

How **Jackson Wild** strengthens connection and commitment to the natural world

Jackson Wild partnered with Hivebrite to build the **Jackson Wild Collective** to connect its global community of nature filmmakers.

Key stats

1,658
Active users

64%
Member
activation rate

**Global
Talent
Database**



Meet the customer

Jackson Wild is a non-profit organization that accelerates and elevates impactful storytelling at the nexus of nature, science, and climate. It does this through innovative and collaborative gatherings, skill-building initiatives, mentorship programs, and career development.

Founded in 1991, the organization hosts the biennial Jackson Wild Summit, an in-person event featuring workshops, panel discussions, screenings, and the Jackson Wild Media Awards—the nature-film industry’s equivalent to the Oscars.

“As a global community, the map feature has been incredibly valuable for helping members connect with peers in their area. We also love the group feature. We created a Jackson Wild Fellow group for our fellowship program alumni to keep in touch and offer targeted career development opportunities.”

Angelica Shaw,
Collective Manager, Jackson Wild

The challenge

Historically, Jackson Wild’s work was centered around its Summit, which united people worldwide for film screenings, workshops, and networking events. Following requests from organizers and members, the organization sought to expand programming beyond the annual event to enable year-round connection and collaboration.

The solution

Jackson Wild partnered with Hivebrite to build the Jackson Wild Collective—a virtual home for the Jackson Wild global storytelling community to connect, collaborate, and inspire change year-round.

Membership is free to everyone in the environmental documentary film industry.

Using Hivebrite’s Groups feature, Jackson Wild has created affinity groups within the community, including cohorts for its Fellowship

programs and a group for LGBTQIA+ nature and wildlife creators and scientists. These groups offer members more targeted resources and connections.

The community also houses a global database of local talent so that filmmakers can hire film crews in the countries where they work. It also offers masterclasses, a job board, a resource hub, and events to foster professional growth and facilitate connections to drive conservation efforts.

The outcome

With the Collective, Jackson Wild has created a space where the wider film community can share and amplify diverse narratives highlighting the shared and pressing responsibility to protect the natural world.

“The Collective is a great introduction to the Jackson Wild community,” says Angelica Shaw, Collective Manager at Jackson Wild. “It is a place for people to connect and learn more about opportunities within Jackson Wild and the industry. We love to see people come in through the Collective and then go on and apply to be a volunteer or Fellow.”

