tve in quotes

“Life Apps - beautiful documentary about how mobile technology can help us - by @tveisnspire”
Via Twitter Pablo Ibarrolaza @cafulcura 21 Apr

“We had excellent reviews of the Brazilian main newspapers on the premier of ’Zero, Ten, Twenty’! I’m sending some of them below... We are very happy around here and also very pleased that our partnership is going so well!”
Renata Lima, International Relations, Canal Futura, Rio de Janeiro

“The outcome is terrific. This is really good. Very well done to you for some robust figures.”
Mairi Dupar, Global Public Affairs Coordinator, CDKN on ’Reframing Rio’ outreach

“It’s a great way to reach out to a large audience about issues of concern. We have fun making movies and this was a great opportunity to be rewarded for something we love doing.”
Shruti Suman and Varun Shyam, finalists from India, tvebiomovies 2012

“For me, one of the most amazing things about this competition is the contact I’ve made with people across the globe. I’ve had the most incredible and inspiring conversations and connections with people. One professor from Pakistan wanted to share my film with his female students - he is working to empower women around environmental issues. I feel so lucky to have had the opportunity to make these connections and am very excited about where they could lead.”
Sarah Buckmaster, finalist in biomovies 2012
The global financial crisis has split the world into two camps, writes Richard Creasey, tve chair. The first claims we must now postpone environmental priorities in order to refocus on getting the world economy growing again, even if that means continuing to burn fossil fuels. The second argues that rebuilding the global economy and pursuing sustainability go hand-in-hand: climate change is too important, and we must keep going to leave the world a better, more sustainable place for our children.

In 2012 three big tve initiatives took on the arguments—in what was an extraordinarily packed and eventful 12 months at tve.

- The completion of our remarkable new ‘Zero Ten Twenty’ series - which used the classic television documentary format to help reignite global debate about the need for more sustainable pathways in the lead-up to the new Earth Summit in Rio de Janeiro.

- The third series of our tvebiomovies competition which makes tve a significant player in the brave new world of user-generated content, just as much as producers of classic documentary films.

- The launch of our Global Sustainability Film Awards at BAFTA. After 28 years of our work inspiring change for a greener, fairer world through films, tve is now enabling best practice companies and regional and local governments from around the world to inspire change too - by providing a global awards platform for corporate films that make a difference.

We look forward to building on our 2012 success stories in the coming years.

Richard Creasey
Inspiring partners, innovative solutions

From buzzing film premieres in Delhi, London, Nairobi and Rio de Janeiro to screenings in cinemas across Peru, at a Google developers’ group in Malawi, and at universities and youth centres in six major Indian cities - to the glittering launch of our first gsfa awards in London’s West End, 2012 was another record-breaking year at tve, writes executive director Cheryl Campbell. And partnership was key to our success.

In 2012 we commissioned, produced or coproduced 87 films and videos. Thanks to our partners in Africa, Asia & Latin America, tve films were broadcast 493 times in 171 countries worldwide, reaching a new record total of more than 1.5 billion homes worldwide – 567 million through global broadcasters like Al Jazeera, New Delhi TV and BBC World News, with an astonishing 964 million more through other national and regional channels via initiatives by tve partners.

Courtesy of an in kind donation by Leeds-based ecommerce and online payments specialist, Chapter Eight, the launch of our new website tve.org also helped us reach a wider online constituency. Meanwhile our YouTube channel attracted 1,887,358 individual views during the year with 3,827 regular subscribers, 6,551 ‘likes’ and 13,098 visitors leaving comments.

The first six months of what was a packed year were taken up with productions for our groundbreaking project, Reframing Rio, exploring some of the new ideas and innovative solutions being debated in the run-up to the Rio+20 Earth Summit in Brazil (see p 6). Again, partnership was essential: we worked with 15 tve partners across the world for our ‘Life Apps’ series about mobile technology helping poor rural farmers and for our new ‘Voices’ profiles of young people for MTV – at times running seven different edit rooms simultaneously to meet tight programme deadlines!

Partners were also key to our Reframing Rio landmark series ‘Zero, Ten, Twenty’ (see p 10-11) which was broadcast across the world in 2012 – with high profile launches at Canal Futura in Rio de Janeiro and Bloomberg in London. The series was translated into eight languages – including German, by partner broadcaster WDR; re-edited for a series of eight minute profiles streamed on the Guardian’s Global Development website, and also generated new commissions from global broadcaster, Al Jazeera, for documentaries in China and Kenya.

