

How can you save the world in 1 minute?



All photos included apart from Bruce Parry were taken by Clover Hicks

This booklet will help you complete your 1 minute video to help save the world as part of the global competition.

Bruce Parry: Your planet needs your film-making talents

'Anyone can deliver a short but powerful message to the world about the most important issue of the day,' says Bruce



'The website will become an online film festival which requires no travel or celebrity status to attend,' says Bruce Parry.
Photograph: Gary Calton

The climate crisis that's facing all of us means that it's time for all hands on deck. For too long we've been bombarded with short films in the form of adverts that tell us it's cool to consume; cool to replace barely worn out goods with newer ones; cool to travel as far and as fast as possible. Personally, I think it's time to fight back; time to fight fire with fire; time to counter the messages that infinite growth and consumption are good using the same weapon with which they've been delivered to us.

That is why One minute to save the world is being launched. The idea behind it is to enable anyone, anywhere, to deliver a short but powerful message to the world on the most important issue of our day – climate change. The winning films will be sent around the world in November as an online campaign to raise awareness of the Copenhagen Climate Conference in December, where all the world's leaders will be gathered to thrash out an agreement on the future of our planet.

The competition is open to total amateurs and professionals alike, and also under-18s. We hear more and more about the "citizen journalist" with international news channels leading stories using footage captured by the public, so we're also welcoming

films made on a mobile phone. One minute to save the world are planning to have the winning films screened in cinemas and at the Copenhagen Conference. They'll also be viewable via Guardian's environment website and on the competition website, where the public can vote for their favourite film. The website will become an online film festival which requires no travel or celebrity status to attend – all you need is access to a computer. And as everyone knows, the power of the net can make the most unexpected video attract the attention of millions globally.

The winning entries will be judged by a panel that includes award-winning director and climate change activist Shekhar Kapur; Franny Armstrong, director of *Age of Stupid*, the Guardian's environment editor John Vidal and me. Together we will be looking for films that convey a powerful message about how climate change affects you and those around you. Were you a flood victim in England or New Orleans? Have you seen a change in the plants and wildlife in your garden? How has your world been affected and how can we address it?

So, we hope you'll all get thinking and shooting – whether you're a seasoned pro or just someone who cares. Your planet needs you and your talents. One minute might not seem like a long time but it's actually longer than many advertisers spend hundreds of thousands of pounds on. It's also an easy length of time to hold people's attention. And that is one of the things we urgently need to do if we're going to turn things around for our planet before it's too late.

This article was taken from The Guardian newspaper dated: Friday 24th July 2009

I minute to save the world



One way to save the world is to prevent climate change and we can do this by protecting our rainforests. 50 million acres of rainforest – an area nearly the size of the UK – are cut down every year, emitting six billion tonnes of CO₂. They are the richest stores of carbon we have and protecting them is the number one priority in tackling climate change. Rainforests are made of carbon - lots and lots of the stuff. When the forest is destroyed, this carbon is released into the atmosphere as CO₂ and causes global warming. The trees, plants and soil in each acre of rainforest lock-up enough carbon to create 260 tonnes of CO₂. That's equivalent to flying from London to New York and back more than 150 times.

How big are the rainforests?

Rainforests cover 6% of the earth's land surface. They are concentrated in tropical regions, but extend as far north as Canada and as far south as Chile. The most at risk are in the Amazon, in Central Africa and in South East Asia.

How much CO₂ is in one acre?

Each acre of rainforest locks in more than 260 tonnes of carbon dioxide.

What is the role of deforestation in global warming?

The Stern Review looked at the economic impact of climate change and showed that rainforest destruction creates up to 25 per cent of global emissions of heat-trapping gases. Transport and industry account for 14 per cent each and aviation makes up only 3 per cent of the total.

Why is it so vital to protect tropical rainforest?

Tropical rainforests are the richest stores of carbon we have and protecting them must be a #1 priority in tackling climate change. The remaining standing forest is contains 1,000 billion tonnes of carbon, or double what is already in the atmosphere.

Rainforests are the world's thermostat. They play a central role in global weather systems, helping keep hurricanes at bay and providing more than a fifth of the world's fresh water and oxygen. They are home to two thirds of all living species on the planet and it is estimated that up to 50,000 species a year may become extinct through the destruction of the rainforest. The forest that the charity Cool Earth is protecting is at the frontier of development and most at risk. Even when such forest is granted reserve status, it has been cut down for logging and ranching so the sort of 24/7 protection we provide is critical.

Cool Earth

Cool Earth is a global charity launched in June 2007 that funds community led protection of endangered rainforest. With the support of over 50,000 individual sponsors and companies in 14 different countries, Cool Earth works with rainforest people to ensure rainforest is worth more standing than it is cut.

How it works:



1. Cool Earth operates in six counties in South America to identify rainforest that is at greatest risk of destruction in the coming 18 months.

