annual review 2010
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Cover photo: Blind musician Sorie Kondi from ‘Sorie K and the MDGs’ – Life on the Edge Series (photography by Fee Romein)
Dear friends and supporters,

In line with many charities, 2010 was a second difficult year for tve in terms of income. But despite the tough fundraising climate, we continued to reach audiences in their millions around the world, with stories about key environment and development issues – from the world’s vanishing biodiversity to slum upgrading, and from responsible travel to education rights and democracy.

Our mission is to make films which alert viewers to what is going on in our increasingly complex globalized world, and so help inspire change and create a greener, fairer world. We work with 49 long-standing Partners, most in the developing world, both on production and outreach. And we are increasingly reaching viewers through the internet.

In 2010 we commissioned, produced or co-produced 61 films and videos. tve films, both current and from our extensive archive, were broadcast 833 times around the world, and we doubled the number of channels carrying them to 158. Our films were versioned into, or broadcast in, 25 languages, and viewed in 177 countries – again up on 2009. We reached 298 million homes through global broadcasts on BBC World News and Al Jazeera English, and 433 million individuals had a chance to see our films on other channels.

We’ve included details of all our 2010 films and projects in this Annual Review.

And we have already had a busy start to 2011! We have launched our new environmental series Earth Reporters on BBC World News and for onward broadcast on national channels; we were delighted that Google hosted the Awards night for our first tvebiomovies competition for YouTube filmmakers and animators – we are now working on this year’s competition; we are eagerly awaiting our new website; and exciting and intriguing audiences worldwide in the lead up to the Rio + 20 conference in May 2012 is a major priority for the next 12 months.

Finally – we could achieve none of this without the funding we receive from our donors: I would like to say a very big thank you to all our funders, along with our Trustees, Partners, staff and filmmakers, all of whom played a part in our significant achievements of 2010.

Cheryl Campbell
executive director
environment films

earth report celebrates UN Year of Biodiversity

To mark the UN Year of Biodiversity in 2010, tve produced two new Earth Report programmes on the world’s disappearing natural capital. ‘Gambling on Laos’, the first, explored how the economic boom in Asia was radically changing one of the region’s last biodiversity hotspots, communist Laos. Made in collaboration with tve partner PADETC in Laos, the film showed how, after decades of isolation, Laos is now open for business – with outside investment pouring in, while resources like timber and rubber pour out.

“The film came out at a right time, not only to coincide with the biodiversity year, but more importantly at the time when political ambience in Laos is more open to different perspectives and approaches. [The screening at] the National Assembly was later positively reinforced by the screening at the “National Conference on Turning Land to Capital” where it was chaired by the Deputy Prime Minister, HE Somsavath Lengsawat, and attended by more than 300 officials from all provinces and key ministries”.

Sombath Somphone, executive director, PADETC

Broadcast globally on BBC World News in May 2010, Earth Report followed Sam Say, a successful Lao entrepreneur, as he pursued his quest for new investment opportunities that would not destroy his country’s natural heritage. PADETC produced a Lao version of the film which was shown at the Lao National Assembly in Vientiane in September 2010.

‘Back to the Garden,’ the second Earth Report programme, was made as part of our ‘Five Years to Go’ project tracking progress on the MDGs in sub-Saharan Africa and directed by John Liu, from tve partner EEMPC in China. Filmed in the central African country of Rwanda and in eastern Kenya, ‘Back to the Garden’ set out to discover whether it is possible to reverse the damage that human populations have inflicted on the land through decades of over-farming and poor management. The film showed that the 1994 genocide in Rwanda had had one little-known side effect – degrading the land as well as the human spirit.

Following the work of Rwandan soil scientists now working to revive the country’s degraded ecosystems and ravaged landscape, ‘Back to the Garden’ also visited Dr Renee Haller, an inspiring pioneer whose unique experiments in an abandoned quarry in Kenya show how land stripped bare of even the soil itself can be restored to a fertile valley in a matter of years.

