

A woman with reddish-brown hair, wearing a white helmet with 'EDELRID' on it, a blue long-sleeved shirt, and a safety harness, is climbing a rope ladder. She is smiling and looking upwards. The background is a blurred outdoor setting with trees and buildings. The entire image is framed by a thick orange border.

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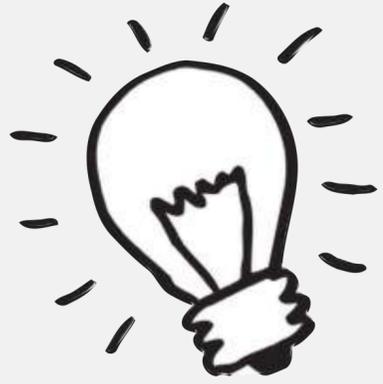
with Kari Byron



crash-test. verb.

\ 'krash \ (tĕst)

1. to test something to see how it works



Concept

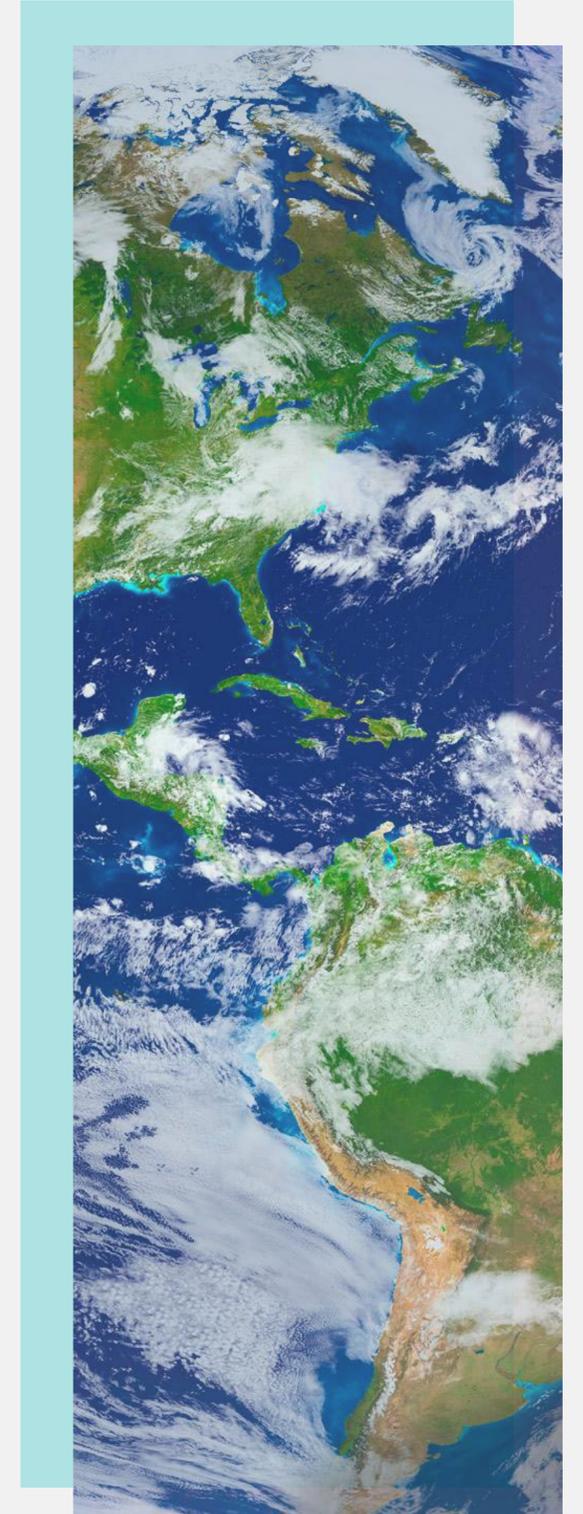
CRASH TEST WORLD is an educational adventure series that takes kids and families around the world to discover what it's like to live in another culture. As the original *Crash Test Girl*, host Kari Byron dives (sometimes literally!) into a place to see how history, location and the people who live there, all come together to create a unique local culture. From Berlin to New York City to a Maasai Village in Kenya, Kari crash tests each place, checking out the art, music, sports and favorite activities to see what makes that place tick.

CRASH TEST WORLD is all about dropping in and testing out a culture to see how it works. In every show, Kari asks the important questions of our time:

- In Berlin, do walls once built to separate people now bring them together?
- In Tel Aviv, how do families surrounded by conflict live in peace?
- In Brisbane, what are locals doing to save the Great Barrier Reef?