We also engaged a new set of partners from the corporate world with the launch of the first tve Global Sustainability Film Awards (gsfa - see p 16-17). Designed to encourage companies to share what they are doing for the environment, community investment, and inspiring good governance with a wider audience, gsfa climaxed in a star-studded, black-tie awards evening in October. Our ambition for the Awards over the next few years is twofold: firstly, that companies will share more widely their initiatives and innovations in CSR; and secondly, that the scrutiny of our judging panels and online viewers will help ensure companies live up to the vision and mission their films express. We need to tell more stories about solutions to the global challenges of sustainable development – and some of the new partnerships with the corporate world necessary to achieve them – get innovative ideas debated, and give clever initiatives more exposure, and we look forward to doing that in 2013.
In 2012 tve’s global outreach hit new heights once again, writes Nick Rance. Major tve documentaries were aired by prestigious global broadcasters, while joint projects with tve partners across Africa, Asia and Latin America helped deliver not only world class productions but millions of new viewers watching in 11 local languages.

Three global broadcasters and 72 national broadcasters aired tve films across the planet in 2012. The final tally: 493 films broadcast in 171 countries and 11 separate languages, with a staggering global audience reach of approximately 1.5 billion.

Highlights included the November Al Jazeera broadcast of our stunning documentary ‘Kay Kay The Girl from Guangzhou’, a unique insight into China’s transformation over the last 20 years, and the global broadcast on New Delhi TV of ‘Zero, Ten, Twenty’ (see p 12-13).

South Asia: "2012 was incredibly busy and productive for the South Asia office", says Chris Miller, tve’s South Asia Coordinator. "We achieved a huge amount across productions, screenings, broadcast, DVD distribution and partner activities." Highlights include production of two films in the ‘Life Apps’ and ‘Future Food’ series, and the launch of our ‘Life Apps’ film, ‘Mobile Harvest’, in India: regional broadcasts of ‘Zero, Ten, Twenty’ and ‘Life Apps’ across the region on NDTV 24*7, NDTV Profit, Rajya Sabha Television (RSTV), ETV Network, Makkal TV and Kantipur TV; a production for the UNDP-IKEA programme to support women’s livelihoods in Uttar Pradesh and broadcast of 24 Earth Report and Life on the Edge films on RSTV. We also launched ‘Films for Change’, a hugely successful new project in partnership with Nokia, running community screenings and public debates in six cities.

South East Asia: In Indonesia, Jungle Run Productions continued to make steady progress with their Bumi Hijau (Green Earth) TV strand – a package of environment, development and nature programming distributed to 53 local TV stations broadcasting in 47 Indonesian cities and provinces. "tve generously contributed scores of films to Bumi Hijau TV," reported Joe Yaggi, Creative Director at Jungle Run. "Earth Report, Life, Hards On and tve’s other productions have been the bedrock of the network programmes."

East Asia: In China, partners EEMP (Environmental Education Media Project) and Huafeng (the Beijing Huafeng Group of Meteorological Audio & Video Information) continued to reach audiences in the tens of millions through Chinese broadcasters. EEMP, working with associate ICE Media, secured airtime for 37 tve Earth Report films on CCTV 9, broadcasting across China, and also re-versioned the Reframing Rio package of films into Mandarin Chinese. Huafeng secured broadcast of 88 tve films on China’s Weather TV channel. "Audiences really like tve films," Huafeng’s Tian Yi reported. "They can learn some new concepts from other countries."

tve Japan was also busy during 2012, working with the International Rice Research Institute in the Philippines, to produce ‘Hopper Race’ a series of 10 short films, looking at pests and disease in rice crops – a big problem in Asian agricultural countries - and showing the importance of biodiversity and genetic diversity in agricultural ecosystems.

Africa: We were fortunate to work closely with a number of our African partners in 2012. Onscreen Productions in Kenya produced no fewer than three films, contributing to the ‘Future Food’, ‘Voices’ and ‘Life Apps’ series. "We were pleased about being part of such a powerful global series," wrote Tori Kamau. Optimedia in Namibia, director Remi Vaughan-Richards in Nigeria and Rishile Bosele Communications also produced films as part of Reframing Rio.

In Zimbabwe, Usher Chitumba of Media for Development Trust, launched ‘Zero, Ten, Twenty’ in Harare, versioned into Shona. Usher also ran a successful series of public screenings covering themes including sexual health and HIV, while in Uganda, Television for Development secured airtime for 38 tve films on Urban TV, reaching audiences across Kampala.

