

The United Nations presents:

Project Wild Thing



David Bond

David Bond is an award-winning director, producer and writer of documentary, commercial and short film projects for, amongst others, Channel 4 and the BBC. He graduated from the Met Film School in 2004 and since then his broadcast films have explored social and political themes. As director of PROJECT WILD THING, he thinks Mother Nature needs a helping hand in getting his children's attention away from the powerful competing demands of the modern world. With no previous marketing experience, he decides to appoint himself the Marketing Director for Nature.



Ulf Björnholm

Ulf Björnholm is an expert in European and international environmental policy, and current head of UNEP liaison office in Brussels. Prior to this he served in the European Commission where he had a leading role in developing a proposal for a new EU Clean Air Policy, presented in 2013. Linked to this, he participated actively in international UN negotiations relating to air pollution, including the UNEP-hosted Climate and Clean Air Coalition.

In his role as a political advisor and negotiator on international environmental affairs for Sweden, he chaired and represented the EU at several UN/EU environmental negotiations during two EU Presidencies – in New York (2001) and in Brussels (2009).



Ricardo Serrão Santos

Ricardo Serrão Santos is an elected member of the Portuguese Academy of Sciences, and of the Portuguese Navy Academy. In 2002 he was awarded a "Gift to the Earth" by WWF, in November 2013 he was knighted "Chevalier de l' Ordre de Saint Charles" by SAS Prince Albert II of Monaco. He is Chair of EurOcean and Vice-Chair of the European Marine Board2. In June 2014 he was elected Member of the European Parliament. He is the author of more than 200 scientific papers and books in the fields of marine biodiversity and ocean ecosystems.



Carlos Jimenez

Carlos Jimenez is a Desk Officer at the United Nations Regional Information Centre in Brussels. Mr. Jimenez started his career at the United Nations in 1984 and has since worked at UN offices in New York, Madrid and Geneva. He studied journalism at the School of Communications of American University in Washington and was a correspondent at EFE, Spanish News Agency.

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Our next screening: Fed Up, 26 November 2014
www.unric.org/en/cine-onu

Check out our Facebook page: <https://www.facebook.com/CineONU>



THE WILD NETWORK

Project Wild Thing is an exploration of how children have become disconnected from the natural world and playing outside

According to a UNICEF report comparing child well being in Spain, the UK and Sweden, children across all three countries describe a 'good day' as being one where they spent time with their family outdoors. But in the UK, children get much less of this than elsewhere - less even than in colder Sweden. Children have never been more disconnected from the natural world. Time playing outside during the week has halved in one generation. Roaming distances from home have shrunk by 90% in 30 years. Fewer than 1 in 10 children regularly play in wild spaces. Most can identify more brand logos than flora or fauna.

Obesity rates in children are on the up as are mental health issues and depression. What might happen if a generation becomes completely disconnected from nature? Who will protect the natural world if there is no connection or love for it in the first place? This film is the first activation. The aim is to kick start a movement for social change which gets children playing outside freely and re-connecting with the natural world.

The Wild Network was launched on the back of the film – an open and collaborative network of organisations big and small working to reverse the trend of children losing touch with the outdoors and the natural world. Our ambition is to reconnect this generation of children with nature, supported by a network of over 1000 organisations. We are aiming to host 1000 community screenings and reach 5 million adults with the film. We are looking for partners to create innovative ways to bring this issue into the public eye, to amplify the effect of grassroots action and to galvanise the kind of support and commitment that will change the way we live!

For information on hosting your own screening of the film, please visit: <https://projectwildthing.com/screenings/arrange>

Follow Project Wild Thing on twitter: @wearewildthing and facebook: <https://www.facebook.com/projectwildthing>



GreenUp!

Powered by the UN Environment Programme



**The Voice for
the Environment**

The United Nations Environment Programme, established in 1972, is the voice for the environment within the United Nations system. UNEP acts as a catalyst, advocate, educator and facilitator to promote the wise use and sustainable development of the global environment.

UNEP's recent Global Biodiversity Outlook (GBO 4) report found that bold and innovative action is urgently required if governments are to meet globally-agreed biodiversity targets which aim to address the causes of biodiversity loss and safeguard ecosystems.

Reaching these objectives requires changes in society, including much more efficient use of land, water, energy and materials, rethinking our consumption habits and, in particular, major transformations of food production systems.

At an individual level, UNEP's GreenUp! initiative gives advice on small changes to our lifestyle that will have a positive impact. These changes also reflect the importance of connecting with our natural environment:

- Grow your own food! If you don't have gardening experience, start with something simple like an herb garden.
- Replace a short car trip with a bike ride. Just once a week will make a huge difference in the long run!
- Turn off your music, keep your phone in your bag, put away that laptop. Enjoy the scenery and save energy at the same time.
- Pick up litter that you find at a bus, train, or tram stop. Make the public transport experience a little nicer for everyone!
- Go on a public transportation adventure! Spend the day re-discovering your home town and community.

For more information, check out and join the GreenUp! Facebook <https://www.facebook.com/GreenUp.UNEP>

The full Global Biodiversity Outlook report is available here <http://apps.unep.org/publications/pmtdocuments/gbo4-en.pdf>