I remember having to shout, 21 years ago, to a packed hall of TV executives, print journalists, environmentalists and television producers, all assembled for the launch of TVE. The loudspeaker system had broken down and, as a founder of TVE, I needed to be heard. I shouted to them that I wished there was no need for such an organisation; I wished that we lived in a sustainable, pollution-free, poverty-free world. But while there was a need, I said, TVE would exist.

More than two decades on, that same organisation – which began with an old typewriter and one part-time member of staff in a basement office in Charlotte Street, central London – is one of the world’s foremost producers of environmental and development programming. TVE has become an important media catalyst, working with colleagues from around the world to produce, translate and distribute programmes reaching hundreds of millions of television viewers each week.

And it is still tackling the issues that are now, more than ever, at the top of the political agenda: climate change, human rights, world trade, international aid, governance and debt.

We are heartened by the invaluable support of BBC World; we are encouraged that doors are opening to other international broadcasting giants; excited about how well our programmes are received by local broadcasters throughout the world; and enthusiastic about the opportunities created by new media.

My glass is always half full. So, in my view, TVE can be even more ambitious. Its job is no less than helping to create a paradigm shift in our approach to sustaining civilised life on earth.

I was asked recently if I truly thought this shift was achievable. ‘Of course it is,’ I replied, ‘there’s no alternative.’ Indeed, if you’re reading this annual review, you are one of a growing number of people who believe this, too. I invite you to read on. The glass really is half full.
Our two major series, Earth Report, including Hands On, and Life, aired on BBC World throughout 2004, with five transmissions over the course of most weeks, reaching 115 million homes and a million hotel rooms worldwide. But the audience for these programmes was even larger than that. In 2004, our partners in 41 countries struck deals with their national and regional broadcasters, versioned TVE programmes into dozens of languages, and took TVE films to show in villages and at film festivals. In China alone, our programmes were broadcast to 200 million households, bringing the total of our weekly reach to well over 300 million.

**Popular programming**

At our 2003 annual general meeting, TVE’s trustees endorsed a realistic level of investment to allow us to develop new concepts and programme ideas. In 2004, as part of this strategy, we appointed Brenda Kelly to the new post of executive producer. Her brief is to develop popular programme ideas that will attract commissions from mainstream TV channels in Europe and the US.

In 2004, the trustees endorsed a new structure to enable TVE to respond to demands for a greater international presence. This decision will allow us to ensure that all expansion of the TVE “family” is rooted in local expertise – an essential ingredient in successful national television. At the same time, in the 21st century, we must be able to work as a global organisation.

The power of television to reach hearts and minds – and to bring about change – is now beyond dispute. This year, as in 2004, TVE intends to use that power to shine a light on the critical problems that face us: the environment, sustainable development and social justice.

**Picture captions**

(clockwise from top left)

- ‘Live Nature’, microMACRO
- ‘Slum Futures’, Life
- ‘Revolution!’, microMACRO
- ‘Between War and Peace’, Life
- ‘Fisherman’s Blues’, Earth Report

A charity that produces television? An NGO that puts both sides of an argument? A tiny organisation that fills more than 300 hours of television airtime a year – and reaches well over 300 million homes most weeks? Unusual, yes. Unique, certainly. Necessary, without a doubt.

Because every minute of the 300 hours of TVE films broadcast in 2004 tackled some of the most critical questions we face today. What’s happening to the global environment? Do we want a world where the gap between the rich and poor grows ever wider? How can we create development that benefits everyone equally – without destroying our planet?

TVE was launched by a handful of television journalists in 1984, with the support of the United Nations Environment Programme (UNEP), WWF and the UK broadcaster, ATV, soon to become Central Television. Its rationale was set out by Dr Mostafa Tolba, then executive director of UNEP. He wrote: ‘I have known of no effective environmental action that was not preceded by public pressure, which is generated in turn by the free flow of accurate information.’

And that’s our remit: to ensure that information about environment and development issues continues to flow freely. Our aim is to trigger informed debate in every part of society – from the executive sitting in a hotel room in Brussels or Asunción, to the villager in a remote mountain community who relies on our Lesotho partner to arrive in a van loaded with videos, a monitor and a generator.

**The bigger picture**

TVE started life with just one member of staff – its first director, Robert Lamb. Today, Robert is series editor of TVE’s long-running weekly environmental programme, Earth Report, and we are producing some of the world’s leading environmental programming.

Our series Life, under the direction of Jenny Richards, offers powerful, moving programmes on development. In 2004 Life examined the challenges of the millennium development goals.

