



## ***Saving the Planet: Asian TV series***



Official Release from Selection Panel:

### **Saving the Planet: Winning story ideas selected Regional project moves into next stage**

17 May 2007

TVE Asia Pacific (TVEAP) is pleased to announce the winning story ideas under the 'Saving the Planet' regional communication project.

Six activities – each addressing an aspect of education for sustainable development (ESD) – have been chosen from across the Asia Pacific to be featured in a regional television series.

In early 2007, the project solicited worldwide nominations of successful, replicable activities and practices related to ESD. The project aims to produce, distribute and promote a TV series that will showcase innovative ESD activities that can inspire others. It will also strengthen the communication capacity of national and local institutions engaged in ESD.

#### **The process**

The 'Saving the Planet' story ideas competition was opened for worldwide public nominations on 13 February 2007, and closed on 31 March 2007. The competition was widely publicised through TVEAP website, email circulars and through various websites and other networks across the Asia Pacific region.

The project website, located at [www.savingtheplanet.tv](http://www.savingtheplanet.tv), allowed online nominations through a simple form. The same nomination form was also available as a Microsoft Word document that could be downloaded from the website, completed offline and emailed back to the organisers.

Several dozen entries were received by the extended deadline of 31 March 2007. TVEAP responded to various clarifications sought by some nominators while preparing nominations. All nominations received by the deadline were screened by TVEAP programme staff for preliminary eligibility according to the criteria published on the website. To be eligible, projects had to be located in one or more of 21 developing countries in the sub-regions of East Asia, South Asia and Southeast Asia. At least one year's implementation was required. Projects managed by public as well as private entities were all eligible, as long as their primary focus was in Education for Sustainable Development, as defined by UNESCO.

All eligible and qualifying entries were turned over to the following international panel drawn from different parts of the Asia Pacific region, and representing a diversity of backgrounds and professions:

- Ms Mamata Pandya, Programme Director – Instructional Design, Centre for Environment Education, Ahmedabad, India
- Ms Shibao Tomoko, Director - Education Division, Asia/Pacific Cultural Centre for UNESCO, Tokyo, Japan
- Dr J Roberto Guevara, Lecturer in Cultural Globalisation, RMIT University, Melbourne, Australia
- Dr Ms Li Hao, Director, Beijing Earthview Environment Education and Research Centre, Beijing, China
- Dr Buddhi Weerasinghe, expert in educational technology and disaster communication; UNDP Consultant to Disaster Management Centre, Sri Lanka
- Nalaka Gunawardene, Director and Chief Executive Officer, TVE Asia Pacific

Each selector individually ranked the eligible entries in a specially designed online voting system, according to the following six criteria, assigning scores on a common marking scheme:

- Relevance to goals and objectives of ESD
- Innovation shown in project design, approach and methodology
- Accomplishments in project implementation
- Cost effectiveness: how the project has optimised on limited resources
- Replicability (can others facing similar situations easily adapt this approach?)
- Visual appeal: to be featured in a TV series, how much the project offers in terms of filmable content

The voting system collated each selector's scoring to arrive at the cumulative scores. Based on this system, the six top-scoring entries were adjudged as the winners.

## **The outcome**

TVEAP is pleased to announce the winning entries of the first Saving the Planet story idea competition:

<b>Project/Activity</b>	<b>Country</b>	<b>Implementing Organisation</b>
Environmental Education for children and adults in three floating villages on the Tonle Sap lake	Cambodia	OSMOSE
School & Community Farmland Bio-Diversity Conservation	Thailand	Thai Education Foundation
Biyaheng Ayta - a theater cum workshop educational initiative of indigenous youth	Philippines	Paaralang Bayan ng Ayta sa Zambales (PBAZ)
Young People Transforming Education	Laos	Participatory Development Training Centre - PADETC
" <i>Kude Se Dhan</i> " – Growing food on waste	India	Development Alternatives (CLEAN-India Programme)
Radio Sagarmatha	Nepal	Radio Sagarmatha

## **Observations**

We were much encouraged by the enthusiastic response to our open call for nominations. Individuals and institutions from many parts of the world nominated projects, initiatives or activities that they knew, admired or were personally associated with. These entries covered not just traditional 'green' environmental education and awareness raising activities, but a broad range of pursuits addressing many aspects of sustainable development.

The project custodians or implementers were equally diverse. Among the nominations were activities carried out by non-governmental organisations, private sector companies, community groups, networks, government agencies or academic institutions.

The selection panel was impressed by the breadth and scope of nominated activities, which indicates that all across developing Asia, there is an upsurge of concern and commitment to living within the planet's resources. Men, women and children are being encouraged and assisted to take individual action in the cities and villages across the world's most populous region.

## **What happens next**

TVEAP will be individually contacting the custodians of winning projects or activities in the coming days. Each winning organisation will be invited to nominate two representatives to attend a five-day workshop in Thailand that will build their audio-visual communication capacity. During this workshop, TVEAP's production team will also agree on plans and schedules for location filming the winning project activities for the regional TV series, *Saving the Planet*.

## **Background**

'Saving the Planet' is implemented in collaboration with the Asia/Pacific Cultural Centre for UNESCO (ACCU), Tokyo, Japan, under the framework of ACCU-UNESCO Asia-Pacific Programme with support from the UNESCO/Japan Funds-in-Trust for the Promotion of Education for Sustainable Development.

This project is dedicated to the United Nations Decade on Education for Sustainable Development (2005 – 2014).