Everywhere, ordinary people are making extraordinary changes to their lives. In India, filmmakers are helping to spread the message about hepatitis so that the poorest people can protect themselves and their families. In Africa, farmers, schoolchildren and small businesses are seizing opportunities offered by new small-scale, off-grid renewable energy. In northern Europe, environmental activists demonstrate the steps needed to stop plastics choking marine life in our seas and oceans. The many stories tve discovers and disseminates each year illustrate the thoughtfulness, care, energy and resilience extraordinary ordinary people invest in making their part of the world a better place.

In a year in which Collins dictionary made ‘fake news’ its word of 2017, these stories are great news. We need to hear more of them.

Fireworks/
The ebb and flow of daily news can sometimes bring a sense of despair. The demands of the 24-hour news agenda and the rise of social media encourage a focus on trivial events and personality politics; under pressure, major media corporations can too often give little thought to powerful, dangerous forces at work in our world – or deny them altogether. A media storm on Twitter, like a firework, provides short-lived illumination of itself, but leaves the wider landscape unexplored.

As a pioneer in social media, tve recognises the interest a well-judged tweet can spark. But our work tends a longer-established hearth which lights up and tells the real stories found in broader, more distant landscapes.

Public good/
Good quality, well-founded information ought to be produced and provided as a public good; it is essential to all of us in understanding our duties and rights as citizens of place and planet. Information supply should not be subject to big media corporations’ whims, interests and profit-seeking. Fake news and slanted storylines may serve their purposes, but it is society and sustainability that suffer the consequences of their skewed stance.

Urgent stories/
In 2017 tve told and helped others to tell great stories in the interests of our planet. We showed how film can play a vital role in public health; environmental activism by young people worldwide; and corporate innovation and brilliant storytelling from market leaders from Selfridges to Sky News. Through social media we reached more and more people – a sign that our growing audiences worldwide are rejecting the ‘fake news’ of climate change deniers. What is real are the stories of resilience and the urgency of change.

There are important stories waiting to be told by tve in the coming year. They give us confidence that together we can build a better world.

Camilla Toulmin

tve chair
Perhaps the single biggest environmental news story of 2017 was Donald Trump’s decision to pull the US out of the global climate treaty.

The 2016 Paris agreement culminated two decades of international deal making. In 1997, tve reported from Kyoto, the UN meeting which delivered the world’s first climate agreement. It took another 19 years of gruelling effort and many false dawns to build a plan for governments, cities, corporations and communities to avert all-out climate catastrophe.

Unstoppable/
We wondered this year: could one individual really torpedo such a hard-fought global achievement with the stroke of a pen? The answer was a resounding ‘No’. It seems that Trump was too busy looking backwards to notice that the world had already gained unstoppable momentum on the road to zero carbon. Twenty US states, 50 US cities, myriad corporations, and every country in the world except the US have signed up to the Paris agreement.

Clean power/
Companies like Berkeley Energy understand that there is financial opportunity in the global transition to clean power. ‘We are truly excited about diversifying from wind technology into solar,’ said Rahul Nalawade of Panama Renewable, Berkeley’s local partner in Maharashtra, India. ‘The technologies complement each other.’

Cutting edge/
Our clean-power stories continued as tve producers took to the road worldwide to film 12 stories for the Ashden Awards, which promote cutting-edge sustainable energy and transport initiatives.

The one-minute films, shot in China, Ghana, India, Kenya, Nepal, Tajikistan, Uganda and the UK, feature cycle schemes, low-energy buildings, smart grids, green-energy finance and renewable power. The stories are short, fast and upbeat – conveying the rapid pace of change in sustainable technology.

Common future/
We also explored environmental change in films we produced for the Global Environment Facility (GEF) on protecting the global commons – the planet’s natural assets of land, oceans, terrestrial ecosystems and atmosphere.

Featuring major initiatives to address land restoration, sustainable cities, commodities and oceans, the films illustrate the growing understanding that our economy, health and prosperity depend on how well we safeguard ‘the Commons’.

Farmer Meaza Haile told our film crew in Tigray: ‘Before the project started there was free grazing and the land was degraded. Now it’s well looked after.’

Saving seas/
Working with ResponSEable, a major 15-partner European science and engagement project, we completed development and started production on six films on European oceans. The films explore sustainable coastal tourism; marine renewable energy; managing invasive species and plastic pollution; and how people can benefit from the oceans without causing damage.

The films speak directly to how people around the European seas can take action. ‘We wanted to provide consumers with something which enables them to understand their own impact,’ explained Marjukka Porvari in our ResponSEable film about eutrophication. ‘So we created a calculator so you can calculate your own footprint.’

not Trump’s story/
tve films

Nick Rance,
tve programmes and partnerships
As climate-change sceptics gained prominence in the US, tve continued to promote stories from the frontline of climate-change action. Through tve-biowebmovies, young people across the globe reported on the green issues they cared about most.