After delivering both Earth Report programmes to BBC World News or other broadcasters, tve embarked on a radical rethink of the Earth Report series with Headlight Pictures and in conjunction with BBC World News. Redesigned under the new title of Earth Reporters, the series launched globally on BBC World News in May 2011.
World Environment Day, REDD and Bamboo

For the UN Environment Programme, tve made six short web films on biodiversity conservation and livelihoods in Rwanda, for the 2010 World Environment Day celebrations hosted by the Rwanda government, and a promotional film on REDD + (Reducing Emissions from Deforestation and Forest Degradation) setting out the key benefits for tropical forests and communities living in them.

Using a striking blend of animation and film footage, we produced a five minute feature about bamboo and rattan, ‘Bamboo, the Wise Man’s Timber’ for INBAR (International Network for Bamboo and Rattan). The 10 minute film, screened at the Shanghai Expo in China from May to October 2010, showed the huge potential of bamboo as a strong, lightweight material combining sustainability and carbon capture, as well as some of its many innovative applications – including surfboards, bikes and building materials.

Finally we produced a promotional film to introduce the Spain-UNEP Partnership for Protected Areas. The six minute film was screened at the COP-10 meeting of the UN Convention on Biological Diversity in Nagoya, Japan in October 2010, and is currently streaming on the Spain-UNEP Partnership website.

The film explains the background to the LifeWeb initiative, which matches international donors with protected areas needing finance, and includes a profile of the Spain-UNEP Partnership along with some of the 15 protected areas earmarked for support in 2010/11.
**tve’s biomovies competition**

In October 2010 tve launched the tve biomovies competition, which built on the success of ‘A Million Views on Copenhagen’, our 2009 project which brought key messages about climate change and the environment to a new, young, online constituency of YouTube fans. Showcasing films produced by young YouTube filmmakers, some with huge cult followings – ‘A Million Views on Copenhagen’ amassed more viewers throughout 2010, overtaking the one million viewer milestone.

The new tve biomovies competition invited YouTube filmmakers and animators from around the world to send us treatments for a film they’d like to make about biodiversity. We also enlisted the help of two celebrity YouTubers – one British, one Indian. They produced two short films which were projected on giant screens to launch the competition at the 10th Convention on Biological Diversity in Nagoya, Japan. They subsequently attracted over 200,000 views on YouTube.

As a result, we received 132 film proposals from all around the world – including entries from Australia, Bangladesh, Denmark, France, India, Indonesia, New Zealand, the Philippines, Peru, Rwanda, UK, USA and Zimbabwe.

A shortlist of the 12 best proposals was selected by a panel of judges including the cult YouTube film-makers Eddsworld. Short-listed film makers were each given a £200 grant to produce a two minute, captivating, inspiring animation, drama or documentary.

A compilation of the 12 finalists’ films was screened in Kanazawa, Japan at the Year of Biodiversity closing ceremony on 18 December 2010, while choosing the winning entries was left to YouTube viewers themselves – with the winner in each of the three categories decided by the number of clicks of the ‘like’ button each received.

The final winners were: for the WWF prize, Indonesian Kenu Huang’s animation ‘Trees are Awesome’; for the Biodiversity International prize, Australian Mehmet Ali Baltali’s animation ‘How Food Gets to your Plate’; and for the Shivdasani prize, Rwandan Gahizi Ganza Dieudonne’s ‘Change and I Mean It.’ The awards ceremony was held in the Google London offices on 5 May 2011.
development

Five Years to Go

In March 2010 we launched a new, 30 month international project, ‘Five Years to Go’, focusing on progress on reaching the Millennium Development Goals (MDGs) in sub-Saharan Africa in the final five-year period to their target end date of 2015. Implemented by tve in partnership with three other European NGOs – Internews Europe in Paris, One World Media in London, and lokaalmondiaal in the Hague, ‘Five Years to Go’ was responsible for the great majority of tve development films produced and broadcast during 2010.