TVE offices and many of our partners around the world make and produce unique and insightful films, some broadcast as part of Earth Report and Life. We are also making films for broadcasters and outlets including the BBC’s current affairs programme Newsnight and UN agencies.

Cheryl Campbell highlights the paradoxes that make TVE unique
Earth Report: broadcast to more than 300 million homes worldwide

TVE’s Earth Report, the longest-running environmental series on global television, entered 2004 with praise from the jury that awarded the BBC the Zayed International Prize for the Environment. The jury singled out Earth Report as a highlight of the BBC’s coverage of the environment, commenting that the series had ‘not only shocked and entertained but brought about real change in inspiring businesses, NGOs and governments to adopt more environmentally friendly policies.’

For 50 weeks of the year, Earth Report engaged millions of viewers in the debate about the shape and future of our planet. Through BBC World, we reached 115 million households five times a week. This year’s 38 new programmes were also distributed by national channels including BBC News 24 and BBC1.

TVE partners worldwide sent Earth Report even further – to viewers in tents in Mongolia, in community centres in Lesotho and on long-distance buses in Nigeria. In China, Earth Report was broadcast weekly to 300 million households. All this was possible because of the invaluable support of UNEP and our other donors.

A devastating picture

We celebrated our 300th Earth Report with ‘Chico’s Dream’, a programme broadcast in 2003 and again in 2004, which revealed the devastating impact of soya cultivation in the Brazilian Amazon. It was made by award-winning filmmaker and TVE founder trustee Adrian Cowell, whose series ‘Decade of Destruction’ laid the marker for environmental programming. Twenty years on, in ‘Chico’s Dream’, we discovered that the forest is burning as fast as ever.

Filming just before the tsunami struck the Indian Ocean in December, we investigated how people can prevent the worst effects of natural disasters. ‘Before the Tsunami’, parts one and two, were broadcast in January 2005. Other hard-hitting films exposed the extent of the bushmeat crisis, overfishing, climate change and illegal logging. In Brazil, scientists and fishing communities challenged a mining company to reduce its emissions, as shown in our story about river pollution, ‘Fisherman’s Blues’.

Robert Lamb, Earth Report series editor, stepped down as TVE’s executive director in 2003, after nearly 20 years, but has kept his crucial role in Earth Report and maintained its unique global standing.

‘Earth Report has remained embedded in BBC schedules for much the same reason it has stayed embedded in UNEP – it is a balanced and accurate visual journal of record,’ says Eric Falt, UNEP’s director of communications and a TVE trustee.

Entering the debate

‘Today, Earth Report is coming to you from the British Houses of Parliament,’ the BBC’s Anita McNaught reports in a piece to camera. She was presenting ‘Old Growth and Gorillas’, featuring a debate between environmentalists and timber industry representatives – the latest of more than 20 Earth Report programmes on the causes of deforestation.

Like ‘Old Growth and Gorillas’, some Earth Reports in 2004 covered long-standing issues; others were simply impossible to categorise. ‘Eggs on Coast’ told the extraordinary story of how the copper-based blood of a 250-million-year-old sea creature – the horseshoe crab – has saved millions of lives. ‘Middle Earth Report’ used some of Peter Jackson’s Lord of the Rings footage in a report on the New Zealand environment. ‘Abu Anouk’, produced by our associate in Italy, traced the rediscovery of the last surviving migratory bald ibis, a bird species thought to have been extinct for almost a century.

‘Earth Report is at its best when it is shining a light in corners darkened by graft and hypocrisy,’ says Robert Lamb. ‘Given time and funds, the series should be doing more in that direction. Today’s global audience needs a green investigative series.’

Picture captions (clockwise from top left)

• ‘Heaven is green,’ Kenya’s Wangari Maathai, winner of the Nobel Prize and Goldman environment award, tells Earth Report in ‘Crossing the Divide’
• The Amazon burns in ‘Chico’s Dream’
• Earth Report ident
• Rediscovering the bald ibis in Syria in ‘Abu Anouk’
• Crop spraying, ‘Chico’s Dream’
• The BBC’s Anita McNaught reports in ‘Old Growth and Gorillas’
Among the highlights for 2004 were:

- Seven Life programmes investigating poverty reduction initiatives – asking what works, what doesn’t and why. These included ‘The Real Leap Forward’, made by the Environmental Education Media Project, a TVE partner in China. It charted the progress of the breathtakingly ambitious project to restore the degraded soils of the vast Loess Plateau in western China.

