

The background features a stylized world map in a light green color, centered on the Atlantic Ocean. Below the map is a large, faint globe with a grid pattern. Several circular icons containing upward-pointing arrows are scattered across the background. The main title is written in a bold, dark green font.

Global Environment Media Promotion activities by Green TV

<http://www.japangreen.tv/>
<http://www.cop10.com/>

Oct.25th,2010
Green TV Japan

1. Established promotion media for biodiversity

- Launched in four countries, UK, Germany Japan and Australia. Promoting CEPA with medias especially in movies specialized in environment.
- Providing information and effects to deepen the understanding of citizen in general.
- Opened channel specialized in biodiversity



www.japangreen.tv
www.cop10.com

More than 500 free contents

2. Various types of movie contents

- The target and the cases of effect to convey the value of nature.
- Provide a tool which you can use anywhere such as short film.
- Contents focused on the relation with people's lives.

Biodiversity through the eyes of creatures



Celebrities talks about biodiversity



Biodiversity through the eyes of NGO



Music and creativity



Biodiversity relating with school education



Experts talk about Biodiversity



3. Case studies of the usage of movies contents targeting CEPA.

- Coordinate promotion events with local governments (in Yokohama).
- Promote environment education through corporate intranet (at Asahi Breweries LTD).
- Opening workshop of biodiversity at Eco-institute.
- PR activities collaborating with theaters (TOHO CINEMAS LTD.)
- Develop programs of environment studies at schools and zoos.
- Provide contents at YouTube, Yahoo! and usage of social medias such as mobile phones, twitter, and blogs.
- PR activities at street screen or digital signage.