To give a global perspective on a place, Kari also explores:

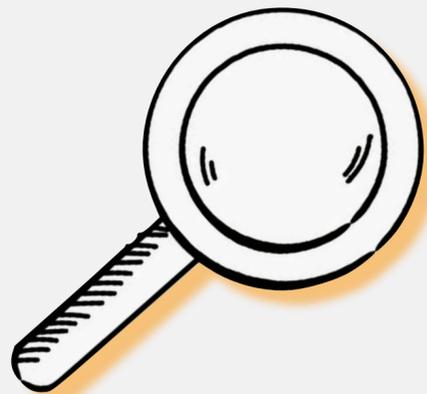
- How does technology change the future for the better?
- How do 21st Century cities work for families?
- How are traditional societies changing to provide opportunities for immigrants?



Series Format

Immersive. Curious. Active. Authentic. Revealing. Surprising.

These are the ingredients to the unique stories in **CRASH TEST WORLD**. Filmed entirely on-location, our host Kari Byron (*Mythbusters* and Netflix' *White Rabbit Project*) crash tests a new region or theme during each 30-minute episode.



CRASH TEST WORLD presents a lively mix of information and activities intended to entertain, inspire, and inform both children and adults. Cameras accompany Kari, shooting in a very lush, intimate, revealing style.

CRASH TEST WORLD will be vérité and real, working best as the cameras and audience follow Kari's exploration and adventure. Fresh and young energy will be translated through fast cuts, multiple camera angles, and direct-addresses into the lens. Local experts knowledgeable on particular topics will be featured to provide context, and dynamic graphics and animation will illuminate story points and factoids as diverse as architectural reveals and biological phenomena.



KARI BYRON

Host & Executive Producer

Kari Byron has been a strong presence in the world of reality-based science programming as a host on Discovery Channel's *Mythbusters*. Her curious nature makes her the perfect avatar to bring the exploration aspects of **CRASH TEST WORLD** to life. Engaging her dualities as a 'Sci Girl' and an artist, a brave explorer and curious nerd, Kari infuses each story with her unique personal approach to storytelling, which is both relatable and accessible.

CRASH TEST WORLD engages Kari's genuine curiosity in immersive journeys of exploration on a variety of topics. Kari is especially gifted in her appeal to nerd culture, science, arts and offbeat cultural phenomenon, and **CRASH TEST WORLD** will lean heavily into her authentic areas of interest and her gift of applying scientific understanding to explaining all manner of phenomenon. Nothing is off limits—Kari is a fearless explorer, asking the authentic questions that viewers might be too afraid to ask.





ADVENTURES





Berlin, Germany

Episode 1

OVERVIEW / EPISODE THEMES

Do walls work? See how this ultra modern city, one of the most divided on earth, became a vibrant center for art, culture, and immigration.

Kari Byron crash tests the ongoing urban experiment known as Berlin, and discovers what was once the most defining feature of the city, the Berlin Wall, has given way to an entirely unique urban experience.

How Do Walls Work?

Kari explores the world underneath Berlin and discovers that people will always find a way over or under walls. She cracks the code on how The Berlin Wall, once intended to divide a people, created the exact opposite effect and the Berlin of today is arguably the most free city of all.

Migration To Germany

Berlin has always had a long history of migration, and in the last few years, a historic number of migrants and refugees have arrived in the city, many of them fleeing Syria. Kari spends a day with a refugee family to better understand the challenges faced when arriving in a new land.

Street Art

When the city was divided, West Berlin became an attractive haven for artists and unconventional thinkers alike, drawn in by cheap rent and a thriving underground culture. In the wake of reunification, street art flourished and attracted urban artists from around the world, who continue to leave their mark on the ever-evolving urban canvas that is Berlin.



Jerusalem, Israel

Episode 2

OVERVIEW / EPISODE THEMES

Is peace possible? In a world of conflict, people can live in peace.

Kari goes in search of communities across Israel that are living in peace, and discovers that it is the young people, with their curiosity of their common history, their sharing of food and cuisine, and their desire of intersectionality in sports and music, who are striving for peaceful coexistence, despite the ongoing conflict around them

A Common History

Kari meets up with students from an integrated school in Jerusalem and together they explore their shared history as they become archeologists for the day and sift for artifacts from the Temple Mount.

Breaking Bread Together

There's no better way to bridge a divide than with food, as Kari learns when she shares a meal with an Israeli chef and Palestinian tahini producer who happen to be longtime friends.

Surfing For Peace

Kari explores the port city of Jaffa, an enduring bastion of coexistence where Arabs, Jews and Christians have peacefully lived, worked and socialized together for decades. She takes a lesson in riding the waves with Palestinian and Israeli surfers who have joined forces in an innovative initiative.