- Filmed in Bangladesh, ‘Staying Alive’ examined the MDG goal of cutting maternal mortality. It looked at what it means for a family to lose a wife and mother – in a world where more than half a million women die needlessly each year from pregnancy or childbirth. ‘Interesting, informative, shocking, well-structured, and beautifully filmed,’ commented a viewer.

- Two poignant films told the tragic stories of people displaced by conflict. ‘This Hard Ground’ and ‘Between War and Peace’, set in Sri Lanka and Liberia respectively, explored the reality of life in camps for millions of people just waiting to go home.

- ‘Listen to the Children’ captured the inspiring story of children organising themselves in four south Asian countries, made with associate producers from TVE partners, the Community Development Library in Bangladesh, and the Nepal Forum of Environmental Journalists.

- ‘How Green Is My Valley’ explored the valleys of south Wales, an area with some of the worst health statistics in Europe. ‘Blue Danube’, a trip down western Europe’s longest river, weighed up the trade-off between conservation and development.

‘Life is the only series on global television dedicated to analysing why – in a world of so much wealth – so many people still live in poverty,’ says series consultant Jenny Richards.

In 2005 we look forward to producing the fifth series, investigating the new ‘partnership’ between the rich and poor worlds on trade, aid and debt.

One small planet, six point four billion people. Join up the dots... it’s a big picture, life on earth.

The brief for TVE’s Life series has always been to look at both the big picture and the small print – at globalisation and its myriad human consequences. Because joining up the six billion-plus dots is, of course, what globalisation is about – its means and its end. Life provides a platform for ordinary people in the debate on development. In the words of one viewer, it opens ‘an intimate window to global issues.’

Life programmes set out to tell the stories of how different countries, communities and individuals are responding to the challenges of globalisation, while assessing the impact of those responses on international efforts to create a fairer, more equitable world.

Halving global poverty by 2015 – the ultimate target of the eight millennium development goals (MDGs) endorsed by 189 countries in 2000 – was the overarching theme of the 2004 Life series.

The first programme, ‘The Millennium Goals: Dream or Reality?’ set the agenda for the 26 that followed. These tackled the crippling problems of hunger, killer diseases such as HIV/AIDS, lack of clean water, debt, corruption and international trade.

As Poul Nielson, former EU commissioner for international development, reflects in ‘The Millennium Goals’: ‘It’s not about a country here or a donor there playing the heroic role of “doing something nice in Africa”... It’s the organisation of it, the globalisation of it. I mean, everybody talks about an international society. We don’t have one. Some of us are trying to create one... the MDGs are a tool in that endeavour.’

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- The cost of conflict in Liberia, ‘Returning Dreams’
- Indian dairy farmers, ‘Helping Ourselves’
- Life ident
After the headlines of destruction and disaster, Hands On – the award-winning programme which is part of the Earth Report series – tells a refreshingly different story.

From solar ovens to new ways of making clean water, Hands On focuses on the clever, innovative steps taken by people all over the world to find environmental solutions and better their lives. It's a tale of practical action told by a practical show: a magazine programme of short features, accompanied by a website with information, diagrams and instructions written by the Intermediate Technology Development Group, which helped create the programme.

Presented by Body Shop founder Anita Roddick, Hands On is broadcast on BBC World and series produced by Janet Boston. Main funders in 2004 included the European Commission, UNEP, the UK’s Department for International Development and the Vodafone Group Foundation.

With generous support from Toyota, TVE Asia Pacific began a two-year programme with its partners to version 50 Hands On stories into local languages for Cambodia, India, Laos and Nepal. And with support from the UK’s DFID and UNEP, we were able to hold a workshop in Nairobi with our Hands On/Focus Africa partners to discuss broadening Hands On’s reach throughout the continent.

How can the story of farmers in Nepal, developing their own high-yield varieties of rice, help a farmer in Colombia? Our viewers have no problem making the connection. ‘Even if social conditions are different [in different countries],’ reported one focus group, ‘it is possible to find relevance from nearly all the stories… to give people ideas to replicate.’

A bulging postbag

Hands On is one of our most popular programmes and the responses from viewers show it. With more than 200,000 visits to the Hands On website in 2004 – an average of 550 a day – Hands On proves that there is an international appetite for affordable, practical solutions to everyday development challenges.

In ‘Source to Sale’, we explore the social cost of a financial frenzy in which 70 per cent of Albanians lost their savings. We show the boost given to Albanians by a micro-credit scheme – some of the estimated 1.8 billion people worldwide whose lives could be improved by better financial services.

In ‘Mango Mountain’, women in Burkina Faso turn an oversupply of mangos into a successful business, making the packaged dried fruit that ends up in London’s health shops. ‘Green Currents’ demonstrates a cheap and life-saving method of disinfecting drinking water, simply by exposing it to sunlight for a few hours.

