

UN to Offer Green Stories and Projects at MIPTV

NEW YORK, April 5: At MIPTV, the United Nations (UN) audiovisual family will offer green-themed documentaries and series to international broadcasters, led by the monthly magazine *21st Century*, which is now airing on BBC World, RTVE and Zee TV.

The UN Department of Public Information and nine UN agencies--IAEA, PAHO, UNDP, UNEP, UNFPA, UNICEF, UN-HABITAT, WHO and World Bank--will be present at MIPTV.

UN Television's language-adaptable *21st Century* provides "green" stories such as the effects of the shrinking of Lake Chad on neighboring nations, the search for new malaria drugs based on natural plants in Kenya, sustainable development in the Amazon, saving the dolphins in the Black Sea, and the effects of eco-tourism on the environment of the Galapagos Islands. Meanwhile, also available at the market is the long-running *UN in Action* series, which provides short features on subjects such as the water shortage in Jordan, producing "green" power from pigs, biofuel in Haiti, and replanting forests in Kazakhstan. The UN's Department of Public Information also provides stories from field missions through the UNiFEED satellite transmission distributed via APTN's Global Video Wire, and soon through Internet download in broadcast quality.

Last month, the UN partnered with YouTube and Google to reach out to new audiences through a dedicated YouTube channel that will offer the full range of programs produced by UN Television, including *21st Century* and *UN in Action*, as well as material from the UN audio-visual archives.

Among the other new "green" projects to be featured is the seven-minute documentary based on the annual Human Development Report from UNDP, which this year focuses on climate change. The film shows how climate change is already affecting the world's poor and how they will suffer from the effects of global warming. There is also *Eco-tips for Jeans*, a TV spot from UNEP with advice on how to wash and wear your jeans in an eco-friendly way. Aside from "green" programming, UN-HABITAT has produced a documentary, *Playing Between Elephants*, on post-tsunami reconstruction in Aceh and Nias in Indonesia.

The UN audiovisual family at MIPTV will also be seeking co-production partners on various projects, with the World Bank inviting interested co-producers to discuss working on the documentary feature *The Three D's--Density, Distance, Division*. The documentary will examine how the economic forces of urbanization, migration and specialization are shaping our future and what we need to do to reduce the gap between the rich and the poor and to increase the choices and opportunities for all for a better quality of life.

"We invite TV broadcasters to discover the wealth of material and media services which exist within the United Nations system, that they can use to produce human interest stories in a variety of formats from the small screen to mobile devices," said Caroline Petit, who will represent the UN Department of Public Information at MIPTV.

--By Irene Lew

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