2. Once the risks are identified, Cool Earth works with regional governments and partner NGOs to forge relations with communities whose livelihoods, health and sustainability will be damaged by the deforestation.

3. With their agreement, Cool Earth works to secure the at-risk rainforest by funding the community to purchase or protect it.

4. All Cool Earth asks is that the forest canopy, its biodiversity and carbon storage are kept intact.

The Ashaninka Tribe

The Ashaninka tribe is one of the largest indigenous groups living in the Amazon today. Their home territory is relatively high jungle region directly east of Lima in the Gran Pajonal plateau and along the rivers Apurimac-Ene, Tambo, Perene and to a lesser extent, the Urubamba. Traditionally the Ashaninka are semi-nomadic, living in scattered communities of 50 to 200 people in an area a little bit larger than Wales, UK. Despite fierce resistance to acculturation by the outside world, in the 21st century there are few communities without at least limited and sporadic contact and trade with non-Ashaninka people.



As a tribe, the Ashaninka are still not well covered by anthropologists, but they have a rich culture tied into knowledge of plants and medicine, including the teacher plant (or hallucinogenic entheogen) ayahuasca, an important key to the tribe's spiritual wisdom and plant lore.

The entire territory is covered with a dispersed network of small communities. The nearer the community is the closer the kinship connections. So villages within a day or two's walk consist mainly of cousins, aunts and uncles. Beyond that, the kinship relationships get weaker, non-existent or lost in the depths of time. Every couple of weeks, a few villages get together for a party, drinking manioc beer and dancing.

Food-sharing is a fundamental custom among the Ashaninka. They live from harvesting the forest and rivers as well as having small clearings in the forest for gardens. Wild fruits, honey and nuts are gathered along with snails and insect delicacies. Fishing, both individually and collectively, provides much of the Ashaninka's protein, particularly in the dry season. The rest of the year they're more dependent on game from the forest, which they hunt mainly with bow and arrows, though most villages have at least one shotgun (even if they don't often have cartridges).

Greed and private personal consumption just doesn't happen. Everyone gets their fair share. When a large animal, like a Peccary is killed, it is cut up fresh and divided between two or even three villages along kinship lines. Each relative will then cut it up and divide it further within their family units before cooking their portion. Once it's ready to eat it is shared again. The food is traditionally eaten from a communal bowl, thus sharing again as a gesture of solidarity.

The background to the Cool Earth partnership

The Ashaninka tribe today is on the edge of western industrial civilisation. Some of them, nearest to the frontier town of Satipo, are relatively acculturated. Along the Tambo and Ene rivers, the Ashaninka have permanent contact with colonists and river traders, coca growers (Leaves used to make cocaine) and loggers. Deeper into the forest there are still some Ashaninka communities where the way of life has changed little in the last 600 years. These remote communities want only machetes and medicines from the outside world. Those Ashaninka who live along the main rivers have developed needs and desires for a wider range of western goods - from clothing to foodstuffs.

To pay for these goods they need an income. The most rentable cash crop by far in this region is coca for the illegal cocaine markets. This would be a dangerous and illicit economic strategy for the Ashaninka. The other obvious source of income is in lumber from the forest. For the first time in the Cutivireni area of Ashaninka territory, 2008 saw several mahogany trees being extracted with unauthorised permission given to illegal loggers by a handful of Ashaninka. Some of the local indigenous communities are angry at this. All of them have requested help in developing alternative, more sustainable products and markets for their non-timber rainforest and forest-gardens products. This is where Cool Earth, with its local partner, Ecotribal, have created Peru's first avoided deforestation project.

All the Information on Cool Earth and the Ashaninka people has been taken from the charity Cool Earth:
<http://www.coolearth.org/>

How can you save the world in 1 minute?

You are now going to create your own 1 minute video titled how you can save the world in one minute. Your videos will be about exploring how important protecting rainforests are in tackling climate change and thus saving the world. Your video can include the work of Cool Earth and the Ashaninka tribe which you have read about in this booklet.

Once your video is created you will enter it into the global competition as mentioned in the article in The Guardian Newspaper and other students will give you feedback on your video by writing comments on youtube. You never know your video may even win the competition.

HOW TO ENTER?

Before you do anything else you must upload your video to youtube under the following account:

Username: coolearthoneminvideo

Password: ashaninka

Make sure that you tag it with 1minutetosavetheworld in the tag space

Also if the video is not in English please add English subtitles

The deadline is the 31st September 2009 & the video must be no longer than 60 seconds (excluding titles and credits) and no longer than 90 seconds in total.

Please read the Terms & Conditions and then fill in the form on the site below to submit your video.

<http://www.1minutetosavetheworld.com/entry/>

You have to register at the website above and copy the link to your video on youtube

This resource was developed for students to use in schools with the permission of Cool Earth by Dan Roberts.