We launched the project at a conference in Brussels which brought together 26 European and African broadcasters and producers in Brussels, and opened with a keynote presentation on ‘The Millennium Development Goals and the Media’ by Lord Malloch Brown, Senior Advisor to the World Economic Forum and former Head of the UN Development Programme, in conversation with Myles Wickstead, Chairman of One World Media and former Head of Secretariat for the UK Commission for Africa.

The Brussels participants then engaged in lively discussion on how best to produce programmes about the MDGs in Africa to engage national and international viewers worldwide, including mainstream, specialized youth, sport and other ‘niche’ audiences – particularly connected to the FIFA World Cup scheduled to take place from June-July 2010 in South Africa.

Over the next day and a half they also debated, short-listed and honed themes, topics and storylines from a range of different sub-Saharan African countries for the various different ‘Five Years to Go’ series outputs – the majority made by and with the African producers and partners at the conference.
African Football Shorts

The first output of the Brussels brainstorm was ‘African Football Shorts’, a series which went beyond the World Cup headlines to reveal the human stories behind the great football drama: the hopes, dreams, dilemmas and disappointments of African players, spectators, workers and plain hangers-on, as seen from a uniquely African perspective.

Filmed in slums, village streets, state-of-the-art football pitches and village fields, the 10 x two minute mini-documentaries were made by five tve partners in four African countries (Kenya, Nigeria, South Africa and Zimbabwe), edited by executive producer Brenda Kelly in London in close consultation with all the African producers, and delivered to BBC World News and other European broadcasters the week before the official opening of the World Cup in late May 2010.

Stories included profiles of a Kenyan video hall owner in the Nairobi slums, a disabled para-soccer player in Lagos, a group of shanty town children who could see the state-of-the-art Cape Town soccer stadium – but not get a seat to watch the games held there, and the footballing grannies of Limpopo Province, South Africa.

The series was broadcast by BBC World News daily, from May 31st for two weeks, with eight repeats per day, and also streamed daily on the main BBC News and Africa websites.

Following the BBC broadcast, ‘African Football Shorts’ were also broadcast on BHRT in Bosnia & Herzegovina, LRT in Lithuania, and on more than 24 TV channels across Africa as part of their World Cup coverage.

Via tve’s 15 members of the Africa Partner Network (APN) in sub-Saharan Africa, the films were also launched and screened in churches, youth clubs, festivals and via mobile phones in Kenya, and streamed on over a dozen websites – from sports pages on worldcupmatches.com and foundinafrica.com to the One World Media website and ‘One’, as well as on tve’s Twitter and Facebook networks.
Life on the Edge

The second ‘Five Years to Go’ programme outputs linked to the World Cup were two documentaries produced by our Dutch partner lokaalmondiaal, broadcast globally in a first run of tve’s Life on the Edge programmes on BBC World News in early June.

‘How to Become President’ told the story of George Weah, former World Player of the Year, who first ran for president of Liberia in 2005, a year after the country’s bloody civil war had ended. ‘The Elephants’ Dream of Peace’ focused on another top African football star – Didier Drogba, Chelsea striker and captain of the Ivory Coast team, and the role he and his fellow team-mates played in their 2005 peace mission to help stop civil war.

After the BBC broadcast, both films were transmitted on TV channels across Africa (including in Soweto), at a South African film festival at the FIFA World Cup, as well as being streamed on lokaalmondiaal’s ‘Road to 2010’ website.

Four more Life on the Edge films made as part of ‘Five Years to Go’ aired on BBC World News in August. ‘Sorie K and the MDGs’, made with our Sierra Leone partner EFA, followed blind street musician Sorie Kondi, who – worried about the future of his 14-year-old daughter Zeinab – went out on the road to find out about girls’ education in Sierra Leone 10 years after the country’s long and bloody civil war.