‘I watched Hands On on the BBC and I must say I was really educated… I would be grateful if you could provide me with more information,’ wrote one viewer. Another wrote from China to say that he was so inspired by ‘Energetic’, broadcast in May 2004, that he would be installing 124 biogas tanks. These could help poor families increase their income by up to US$100 per year, as well as cut down on their use of coal.

In a world of broadcasting dominated by celebrities, sport and soaps, Hands On shows that there’s a real demand for information that empowers.

‘Thank God for Hands On! It’s the TV strand that shows what you can do to cut poverty and safeguard the environment,’ says presenter Anita Roddick. ‘Be inspired – not just by the programmes, but by the viewers who have written to find out how they can take hands-on action to make a difference.’

Picture captions (clockwise from top left)

- Harvesting rice in ‘Paddy Chronicles’
- Anita Roddick presenting ‘Source to Sale’
- Cane weaving in Cameroon, ‘Rattan to Grow’
- Women displaying mangos destined for export from Burkina Faso to the UK in ‘Mango Mountain’
- Hands On ident
In 2004, programmes made or commissioned by TVE were seen in more than 150 countries around the globe, as this map shows. Transmitted via satellite by BBC World, *Earth Report*, *Life Hands On* reached 115 million homes and a million hotel rooms.

Through direct sales from our office in London and the work of TVE offices and associates in Asia Pacific, Italy and Japan, and through deals made by our partners with broadcasters, TVE films were also seen in at least 67 countries: on local, national and regional channels; and, through non-broadcast distribution, at film festivals and in community centres, universities and schools. Our films were translated into or shown in some three dozen languages, including Arabic, Spanish, Runyakitara, Hindi, Dzongkha and Chinese.

The map shows how TVE reached viewers through:
- both BBC World broadcasts and distribution through TVE partners and offices
- BBC World broadcasts only
- TVE distribution only
- TVE offices

Note: This map is based on information available at the time of publication.

### A Global Reach

#### Guatemalan

**MicroMACRO** was broadcast on 14 channels in Guatemala – and new requests from cable stations are still coming in. Our Guatemalan partner, the Tropical Rainforest Foundation, organised a range of activities to promote the series.

#### Latin America

Across the continent, **microMACRO** was shown on dozens of channels: in Peru, on RED TV, a network of 115 municipal and local stations; three channels in Bolivia; three channels in Argentina; and two in Venezuela, including the nationwide channel, Vale TV. Topics included solar power, natural fertilisation, recycling, self-sustainable shrimp farms, ecological bamboo houses and even a dry toilet.

#### Brazil

Brazil’s leading public television station, TV Cultura, winner of the UNICEF/ Emmy award in 2000 and 2004, broadcast **microMACRO** for 40 weeks.

‘We know that the development of awareness is a long and slow process. That’s why we care for our relationship with TVE and the Latin American partners and we stress the importance of co-productions such as microMACRO,’ says TV Cultura’s Teresa Otondo.

### Testimonials

- **Guatemala**
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- **Brazil**
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TVE’s partners span the global/local divide

TVE partners give meaning to the word global – ensuring that films about environment and development reach audiences from villagers at outdoor night-time screenings to viewers of Brazilian public television. From Windhoek to Beijing, TVE’s 47 partners make TVE films work for their regional and national audiences. They do this by translating, dubbing and subtitling TVE films, exploring innovative forms of non-broadcast distribution and making major deals with national and regional channels. They co-produce TVE films, produce their own films and develop communications ideas.

Our partners vary hugely. Some, such as Brazil’s TV Cultura, are major broadcasters in their own right, Others are environmental NGOs, independent production companies or development agencies with years of experience in communications.

As these three reports show here, it is the work of our partners, in 41 countries, that gives us our reach.

Environmental Education Media Project

More than a quarter of Mongolia’s population – from people living in a remote ger to the inhabitants of the capital city, Ulaanbaatar – watch Earth Report and Life every week on primetime national television. That’s thanks to the work of TVE partner, the Environmental Education Media Project, set up by John D Liu. From EEMP’s studio in Mongolia, it continued versioning 156 episodes of Life and Earth Report in 2004.

In China, EEMP has versioned into Chinese more than 100 episodes of Life. These programmes are expected to reach more than 100 million viewers in 2005, via broadcast and educational distribution, in a collaboration with the International Cultural Exchange Audio/Visual Publishing House in Beijing.

