



ENGLISH VERSION

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(the environment television)

INFORMATION THAT MAKES A DIFFERENCE




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The Environment TV is an internet television and is the first news provider to prioritize the careful collection of information and news about sustainability and the Environment. As custodian we will organize, prioritize and disseminate this information.



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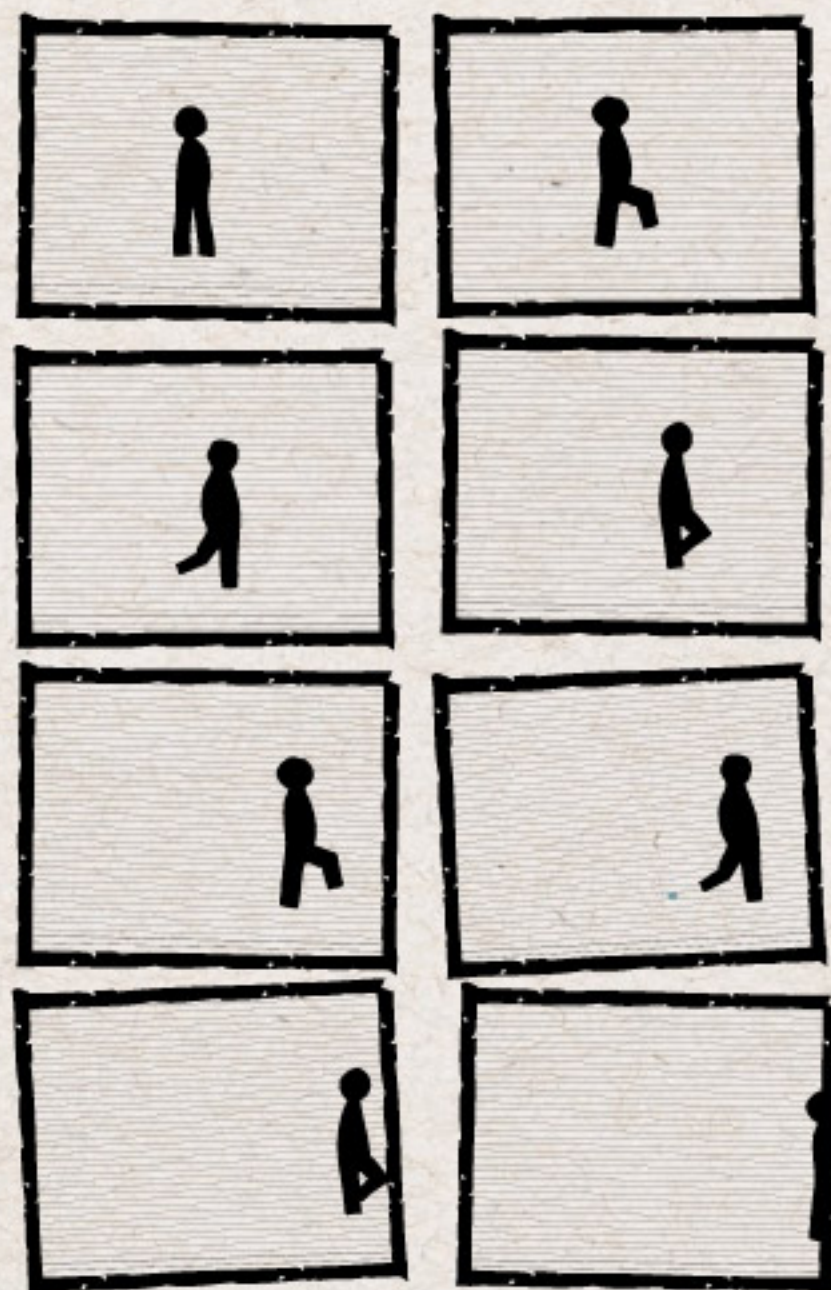
FOCUS AND OBJECTIVE

Facilitate and streamline access to information and news on sustainability which is currently spread out across dozens of different information sources.