New York, New York

Episode 3

OVERVIEW / EPISODE THEMES

How do cities work? With more than half of the world's population living in cities, daily functions are a major challenge.

Cities present major challenges in terms of transport, energy, and waste management. In this episode, Kari visits New York City, a place where immigrant populations have retained their cultural traditions, and where urban planners struggle to make the city more live-able

Ports

From Ellis Island to JFK, Kari explores the history of immigrants arriving by sea and by air, and takes us behind the scenes at JFK airport to learn how this amazing “mini-city” works.

Eat Your Way Around the Globe

Kids of NYC share their families' wide range of culinary traditions with Kari as she investigates where the food for nearly 30 million meals a day comes from.

How NYC Handles Its Trash

The Big Apple generates more than 14 million tons of trash a year, and spends around \$2 billion disposing of it — sometimes shipping it halfway around the world. Kari spends the day with a NYC Department of Sanitation worker and together they explore ways we can all reduce household trash.



Doha, Qatar

Episode 4

OVERVIEW / EPISODE THEMES

How do people live in deserts? How do we make places with extreme climate conditions and limited resources like the desert inhabitable?

Home to some of the world's oldest human history, Doha, Qatar is a land of sweeping desert vistas, deep-rooted heritage, and now a modern, technologically-advanced metropolis on the Persian Gulf. From the 100+ year-old Souq Waqif to the futuristic cityscape, this episode will take viewers through Doha's rich array of historic customs and traditions as well as into the ambitions for the next generation.

Learned Tradition

Kari and a Qatari Historian head out for a desert campout to learn how Qatari cultural traditions have been preserved and continue to evolve over time-- allowing age old methods to pass from generation to generation.

Water & Food

Soaring heat often means dry inhospitable soil but this is of no consequence to the innovative Qatari people. From desalination to sustainable farming, Qataris are always finding creative ways to deal with water shortages and farming demands.

Markets

Markets are the hubs of commerce and culture. Qataris make the desert inhabitable by creating markets where economies grow and societies form.

San Francisco, California

Episode 5

OVERVIEW / EPISODE THEMES

How can technology make the world a better place? Looking at the positive impacts of technology.

In a world where modern technology has meant a significant increase in screen time for adults and kids resulting in less physical activity and the onslaught of attention deficit and depression, we flip the script and explore ways tech has improved our lives.

Battling Climate Change

Kari meets with a Rainforest Conservation team called Rainforest Connection to learn about their app based technology used to monitor illegal logging and poaching. Using recycled cell phones they're able to transmit and monitor real-time sounds from rainforests around the world.

Rehoming Shelter Animals

Approximately 1.5 million shelter animals are euthanized each year in the United States, largely due to overcrowding. Kari travels to Houston to meet the leaders of Best Friends Animal Society who are using technology to save the lives of shelter animals. Using their cloud reliant database, they're able to track capacity at the nation's shelters and relocate animals to facilities not yet at capacity.

Ocean Conservation

What if there was a way to make beach clean ups more efficient? Ocean Conservancy developed an app to log and track our ocean's trash. Any person or organization can download the app and log information on what kind of trash is found and precisely where it's located. Kari will meet with the team at Ocean Conservancy and use their technology in her own beach clean up.

The United States

Episode 6

OVERVIEW / EPISODE THEMES

How to feed our ever growing, hungry planet? Populations continue to grow, but many food sources are finite, and dependent upon a delicate balance.

With more than 2 BILLION people being added to the world's population by 2050, feeding the planet is one of the biggest challenges this generation has to face. Kari meets with people in the US with who have some innovative food solutions. From invigorating bee populations to edible insects she will seek out leaders answering the question: "How do we continue to feed our planet?"