EEMP has also organised screenings of Earth Report and Life in Pyongyang, North Korea. This new initiative started in 2004, through a breakthrough partnership between EEMP and the Pyongyang International Information and New Technology Exchange Centre.

‘Environmental education through the media can be an entry point for creating an inclusive global society,’ says John D Liu. ‘In a society such as North Korea, still closed but on the brink of change, these first steps are vital.’

As well as producing “The Real Leap Forward” for the 2004 Life series, EEMP produced “Warming Up in Mongolia”, about the Mongolian government’s energy policy and what can be done to create cleaner technology.

AlphaMax, Suriname

AlphaMax has been TVE’s partner since 1998, writes founder Sean Taylor.

Since then, with support from WWF, we have used TVE’s video materials to reach hundreds of schoolchildren and thousands of television viewers, through a television series called EcoQuest.

By far our most significant contribution to the TVE network has been our role in the planning, production and distribution of the trilingual Latin American and Caribbean series, microMACRO. We played a vital role as the Caribbean coordinator for this exciting series of programmes, which is still being viewed across the hemisphere.

We produced the four Caribbean stories that were commissioned by the TVE-led steering committee. Our video production teams travelled to Barbados, Guyana, St Lucia and Suriname in pursuit of stories on solar energy, the Liana Cane furniture initiative, the sustainable use of marine resources and solar-dehydrator technology in the rainforest of the Guianas.

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Optimedia, Namibia

Our mobile video project started as a response to the urgent need of Namibians for relevant information about HIV/AIDS, writes Optimedia’s Femi Kayode.

When Optimedia started the project, with the support of TVE and other partners, Namibia had the third highest rate of HIV in the world. Many organisations offered print information and workshops. But given the low literacy rate in parts of the country, it was clear that video might be much more effective in educating people about the disease. That was in 2000. Since then, Optimedia has successfully organised several mobile video viewing sessions in different parts of Namibia.

The support of TVE has been invaluable. In the beginning, we benefited from its help in doing the language versioning of some of the films. However, as our association grew, it has become clear that much of our knowledge about planning, marketing, fundraising and raising awareness has been gleaned from being a part of a network committed to development through film and video.

TVE’s emphasis on distribution, working hard to reach new audiences, continuous communication with partners and the creation of linkages, has truly helped Optimedia to achieve much more than we even dreamed in 2000.

Picture captions (clockwise from far left)

• ‘Live Nature’, microMACRO
• ‘Listen to the Children’, Life
• Market gardening in Peru in ‘The Soil’, microMACRO
• ‘Warming Up in Mongolia’, Life
• Filming in Peru by TVE partner Guarango Cine y Video
• ‘Warming Up in Mongolia’, Life
• Viewing television in Mongolia
• Watching films on Nigeria’s long-distance buses
boosting capacity from Albania to Zimbabwe – for television that informs debate

The smoke rises from the fires beneath the surface, as burning plastic forms poisonous dioxins. This is Sharr, Tirana’s rubbish dump, one of several of Albania’s toxic ‘hot spots’. More than 200 Roma live here, earning money from recycling, all the while breathing in the toxic air.

It is not just the Roma, but the one million inhabitants of Albania’s capital Tirana, who are affected.

Sharr was one of three sites investigated by three teams of Albanian television journalists during a week-long workshop with Bennett Associates and TVE’s Di Tatham, an experienced producer/director and maker of ‘Listen to the Children’, organised by GRRU-Alertaid, a UNEP environmental information centre, and hosted by the Albanian Media Institute, the workshop brought together journalists from Albania’s main channels.

The result, in one short but intensive week, was three ten-minute pieces which aired on three TV stations in Albania. ‘The workshop allowed the journalists to report environmental issues in a new way – in-depth reporting that just doesn’t happen with news items,’ said Di Tatham. ‘Some of the journalists had never been to the “hot spots”. Through the workshops, they were able to get eyewitness accounts and interview experts. They were a fantastic team.’

Capacity building for television journalists is a priority for TVE. We believe that informed debate about the environment and development has to start with independent information and understanding.

Africa Partner Network

We reached more than 50 million people in Africa as a result of grants allocated by TVE to its 12 African partners this year. They watched TVE programmes on national television, in community centres, at schools and workshops and on mobile video units brought to their doorstep – clear evidence that a relatively small investment can provide a big boost.

We gave each of our partners 15 TVE videos of their choice, with all rights cleared for broadcast, commercial, community and educational use. Thanks to the Swedish development agency Sida, we were also able to give each partner a ‘catalyst grant’ of £5,000.