As **CUSTODIAN** we plan on tracking information and news from the different segments of our highly complex society:

- .Media
- .NGOs
- .Science/University
- .Government
- .Legislature

- .Judiciary
- .Economy/Business
- .Citizenship
- .Social Movements
- .International organizations



IN PRACTICE

In practice, the day-to-day work of ENVIRONMENT TV is to organize, prioritize and disseminate information and news through: LIVE BROADCASTS, ONLINE NEWS, ON DEMAND FILMS AND DOCUMENTARIES.

LIVE BROADCASTS

It's the interaction with journalists, specialists, academics, environmentalists, scientists and internet users in general that makes all the difference to Environment TV's live broadcasts. The technology we've developed allows viewers to participate, from their office or home computer, in news, debates and special interviews. They can even suggest news stories throughout the program.

ONLINE NEWS

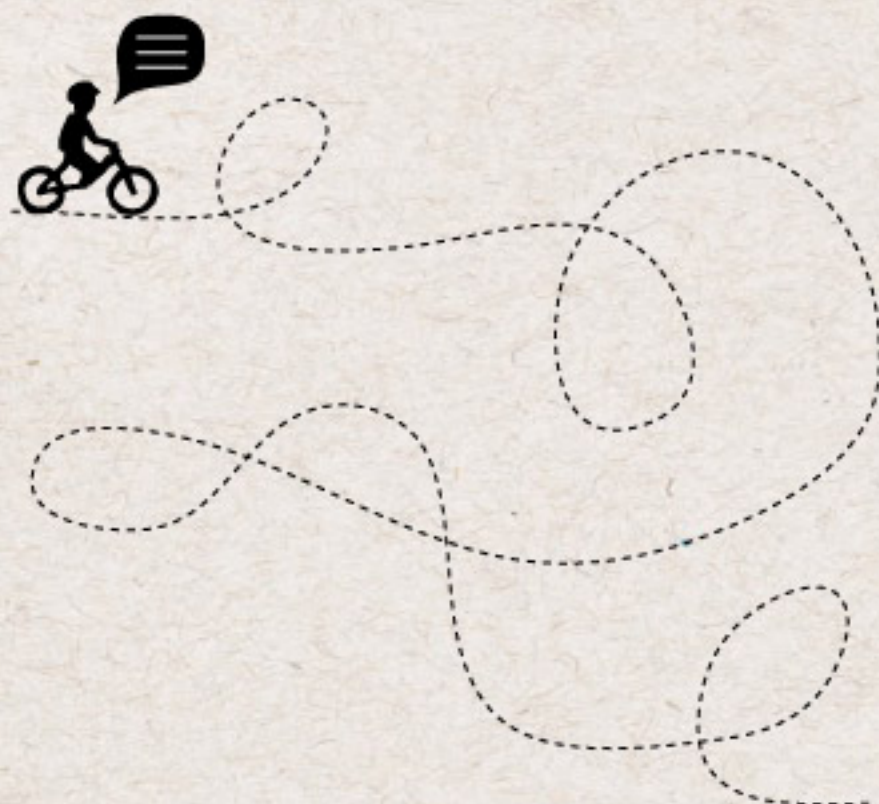
This section provides real-time simultaneous news and information which is generated daily by newspapers, portals, television news programs, government, National Congress, NGOs, international organizations, business groups and relevant sources in society.

FILMS ON DEMAND AND DOCUMENTARIES

Provides the general public with 24 hour access to videos which assist in educating on the Environment, promote change and aim to increase awareness on environmental issues. Also includes national and international documentaries which can stimulate debate or even lead to special interviews.

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SOME OF OUR TV SEGMENTS

DATABASE OF BEST PRACTICES

Looking from a global perspective, we will create a powerful database of sustainable practices that are multiplying throughout the planet. We will highlight everything, from small but important day-to-day inventions to the achievements of companies and governments that invest heavily in initiatives that can make a difference.

