

To mark the International Year of Sustainable Energy for All,
Cine-ONU in partnership with UNIDO and the Millennium Film Festival presents

The Light Bulb Conspiracy

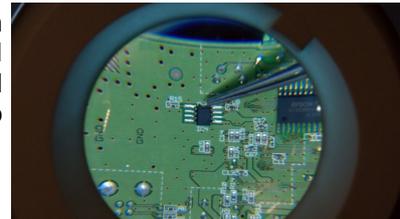


There once was a time when consumer goods were built to last. Then, in the 1920's, a group of businessmen realized that the longer their product lasted, the less money they made, thus 'Planned Obsolescence' was born, and manufacturers have been engineering products to fail ever since.

The current throwaway climate - where the latest technology is outdated after a year and electronics are cheaper to replace than to repair - is the basis for economic growth. But infinite consumption is unsustainable with finite resources. With the

economy crumbling and consumers becoming increasingly resistant to the practice, has planned obsolescence reached the end of its own life?

Combining investigative research and rare archive footage with analysis by those working on ways to save both the economy and the environment, this documentary (filmed in Europe, the US and Africa) charts the creation of 'engineering to fail', its rise to prominence and its recent fall from grace.



Joan Úbeda (Executive producer of the film) a Barcelona-based producer with over 30 years of experience on television documentaries and factual programming. He worked at TV3/Televisió de Catalunya for 15 years (1983-1998), directing and producing current affairs stories and prime time documentary series that obtained a large audience and critical acclaim. He joined the Mediapro group in 1999 as executive producer and managing director of Media 3.14. He has supervised the production of over 500 hours of factual programming for several Spanish broadcasters and more than 30 one-off documentaries on sports, history, science and art, which have reached a large international audience and won many awards. Joan was a Knight Fellow at Stanford University in 1998-1999, and in September 2000 he was awarded the National Prize of Journalism by the Catalan Government.



Chris Vanden Bilcke is the Head of UNEP's Liaison Office to the European Union in Brussels. Prior to joining UNEP, Mr Vanden Bilcke, a Belgian national, served as Head of Unit for Environment and Sustainable Development in the Belgian Federal Ministry for Foreign Affairs. His professional career has included assignments with the cabinet of the Belgian federal Environment Minister, with the Permanent Representation of Belgium to the European Union. He participated as delegate in numerous meetings of the UNEP Governing Council, the IEG process, the Commission for Sustainable Development, and several environmental Conventions' governing bodies. Under the Belgian EU presidencies in 2001 and 2010 he co-chaired the Working Party for International Environment Issues in which the 27 define their common positions inter alia on UNEP.



Florian Peter Iwinjak is a programme and liaison officer for the United Nations Industrial Development Organization (UNIDO), where he is responsible for advocating for UNIDO's role, providing policy advice and monitoring EU funded UNIDO programmes. He is also in charge of liaising and coordinating with key partners such as the United Nations Brussels Team, the EU institutions and the ACP Secretariat. He started his engagement with the United Nations as a programme and research assistant at the UNDP's Bureau for Crisis Prevention and Recovery (BCPR) in Geneva. Prior to that, he worked in large enterprises of the automotive and textile industry and in government and civil society entities around the world. Florian holds three master degrees and wrote two theses, one about obstacles to sustainable development in Latin America and another about climate change and energy in the EU development cooperation which later were published.



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"Sustainable energy" is energy that is produced and used in ways that will support long-term human development in all its social, economic, and environmental dimensions.

What is the UN Sustainable Energy for All Initiative?

United Nations Secretary-General Ban Ki-moon made sustainable energy one of his five priorities that will guide his second 5-year term. Specifically, he will direct the United Nations to extend energy's reach in order to combat endemic poverty. Universal access to energy, improved efficiency and enhanced deployment of renewable sources are ambitious goals, and the Secretary-General is leading a Sustainable Energy for All initiative to make them achievable.

This initiative will call for private sector and national commitments and attract global attention to the importance of energy for development and poverty alleviation. The goal is to meet three objectives by 2030:

- Ensuring universal access to modern energy services.
- Doubling the rate of improvement in energy efficiency.
- Doubling the share of renewable energy in the global energy mix.

Ways to Make a Difference

Support: You can show your support for the Year by downloading the "Supporter of the International Year of Sustainable Energy for All" logo and displaying it on websites, in places of business, and in promotional materials.

Learn: Educate yourself about sustainable energy. Find out more about sustainable energy access in your region and country. Visit www.sustainableenergyforall.org/about/faq for information on Sustainable Energy for All.

Raise Awareness: Talk to others about the need for universal access to modern energy services. Organize events to share the message. Visit www.sustainableenergyforall.org/resources for materials to help organize events in your region.

UNIDO's tips for saving energy

- Change your light bulbs to more efficient types
- Use of solar heaters in residential areas especially in relation to the impact on the global climate
- Use of low carbon public transport (i.e. bicycles) to reduce on emissions
- Awareness creation with friends and family.
- Individuals can encourage their governments to support the goals of universal energy access and increased use of renewable energy.
- Individuals can vote with their wallet, by supporting businesses that use renewable energy or are improving their energy efficiency.
- In some countries this might mean insulating homes, turning down the thermostat.
- Refrigerators account for a big share of electricity consumption. Individuals can buy refrigerators that are eco - friendly, and keep the fridge closed

UNEP's initiative for efficient lighting for developing and emerging countries, "en.lighten"

- www.enlighten-initiative.org

Useful links for saving energy/ becoming CO2 neutral:

- www.reegle.info/index.php?searchTerm=tips%20for%20saving%20energy&site=clean_energy_search&search=Search&gclid=CODJk67or68CFUZJ3wodMWpDqA
- www.unep.org/climateneutral/News/UNEPNews/KicktheCO2Habit/tabid/418/Default.aspx
- www.energysavingadvice.co.uk

More info:

- www.sustainableenergyforall.org
- www.un-energy.org
- www.unido.org
- www.reegle.info/index.php



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