

TV5

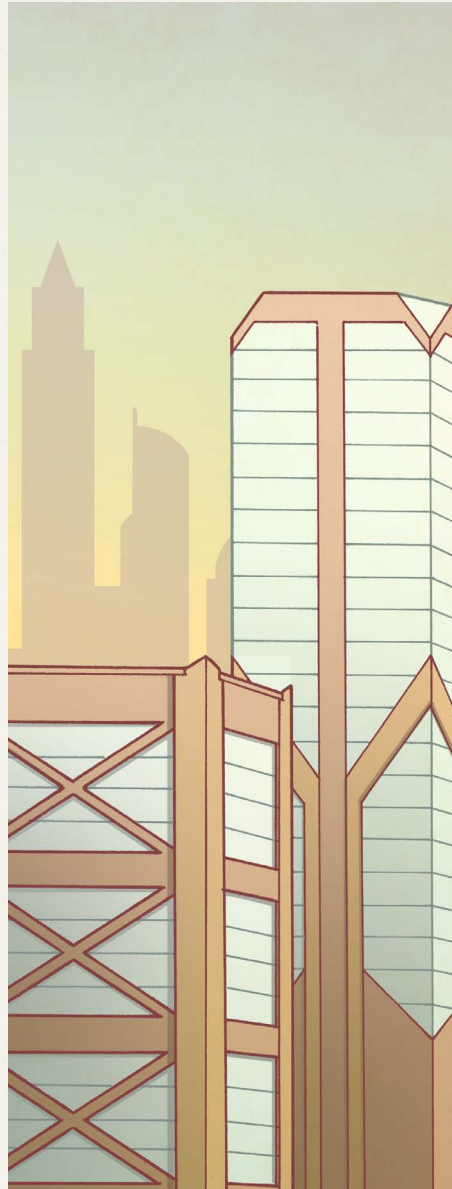
# CLIMATE UNDER PRESSURE





**TV5 AND TV5MONDE  
PRESENT A NEW WEB  
DOCUMENTARY**

# **CLIMATE UNDER PRESSURE**



## **TAKING CHARGE OF OUR ENVIRONMENT'S DESTINY**

MONTREAL, November 19, 2015 – A few days ahead of the 2015 United Nations Climate Change Conference in Paris (COP21), **TV5 Québec Canada** and **TV5MONDE** are proud to present **Climate Under Pressure**, an interactive Web documentary offering points to ponder on simple ways to act and fight against global warming, endorsed by some of the most distinguished environmental experts, such as **Steven Guilbeault** and **Nicolas Hulot**.

“**TV5** and **TV5MONDE** chose to produce this documentary to take part in this crucial global conversation,” indicated **TV5 Québec Canada**. Digital Content Director Benoit Beaudoin. “We’re also proud to announce this project received the official support of COP21, attributed by a labelling committee chaired by the French Minister of Ecology, Sustainable Development and Energy Ségolène Royal.”

This Web documentary, available in English and French, allows users to take charge of the destiny of six characters from different parts of the world and enables viewers to observe the local and global impacts of climate changes on their living environment, and find possible solutions. To help users make their choices, dozens of video briefs integrated to the narrative thread present thirty leading environmental advocates from around the world including, among others, **Bill McKibben**, **Catherine Potvin**, **Bernard Voyer**, **Karel Mayrand**, **Alexandre Taillefer**, **Jean-Pierre Ndoutoum**, **Jean Jouzel**, **Corinne Lepage** and **Laure Waridel**.

Through its use of video briefs, photographs, articles and graphics related to climate change issues, **Climate Under Pressure** offers a broad overview of how these issues affect seven major sectors of human activity: consumption, agriculture, urban development, economy, energy, health and transport.

To enjoy this interactive experiment, please visit [climateunderpressure.com](http://climateunderpressure.com).