Latin America & the Caribbean: The Reframing Rio project proved to be the launch pad for some very successful outreach in Latin America. In addition to working with longstanding partners, the project helped forge a major new partnership in Brazil with Canal Futura, a channel specialising in social programming and youth engagement. Not only did Futura contribute significant funding to Reframing Rio, through the Roberto Marinho Foundation, they also produced one of the films in the ‘Life Apps’ series, versioned all the films into Portuguese and broadcast the entire package. Meanwhile, over in Peru, our partner Guarango set up deals with two cinema chains to screen ‘Climate Thinkers’ and other shorts as trailers – reaching 85,000 cinema goers. Partners in Argentina, Ecuador, Guatemala, Mexico, Nicaragua and Venezuela also made great strides in outreach through broadcast and community screenings.
Reviving the Rio dream

Reframing Rio is a compelling package of broadcast programmes, print, on-line and social networking and educational outputs. Over the next five pages we outline our numerous and diverse media productions for the project—all designed to reawaken global public engagement in the new Rio+20 Earth Summit in Brazil.

In the two decades since the first Earth Summit in Rio de Janeiro in 1992, the world witnessed momentous change: a global food crisis, a growing global housing crisis, serious shocks and instability in oil prices, increasing climate variability and the worst global financial crisis since the 1930s.

This was the backdrop to the Rio +20 Earth Summit in Brazil, where global leaders met in June 2012 to begin thrashing out new agreements to ensure a reasonable standard of living for the global population while at the same time preserving essential ecosystems and resources. And it was the inspiration for our global Reframing Rio project. "We need to recreate the spirit of the [1992] conference and bring it into 2012," said Yolande Kakabadse, President of WWF-International, at the launch conference.

We worked closely with two leading global media partners – IPS (Inter Press Service) and IIED (the International Institute for Environment and Development) – and with no less than 15 tve partners across the world. Reframing Rio was supported by a major grant from the European Union, together with match funds from nine other agencies (see p. 10), all of them extremely engaged and supportive.
Plundering the Pacific

With sales of farmed salmon soaring worldwide, **tve** joined forces with the ICIJ to reveal the hidden cost, writes Jenny Richards - the collapse of one of the world’s last great fisheries, the South Pacific stocks of jack mackerel.

The silvery fish called jack mackerel, or 'jurel', which once thronged the South Pacific ocean, are an essential part of the marine food chain. They swim in shoals, close to the surface, grouping into huge underwater bait balls to escape predators - feeding off plankton and other smaller fish, and themselves food for larger predators. In Chile, most of the catch is turned into fishmeal – marine biologists estimate that it takes up to ten kilos of jack mackerel to produce just one kilo of farmed salmon.

For 'Looting the Pacific' – broadcast around the world on BBC World News in April 2012 – we teamed up with an ICIJ (International Consortium of Investigative Journalists) investigation to uncover the sorry saga of greed, mismanagement and lawlessness that has led to jack mackerel stocks crashing by 90 per cent over two decades. As ICIJ's lead reporter Mort Rosenblum says in the film: "people keep saying we'll find something else... We're at the point where there really is nothing else.

"We're really using up these resources which are not going to be renewed... The only solution is for us to get real, to understand the problem at whatever level and whatever way – to get it, to finally get it, that this is not limitless."
Apps for a fairer, wired world

Many of the world's most talented young computer programmers are now based in cities like Nairobi, Hyderabad or Rio de Janeiro – living and working in 'cappuccino culture' techie hotspots, where they incubate new ideas with friends and colleagues. For 'Life Apps', a series produced by Steve Bradshaw, we asked five of them to leave the bright lights, and visit marginalized communities to see what they needed - and then try to create 'Life Apps' for a better, more sustainable world.

In the series introduction, we visited London's Old Street – centre of the UK's budding digital industry and dubbed 'Silicon Roundabout' – where we filmed two teenagers who had developed an app to help gardeners grow crops more successfully. In 'Silicon Safari', we followed Muniu Kariuki who wants to help Kenyan subsistence farmer William in rural Ugenya, 300 miles from Nairobi. In 'Mobile Harvest', Sachin Gaur embarked on a field trip to the Indian state of Andhra Pradesh to hear about changing weather patterns and rising seed and fertilizer costs.

In 'Favela Farm', Pedro visits young people living in the teeming Maré and Alemão favelas to research an app for their community gardens. 'Once a Nomad' follows Dalton in the sparsely populated north of Namibia visiting indigenous Himba women to develop an app to help market their goods.

Across the planet, software developers are now writing world class ‘apps’ that make money and help the poor. For our ground-breaking new series, we filmed them as they travelled to remote villages, shantytowns and favelas to research new apps with the power to help communities.
Profiling a new generation

Filmed by tve partners across four continents, ‘Voices’ profiles inspirational young people across the globe, writes series producer Matilda Mitchell. We also commissioned young European filmmakers to produce five dynamic, sometimes whacky, films on climate change.