‘Trawler Girl’ was produced by partner Optimedia in Namibia, who filmed with Johanna Kwedhi, Namibia’s first female trawler captain – and a poster girl for women’s empowerment. They followed her on a trip north to her family village to find out how well Namibia is doing on the MDG targets for women’s education, equality and maternal mortality.

‘Biker Boys of the Dirt Island’, produced by Kenyan tve partner OnScreen Productions, looked at slum upgrading in Nairobi’s notorious Korogocho slum, where crime and violence are rife. The story followed a team of motorcycle boys, who formerly made their living stealing from Korogocho neighbours, but have now reformed and provide an informal motorbike taxi service.

The final film, ‘Scent of the Streets’, was produced and filmed by tve’s Nigerian partner Communicating for Change. They profiled three ‘Area Girls’ – Onyinye, Busayo and Gift – who survive on the streets of Lagos’ tough slums, and exemplify the struggle so many African countries face to provide decent work for young people. All three girls display the talent, ingenuity and determination for a decent day’s work – if only they had a chance.
Cairo cafes, Nottingham lace and bluefin tuna

Two further Life on the Edge films aired on BBC World News in 2010. Pre-empting the Egyptian revolution in February 2011, ‘Hassan and the Graduates’ was the cautionary tale of 40,000 young Egyptian graduates who, unable to find work in the city, took up the government’s challenge of becoming farmers in the desert.

Eponymous hero Hassan Abdul Rahman was a business graduate who realised in the late 1980s that the increase in Chinese imports was undermining Egyptian industry – as well as the prospects for his own job. And he was far from alone: across the Middle East, two out of every three people are under the age of 25, and the bustling cafes of Egypt’s capital Cairo teem with young people unable to find work in the metropolis – while the thousands of new graduates emerging from vocational schools mean over 700,000 new jobs need to be created annually.

‘Nottingham Lace’ told the story of Cluny Lace, the last lace maker in Nottingham – a city once famous for lace production the world over. Across the developing world, family firms are advised to exploit their unique craft skills in today’s globalized world. So why – with unemployment rising across Europe and the USA – isn’t there more demand to learn the niche craft skills that once brought wealth and fame to the industrial heartlands of the East Midlands?

The final 2010 film produced in the ‘Five Years to Go’ package was ‘Defending Champions’, a 22 minute documentary made by French partner Internews Europe for our ‘Element’ strand and broadcast globally on MTV International in November. This told the story of how four young and hungry footballers from MYSA (the Mathare Youth Soccer Association) in the Nairobi ghettos travel to South Africa to play at ‘Football for Hope’, FIFA’s global street football tournament in Johannesburg.

Also in November, we produced our last 2010 Life on the Edge film, ‘Looting the Seas’, a documentary made as part of a multi-media investigation in collaboration with the ICIJ in Washington. Broadcast worldwide on BBC World News 12 days before international regulators met in Paris to decide the fate of the endangered Eastern Atlantic bluefin tuna, ‘Looting the Seas’ revealed how a decade of fraud involving Mediterranean fisheries, European governments and foreign dealers had helped push Atlantic bluefin stocks to the brink – and how the rules put in place to conserve them still were not working effectively, leading to plummeting tuna stocks worldwide, and a 75 per cent decline in spawning tuna stocks in the Mediterranean in the last 40 years.

In April 2011 the US Overseas Press Club presented ICIJ and tve with the Whitman Bassow Award for environmental reporting for Looting the Seas… for the "best reporting in any medium on international environmental issues."
tracking progress on the MDGs with the ODI

In September 2010 tve produced ‘Development Progress Stories’ – two films about top MDG performers commissioned by leading international development think-tank the Overseas Development Institute (ODI).

Why, the films asked, do some countries succeed in their efforts to cut poverty while others fail?

To discover some of the secrets of their success, tve filmed in Vietnam, which has made huge progress in poverty reduction thanks to substantial economic reform, and in Ghana, where agricultural reform policies are paving the way to achieving MDG 1 – to halve hunger.