### **ABOUT TV5**

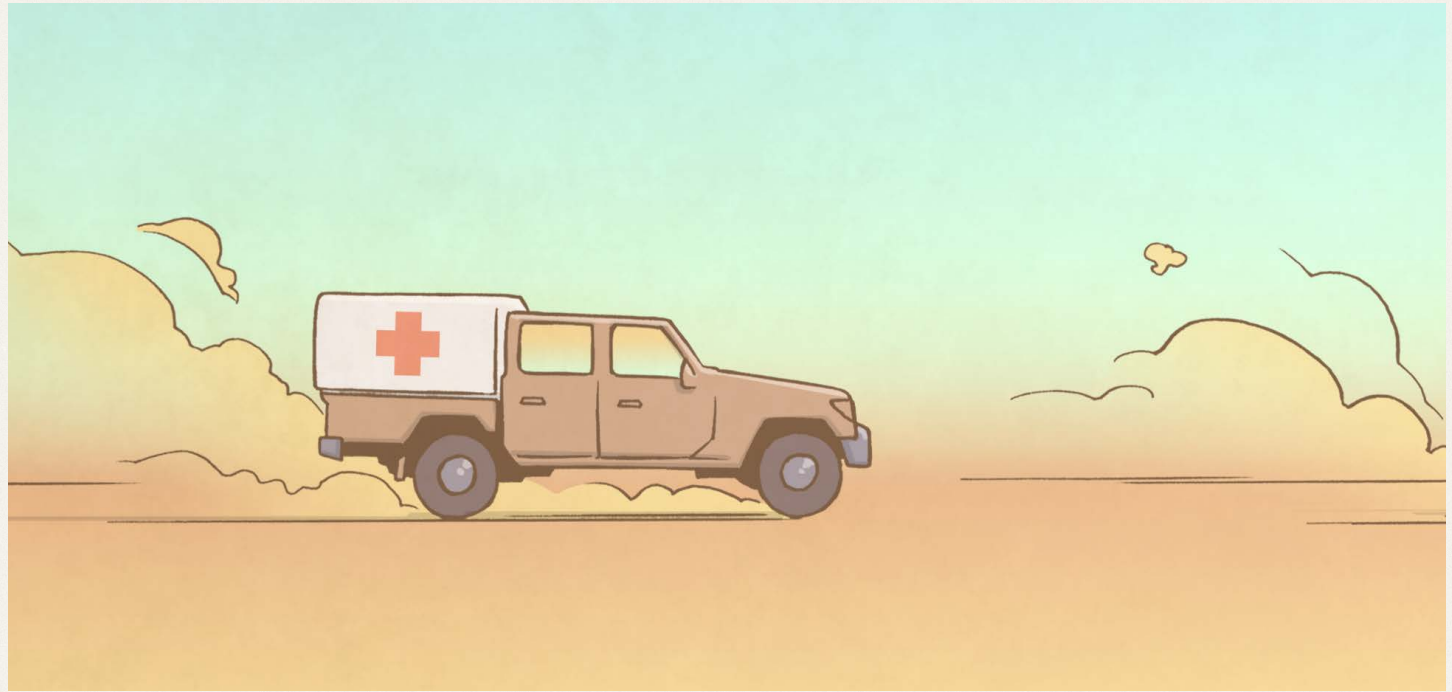
**TV5 Québec Canada** is one of Canada’s leading players in digital production, offering high-quality, rich and imaginative programming. In addition to **Climate Under Pressure**, this specialty channel also offers a diversity of content on its various online platforms, notably Web series produced and distributed by **Fonds TV5**, as well as **Francolab**, an educational Web platform designed to teach basic French.

### **ABOUT TV5MONDE**

**TV5MONDE**, the worldwide cultural channel in French, available in 300 million households, continues to develop innovative digital offers with this web documentary **Climate under pressure**. Being actively involved in digital creation in all its forms, **TV5MONDE** is engaged in supporting the production of transmedia storytelling projects for our viewers.



## FOUR COMPELLING, INSPIRING THEMES



**Climate under pressure** is first and foremost a fascinating interactive Web documentary, but it also offers a wealth of information on climate changes, their consequences on the environment, as well as solutions worth considering to eradicate the scourge of global warming.

In all, four major themes: Human impacts and solutions; Political issues; Personal issues; Scientific facts. Each enriched by dozens of environmental specialists outlining different aspects covering seven sectors of human activity: consumption, agriculture, urban development, economy, energy, health and transport.

