

How to be Green

green°tv

How to be Green is a weekly series of 5 minute online video clips demonstrating ways to turn your life green.

Highly engaging, contemporary presenter-led pieces, How to be Green takes the audience on a journey of practical discovery.

“How to be Green highlights the best, easiest and most stylish ways to be green.”

About How to Be Green Series

In the words of Kermit the frog, 'its not easy being green', at least that's often the perceived opinion. In the present environmental age, moving towards a carbon neutral lifestyle is something that many people find confusing.

That's where the 'How to be Green' series comes in. 'How to be Green' highlights the best, easiest and most stylish ways to be green. The series is all about the 'what, why and how' of changing our patterns of consumption and seeking out greener, natural and ethical alternatives to every conceivable type of product, service, or activity.

Presenter led, each film will be a minute long and cover a multitude of ways in which the viewer can 'do the green thing' such as:

- How to improve air quality;
- How to save energy;
- How to protect nature;
- How to minimize waste;
- How to conserve water.

Accessible, entertaining and informational, these step by step guides will, in a fun, inexpensive and stylish way answer the viewers green queries.

Where the Series will be Shown

The series will be shown as a dedicated channel on green.tv. This channel will feature 52 x 1 minute episodes (weekly online /podcast) and will have prominence in channel listings on green.tv. The channel will be positioned alongside the United Nations Environment Programme (UNEP) and WWF channels.

The series will be promoted on the home page of green.tv and will also be shown on green.tv partner's sites and the UNEP website.

green.tv

green.tv launched 2 1/2 years ago in partnership with UNEP and is at the forefront of online TV developments. Online TV represents a profound change to the media landscape, the content being available to view anytime and on a number of devices.

The 'How to be Green' series through green.tv utilizes the new media technologies (iPods, laptops, iPhones, online TV and IPTV) to offer contemporary, punchy episodes with contemporary music and graphics.

In addition to partnering with UNEP, green.tv has also partnered with WWF, Conservation International and the National Wildlife Foundation amongst others.

green.tv's audience

green.tv has an audience of 1,112,407 page impressions and 274,138 visits a month.

green.tv content is also shown on many of the internet's leading channels including YouTube, MySpace TV, Apple's iTunes, The Independent newspaper's online edition, Tiscali and MSN - all green.tv partners.



green°tv

green.tv is the online TV channel for environmental films. Launched in April 2006, in partnership with the United Nations Environment Programme, green.tv has over 1,000 short films all covering conservation, wildlife and environmental themes. green.tv has syndication partnerships with MySpace TV, YouTube, Nokia, Tiscali, MSN and is regularly promoted in Apple's iTunes.



The United Nations Environment Programme (UNEP) is the voice for the environment in the United Nations system. It is an advocate, educator, catalyst and facilitator, promoting the wise use of the planet's natural assets for sustainable development. The UNEP's mission is to provide leadership and encourage partnership in caring for the environment by inspiring, informing, and enabling nations and peoples to improve their quality of life without compromising that of future generations. For more information, please visit www.unep.org



Regency Foundation Network is a development agency facilitating partnerships between governments, business, civil society and the United Nations; current focus areas include the environment, HIV education & prevention and corporate responsibility. Regency is headquartered in the UK, with offices in Brazil, China and South Africa. www.regency.org