**A passion for music:** Defeating the odds 22-year-old student and flute-player Patricia won a place in a prestigious international orchestra in Venezuela, where musicians are as revered as Latin American football stars.

**Born to Sing:** Chinese student Huluwa Jack lives in the remote, beautiful city of Dali. A member of the minority Lisu tribe, he’s tapping into his powerful musical heritage to break into the pop industry.

**Dissolving Barriers in Pakistan:** Risham’s been acting in theatre in Lahore since she was just 11. Theatre, she says, gives her a powerful voice to address gender issues in a country where women struggle to be heard.

**Fixing the Future:** Raised as a nomad in rural Kenya – Erdö’s a young man going places. After hanging out with the wrong crowd in his teens, Erdö’s now back home - and back at school training to be a mechanic.

**Cooking Up a Dream:** After years of struggling at school in Latvia, Martens discovered he had a passion for cooking. Now he’s training to be a chef - on track to fulfil his big dream of opening his own ‘exotic’ café.

**Nigeria’s New Inventor:** Since he was a boy, Chuks has been inventing things. Fellow Lagos university students said he was just wasting time on his latest idea – a machine to make fuel briquettes. Now it’s a huge hit.

**City Girl Goes Green in Vietnam:** A student in bustling Ho Chi Minh City, Thuy An takes time out from her studies to help 100 kids in a rural school, deep in a forest region in a project called ‘Green Classrooms’.

**Chocolate Grows on Trees:** Roxana’s determined to make life better for the Amazonian Indians she’s grown up with... through Ecuador’s popular chocolate! Her dream – selling Amazonian chocolate across the world.

**Rapping Green in Kenya:** A rising star in the Kenyan hip-hop scene, young urban poet Juliani has launched a campaign dubbed, *Kama Si Sisi* which means ‘If not us, then who?’ to inspire Kenya’s kids on the streets.

**Cultivating Coral in Bali:** Rufina’s passion is the ocean. She’s a dive guide, eager to show tourists visiting Indonesia an extraordinary local project to ‘plant’ new coral on artificial reefs.
Panly & her cousin Mutu, India
credit: Bruno Sorrentino
Growing up in the 21st century

The centrepiece of the Reframing Rio project, ‘Zero, Ten, Twenty’, tracks the lives of 11 children growing up in 10 countries across the globe, write executive producers Jenny Richards and Nick Rance.

Twenty years ago, at the first Rio Earth Summit, world leaders signed up to a series of agreements for a greener, more equitable world – a world we all wanted to live in, that would also guarantee future resources for all our children. In that same year we started filming with 11 babies, born in 10 different countries. The idea was simple: we would track the impact of the pledges made by world leaders at Rio through the stories of our children – in a unique diary about what it feels like to grow up in our fast-changing, 21st century world.

Hailey was born in Merseyside in the UK. Her father Brian lost his job as a miner after the 1980s strike. In her teens Hailey had to cope with her parents splitting up, and becoming carer to her mother who was seriously ill. Now employment at record high levels in the UK.

Rosamaria was born in Rocinha, one of Rio de Janeiro’s largest, most violent slums. As a young girl Rosamaria wanted the roof of her family’s shack to be fixed, and a swimming pool! But she didn’t finish school – she was expelled, met a boy, became pregnant, and is now a single mother working as a cleaner.

Martens was born in the Latvian capital of Riga just as the free market was starting to replace Communism in the former Soviet Union. Unhappy at school, he discovered a vocation for cooking, and is now studying to become a chef.

Angela was born on the remote Lihir island in Papua New Guinea, just as a global mining company discovered gold. She had to leave home to attend college on another island. But she missed her family – and is now back in Lihir looking for a job with what is now one of the world’s biggest gold mines.

Panjy – Panjarvanam – was born in Tamil Nadu, southern India, into a family dependent on the local fireworks industry. She was desperate to finish her education – but her mother, a widow, couldn’t afford the fees, and Panjy had an arranged marriage. But she still dreams of becoming a tailor – and also a mother.

Amelia was born in northern Norway, in a remote fishing village on the edge of the Arctic. Her fisherman father had to stay at home after quotas on cod fishing were introduced in the 1990s. In her teens Amelia worked in the local restaurant, but she’s now desperate to leave – and find her own way in the wider world.