Based on the UN’s Sustainable Development Goals, our tve-biomovies competition received more than 500 entries from nearly 100 countries on climate action and sustainable cities as well as land and water-based ecosystems. In the Global Youth Video Competition, a partnership with UN Climate Change for the third year, two video diaries stood out: 25-year-old Younes’ passionate story of the greening of the ‘red city’ of Marrakesh; and a report from Adarsh, 23, about a Tamil Nadu boatman who is preserving mangrove forests as a frontier against rising sea levels. Both winners earned a trip to the COP23 climate talks in Bonn in November. tve was there to introduce a special showreel of the top shortlisted entries.

182 countries/ 
The Global Environment Facility supported two categories of short-film proposals: invasive alien species; and people and protected area systems and parks. Six shortlisted films covered stories from Africa, the Americas and Europe. The films touched on every aspect of environmental preservation – from Zahra’s portrayal of Bedouin women goat-herders protecting herbs and healing plants in the Sinai desert, to British biologist Joshua’s discussion of invasive species. The films have been seen more than 435,000 times across 182 countries, mostly on phones and by 18- to 35-year-olds.

Creating impact/ One of the things that makes tve-biowebmovies so exciting is its effects on different audiences. YouTube viewers learn more about the environment and how people are taking action.

Young filmmakers who enter tve-biowebmovies gain the confidence to use film to share their ideas. The films made by young environmentalists also amplify their impact as activists. Adarsh, for instance, whose 'Let Mangroves Recover' won in the oceans and climate change category, says that when he shows his film to the communities where he works, people really listen.

Raising voices/ Adarsh said he was personally inspired, too, ‘to continue to raise my voice against climate change. ‘Awareness about the environmental crisis needs to reach millions, even billions, of people,’ he told us. ‘tve has an exceptionally strategic way of helping to achieve this awareness, by engaging young people in climate actions.’ Nick Turner, tve digital manager, added: ‘It’s fantastic to hear these stories from real people and to see how their activities in their communities make a difference to the environment.’

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Companies from Neste and Innocent Drinks to Selfridges and P&G took a stand on sustainability and the environment at the 2017 tve Global Sustainability Film Awards in association with Fastflow Group. Through a series of powerful films, companies challenged themselves and others to adopt sustainable practices and combat climate change.

Transformation for all/
‘Forward-thinking companies are building their business models around sustainability,’ said 2017 Awards president David Morley, business leader and former global senior partner at leading law firm Allen & Overy. ‘They’ve embraced the idea of Neste’s winning film in the Protecting the Environment category: ‘The film captured the aspiration of a world in search of a better future, the need for everyone to stand up and act. Neste signalled its transformational vision of its role as a business and its determination to take an ever more sustainable path.’

Cool, witty, catalysing/
Speaking of Selfridges’ award-winning animation, Nick said that it ‘hit the right tone: cool, witty, full of information, linking supply chains and consumers, and beautifully and engagingly designed. We want the film to encourage other retailers and fashion houses to do more to raise awareness and catalyse better choices.’

In 2017 tve expanded the scope of the film competition by adding two new awards: the Press Association Award for Environmental Storytelling; and the Founder’s Award for Sustainability on the Big Screen, supported by Surina Narula.

PA, the UK’s leading provider of multimedia content, launched the Press Association award. Pete Clifton, PA’s editor-in-chief, said of Sky News’ film about ocean plastic, ‘A Plastic Whale’: ‘This extraordinarily powerful documentary shocked and inspired. The depressing reality of the state of our oceans is balanced by a clear message that everyone can make a difference.’

Lipstick and freedom/
Another winner was ‘Lipstick Under My Burkha’, a thought-provoking story of gender equality and freedom which inaugurated our new award category celebrating feature films that tackle the big issues facing our planet.

Neil Armstrong, chairman of Fastflow Group, Awards main sponsor for the third year, said: ‘We are here celebrating some brilliant films. Like these filmmakers, we are here to effect positive change.’

the winners/
Reshaping the economy
sponsored by Choice International
Winner/
Neste for ‘Everybody Dies, But Not Everybody Lives’

Highly commended/
World Animal Protection for ‘Ghost Gear’

Transforming society
in partnership with Grace Bian, chair of China International Culture Stock Exchange
Winner/
Co-op Group for ‘Great Things Happen When We Work Together’

Highly commended/
P&G for ‘Meet Bechibila’

Protecting the environment
Winner/
Selfridges for ‘Material World’

Highly commended/
Good Energy for ‘The Butterfly Thief by Kathy Jetnil-Kijiner’

Judges’ special mention award
Winner/
C40 Cities and Citi Foundation for ‘We Live Here Together’