With new equipment purchased with the grant and new programmes to offer broadcasters, partners were able to boost their output and distribution. Optimedia organised the transmission of eight TVE films by the Namibia Broadcasting Corporation and versioned ‘Scenarios from the Sahara’ into six local languages, strengthening its reputation for language versioning. Optimedia also used its grant to buy a projector and screen. Viewings were held across the country, reaching another 50,000 viewers in 13 regions.

The grant, said Kwesi Anderson of Ghana’s Green Earth Organisation, ‘greatly assisted our outreach programmes, especially in rural areas where people have no electric power, video or television.’

‘Because the new equipment never fails, people now trust us to deliver quality service every time,’ said Mailuseng Matsotso of Sesotho Media and Development, Lesotho.

In Uganda, Television for Development showed videos in schools and communities. It used part of its grant to promote its services through television ads, email, mailshots and face-to-face marketing. With eight new video players, TFD was able to distribute 1,474 videos – compared to 64 in 2003.

Picture captions (left to right)

• TVE partner Communicating for Change screens a film for World AIDS Day in Nigeria
• Journalists visit one of Albania’s toxic ‘hot spots’

Reel to Real: women’s voices from all corners of the map, heard worldwide

Women in purdah in Pakistan; a graveyard of women who died young of cancer in Mexico; sex education for teenagers in Lithuania – these are some of the scenes of women’s lives pictured in Reel to Real, a groundbreaking series of 22 short films made by and about women. Coordinated by TVE, the series marked the tenth anniversary of the Cairo International Conference on Population and Development.

Reel to Real, said one observer, revealed ‘a unique picture of women’s lives on the anniversary of Cairo, at a time when most broadcast media were not concerned with gender.’

‘This series has been the most useful television programming we have had from TVE,’ wrote Nigerian filmmaker Sandra Mbanefo Obiago, director of Communicating for Change. Her film, ‘Cash Madam’, won awards for best director, television documentary, at the Biennial Africast conference in October, as well as commendations for best television documentary and best television documentary script.

The story of Hina, the only sister of five to attend college, highlighted the obstacles to girls’ education in Pakistan. In the Philippines, Reel to Real examined the contrast between the government’s stated commitment to reproductive rights and its failure to deliver. In Morocco, Reel to Real took the viewer to villages left empty of women each year, as they migrate to Spain for seasonal work.

Twenty-two professional broadcasters and producers worked on this remarkable international collaboration, each producing a short film of about ten minutes.

TVE’s role was to coordinate production, compile the programmes, version the films into French and Spanish and despatch them to all the participants. With Reel to Real footage, TVE also produced two Life programmes, ‘Holding our Ground’ and ‘Balancing Acts’, later broadcast on BBC World. An independent evaluation in November 2004 described Reel to Real as ‘exciting and worthwhile’. One filmmaker said it enabled ‘voices from the remotest corners of the map to be heard worldwide’.

But the evaluation also pointed out the need to improve production values. Mariolina Bronzini, one of the participants and an executive producer working for Italy’s national broadcaster, RAI, said the series needed to reflect that “what makes a story appealing to the audience is strong content in a beautiful attire, more than a meaningful story in a poor presentation.”

We are delighted that the Sigrid Rausing Trust and the UN Population Fund are generously contributing to a new collaboration in 2005. Their support will enable us to enlarge the network, strengthen editorial support and produce a series which brings a true international perspective on women’s rights ten years after the Beijing Fourth World Conference on Women.
more series, more channels, and more contemporary formats – TVE’s new strategy

Accessible, popular, stylish and intelligent: the shape of TVE mainstream programming

2004 saw TVE begin to implement a new and ambitious strategy: to develop and produce television programmes for mainstream European and North American networks, as well as global broadcasters.

The appointment of Australian Brenda Kelly to the new post of TVE’s executive producer has enabled us to move this strategy forward. A film producer/director with many years’ experience in the UK and abroad, Brenda has high-profile credits to her name, including the multi-award-winning Channel 4 ‘Kumbh Mela’, broadcast daily in the UK from India, and the BBC’s groundbreaking access project, ‘Video Nation’.

We want to make mainstream programming about the things that matter and to do so in a way that is accessible, popular, stylish and intelligent.

‘We believe there’s a public appetite for the big issues of our times,’ says Brenda Kelly. ‘In this digital and multi-channel age – and in contradiction to the tendency to dumb down – there are exciting opportunities for us to reach new audiences across different platforms.’

Postcards from Africa

We are now talking to international channels about new strands and developing ideas in a wide range of formats and genres, aiming for a very contemporary take on TVE’s core remit.

Already we are seeing the results of research and development begun in 2004.