Justin and Vuzumzi were born into white and black families in South Africa; their stories reflect the progress of post apartheid South Africa. Justin was born into a farming family in the Eastern Cape; from age 10 he attended a traditional private school, and is now at Cape Town University, studying media. Vuzumzi got a job in the black township of Thornhill. After his father had died of pneumonia, his mother Mavis survived on cleaning work. Aged 10, Vuzumzi was deeply concerned about the violence which permeated life in his township. His concerns were to prove tragically prophetic when he was stabbed to death at the age of 17, in a vicious and senseless street attack by a local alcoholic, who was arrested and charged, but later freed.

Stephanie was born in northern California, where her father worked as logger in the temperate rainforest, home to the endangered spotted owl. She grew up as an outdoors girl – an avid horse rider at the local rodeo, and shares her passion for the local environment with her boyfriend, a long-distance truck driver.

Erdo is one of 16 children born into a family of nomadic Turkana cattle herders in northern Kenya. After his father took a third wife and refused to pay Erdo’s school fees, Erdo quit school to join a street gang in the local town. But his mother Esther tracked him down, got him back to school, and now he’s training to become a car mechanic.

Kay Kay is an only child, born in the sprawling and now prosperous city of Guangzhou in southern China. Her parents have worked hard to pay for her schooling and build a comfortable home. Now she’s at university, and dreams of going into banking to repay her parents all she feels she owes them.
How will we feed the world?

Can we feed a hungry planet without junk food? What will future food look and taste like? Do we really need farmers? And can chefs be the vanguard of a social revolution? tv_e’s new six-part series is the first to look at ‘Future Food’, not as a Sci-fi story, but through the eyes of the farmers, chefs and gurus who are already growing and eating it.

Food is not just what we eat. It charts the ebbs and flows of economies, reflects the changing patterns of trade and geopolitical alliances, and defines our values, status and health — for better or worse. Often the foods we eat define who we are, where we live, our stand on political issues, how our economies function, what policies our governments put in place and the state of the environment.

Once food was defined by a very small geographic zone, prescribed by the products and traditions in that area. Today it’s a global commodity — its impact felt in different ways around the world. From food riots in Algeria and Uganda, to ‘slow food’ and ‘locavore’ movements across Europe and North America, many are now challenging the status quo and proposing a new global food reality — all this at a time when our need for secure, sustainable food sources has never been more crucial: by 2050, the world’s population will have risen to around 9.5 billion and will require 70 per cent more food than we grow today. How will we feed them?

Funded by the International Fund for Agricultural Development (IFAD), the six films in ‘Future Food’ visit Peru, Kenya, USA, India, Nigeria and China to explore six questions at the heart of the debate about how the world can grow enough food sustainably to feed future generations.

Old or New? - Lima, Peru, where a new generation of top chefs are cooking up a revolution in social gastronomy, using traditional ingredients and supporting traditional livelihoods. But can this model really compete with agribusiness, which is squeezing small farmers out of the Nebraska Plains. Ron fears the loss of food diversity and consumer choice along with the loss of small farms. So is industrial farming, with its economies of scale, the only way to feed the world, or can the small-scale farmer offer a feasible alternative?

Big or Small? - Farmer and Vietnam vet Ron Meyer is an angry man. When he isn’t farming his 400 acres and 40 cattle, he is battling big agribusiness, which is squeezing small farmers out of the Nebraska Plains. Ron fears the loss of food diversity and consumer choice along with the loss of small farms. So is industrial farming, with its economies of scale, the only way to feed the world, or can the small-scale farmer offer a feasible alternative?

Fat or Skinny? - Tulika Verma is on a mission to ban junk food in Delhi’s schools — with over one in six schoolchildren in Delhi now overweight. Western-style diets and processed food are becoming ever more popular in the cities, while traditional, healthy, sustainable foods are being forgotten. India’s on the edge of two possible futures: a future that’s well fed and healthy; or a future with Western diets and Western obesity.

Near or Far? - Nigerian Minister for Agriculture Akinwunmi Ayo Adesina believes it is his job to ensure Nigerians eat food grown in Nigeria — and he’s determined to get rid of the obstacles to self-sufficiency. He has also provoked a debate. In a globalized world, should countries like Nigeria really try to grow all their own food?

Stay or Go? - Shanghai social media agency Resonance, based in the young and hip French concession area, is attracting a new generation of Chinese who are leaving rural areas to live in the cities. But can Resonance apply its branding skills to convince the young that farming is sexy?
YouTubers pass on the baton

In 2012 the tvebiomovies competition returned for its third successful year and we introduced our YouTube Relay, writes project manager Matilda Mitchell.

