

THE CLIMATE INITIATIVE

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Lila Goes Viral

A Global Creative Climate Challenge

An invitation to TCI Youth Ambassadors

ABOUT LILA GOES VIRAL

Lila Goes Viral is a climate-themed, song-driven YouTube series originally developed through The Aspen Institute's Planet Media initiative. The show follows a teen girl, Lila, who visits the Great Barrier Reef, is struck by witnessing climate change up close, and is inspired to write and post an original song to her YouTube channel. Lila goes viral overnight, and everyone is putting their spin on her song.

The series is designed to meet youth where they are, blending creative expression with climate storytelling in a format they already know and love. The series goal is to involve more young people into the climate resiliency conversation and move them towards real-world action, like through TCI's programs and resources!

The first full season will be launching this April, in honor of Earth Month!

Watch the trailer that got **2.5 MILLION VIEWS** to meet Lila and hear "Fish Out of Water" for yourself.

[Watch the Trailer Here →](#)

THE COLLABORATION

The team behind Lila Goes Viral is inviting TCI to activate its global network of ambassadors & students in a creative climate moment. This is a chance for your voice and perspective to reach audiences around the world.

THE ASK

Listen to Lila's hit "Fish Out of Water," [HERE](#) and then upload your own creative interpretation to [THIS FORM](#) and then post on socials using: **#LilaGoesViral**

Deadline for Submissions is Friday, April 10, 2026

HOW TO PARTICIPATE

Share your interpretation of "Fish Out of Water" in any format that speaks to you:

- Remix the message
- Record a duet or harmony version
- Rewrite a new verse reflecting local climate impacts
- Translate the song into another language
- Create a mashup with another climate anthem
- Spoken word or poetry inspired by the lyrics
- Personal monologue: "The moment I felt like a fish out of water"
- Choreograph or perform a dance interpretation
- Create visual art inspired by the song
- Design a lyric video
- Produce a PSA using the song
- Make a mini-doc about a local climate issue set to the track
- Create a comic strip or graphic novel scene inspired by Lila
- Document climate actions using the song as the sound

Questions: Reach out to TCI's Youth Engagement Manager Ariel at ariel@theclimateinitiative.org