UK broadcaster Channel 4 has commissioned eight short films – to be produced by TVE and partners in Africa – for broadcast during the week of the G8 meeting in July 2005, sending eight vivid messages to leaders of the industrialised world from Africa.

And, in a co-production with London-based Rooftop Productions, we are working on a broadcast pilot for a youth environment series commissioned by al-Jazeera’s new Pan-Arabic children’s channel. This will be broadcast free in Arabic, across the Arab world and in Europe, from late 2005.

Production unit

The new unit, led by Brenda, manages the production of TVE’s Life series. Twenty-seven new programmes, requiring both BBC World and international versions, were produced in 2004.

We also produced a report for the BBC’s flagship news and current affairs programme, Newsnight, on the fate of children caught up in conflict in Liberia. The 15-minute film explored the pain of separated families and the tragedy for child soldiers wrenched from their parents. It also looked at the dangers of the failure to reconstruct a country once the fighting is over.

Other productions during 2004 included eight case studies and an opener for the World Bank’s conference on poverty reduction, held in Shanghai; two training films for the UN Office for the Coordination of Humanitarian Affairs; and video news releases on cloud forests, for the World Conservation Monitoring Centre, and, for UNEP, on women and the environment and the Rotterdam convention.

With the One World Broadcasting Trust, TVE produced a series of ten 50-second spots for the Universal Forum of Cultures, Barcelona 2004. These featured celebrities such as Angelina Jolie and Peter Gabriel as well as world figures including former Soviet President Mikhail Gorbachev and Nobel laureate MS Swaminathan. TVE and OWBT also produced fifteen 50-second snapshots of development that works – from solar panel refrigerators to seaweed farming.

Distributed as part of a package that included 13 of this year’s Life films, the programmes reached audiences in 37 countries, as well as being broadcast globally by BBC World throughout May and June.

Picture captions (clockwise from top left)
• Angelina Jolie, Barcelona Forum
• Disarming the fighters, Liberia, BBC Newsnight
• Seaweed farming in Madagascar, Barcelona Forum
• Mikhail Gorbachev, Barcelona Forum
• 11-year-old Moses, shown in our film for the BBC’s Newsnight, views himself in reporter Emily Marlow’s video monitor in one of Liberia’s centres for demobilised children
Our financial results for the year ending 31 December 2004 were better than forecast and resulted in a deficit of £146,835. Our financial position is therefore on course for meeting the requirements of the medium-term strategy agreed by the trustees at the September 2003 AGM. Our financial position was stabilised in 2004 and we now plan to move into a small surplus position during 2005. Any surplus will be invested in fundraising.

Part of the deficit in 2004 stemmed from the trustees’ decision to invest in a new strategy to develop mainstream terrestrial programming – a decision which led to the creation of the new post of executive producer. Already, as we explain on p 18, we are seeing the rewards, in line with the strategy approved at the 2003 AGM, we will continue to aim for greater core funding, to allow for more investment in the strategic development of the organisation.

The number of staff employed fell from 12 full-time equivalents in 2003 to 10 full-time equivalents in 2004, as part of a rationalisation and cost-cutting process. TVE continues to employ freelance staff, primarily for research, filmmaking and editing, on a project-by-project basis.

We are grateful to all our donors. Without them, there would be no Earth Report exposé of destruction of the Amazon, no investigation by Life of why so many poor women die needlessly in childbirth, no grant for video equipment for TVE partners in Africa – or any of the other vital things we do which rely on their support and enthusiasm.

Chief operating officer Andy Coates gives the financial highlights in a year when income and expenditure rose and fundraising got a new boost.

A significant development has been the decision, initially approved at the 2003 AGM and further ratified at the 2004 AGM, to have a coordinated approach to project fundraising. TVE’s deputy director, Jennyf Richards, while continuing to act as series consultant to Life, now oversees all project fundraising.

As with many not-for-profit organisations, obtaining funding to cover core costs is an ongoing challenge. TVE is addressing this challenge in a number of ways.

In 2004 we aimed to increase unrestricted core funding from organisations. WWF-UK, UN-HABITAT and the Friends of TVE all donated funds in this way. In addition, the Westmünster Foundation gave a donation towards the rental costs of our new offices. They will generously do so again in 2005. The first individuals to donate under the Gift Aid scheme were signed up during the year.

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**Friends of TVE**

Lady Glenarthur, chair of the Friends of TVE, explains her passion for a small organisation that achieves so much.

I grew up on a coffee farm in Kenya and from my earliest years learned the importance of the environment and conservation. Some time in the ‘60s my father handed me a book called Silent Spring, by Rachel Carson, and said, ‘I think this might interest you.’ Indeed it did.