One of tve’s key aims in 2012 was to continue to engage young filmmakers and their audiences: the YouTube generation. We achieved this in three separate projects: tvebiomovies 2012, the YouTube Relay and the ‘Reframing Rio’ European short films (see p 9).

We launched tvebiomovies, our hugely successful environmental film competition, for the third time in Rio de Janeiro in June. Generously supported by YouTube, the contest uses the site as a platform to first find - and then showcase - the work of inspiring filmmakers across the globe. The 2012 contest was launched in English, Arabic, German, Russian and Spanish.

We invited proposals for five different categories: fresh water, supported by WWF-UK; seas and oceans, supported by the Lighthouse Foundation; women and climate change, sponsored by the European Bank for Reconstruction & Development (EBRD); sustainable lifestyles, funded by Deutsche Bundesstiftung Umwelt (DBU); and recycling, funded by J and H Sales (International) Ltd.

Following an eight week window for entries, we had more than 400 proposals from 86 countries, including Albania, Bhutan, Syria and Togo - almost double the previous year’s figure. After much discussion, our judging
with participants from Australia, Canada, Colombia, Germany and Hungary to Kenya, Malaysia and Tanzania. The topics were as varied as the destinations; recycling, fishing, bees, genetically modified foods, polar bears and changing light bulbs were just some of the ideas featured. The films offer some dynamic and definitely unique perspectives on environmental issues.

Peppered with an eclectic mix of films aimed at accessing and inspiring a new Internet-savvy, technology-loving generation to engage them with the environmental challenges facing us all today.

On average each film attracted over 50 comments – and all have continued to inspire debate since.

In July we were delighted to introduce another YouTube project with Bloomberg’s support: the YouTube Relay. Launched on the day of the Olympic Opening Ceremony in London, the 22-week series aimed, wherever possible, to pass a ‘virtual’ commissioning baton around the globe, with each week a YouTube filmmaker ‘commissioning’ a new film from another popular YouTube filmmaker in another continent. The only remit was that all the films tackle environmental themes. Over five months, the Relay travelled to the four corners of the globe -
tve’s first Global Sustainability Film Awards

Tve’s inaugural gsfa awards reached a crescendo in October with a glittering gala awards ceremony at the British Academy of Film & Television Arts attended by companies from across the world. Lisa Aziz, head of fundraising, corporates and individuals, recalls her pride at the success of the event.

Tve’s new gsfa competition had a global ambition: to bring together a worldwide audience to share best corporate practice in the categories of ‘environment’, ‘community investment’ and ‘inspiring good governance’, and to encourage both their employees and the wider business community to follow in their footsteps - through the power of film.

Launched in February 2012 in partnership with our awards patron, Surina Narula MBE, Tve’s gsfa invited companies across the world to submit their own short films – passionate, captivating, motivating - aimed at making the world a better place. At the close of the competition, we had received 17 entries – from North America, Latin America, Europe, the Middle East and Asia – including from KPMG, Aviva India, Bloomberg, MTV, Atkins, and Vodafone.

After a jury of film professionals and sustainability experts met in early October to pick the winners and runners-up in each category, we were thrilled to be able to host many major companies at the black-tie awards evening on October 18th at the world-renowned BAFTA.

One hundred and sixty two guests from across the world gathered for a lavish champagne reception and awards ceremony on the stage of the Princess Anne Theatre, followed by an entertainment filled dinner.

Out of the competitors, the winners were: Atkins in the environment category, for its film on the transformation of an east London wasteland into a verdant Olympic Village park; New Look Limited, for its film showing how it is improving working conditions for women garment workers in Bangladesh; and Grupo Bimbo, in the community investment category, as well as for the top accolade of best film.

We are extremely grateful to the Tve gsfa Steering Group who met every month to help shape the event; to UNEP’s Director of Communications and Spokesperson Nick Nuttall who chaired the judging panel, generously hosted by KPMG, and to our wonderful auctioneer on the night, Kathryn Holloway, CEO of Press Alert Ltd.