Bee Keeping

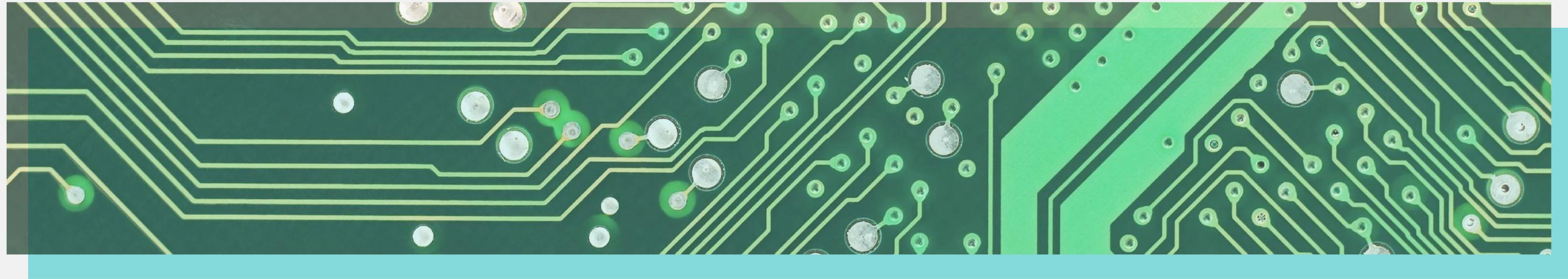
Bees are the world's most important pollinator of our food crops and for the last decade they've been dying off at an unprecedented rate – up to 30% a year. Kari meets with a fourth generation Urban Bee Keeper in San Francisco to learn how to maintain a bee colony and how this impacts the planet.

Edible Insects

Entomophagy is the practice of turning insects into food. Two billion people in the world eat bugs and have for hundred of years. Bugs are easier on the environment than traditional sources of protein; they're packed with nutrition and can taste great too! Aly Moore, founder of Bugible and EatBugEvent.com, will show Kari how to create a tasty meal with edible insects.

The Impossible Burger

Animal agriculture occupies about half of the earth's land, consumes a quarter of our freshwater and is harmful to our ecosystem. Replacing meat-centric diets with plant based foods can have a huge positive impact on our environment, and our health. Kari sets out to change hearts and minds--meeting with the innovators at Impossible Foods to learn about their popular innovation, "The Impossible Burger".



Digital Component

CRASH TEST WORLD will be more than just a TV show. While other educational and travel programs have traditionally only offered viewers the option to passively watch, listen and learn, **CRASH TEST WORLD**'s digital component will offer all viewers an immersive and engaging edutainment experience.

CRASH TEST WORLD will provide a cohesive, cross-platform experience. Its digital component will function both as a 2nd screen complement for TV viewers and as a digital destination hub for online, connected, and mobile viewers.

CRASH TEST WORLD will feature fully integrated digital and social media elements in each episode along with extended and online-exclusive video footage, Instagram galleries, and interactive quizzes to further engage 2nd screen, mobile, online, and TV audiences. The digital component will allow for better engagement of **CRASH TEST WORLD**'s target audience: today's young, connected and cross platform viewers.



About ProjectExplorer.org

ProjectExplorer.org is one of America's most popular, most experienced, and most trusted providers of kid-friendly videos.

Since 2005, the acclaimed ProjectExplorer.org web series has set students' imaginations alight by bringing the world into their classrooms and homes. Now, with a growing audience of **over six million viewers**, we're expanding on that history of engaging, cultural and educational content to create **CRASH TEST WORLD**.

"Students will be hard pressed to find a better site for visiting new and unusual locations around the world and learning about how other people live."

Don Oldenburg, Parents' Choice Foundation

"ProjectExplorer takes the time to properly research what is needed to capture environments without bias and gains access to areas that provide a rich landscape for learning."

John Hishmeh US Department of State

"ProjectExplorer is the only mechanism that will prepare our young people for the task of being the leaders of tomorrow."

Dr. John Kani, Chair of the Apartheid Museum

JENNY BUCCOS

Series Creator & Executive Producer

Jenny M. Buccos is the Director, Producer, and Series Creator of ProjectExplorer.org. Long before the existence of YouTube, she founded Project Explorer as a means to educate children and families about global cultures and histories. To date, she has directed and produced more than 500 webisodes, reaching a global audience of over 6 million viewers.

Jenny is a three-time recipient of the prestigious GOLD Parent's Choice Award for Excellence in Educational Programming. She is a 2010 recipient of the National Award for Citizen Diplomacy and was named a White House Champion of Change in 2012. In February 2013, Jenny was recognized as one of the National School Board Association's *20 to Watch* - an award given to emerging leaders within the EdTech community who will "impact the field for the next 20 years."

Jenny's work has taken her to over 75 countries and she regularly lectures on the importance of global understanding in primary and secondary education.



ANDREW ZIMMERN

Production Partner & Executive Producer

Andrew Zimmern's Intuitive Content is developing and producing original television series, broadcast specials and is also partnering with some of the biggest companies in the world, creating brand driven series and web content.

Zimmern has brought together a great combination of fresh dreamers and experienced do-ers, all dedicated to creative ideas that will reboot any medium they're playing in.

Intuitive.

it's the difference between thinking something is great, and knowing it.



THANK YOU!

LET'S MAKE SOMETHING
AMAZING TOGETHER

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Project Explorer
INTUITIVE
CONTENT

