



## Green films online

In March 2006 the new green broadband TV channel, [green.tv](http://www.green.tv) was launched by the production company largeblue, in partnership with the United Nations Environment Programme (UNEP). Green.tv collaborates with more than 30 non-profit organisations and public sector bodies world wide in producing environmental TV films to be shown on the internet.

The managing director of green.tv, Mr. Ade Thomas explains the objective of the new TV channel: "We want to be the definite place to watch environmental TV online, or in other words, we want to be a green Google for green films"

The films are either produced in house by green.tv themselves or acquired from film makers or NGOs. "We have only one requirement of our films and that is that their messages leave a positive environmental footprint", says Ade Thomas.

At the moment, around 50 films are available online, and approximately 25 new films are expected to be added each month. The films cover a large variety of subjects. The following are but a few examples illustrating the diversity:

- A film from the Royal Horticultural Society in the UK on the risk of spreading pests by importing new plants.
- A parody on the Star Wars movie called Store Wars, where organic fruits and vegetables are making war on conventionally grown fruits and vegetables in a supermarket.
- A film by Greenpeace on the aftermaths of Chernobyl, visiting a few of the many thousand victims 20 years after.

The green.tv films can be downloaded from:

**[www.green.tv](http://www.green.tv)**

*This newsflash is issued by the EECN which is DG Environment's support structure for European Environmental Communication Networks.*

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