None of it would have been possible without our sponsors and the financial supporters of the awards: AstraZeneca, Azad Shivdasani, chair of the Inlaks Shivdasani Foundation, and DSC Africa – together with all the organisations who so generously donated to the highly successful raffle and live auction on the night. With their help, we raised £90,000 for Tve’s ongoing work.
Where our income came from this year

Grant & donations, filmmaking — £899,888
Other grants and donations — £250,000
Film distribution income — £25,620
Investment income — £581

How we spent our funds this year

Development filmmaking — £1,289,600
Environment & Int'l filmmaking — £87,796
Film Distribution — £32,408
Fundraising — £135,130
Governance — £46,703

Major donors and funders

Astra Zeneca
Al Jazeera International
Azad Shivdasani, Chair, Inlaks Shivdasani Foundation
BBC World News
Bloomberg
Climate Change Communications Trust Fund
Climate Development Knowledge Network (CDKN)
Deutsche Bundesstiftung Umwelt (DBU)
European Bank for Reconstruction and Development (EBRD)
European Union
Fundação Roberto Marinho
Google
International Consortium of Investigative Journalists (ICIJ)
International Fund for Agricultural Development (IFAD)
Islamic Relief Worldwide
J & H Sales (International) Ltd
Lighthouse Foundation
DSC Africa
United Nations Population Fund (UNFPA)
Westdeutsche Rundfunk (WDR)
World Bank
WWF-UK
The 2012 bottom line
Finance director Tim Drew tells how high quality television production and ‘thoughtful glamour’ ensured tve balanced the books in 2012

tve’s income in 2012 was £1,178,000. This includes an in kind donation by Chapter Eight of the new website tve.org, a gift to tve worth £24,000. Expenditure during the year was £1,591,637: the excess of expenditure over income was due to spending large restricted funds brought forward from 2011. We were pleased to show an increase in our unrestricted funds.

Our biggest project funder in 2012 was the European Union (EU) as we completed the lion’s share of activities in our 30-month, €1.54 million Reframing Rio project (see p 6-11). We secured match funding for the EU grant from CDKN; IFAD; the Roberto Marinho Foundation; German national TV Channel WDR; The Climate Change Communications Trust Fund; UNFPA; the World Bank; and ICIJ. Taken together, the Reframing Rio funding contributed £487,000 to our 2012 income, enabling us to produce the investigation 'Looting the Pacific', five half hour ‘Life Apps’ programmes, three long-form documentaries in the 'Zero, Ten, Twenty' series, 10 films for MTV’s new Voices platform, and five short films commissioned from young European film-makers, as well as working with our partners IPS and IIED on print and online outputs, and a series of workshop in Rio de Janeiro, at the time of the Earth Summit.

We are very grateful to the philanthropic fundraiser Surina Narula MBE who annually selects a charity to support: in 2012 she chose tve, and together we inaugurated the tve Global Sustainability Film Awards. The Steering Group for the Awards, which included representatives of global companies, along with tve staff, trustees and volunteers, set the theme for the Awards evening as ‘thoughtful glamour’.

Thanks to our sponsors Astra Zeneca, DSC Africa and Azad Shivdasani, Chairman of the Inlaks Shivdasani Foundation, entrance fees and donations, ticket sales, and the auction and the raffle on the night, the evening contributed £90,000 to tve funds. In addition to thanking Mrs Narula, we’d like to thank volunteer coordinators, Surbhi Sarang and Semona Auluk; Zeeshan Bhatti, who produced the logo and all associated branding for the Awards, brochures and invites; and all our other wonderful volunteers who gave their time on the evening to make sure our guests felt welcomed and looked after.

We took the time, during 2012, to review our fundraising strategy to take account of online developments and marketing, the changing broadcast landscape, and our own new initiative – the tve Global Sustainability Film Awards. Our strategy for 2013 and 2014 aims to increase even further our international distribution in collaboration with tve Partners, build the Awards into an annual event in the diaries of companies big and small, and stay ahead of the curve with communicating with online audiences. In 2014 we hope to be able to further expand our fundraising capacity.

Finally, the in kind donation from Chapter Eight of a new website has enabled tve significantly to improve its web presence, highlighting availability of our films. In 2013 we will be reviewing how we make our content available online with a view to increasing both numbers of viewers and income from our films.
tve global partners

Africa

Ace Communications Kenya
acecom@africaonline.co.ke
Dreadlocks Angola
chagasdelemos@live.com.pt
Environmental Foundation for Africa Sierra Leone
www.efasl.org.uk
Gambia Radio and Television Services Gambia
www.grts.gm
Green Earth Organisation Ghana
greeneth@ghana.com
Iris Imaginacoes Mozambique
bert@iris.co.mz
Media for Development International Tanzania
www.mfdtanzania.com
Media for Development Trust Zimbabwe
www.mfd.co.zw
On Screen Productions Ltd Kenya
www.getonscreen.com
Optimedia Namibia
www.optimediacc.com
Project 4 Digital Design Malawi
www.p4studio.com
Rishile Bosele Communications South Africa
desmond@rishilebosele.co.za
Storyline Media Botswana
www.storylinebotswana.wordpress.com
Television for Development Uganda
tfduganda@gmail.com