The two ‘Development Progress Stories’ are part of an innovative new website, charting stories of successful development. tve partners enda Vietnam in Vietnam and Judith Osei Wusu from Ghana Broadcasting Corporation (GBC) played an invaluable role in co-producing both films, allowing fast turnaround and swift delivery.

tve is currently in production on two further films for the series.
In August the BBC, working with the ICIJ (International Consortium of Investigative Journalists) and tve, produced a 25’ documentary ‘Dangers in the Dust’ on the health risks of white asbestos – chrysotile – used as a low cost building material, particularly in developing countries.

Asbestos mine in Jefferson, Canada

To ensure the film was seen, and used, as widely as possible, tve – with support from the German Ministry of Environment – organized an outreach project in 2010 working with tve partners in Asia, South East Asia and in Brazil to version the film into eight languages:

- three South Asia languages – Gujarati, Hindi and Urdu – via our regional coordinating office for South Asia;
- Mandarin Chinese via our partner the Environmental Education Media Programme for China (EEMPC);
- Tagalog, via our partner the Environmental Broadcasting Circle in the Philippines;
- Vietnamese, via our partner enda Vietnam;
- Portuguese via Daniel Rubio, from our partner Parceria in Brazil who also filmed the Brazilian segment for the documentary.

As a result, ‘Dangers in the Dust’ was broadcast, in relevant language versions, on five TV channels in 2010, with new broadcasts planned in India and Latin America in 2011.

The film was also screened at dozens of meetings and exhibitions, while partners distributed DVDs of the film to key ministries of environment and health, MPs and other decision makers. We are still liaising with potential partners in Russia to facilitate screenings and distribution.

Africa

2010 proved a busy year for tve’s APN. Enock Chinyenze, our regional coordinator for Africa, organized a two-day APN meeting in Brussels at the end of February 2010 which brought together 14 of the 15 members of the APN to listen to partners’ experiences on recent activities, and discuss the new challenges and opportunities represented by technological and broadcasting changes across Africa.

APN partners debated plans for their involvement in the upcoming ‘Five Years to Go’ project, and agreed a new APN regional strategy for the next two years, including expanding the network to embrace new partners in Rwanda and Burundi, Senegal and Burkina Faso.
In November, tve welcomed two new partners Storyline Media in Botswana, and Naashon Zalk Media in South Africa. Six APN partners – from Kenya, Namibia, Nigeria, Sierra Leone, South Africa and Zimbabwe – produced programmes for the ‘Five Years to Go’ programme outputs (see ‘African Football Shorts’, page 8). All 15 partners also received broadcast quality tapes of the ‘African Football Shorts’, ‘How to Become President’ (Liberia), ‘The Elephants’ Dream of Peace’ (Ivory Coast) and ‘Back to the Garden’ (Rwanda) for broadcast and screenings in their countries in the run-up to and during the FIFA World Cup.

APN Partners showed these films in a variety of imaginative ways, including broadcasting them as fillers before and between live World Cup matches on television in Gambia, Lesotho, Mozambique and Zimbabwe.

Ace Communications, one of our two partners in Kenya, showed three of the African Football Shorts before the live football match between Germany and Argentina, and at half time, at a 6 July open-air screening for 500 university students organized by Mavuno Downtown Church (MDT) church in Nairobi. The students, Ace reported, were first curious, then puzzled, and finally delighted when the Mafarana Gogos – the footballing grannies from Limpopo – appeared on screen.

“Some elderly women walk in dancing and singing and the crowd does not seem to enjoy this - after such an entertaining first half of the Argentina Germany match. But wait! this disappointment is short-lived - as the women run to the bushes, uniforms on hand and change. There is some light moment, the women emerge from the bushes fully dressed for the Match and we can hear some appreciation of the clip, almost an encore! Oops, it’s almost time for the second half; we must go back to the real game!”

