

Dear friends and supporters,

tve is moving into top gear with our ambitious global project, Reframing Rio, supported by the EU and ten other donors. Watch the first of our Reframing Rio films on BBC World News this week, and the rest of our thought-provoking and original films as they're produced in the run-up to the Rio Earth Summit in June on www.tve.org

Twenty years ago, when the first Earth Summit took place, we were ahead of the pack on environment and development thanks in large part to the drive and vision of our founder director, Robert Lamb, who sadly died on 13 February. Robert's determination to put the environment on the media agenda continues to inspire us today.

With best wishes,

Cheryl Campbell
tve executive director



Robert Lamb, tve's founder director, 1952 – 2012

Described by friends and colleagues as 'a force of nature', 'an inspiration' and 'one of the unsung heroes of the environmental movement', Robert had had a meteoric, dazzling career as TV reporter, science writer, director and communications consultant even before tve was launched - with backing from UNEP, Central TV and WWF - in 1984. Starting with just two staff in the basement of Central Television's London offices, Robert's drive and determination swiftly grew tve into an organization with a global voice. Driven, in those early years, by one ambition - how to move the environment to the summit of the international agenda - Robert saw television as key to reaching, and moving, audiences around the world to demand change. It's still our mandate today.

Read more in the [Guardian](#)

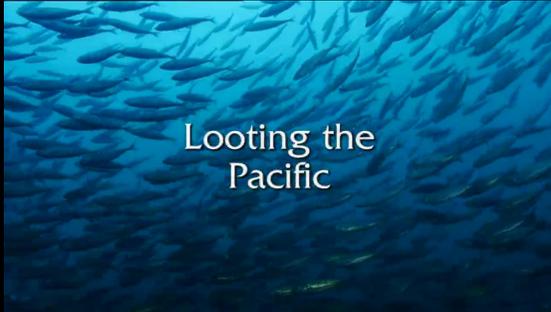


Photo credit: Fernando Luchsinger

A saga of greed, mismanagement and lawlessness – broadcast this weekend

Following the success of 'Looting the Seas', our award-winning 2010 collaboration with ICIJ (the International Consortium of Investigative Journalists), **tve** won a BBC commission this year to produce 'Looting the Pacific' – a sorry saga of greed, mismanagement and lawlessness which will be broadcast globally on BBC World News this weekend. 'Looting the Pacific' follows ICIJ's lead reporter Mort Rosenblum as he sets out to discover who's responsible for jack mackerel stocks crashing by 90% over 20 years – and why a global convention intended to save the stocks led instead to a rampant race to fish, with EU, Russian and Chinese vessels vying with Pacific states to stake their claim to quotas on the global fishing industry's last frontier.



Roxana Salvador in Voices
Photo credit: Lourdes Paez

tve/MTV link-up features 'generation lost and found'

In a world of soaring unemployment, what can young people do that's worthwhile *and* fun? As part of Reframing Rio (see above), **tve** has joined forces with MTV to commission 17 vivid short films on the MTV theme of 'Generation Lost and Found'. Made for MTV's new online initiative, 'Voices', the films are co-produced with **tve** partners in China, Ecuador, Indonesia, Nigeria, Kenya, Pakistan, Venezuela and Vietnam. The films profile young entrepreneurs, artists, musicians and an inventor fighting climate change. Four two-minute films profile the heroes of **tve**'s long-running series 'Zero, Ten, Twenty', about 11 young people born the year of the first Earth Summit in 1992. The final five films have been commissioned from budding European filmmakers.

The first film goes live on 20 May at <http://voices.mtv.co.uk/>

tve.org

Our brilliant new website tve.org goes live!

We're proud and delighted to unveil our new website. tve.org has been live since February and includes a host of new features. We would like to thank [Chapter Eight](#), the Leeds-based web design company which has generously donated its work for free. We are now working hard to upload information, images and, where possible, video clips for our huge catalogue of films. Over the coming weeks and months we will be adding new film information and features such as video and e-commerce, allowing users to buy DVDs direct from the website. If you wish to buy a DVD in the meantime, please contact our distribution and archive administrator lea.donovan@tve.org.uk



Don't throw trash in the bay - one of the winners

Six winning films as tvebiomovies 2011 clocks up nearly a million views

After gaining nearly a million views on YouTube, our [tvebiomovies 2011](#) competition drew to an exciting close on 1 February. Our five prizewinners – the films with the most views - came from Uganda, Ireland, India, Tunisia and the US. An extra award was given to our Hungarian entry for engaging the YouTube audience so much that viewers posted nearly 2000 comments. The prizewinners will collect their trophies via Google+ in a virtual awards ceremony at Google's new offices in London on 15 May. Watch the winning films [here](#)

If you'd like to join us at the awards ceremony, contact iman.sayam@tve.org.uk



Calling companies worldwide for our new film awards

For more than 28 years we've explored stories of environmental innovation. Now we're asking companies worldwide to submit films about their own best practice to our newly launched 'tve corporate sustainability film awards'. Entries are invited in three categories: environment, community investment and inspiring good governance. Corporations need to register an entry by 25 May and submit their film by 24 September. The entries will be posted on our website and judged by an independent panel of experts in film and sustainability. The entry fee includes a film submission, four seats to the prestigious gala awards night ceremony and dinner at BAFTA on 18 October. Entries are already coming in from some of the world's leading companies. Find out more at our awards website www.tvecsfa.org

For details about the awards, contact Lisa Aziz on +44 (0)20 7147 7432 or lisa.aziz@tve.org.uk



Launching Interconnected World
Photo credit: John Kyamanywa

Reaching out to new audiences in Uganda

Despite post-elections demonstrations, tear gas, strikes and electricity blackouts, **tve** partner Television for Development (TfD) had another successful year in 2011. Sixteen **tve** programmes were aired on two Ugandan TV channels, reaching 10 million viewers, and TfD also launched 'The Interconnected World' series with 200 guests at the Mukono conference centre in Kampala. One of the year's highlights, director John Kyamanywa writes, was an open-air screening of **tve** film 'Ca Va Aller' at Kyebando Kisalosallo Market. 'Some people were drinking, others were playing music... all switched off what they were doing, watched the films, and asked questions!'

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To find out more please email tve@tve.org.uk.

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[tve on YouTube](#)

tve would like to thank its core funders and founding partners:



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