

Dear friends and supporters,

As global delegates gathered for the Rio+20 Earth Summit last month, **tve** was also in Rio de Janeiro. Led by deputy director Jenny Richards and environment manager Nick Rance, the **tve** team launched our Reframing Rio project, supported by the European Union and others, with a screening and debate at Brazil's Canal Futura. I'm proud that twenty years after the first Earth Summit, our 33 incisive, exciting, cutting-edge films are keeping the debate on the environment and development going.

See for yourself at www.tve.org/reframing-rio how the Earth Summit generation has fared in our Zero, Ten, Twenty series that's been called 'the finest in documentary filmmaking'. And please read on for the latest on **tvebiomovies 2012**, the **tve** corporate sustainability film awards, and YouTube Relay, a series marking the Olympics.

With best wishes,

Cheryl Campbell
tve executive director



Invitation to the launch of Reframing Rio

Credit: **tve**

Zero, Ten, Twenty: 'A great idea, wonderfully executed'

Zero, Ten, Twenty – the latest chapter in our groundbreaking series tracking the lives of 11 children born across the world in 1992, the year of the first Earth Summit – was launched in Rio on 18 June at a screening hosted by Canal Futura, **tve**'s Reframing Rio partner in Brazil. Filmed by award-winning director Bruno Sorrentino, the series is a unique diary of what it's like to grow up in an increasingly globalised world, as NDTV's resident editor Ayesha Kagal noted. 'We had discontinued our documentary slot on NDTV 24x7 a few months ago,' she wrote. 'But having seen the three-part series Zero, Ten, Twenty – Children of Rio, we were compelled to run them as a special series. It was a great idea, wonderfully executed, and represented the finest in documentary filmmaking.'



Ugandan farmer William, left, says a new app created by Nairobi consultant Muniu Kariuki (right) can help him market his vegetables

Credit: Toni Kamau, OnScreen Productions

Apps for good in a cell-phone world

With an estimated six billion mobile subscriptions globally, it's now well and truly a cell-phone world. But can mobile technology help people living in developing countries? We asked mobile app developers in Africa, Asia and Latin America to visit poor and marginalised communities to see if they could design an app that could help improve people's lives. The result is [Life Apps](#), our innovative new series, produced as part of our [Reframing Rio](#) project. The films deliver a surprising perspective on technology and development, from the Himba nomads in remote northern Namibia who use cell phones but can't read or write, to William, the Kenyan subsistence farmer who realises what he and other farmers stand to gain from new technology.

Watch our series here [Life Apps](#)



Thuy An Tran, from Ho Chi Minh City, in [Voices](#)

Credit: Huynh Vy Dung, Saigon Media

Ten inspiring young people tell their stories for MTV

'If not us, then who?' says Juliani, Kenya's 'green rapper' and street poet. He's one of ten talented, inspiring young people featured in [Voices](#), a series commissioned by MTV and filmed by [tve](#) partners in China, Ecuador, Indonesia, Kenya, Latvia, Nigeria, Pakistan, Venezuela and Vietnam. The short films, produced as part of our [Reframing Rio](#) project, each tell their story through a vibrant blend of music, interview and fast, creative editing. Juliani, a successful hip-hop artist, uses his music to talk about climate change and social issues. Other stories include that of Roxana, who lives in the Ecuadorian Amazon and helps her family grow and produce chocolate in the rainforest; Chuks, a young inventor in Lagos; and Thuy An Tran, a Vietnamese student helping deprived school kids.

Watch MTV Voices at <http://mtvvoices.com/en/videos/>



BAFTA in Piccadilly, venue for our awards ceremony

Photo credit: BAFTA

Glittering gala for corporate sustainability awards

Entries are coming in fast for **tve's** new corporate sustainability film awards. Among those submitting films are AstraZeneca, Atkins, Aviva, DSC, Gruma, KPMG, Mainetti Group, New Look and Vodafone. To enter our competition contact Lisa Aziz, **tve's** Head of Fundraising, Corporates and Individuals. You could be the company whose inspiring film about sustainability is celebrated at our glittering gala awards ceremony at BAFTA, central London, on 18 October. The registration fee of £5,000 supports **tve's** core work, and in return you receive four seats at the awards, as well, of course, as the chance to win. You can also buy individual seats at £200 each, donate an auction item, or place an ad in our souvenir brochure.

Find out more at www.tvecsfa.org or contact Lisa Aziz at lisa.aziz@tve.org.uk



Wanted! Creative, committed filmmakers with ingenuity and flair

After two increasingly successful years, **tve** has launched a third environmental film competition, **tvebiomovies 2012**. With support from our generous funders, DBU, the EBRD, J & H Sales, the Lighthouse Foundation, WWF-UK and YouTube, we're calling on filmmakers across the globe to channel their creativity, ingenuity and dramatic flair to create one-minute films on the environment. At the competition launch in Rio during the recent UN summit in June, cult YouTubers [RageNineteen](#), [Khyan](#) and [The Lyosacks](#) threw down the gauntlet to would-be filmmakers from nine to 99, challenging them to come up with dynamic film ideas. This year **tvebiomovies** extends its global reach with a website in Arabic, English, German, Russian and Spanish.

Find out more at www.tve.org/biomovies



Cult filmmaker RageNineteen, the first of 22 filmmakers in our YouTube Relay

Credit: RageNineteen

Handing the baton to young filmmakers

To mark the start of the Olympics, we've developed an exciting new project, with the generous support of Bloomberg: the **tv/e YouTube Relay**. Starting on 27 July 2012 at the start of the Olympics, each week until the end of December, **tv/e** will commission a successful YouTube filmmaker to make an entertaining 2-minute film on an environmental challenge – from fish to deserts, wildlife to wind turbines. But with a nod to the Olympics, we will create a 'relay' effect. Each YouTube filmmaker will be asked to select the next filmmaker to be commissioned – thus creating a chain reaction. Every week we'll upload a new film from around the world and by the end of the year we'll have 22 very different YouTube films with a truly global perspective.

To find out more and to view the films, please visit www.tv.e.org/relay

contact

tv/e
46 Bloomsbury Street
London WC1B 3QJ
tel +44 (0)20 7147 7420

tv.e@tv.e.org.uk
[tv/e on YouTube](#)
tv.e.org

Please do not reply to this email.
To unsubscribe from this list please email subscription@tv.e.org.uk with the subject 'unsubscribe tv/e news'.

tv/e would like to thank its founders and supporters of its core work:



tv/e is a collective name for Television for the Environment and Television Trust for the Environment. Television for the Environment is a company limited by guarantee, registered in England and Wales (registered office 46 Bloomsbury Street, London WC1B 3QJ, company number 1811236) and a registered charity (charity number 326585). Television Trust for the Environment is a registered charity (charity number 326539).