Kefa Oduor, Ace Communication

In Namibia, our partner Optimedia screened the ‘African Football Shorts’, ‘How to Become President’ and ‘The Elephants’ Dream of Peace’ on a giant screen watched by 112 appreciative young boys at a special ‘Soccer Unite’ day organised by the Rebels Football Club – a disadvantaged youth soccer initiative to keep young boys off the streets and provide afterschool activities. Comments afterwards included:

“Didier has been an inspiration for many African boys who use soccer to get out of the poverty trap in Africa. While this phenomenon is not big in Namibia, a lot of young boys still look up to him and it would be very interesting to find out whether there will finally be peace in Ivory Coast...”

P. Kanalelo

“I think the films we see teach us that through soccer, one can become anything you want to be. I also wanted to go to the world cup but had no opportunity, but I know one day I will.”

Shoopala, 13 yrs.
In Gambia, our partner Lamin Ceesay from GRTS (Gambia Radio & Television Services) sent us a vivid account about the scene he encountered after visiting a friend of his wife’s in hospital in Banjul on the night of 14 June.

“Upon my arrival at the ward, I found the whole ward of over fifty people quiet and attentive and I was completely mesmerised. I first though something awesome happened or watching Movie, only to found that they were indeed watching Didier Drogba on the African football films on GRTS. With mood of concentration and passion I found those people in was honestly captivating and I said to myself, ‘football is more than a mere game and footballer are role models in our societies’.”

Lamin Ceesay

As well as the ‘Five Years to Go’ programme outputs, APN members continued to screen the three-part series ‘Early Life’ on TV channels across Africa. In April MFDI (Media for Development International) organized a launch event for ‘Early Life’ at the Southern Sun Hotel, attended by 40 South African business investment leaders attending a South Africa Business Forum meeting in Tanzania.

APN partners continued to produce national language versions of key tve programmes for their own broadcast and educational outreach. Highlights in 2010 included MFDI in Tanzania completing Kiswahili versions of Life on the Edge programme ‘Grace Under Fire’ as well as two Earth Report programmes, ‘Adopt, Adapt and Survive’ and ‘Down to Earth’, and Iris Imaginacoes producing a Portuguese version of its 2009 Life on the Edge film, ‘Reclaim the Condom’, which was selected by the National Aids Council for inclusion in its week-long Film Festival held around World Aids day in 40 cities and towns across Mozambique, as well as being broadcast on three Mozambican TV channels – TVM, TIM and STV.

“We had a great launch yesterday afternoon/evening down at the Southern Sun hotel in Dar. There were about 45 people there - mostly South African business community, but also the acting SA High Commissioner. It was a lively, fun, energetic group...they did their meeting stuff first...then I got up and talked quickly introduced MFDI and tve and how we work together focusing on the dubbing and distribution of tve films to Swahili...I told the group that once dubbed to Swahili, MFDI's mandate was to get these programs distributed as widely as possible in Tanzania. Then I introduced Fizza Moloo from the Amani Trust – ECD [Early Childhood Development], who gave a lovely introduction to the context of ECD and how important this is in terms of capacity building in Tanzania to strengthen its growth and development.

Then we screened the film [Kibera Kids]. The projection and sound was really good and the film well received. I managed to get the USAID Public - Private Partnerships Advisor to attend the event. That was a strategic move on our part, to show off a little how we are interacting with the private sector, even though this had nothing to do with USAID. It was actually a great way for him to meet a bunch of the top private sector investors in the country...I was very pleased with how it all went. It was a wonderful model for a launch.”

John Riber, MFDI Director on the launch of ‘Early Life’ in Dar es Salaam
South Asia

2010 was also extremely busy for tve’s South Asia office – which continued developing new relationships with broadcasters – ensuring that Earth Report and Life programmes reached an estimated half a billion viewers across the region during the year.

