



# Introducing



## Dispatches from Asia's tropical coastal areas under siege

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[www.tveap.org](http://www.tveap.org)

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# Who we are

- Television for Education – Asia Pacific → **TVE Asia Pacific**
- Non-profit regional foundation, set up in 1996, governed by int. Board
- Mandated to use audio-visual and new media to communicate sustainable development
- Working across Asia with: TV broadcasters, journalists/film-makers educational & civil society groups



# The Greenbelt Reports

- A multi-media, Asian regional educational project
- To investigate conservation challenges involving mangroves, coral reefs and sand reefs – known as ‘greenbelts’
- To document how people and greenbelts co-exist in successful grassroots initiatives

# Greenbelt Effect

- Protection offered by mangroves, sand dunes or coral reefs against natural disasters and climate change impact (esp. sea level rise)
- *"The tragedy of the Indian Ocean tsunami of December 2004 brought into sharp focus the debate about the life saving qualities of healthy reefs and mangroves."*
- Klaus Toepfer, Executive Director of UNEP, 2005

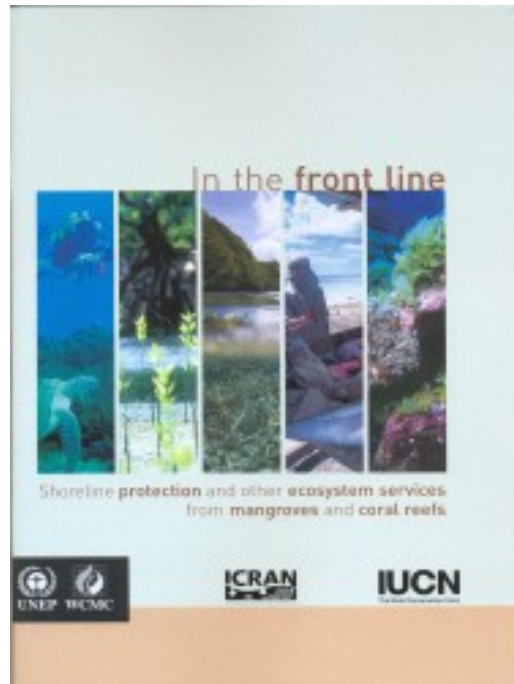


# After the Tsunami...

- Did coastal areas with greenbelts suffer less damage?
- What impact did greenbelts themselves have?
- How do mangroves, sand dunes & coral reefs co-exist with people, poverty, tourists & development?
- What lessons & models for conservation under duress?



## *In the front line...*



- The value of coral reefs estimated at between US \$100,000 to US \$600,000/square km/yr.
- Total economic value of mangroves more than \$900,000/square km/yr.
- Estimated costs of protecting them, through management costs of protected areas, is US \$775/square km/yr.

**UNEP/WCMC,  
IUCN & ICRAN:**

**2005**



## The reality...

- 1980 - 2000: 26% of Asia's mangroves lost (1.5 million ha)
- 70% of coral reefs damaged or destroyed by coral bleaching + human activity
- Shrimp farming & tourism development threatening remaining greenbelts
- Communities not motivated or empowered to conserve resources



# The promise...

- Activists and researchers persisting in their advocacy efforts
- Some communities taking local initiative in spite of govt apathy
- Practical interventions to give 'Nature a helping hand'
- Knowledge-based activism beginning to show results





# Our response

- Look for visual evidence: show us the pictures!
- Investigate human-ecosystem interaction in coastal Asia
- Assess conservation needs with livelihood/survival imperatives
- Find out: is there hope for Asia's remaining mangroves, sand dunes & coral reefs?



# Our big challenge

- Tell a complex, multi-faceted environmental story in engaging, non-technical terms
- Remain supportive of researchers and activists, but ask all the right questions
- Look at conservation needs as well as survival/livelihood imperatives



**Journalistic dispatches from Asia's tropical coastal areas under siege**

**Showcasing Nature's protection against disasters and climate change**

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## GBR: focus & approach

- 4 countries hardest hit by Asian Tsunami: India, Indonesia, Sri Lanka, Thailand
- Local & international conservation groups consulted on stories
- Reconnaissance visits, literature surveys, interviews
- Scientists, activists, communities engaged



# Our content partners...



M.S.Swaminathan Research Foundation  
Center for Research on Sustainable Agriculture and Rural Development

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# Story-tellers

- Locally-based, internationally experienced TV journalists or film crews engaged
- Paid international rates and given full production credits
- Directed by TVE Asia Pacific
- Location filming in May – Aug 2006: edit nearing completion
- This is first-ever screening!



# Story-tellers





# 5-min TV capsules

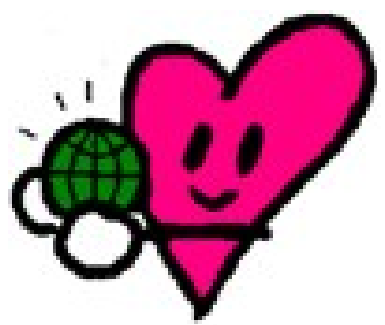
Country	Location and story title	Ecosystem covered
India	Tamil Nadu <i>Greenbelts and Lifebelts</i>	Mangroves
	Tamil Nadu & Orissa: <i>Surround Sand</i>	Sand Dunes
	Tamil Nadu <i>Live and Let Live</i>	Mangroves
Indonesia	Pemalang, Java: <i>After the Tiger</i>	Mangroves
	Jaring Lahus, Sumatra: <i>Nurturing Nature</i>	Mangroves
Thailand	Tuntaset village, Trang: <i>People Power</i>	Estuarine mangroves
	Pra Thong island: <i>Claudio's Century</i>	Offshore mangroves
	Pra Thong island: <i>Love Thy Mangrove</i>	Offshore mangroves
Sri Lanka	Rumassala, Galle: <i>Reef Relief</i>	Coral reefs
	Kalmunai: <i>Trees of Life</i>	Non-mangrove greenbelt
	Kalpitiya: <i>Mangroves are Forever</i>	Mangroves





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# Our sponsors...



Japan Fund for Global Environment



## Join us!

- TV series available for broadcast, educational & civil society users anywhere in the world
- No license fee/royalty
- Versioning into other languages possible & encouraged
- Offer open to all of you!



Contact:

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Dedicated website from Dec 2006:

[www.greenbelts.net](http://www.greenbelts.net)

Webcasts soon on:

[www.dev.tv](http://www.dev.tv)

[www.tveap.org](http://www.tveap.org)

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