

Creative Brief SOEP

About us

“Somewhere On Earth: The Global Tech Podcast” is a global technology podcast that reports on health, agriculture, education, family, human rights and development, focusing not just on the tech, but also on the human. Our community of listeners helps us understand the big tech stories in the news and how they impact culture and society for all of us. We focus uniquely on the untold, often neglected, digital stories around the world.

Plenty of podcasts report on Silicon Valley and the latest gadgets. But we peer deeper into today’s information society, bringing you stories about technology in people’s everyday lives, not just in the world’s wealthy regions but also in low and middle income countries. We bring you tech stories from somewhere on earth...

SOEP

Somewhere On Earth Productions or SOEP does what is says in its name. We are in effect SOAP: clean, new, accessible, fresh and vital. Our first SOEP podcast is about technology across the planet. The aim is to expand on this to global health and the environment. As we've seen with the COVID-19 pandemic our health is a planet wide issue that cannot be managed in isolation by individual nations.... The same is true of the environment, no one on Earth can ignore the impact of climate change and the only solution is for the world's population to respond as one. This is the underlying theme of SOEP - our one planet story and the impact of our one and only planet's future.

The team

SOE: The Global Tech Podcast is made in London but with an international team of experienced reporters, producers and editors. Each individual member has been reporting on technology, either globally or in their region, for many years and we bring this together to create a unique and worldly podcast for audiences across the globe.

Presenter:

Gareth Mitchell is the former presenter of the BBC World Service flagship technology programme “Digital Planet” (formerly Click and Go Digital). He brings a wide range of experience from travelling around the world reporting on tech as well as lecturing at one of the leading universities in the world; Imperial College, London on their MSc in Science Communication. This course is a birthplace of many science, tech and health journalists currently working across national and international media. Before turning to broadcasting, Gareth graduated in Electrical and Electronic Engineering and has maintained his geek credentials ever since.

Studio Experts

SOEP brings together a team of journalists who live or have worked in many regions of the world. Each one of them brings their unique specialism to ensure the sound of the show reflects the many areas of tech that impact our everyday lives, wherever we may be.

Angelica Mari

Angelica is an award winning fintech journalist based in Sao Paulo, Brazil. Previously a studio expert on Digital Planet she has reported for many international publications including Forbes and Computer Weekly. Angelica is fluent in Portuguese, Italian and English.

Ghislaine Boddington

Ghislaine is a pioneer amongst digital creatives since the early 1990's and a leading expert in virtual presence and immersion experiences. She's a Reader in Digital Immersion at the University of Greenwich and Co-founder and Creative Director of 'body>data>space', a collective of artists and designers engaged in creating connections between performance, architecture, new media and virtual worlds. She was also a studio expert on Digital Planet for BBC World Service and is a member of the UK Government DCMS College of Experts.

Peter Guest

Peter is the former Enterprise Editor for Rest of World, the lead behind the FT's "This is Africa" magazine and is a Pulitzer grant recipient. He is currently at WIRED.. His most recent reporting covered the aftermath of the Bitcoin collapse in Kazakhstan and the infrastructure left behind.

Wairimu Gitahi

Wairimi is a Nairobi based multimedia journalist who regularly produces and presents podcasts for numerous organisations including the UN. She travels across Africa to report on fintech, business tech and development tech. She speaks English, Kiswahili and French.

Editor and Producer:

Ania Lichtarowicz

Ania is a highly experienced broadcast journalist and former producer of Digital Planet. She worked at the BBC for 25 years in a variety of roles including Science Producer on the network's leading news programme Today, Radio 5 Live Science Correspondent and World Service Health Reporter, where she spent about four months a year abroad reporting from mainly developing countries including Mozambique, Nigeria, Cambodia, Brazil and South Africa. She was the Editor of the Ebola Regional Response Unit for BBC Media Action, travelling to Liberia during the 2015 Global Ebola Pandemic and managing a team of 30 reporters, while editing and producing a weekly radio programme "Kick Ebola from Liberia" in Liberian English. Ania's first language is Polish, she is fluent in English and she studied Biology and French at University.

Episodes

Each episode will reflect a leading tech story of the week and how that is impacting our listeners. We will not report it as news but look further and deeper into the tech behind the news and also the repercussions of our society and culture. We very much report on the impact of tech on our everyday lives and in turn how our everyday lives influence the development of technology.

Our listener community is key to the show. Their experiences will form a large part of the podcast. We hope to discover your tech and how you cannot live with or without it.

Finally our studio experts will bring in their expertise to each show and tell us the most engaging and prominent stories that they have been working on.

Podextra

Our premium subscribers will each week get a bit extra - either expansion of our programme stories with our presenter and studio expert or more of our guests' views on their topic. We will also bring you special guest interviews early and much more from our community - and we hope they will take part too.

Live Events

Our live events will bring together our community of listeners. Each one will be held “Somewhere on Earth”, each time in a different location that will bring together the top tech of that region and listeners who are living with that tech. It will be an opportunity to meet our team and our sponsors and supporters as well as for the team to explore and report on the local issues that impact our listeners day to day activities.