

Reframing Rio project goes on air



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Syed Miraz Ahmed 22 June 2012 8053 views

In a communiqué to Assam Times, Chris Miller, South Asia Regional Coordinator for tve stated that as world leaders line up to deliver their final speeches before the official signing of 'The Future We Want' conference document on Saturday, tve and its partners are preparing to broadcast a range of new, cutting edge programmes on Rio+20 themes in their Project 'Reframing Rio' for television and online channels worldwide.

tive is implementing the 'Reframing Rio' Project in partnership with IPS (Inter Press Service) and IIED (International Institute for Environment and Development). The project is supported by The European Union, CDKN (Climate Development Knowledge Network), the Roberto Marinho Foundation, Canal Futura, FIRJAN (Federation of Industries of Rio de Janeiro), IFAD (the International Fund for Agricultural Development), the UN Population Fund (UNFPA), Connect4Climate and the World Bank.

'Reframing Rio' programmes include the three-part series, 'Zero, Ten, Twenty - the Children of Rio', tracking the lives of 11 children born around the world in 1992, the year of the first Earth Summit; our new, five-part, 'reality tv' series 'Life Apps' which follows the efforts of young software engineers as they go out on field trips to research possible new 'apps' to help improve the lives of poor and marginalized communities; and eight short profiles of inspiring young people working on sustainable development initiatives in countries across the world - from Ecuador to Indonesia, Venezuela to Vietnam - streamed on MTV's exclusive 'Voices' platform.

Chris further mentioned that NDTV India is transmitting the first two 'Zero, Ten, Twenty' documentaries over the weekend on 23rd and 24th June, while The Guardian's Global Development website is currently streaming three eight minute stories on 'Zero, Ten, Twenty'. NDTV India is due to broadcast 'Zero, Ten, Twenty' episode 1 on Saturday June 23rd at 1500 and Episode 2 on Sunday June 24th at 2300. Episode 3 is scheduled for broadcast on Sunday July 1st at 2300 (all at India Standard Time). In Brazil, Canal Futura launched the 'Zero, Ten, Twenty' series at its headquarters in Rio de Janeiro on Monday 18th June and is scheduled to broadcast Portuguese versions of all the programmes in the 'Reframing Rio' Project in July.

It is to be noted that tve with content support partner Nokia chose the five Indian cities of New Delhi, Bengaluru, Ahmedabad, Bhuj and Guwahati for screening documentary films on Climate Change at select locations in an attempt to create awareness among the youth enabling a cross platform for dialogue on the changing climates during its pilot intervention phase. On 2012 World Environment Day, tve in collaboration with NESDef and Nokia for the first time screened a series of 3 documentary films titled Changing Climates at the GEMS NPS International School here in Guwahati with future screenings under planning.

Syed Miraz Ahmed

Writes, edits and researches. In 2013 he was conferred the Rotary International District 3240 Young Achiever Award for his work in the area of environment and digital journalism. In 2006 he was awarded first in the category of Wildlife Photography by the Department of Environment & Forests and Tourism, Government of Assam.

BY SYED MIRAZ AHMED

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