Together with tve Indian partner Earth Matters Foundation (EMF), the tve regional coordinating office, South Asia, helped instigate the ‘planting a million trees on the rooftop of the world’ initiative – a collaborative effort led by the His Holiness the 12th Gyalwang Drupka and his Buddhist monks and followers in the mountain desert region of Ladakh, aimed at helping to restore tree cover and provide flood protection to the remote Himalayan region.

Via EMF’s and tve’s efforts, the plantation was dedicated to help offset the carbon emissions generated by Delhi’s Commonwealth Games – a very timely move, coming just a month after devastating floods in the high-altitude desert region. The result is a million native Ladakh willows and poplars planted along riverbanks and surrounding areas. Chris Miller, tve regional coordinator, and EMF’s Arjun Pandey travelled to Ladakh for the launch on 12 September with Indian Government Minister Sachin Pilot, who inaugurated the event.

tve and EMF are now gathering footage for a possible ‘Earth Reporters’ film about the environmental challenges of this high-altitude desert region.

In another collaboration with the XIX Commonwealth Games’ Green Team (CWG), the Live to Love Foundation, and the Center for Global Health Research, tve and EMF produced a DVD set of environmental films called ‘Towards a Green Future’, which included four Earth Report films. 50,000 DVD sets of these films were produced and distributed for free to all CWG athletes and delegates, as well as to thousands of neighbourhood resident welfare associations in Delhi, various NGOs, and thousands of schools and eco-clubs across India.

Over several months in 2010, tve South Asia also worked on the video-documentation project, ‘Bringing Grassroots Voices to the National Policy Dialogue’, filming a rich collection of oral testimony views and lessons from the grassroots in semi-arid rural areas of India in order to provide input for the National Policy Dialogue on Climate Change Adaptation at the end of 2010.
Farmers were interviewed in key farming areas across Bundelkhand (Madhya Pradesh), Maharashtra, and Andhra Pradesh to enable their knowledge and input to be included in, and contribute toward, rural and climate policies at the national level. Key film clips were compiled and agenda-setters produced for two regional conferences, as well as for the National Policy Dialogue at the Parliament of India, presided over by Environment Minister, Jairam Ramesh. One clip from the project was also screened at the COP16 climate conference in Cancun. tve South Asia is now developing a longer version of this inclusive policy process and plans to prepare several PSAs and a short film for more screenings and possible broadcast in India.

Also in 2010, the Centre for Development Finance (CDF) – one of seven research centres at the Institute for Financial Management and Research based in Chennai – entered into a core funding partnership with the tve South Asia regional coordinating office in New Delhi.

Latin America & the Caribbean

While there were no specific regional projects with tve partners in the Latin America and Caribbean network during 2010, partners continued to distribute and broadcast the environmental series microMacro on national and regional TV channels across the region. They also broadcast and screened a range of tve programmes in Spanish and Portuguese – with a particular focus on Earth Report film, ‘Forgotten Fruit’, the ‘Early Life’ series on early childhood development, and the Life on the Edge film, ‘The President’s Dilemma’.

East Asia

tve partner Huafeng (the Beijing Huafeng Group of Meteorological Audio & Video Information) broadcast 68 tve programmes on the national cable China Weather TV Channel and the terrestrial regional Changsha TV Channel in 2010, reaching over 46 million viewers. Huafeng also translated 12 tve programmes into Chinese, and reported that tve programmes in Chinese were downloaded 3,760 times, free of charge, from the Earthview Digital Library. Two thousand titles were ‘clicked’ by Earthview Digital Library users, with another 620 tve programmes in Chinese viewed free-of-charge online on the ‘my weather’ TV website www.mywtv.cn where users also ‘clicked’ 3,720 programme titles.