Asia – East

China Meteorological Administration China (Huafeng)
www.tvhf.com
Enda Vietnam Vietnam
www.endavn.org.vn
Environmental Education Media Project for China China
www.eempc.org
Jungle Run Productions Indonesia
www.jungle-run.com

Asia – South

Centre for Environment Education (CEE) India
www.ceeindia.org
Centre for Science and Environment India
www.cseindia.org
Earth Matters Foundation India
www.earthmattersfoundation.org
Nepal Forum of Environmental Journalists Nepal
www.nefej.org
Serendip Productions Pvt. Ltd. Pakistan
www.serendip.tv
Society for Development Alternatives India
www.devalt.org

Trust Help India
www.trusthelp.org
WWF Pakistan Pakistan
www.wwfpak.org

Latin America

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Lily@sr.net
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www.artv.usb.ve
Centro de Comunicación y Producción Multimedia (CEPA) Dominican Republic
www.cepa.org.do
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www.ciceana.org.mx
Citurna Columbia
atrujillo@citurna.com.co / Isandoval@citurna.com.co
Fundación del Bosque Tropical Guatemala
Fbt_guatemala@yahoo.com
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www.fundacionlucironaga.org
TV Cultura Brazil
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tve contacts

Executive director
Cheryl Campbell
cheryl.campbell@tve.org.uk

Deputy director
Jenny Richards
jenny.richards@tve.org.uk

Finance director
Timothy Drew
timothy.drew@tve.org.uk

Programmes and partners
Nick Rance
nick.rance@tve.org.uk

Events fundraiser and manager
Rita Alfred
rita.alfred@tve.org.uk

Producer and fundraiser
Matilda Mitchell
matilda.mitchell@tve.org.uk

Production manager
Davina Rodrigues
davina.rodrigues@tve.org.uk

South Asia regional coordinator
Chris Miller
cmiller.southasia@tve.org.uk

South Asia programme executive
Anshul Ojha
aojha.southasia@tve.org.uk

South Asia programme assistant
Munis Syed
msyed.southasia@tve.org.uk

Africa
Enock Chinyenze
enock.chinyenze@unep.org

Latin America & the Caribbean
Rafael Hidalgo
rafael.hidalgo@tve.org.uk

Volunteer designer
Zeeshan Bhatti
zeeshan.bhatti@tve.org.uk

tve offices

tve 46 Bloomsbury Street | London WC1B 3QJ | UK
+44 20 7147 7420 | tve@tve.org.uk | www.tve.org

tve South Asia c/o Earth Matters Foundation
C-18 Chiragh Enclave | New Delhi 110 048 | India
Tel +91 997 108 1665 | Fax +91 11 2621 6508

tve Japan Shukichi Koizumi, Chairman, tve Japan Trust
7F Ohashi-Gyoen Building | 2-3-15 Shinjuku | Shinjuku-ku,
Tokyo 160-0022 | Japan | Tel +81 3 3353 7531 | Fax +81 3 3341 2874
tvejapan@nature.email.ne.jp | www.tvejapan.org

tve USA Gillian Dorfman
70 Yacht Haven Drive
Shelburne | VT 05482 | USA
Tel +1 802 985 1492 | tveoutreach@comcast.net

Editor
Jenny Richards

Designer
Zeeshan Bhatti

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tve works in global partnership to make and distribute films that inspire change. We create relevant and compelling content on environment and development for audiences worldwide.

Our television productions reach people in 171 countries - 298 million homes via global broadcasts, and hundreds of millions more viewers through the internet and our partners.

We are committed to quality, integrity and editorial independence.

“We had discontinued our documentary slot on NDTV 24x7 a few months ago, but having seen the three part series ‘Zero Ten Twenty – the Children of Rio’, we were compelled to run them as a special series - both on our channel and our sister channel NDTV Profit. It was a great idea, wonderfully executed and represented the finest in documentary filmmaking.” Ayesha Kagal, Resident Editor, New Delhi TV (NDTV)

“Vale a pena ver e refletir” (See it and reflect) Amelia Gonzalez, Brazilian blog ‘Razao Social, on the Canal Futura broadcast of ‘Zero, Ten, Twenty’ in Brazil

“I love the Bumi Hijau show because this programme increases my motivation in greening the planet for next generations. I don’t want to leave waste to our children. May this programme succeed in making our planet more green!” Email from a Jakarta viewer of Bumi Hijau in Indonesia

“I think we made a bunch of really smart films!” Prachee Bajania, finalist, tvebiomovies 2012

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