When, many years later, I was looking for help with a film proposal about the Ganges and Thames rivers, a friend told me about TVE. The film did not materialise but, having met Robert Lamb, TVE’s first executive director, I became interested in the organisation.

In 1992 I asked Robert if he would like me to set up a support and fundraising group, to be called the Friends of TVE, and he agreed. In November 1993, we held our launch and since then we have funded brochure covers, film premières, TVE’s participation in London’s International Environmental Film Festival, and a number of TVE’s sister organisations in India, south and east Africa and the US, as well as holding several events at the House of Lords.

Probably our most unusual donation has been from our president, Lord John of Bletso, who gave us the fee he received for his article on his family. The trustees of the Friends have always felt one of the most important ways we can help is by raising the profile of TVE within the UK. We feel that TVE’s work in promoting communication on environment, development and human rights issues through the visual media is vital and deserves far greater recognition in this country.

The Friends are also delighted to be working with Cheryl Campbell, TVE’s new executive director, and helping to contribute to her vision of creating popular, mainstream programming for new audiences in North America and Europe, while strengthening TVE’s international partner networks.

We all enormously enjoy our link with such an exciting and dynamic charity, whose amazing output is somehow achieved by a tiny permanent staff whose dedication we tremendously admire. TVE’s work will become even more important in the years ahead and the Friends will be endeavouring to give all the support they can.

**Friends of TVE**

The Lord St John of Bletso, president
The Lady Glenarthur, chair
Mary Howell, treasurer
Gulida Navidi Walker, hon secretary
Shamsi Navidi
Brenda Simson
Clare Palmer
Elisabeth Lefebure, administrator

**Founder Friends of TVE**

Sir Ranulph Fiennes, Bt, OBE
Julia Hailes, environmental consultant
Professor Sir Ghilean Prance FRS, former director, The Royal Botanic Gardens, Kew
The Marchioness of Worcester
Robert F Erith TD

The Friends of TVE is a UK registered charity, number 1036556.

TVE is a UK registered charity based in London with regional and associate offices in Sri Lanka, Italy, Japan and the US, and partner networks on three continents.

**TVE Asia Pacific**

TVE Asia Pacific, with a staff of ten, had 20 partners in 15 countries at the end of 2004, together forming the Asia Pacific Video Resource Centre network. TVE Asia Pacific’s activities range from producing films to supporting regional filmmaking to capacity building. TVE’s regional representative is Naikawadee.

Across the region, TVE Asia Pacific partners continued to get their programming out. In China, Dr Li Hao’s Earthview reached more than 200 million homes through weekly Sunday evening broadcasts of Earth Report on China Central Television, the world’s largest national broadcaster.

**TVE Japan**

TVE Japan is an autonomous, self-financing affiliate organisation sharing the mission and ideals of TVE.

In 2004, TVE Japan participated in Reel to Real and versioned all 22 programmes into Japanese. It also collaborated with TVE Asia Pacific in offering Japanese environmental programmes and providing financial support for language versioning and non-broadcast distribution of programmes into Japanese. It also developed a series of proposals for new collaborative projects. Eleven of the 12 partners attended the lively annual partner meeting in Cape Town in November. ‘The sharing of experiences was most valuable,’ wrote Grace Madoko from Kenyan partner Ace Communications. ‘Each partner has a strength that each of us could learn from.’

‘At a time when nature is undergoing change which threatens the very existence of life on earth, it is clear that television is vital in informing, educating and influencing behaviour.

‘Yet wherever one looks, this valuable tool has been hijacked, to promote wasteful consumption, thoughtless consumerism and a way of life which is clearly unsustainable.

‘TVE’s growth is a reflection of the endless demand for its films on precisely these issues. With a very small staff and a budget to match, TVE is now one of the largest producers of environmental films in the world.’

Ivan Hattingh, TVE chair emeritus (TVE chair 1984-2002)
environmental print technology, which

There are 1.8 billion television sets around the world today – outselling even the personal computer. From basic black and white sets to the latest plasma screen, from community video outside a tent in Mongolia, to a BBC World broadcast in a hotel room in Amsterdam or Mumbai, it’s on a television screen that many of us now see the world. It’s how we picture the planet.

Television for the Environment exists to create informed debate and an understanding of the critical environmental and development issues facing us in the 21st century. In 2004 we made or commissioned more than 80 programmes. We reached more than 300 million households worldwide, almost every week of the year.

This review of TVE in 2004 shows how we viewed the world – and how we enabled others to see it.