

Sustainable Media Center Partners with Intentional Futures to Launch Actv8.Media Initiative

NEW YORK, NY, UNITED STATES, August 12, 2025 /EINPresswire.com/ -- The [Sustainable Media Center](#) (SMC) today announced a strategic partnership with [Intentional Futures](#) (iF), a Seattle-based strategic design studio and consultancy, to launch Actv8.Media — a multi-million-dollar initiative aimed at building safer, more sustainable digital spaces for young people.

Intentional Futures, originally incubated by the Bill & Melinda Gates Foundation, has spent the past 15 years helping mission-driven organizations translate bold ideas into real-world impact. The firm's collaborations include high-profile work with Pivotal Ventures (Melinda French Gates), the Walton Family Foundation, and the Aspen Institute, with expertise spanning education, public health, tech ethics, and youth empowerment.



"This partnership gives us the strategic and creative muscle to move from vision to action," said Steven Rosenbaum, Executive Director of the Sustainable Media Center. "Actv8.Media is about turning a critical conversation into a coordinated movement — one that delivers real tools, measurable progress, and a path toward a healthier digital ecosystem."

"We're aligned with SMC's bold ambition," said Mitch Ratcliffe, Director of Digital Strategy & Innovation at Intentional Futures (iF). Social media must be liberated from design thinking anchored in the early web era. "Actv8.Media will give youth the power to co-design digital futures to create more cohesive and healthy paths to innovation. We're excited to bring iF's storytelling, design, and creative expertise to the challenge of making Actv8.Media visible and actionable for

funders and the public.”

Emma Lembke, Director of Gen Z Advocacy at the Sustainable Media Center, added, “For too long, we have talked about young people but have not included them in shaping the future of technology.”

The partnership begins with a catalytic early funding campaign designed to unlock the full scope of Actv8.Media’s launch. Intentional Futures will work closely with SMC to refine the case for support, prepare the team for funder conversations, and engage a select group of aligned philanthropists, family offices, and civic leaders.

Following this initial phase, iF will lead narrative development and campaign design for Actv8.Media, including message creation, a digital microsite, video and social media assets, and a comprehensive outreach strategy. The goal: to build broad-based awareness and funding momentum heading into a national launch this fall.

“

This partnership gives us the strategic and creative muscle to move from vision to action.”

*d Steven Rosenbaum,
Executive Director of the
Sustainable Media Center.*

Actv8.Media will address the urgent need for accountability, safety, and equity in the digital ecosystem by working with youth leaders, policy experts, and technology stakeholders to develop and promote standards for responsible media.

About the Sustainable Media Center

The Sustainable Media Center is a nonprofit organization dedicated to building healthier, more equitable media

ecosystems. Through research, advocacy, and coalition-building, SMC works to advance technology and media practices that serve the public interest. Learn more at sustainablemedia.center.

About Intentional Futures

Intentional Futures is a strategic design studio and consultancy based in Seattle, Washington. Founded in 2010, iF partners with mission-driven organizations to translate ambitious ideas into tangible impact through strategy, design, and storytelling. Learn more at intentionalfutures.com.

The logo for the Sustainable Media Center features the words "SUSTAINABLE" and "MEDIA" in large, bold, white, sans-serif capital letters. The word "CENTER" is in a smaller, white, sans-serif capital font, positioned to the right of "MEDIA". The text is set against a solid green rectangular background, which is framed by a thin orange border.

SMC Logo

STEVEN ROSENBAUM
SustainableMedia.Center
[email us here](#)



Steven Rosenbaum

This press release can be viewed online at: <https://www.einpresswire.com/article/838557327>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2025 Newsmatics Inc. All Right Reserved.