, its structure and its named elements (the Confrontation Loop™ and the Mirror Moment™) belong to Eco Heroes.

 NEXT STEP

Let's talk about the format.

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Heroes overview is at eco-heroes.org/experience.