Founder’s award for sustainability on the big screen
Winner/
Prakash Jha and Alankrita Shrivastava for ‘Lipstick Under My Burkha’

Press Association award for environmental storytelling
Winner/
Sky News for ‘A Plastic Whale’

“A brilliant event – an important part of the sustainability calendar.”
Lucy Siegle, journalist, broadcaster, and Awards host

‘Our film ‘Material World’ is part of our campaign to tell our customers about our sustainability journey and invite them to be part of it.’
Anna Cleaver, Selfridges
the real deal: stopping hepatitis/
films for change/

In 2017 our tve South Asia Films for Change project, Taking Hepatitis Science to Communities through Film, told genuine stories of life and death. Our project pioneered new ways to use film in public health – to help to stop hepatitis, a disease which in India in 2015 caused more than 250,000 deaths.

Films with impact/ We launched the project in 2016 as a one-year pilot with the support of Welicome. To start, we ran two workshops for students. Some of India's most renowned hepatitis specialists took them through the science and expert filmmakers and journalists ran sessions on how to create films with impact. We then awarded bursaries to enable students to make four films about hepatitis B and C. Developed with the help of tve South Asia, leading hepatologists and media experts, these compelling films told stories of hepatitis survivors and the science of hepatitis treatment.

These films changed the way people thought. At our viewings in Mumbai, for instance, where not a single viewer responding to our survey had been vaccinated against hepatitis, 68% of viewers knew after seeing our films that a vaccination at birth could prevent the disease, while 90% said they would get their children vaccinated. The films might change people’s attitudes, we wondered, but would they change their behaviour?

Engaging communities/ In 2017, we had a chance to find out. Surender Kumar, founder of the hepatitis charity the Rann Bhoomi Foundation, said: 'As an experiment, we began to use tve films in our vaccination campaign. Then we noticed the

films engaging the interest of poor communities. This made our job of driving home the message a lot easier and helped to overcome their misconceptions about hepatitis. For us, this programme is crucial.'

The Rann Bhoomi Foundation screened tve's films to around 1,000 people from eight villages in Madhya Pradesh, central India. In 2018, we plan to reach even more people, working with partners such as the Rann Bhoomi Foundation and others.

Our findings/ Thanks to Welicome, we know that our project made a difference. With Welicome's funding, we were able to carry out a detailed study of the project's impact on audiences, our student filmmakers, the wider public and the experts advising the students.

We found that:
• Not only did audience attitudes to hepatitis shift, but people said they would change their behaviour, including having their children vaccinated and seeking treatment for themselves if needed.
• Through significant media coverage and social media engagement through YouTube and the Facebook page of our partner, the World Hepatitis Alliance, the students' films have been viewed more than 286,000 times.
• Our workshop experts, both medical and media, gained a new understanding of the power of public-health films.
• Some of the students who participated in the workshops were inspired to take up health communications in their studies and careers.

Inspiring youth/ 'My PhD research is an extension of what I did on the project,' said Neelu Sharma, whose film told the story of a young woman with hepatitis in 'Sukriti the Survivor'.

Anshul Ojha of tve South Asia said: 'These findings reinforce our belief in films as a medium for public-service messaging. And they show how much our Films for Change programme is a truly inspiring youth engagement tool.'

'Tve's filmmaking workshop was an eye-opener for me.
I had never thought that film could help to overcome barriers to health – the stigma, taboos, misconceptions and low levels of awareness. Making my film helped me to decide to specialise in health communications for my PhD. I am so grateful to tve and our mentors at the workshop.'

Neelu Sharma, bursary winner, 'Sukriti the Survivor'

'Surender is crucial in mitigating hepatitis.'
Surender Kumar,
founder,
Rann Bhoomi Foundation

'Engaging communities'
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‘This programme is crucial in mitigating hepatitis.’
Surender Kumar, founder, Rann Bhoomi Foundation
In 2017 our Facebook engagement rocketed while our digital distribution through universities and colleges took off. There is a demand for real news, and we are set to meet it.

1 million impressions/
We saw a significant increase in views on Facebook throughout 2017, with our reach trebling to 875,000 and our impressions reaching more than 1 million. News, images, stories that matter – the uptick this year shows that there is an appetite for change. Also popular were our films on Facebook, watched 62,000 times. Our engagement rate – measured in clicks, shares and likes – was particularly strong over the year, jumping from 6,500 in 2016 to more than 100,000.

Our main YouTube channel, tveInspiringChange, grew massively, gaining nearly 4,000 new subscribers. The channel received 882,000 views, with the audience watching 27,500 hours of film – a 44% increase over 2016. Viewers were in favour of what they were watching, too, clicking the ‘like’ button 36,000 times.