Our second Beijing-based partner, the Environmental Education Media Programme for China (EEMPC) translated and dubbed ‘Dangers in the Dust’ into Chinese for non-broadcast outreach and screenings across China. It sent DVD copies of the film, in Chinese and English versions, to seven Chinese state ministries, training and information centres, as well as to international agencies’ Beijing offices, and also organized a screening of the film at the China Youth Cinema in Beijing.
South East Asia

enda Vietnam, **tve's** Vietnamese partner, filmed for one of our ‘Development Progress Stories’ in September (see p. 9). It also versioned ‘Dangers in the Dust’ into Vietnamese, and distributed 50 DVDs of the film in Vietnamese to 14 universities in Ho Chi Minh City and Cần Thơ City with environmental management faculties as well as to 10 state agencies focusing on the environment, science and technology. It organized broadcasts of ‘Dangers in the Dust’ in Vietnamese on Binh Duong TV, which transmitted the film once a week, for four weeks from 1 December 2010 in its programme ‘We love the science’ on channels BTV1 and BTV2.

**Tve’s** Philippine partner the Environmental Broadcast Circle (EBC) versioned ‘Dangers in the Dust’ into Tagalog, and organized national weekly broadcasts of the film on IBC Channel 13, five times a week from 16 October to 31 December to reach the maximum number of Filipino viewers. EBC distributed 25 DVD Tagalog copies of the film to schools/colleges, media organizations, church-based organizations, government agencies and other civil society organizations working on rights issues in 2010.

**2010 broadcasts and channels**
There were two major **tve** fundraising events in 2010. On May 25 the Friends of **tve** hosted a luncheon at China Tang at The Dorchester Hotel in London. Guests enjoyed some of London’s finest Chinese food while Sir Mark Moody-Stuart, Chairman of the Foundation for the Global Compact, gave a talk on the challenges of natural resource production in Africa and the 32 guests at the event took part in a silent auction.

This was followed in November with a fundraising gala reception and dinner generously hosted by His Excellency, Mr Khaled Al-Duwaision, Ambassador of Kuwait, and Mrs Al-Duwaision at their beautiful London residence. After introductory speeches from friends of **tve** president Lord St John of Bletso and **tve** executive director Cheryl Campbell and the screening of a clip from our Life on the Edge film ‘Hassan and the Graduates’, 50 guests sat down to a wonderful four-course dinner.

This was followed by an after-dinner speech from international entrepreneur and former ‘Dragons’ Den’ star Richard Farleigh about his life and business experiences, while a live auction, music from a lively Arabic band and dancing rounded off the evening.

**mytve**

**tve** has produced four editions of the web-based service marketed as **mytve** – with ‘Responsible Travel’ the focus of the most recent package created specifically for KPMG in 2010. ‘Responsible Travel’ combined vivid, concise narrative with an interactive quiz, top tips, and three short films which looked at ecotourism, videoconferencing and alternative ways of travelling. Previous **mytve** editions covering energy saving, recycling and climate change are still being marketed to big businesses and companies for uploading on their staff intranets.
tve trustees

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Managing director, BFC Media Ltd.

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Martin Tyler, Finance Trustee 2010
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Winnie De’Ath
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Jamie Drummond
Executive director and global strategy, ONE

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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 177 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.

‘I entered the competition because I wanted to practise my animation. But to make the film I actually had to research biodiversity and agriculture, and when you get the facts, you realise oh, this is an actual problem that needs fixing’.
Becca, 18, tvebiomovies competition, UK

‘We have been partner with TVE for more than 8 years... thanks to your company we could introduce excellent programmes which lead to pleasant reactions of audiences in Korea. Every programme was actually brilliant’.
Ji-hye Park, Earth Communications, South Korea

‘This sweeping report involved 18 reporters working in nine countries chronicling the $4 billion black-market bluefin tuna business…using print, online and broadcast distribution, the series pointed to one of the largest illegal empires in the world. The series attracted attention worldwide, initiating reforms in both the international body that regulates Atlantic tuna fishing and in individual countries that fish for tuna.’
Tom Renner Award, Investigative Reporters and Editors, USA, for ‘Looting the Sea’

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