Initially, we wish to create Spanish and English versions of the **BBP** (DataBase of Best Practices) and, soon after, French, Italian and Dutch versions. Incidentally, **BBP** stands for **Bank of Best Practices** in all of these languages.

THE ROVERS

Have you discovered something newsworthy? Then record it! The spirit of this section is that anyone can be a roving reporter. All you need to participate is a cell-phone with a camera. Just send your recorded images to the editors of Environment TV and you too can be involved in spreading news.

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ANALYSES AND TRENDS

Journalists in the area, academics and specialists from different fields will be invited to commentate on the main themes and to participate in debates and special interviews.

GLOBAL AGENDA

This section provides hourly updates on sustainability in Brazil and the world. Reports from events, conferences and seminars around the world show, one way or another, the various views on the subject and reveal each country's priorities.

MÁBIO'S PLANET

A section aimed at the very young with games, quiz-shows, videos, enjoyable light debates, total interactivity, and all headed up by the teacher and performer Mábio Vieira who knows, like few do, how to communicate with young people.



PRODUCTION TEAM

RICARDO CARVALHO

Creator and Director General of Environment TV, the journalist Ricardo Carvalho was the editor-in-chief of Globo Reporter, director of journalism for TV Cultura, Human Rights reporter at the newspaper Folha de São Paulo and the first commentator on Brazilian television to have a permanent column on sustainability on a daily news program (Jornal da Gazeta in São Paulo). Founder of the production company Argumento, he produced hundreds of videos and documentaries on the subject of sustainability and set himself a challenge: to find the best ways to communicate that subject to others. Member of the Education and Communication Commission of IUCN, headquartered in Switzerland, he is an advisor at the Akatu Institute.



JOSÉ MAURÍCIO DE OLIVEIRA

Editing director of Environment TV, José Maurício de Oliveira is a journalist, director, and screenwriter of documentaries and TV programs. At the newspaper, Folha de São Paulo, in the Seventies, he was special reporter and editor for Science, Technology and Education. The first documentary he produced for TV was "The Atlantic's Nursery", about the estuary-lagunar grouping of islands Iguape, Cananéia and Paranaguá shown by TV Cultura in São Paulo in 1988. From then on, he directed and wrote the scripts for dozens of documentaries and TV series on the subject. The most recent was "Sustainability: New ways of living" produced by the production company Fotossíntese.

**DANIEL MENDES**

Director of Environment TV in Brasilia, the journalist Daniel Mendes has wide experience in the area. He worked on the establishment of the Department for Communication in the Environment Ministry, in the Federal Government's Environment Commission and is a film and documentary scriptwriter.

**DARLENE MENCONI**

Environment TV anchor, Darlene Menconi, started her career as an Energy Reporter at the Gazeta Mercantil and has worked at Folha de S. Paulo, and on the magazines Exame, Veja e Isto É – where she implemented the editing of environmental issues. She presented two series on sustainability at TV Ideal (part of the publisher Editora Abril).

**NANÁ PRADO**

Editor and scriptwriter at Environment TV, journalist and environmental manager, Naná Prado, was Co-ordinator of Communication and Content at the Akatu Institute and Chief Editor of the portal, Portal Mercado Ético. She writes and edits articles about sustainability for newspapers, magazines and sites.



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MÁRCIA SANTA CRUZ

Márcia Santa Cruz has been producing films and series about sustainability and the environment for the past 11 years. She is director of the production company Fotossíntese, is production co-ordinator at Environment TV and is responsible for the content, production and organization of debates and special interviews.



GABRIEL FONSECA

Our first correspondent abroad (Australia and Oceania), the journalist Gabriel Fonseca is a freelancer in Australia. In Brazil, he worked at Globo News and was production co-ordinator for Globo Ecologia. In Australia, he produced a special program about Brazilian researchers for Globo Universidade.

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CONTACTS

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