Behind the news/
In 2016, we uploaded 65 new full-length films to our website. In 2017, we promoted these films to our websites and social media accounts under the name #archiveThursday, selecting a different documentary relating to the news agenda every week. Promotional posts on Facebook, Twitter and Instagram reached 16,000 people with information about these documentaries, with many clicking through to find out more, demonstrating that people are interested in what is behind the news agenda.

Views of our films on the tve Archive YouTube channel almost trebled compared to 2016, totalling 18,500, with the time viewers spent watching our films leaping from just under 1,000 hours to well over 2,000.

As well as reaching audiences globally through social media, we were able to reach a huge educational market through our North America distributor Bullfrog Films, with 206 different titles supplied to universities and colleges worldwide.

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income and expenditure

The year 2017 marked the start of our expansion of the tve Global Sustainability Film Awards, our main fundraising event of the year. This year it was our single largest source of income, bringing in more than £100,000.

Corporate pioneers/
The Awards continued to attract contributions from companies and organisations which believe in the pioneering role of corporations and institutions in greening the planet and making it more equitable. We are grateful to Grace Bian, chair of China International Culture Stock Exchange and Awards vice-president; Canon; Choice International; the Co-op; C40 Cities and Citi Foundation; Ecosphere+; Fastflow Group; Henkel; HSBC Global; Innocent Drinks; Neste; P&G; Reckitt Benckiser; HSBC Global; Innocent Drinks; P&G; Reckitt Benckiser; HSBC Global; Innocent Drinks; and many others.

Our huge thanks go to everyone who generously donated auction and raffle prizes and to all the volunteers who enabled the evening to run seamlessly. Special thanks are also due to Awards president David Morley; our host, environmental journalist and broadcaster Lucy Siegle; our auctioneer, television personality Tommy Walsh; entertainer Steve Jones; and master of ceremonies Michael White.

Thanks, too, to the staff and students of the University of Westminster who created the videos screened during the ceremony, filmed the Awards, and produced our YouTube videos of the evening.

Income and expenditure/
Income from the distribution of tve films increased by 26% over 2016, contributing almost £19,000 (4%) to overall income in 2017.

Our total income for the year was £427,000, of which 64% came from filming for clients from Ashden to the GEF, 23% from the tve Global Sustainability Film Awards, and 7% from tvebiomovies.

Expenditure in the year was up by £7,000 on 2016, due to increased activity on the 15-partner ResponSEABlue project about European seas and oceans, which we began this year. Income from the project will be recognised in 2018.

Boosting outreach/
We added one new post to the tve team: Stefen Sandell joined us to focus on communications and research, thereby boosting our fundraising and social media outreach capacity. This brings tve in London to six full- and part-time staff.

We extend our warmest thanks to the PA Group for its support and generous provision of our London office space.

In 2017, the board of trustees, in line with Charity Commission guidelines, decided to undertake an independent examination of tve’s accounts rather than a full audit. Our 2017 unaudited accounts show that we continue to build our unrestricted reserves, an increase of £7,508 in the year, and that we remain committed to fulfilling our charitable aims while maintaining firm controls on our finances. Our full accounts can be found on the Charity Commission website.

main funders and clients/
Ashden
Berkeley Energy
Grace Bian, chair, China International Culture Stock Exchange
Choice International Ltd
Climate Development Knowledge Network
Ebico
Ecosystem Services for Poverty Alleviation
European Union
Fastflow Group
Global Environment Facility
 McKinsey & Co
Surina Narula MBE
Sainsbury’s
UN Climate Change

trustees/
Dr Camilla Toulmin, chair
Senior fellow, IIED
Chris Oakley CBE
finance trustee
Chair, Media, Employment and Finance Holdings
Alistair Clark
Managing director, environment and sustainability, EBRD
Jamie Drummond
Co-founder and executive director, ONE
James Fulcher
Co-founder, Racing Heart Films
Mei Sim Lai OBE DL
Founder and principal, LaiPeters & Co, Chartered accountants
Dr Christoph Mazur
Research fellow in smart sustainable cities, Imperial College London
Surina Narula MBE
Founder, tve Global Sustainability Film Awards
Tony Watson
Managing director, Press Association

trustees emeritus/
The Lord St John of Bletso
Former president, Friends of tve
Lady Glenarthur
Former chair, Friends of tve
Richard Creasey
Chairman emeritus
Co-founder and former chair, tve
Ivan Hattingh
Chairman emeritus
Former director of development, WWF-UK

‘Absolutely delighted our doc won the PA/tveinspire storytelling award – a cracking night.’
Victoria Seabrook, Sky News, on Twitter
‘tve tells essential stories of climate action: how developing-country farmers, major corporations, young activists and city leaders are stepping up to realise a new, necessary, positive future.’

Nick Nuttall, director of communications, Global Climate Action Summit