From permaculture to environmental policies, through eco-responsibility, these comprehensive themes paint an outstanding picture of our climate and the solutions we can put into practice both collectively and individually.



## INTERACTIVE STORIES

Each episode features a new country affected by different environmental challenges. And it's up to you, the viewer, to make the right choices to ensure an eco-friendly future for the characters!



**CANADA**

### TROUBLE AT THE GROCERY

Michelle's daily routine and consumer habits are affected by the climate. How will she react?



**FRANCE**

### THE COW AND THE MEADOW

The persistent drought plaguing Marcel's region forces him to reconsider his future: should he sell the farm and take an early retirement, or adapt and persevere?



**TUVALU**

### THE BITTER SEA

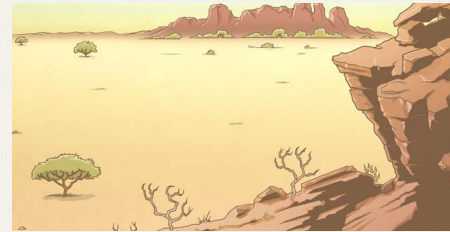
Pai's island is destined to be submerged by rising sea levels. Will the teenager fall sway to bitterness due to this climatic injustice?



**CHINA**

### POWER TOWER

Can architect Li Wei convince his clients of the benefits of ecological construction in a country already choking with pollution?



**MALI**

### AN EPIDEMIC REPRIEVE

An epidemic breaks out in a region already affected by food shortages and local strife. Will Maria be able to determine the source of this terrible scourge?



**UNITED ARAB EMIRATES - ABU DHABI**

### A WILL OF STEEL

The changing climatic context poses challenges to Hammad's steel mill. Will its managers make the right choices for the industry and restore it to prosperity?



## LEADING ENVIRONMENTAL SPECIALISTS



### STEVEN GUILBEAULT

**EQUITERRE COFOUNDER AND SENIOR DIRECTOR**

Equiterre cofounder and senior director Steven Guilbeault is an environmentalist who has focused on climate change since the early '90s. He worked for Greenpeace Canada and Greenpeace International for ten years. Throughout his career, Steven, who co-chaired Climate Action Network International for five years, has attended many UN climate meetings – an experience that in 2009 served as the topic for his first book, *Alerte! Le Québec à l'heure des changements climatiques*.



### BERNARD VOYER

**EXPLORER, MOUNTAINEER, SPEAKER**

A renowned explorer and mountaineer, Bernard Voyer has over 30 years of expeditions and adventures to his credit. He knows the three poles of the Earth: he reached the North Pole in 1994, the South Pole in 1996 and in 1999 he stood on the roof of the world, Mount Everest (8,850 metres). Among other challenges, in 2001 he completed his World Tour by climbing the highest peak on every continent, making him the first North American explorer to have managed this exploit.



### KAREL MAYRAND

**DIRECTOR GENERAL FOR QUEBEC AND THE ATLANTIC WITH THE DAVID SUZUKI FOUNDATION AND CHAIR OF AL GORE'S CLIMATE REALITY PROJECT IN CANADA**

Karel Mayrand is Director general for Quebec and the Atlantic with the David Suzuki Foundation and chair of Al Gore's Climate Reality Project in Canada. He is the author of *Une Voix pour la Terre* (Boréal, 2012). He is board member of the Conseil régional de l'environnement de Montréal, of Quebec's Environmental Law Center and of the Fondation Cowboys Fringants.



## LEADING ENVIRONMENTAL SPECIALISTS



### ANDRÉE-LISE MÉTHOT

FOUNDER AND MANAGING PARTNER

Andrée-Lise, founder and Managing Partner at Cycle Capital Management, has 20 years of experience in venture capital, management and engineering. She has set up an investment platform specialized in cleantechs totaling more than 230 million dollars and which brings together industrial, institutional and strategic investors. Through her career, she developed a network of top-notch partnerships, from businesses, industrials and environmental backgrounds.



### ALEXANDRE TAILLEFER

INVESTOR AND ENTREPRENEUR

Alexandre is managing partner at XPND, an investment firm in technology, media and entertainment companies. He is the co-founder and former CEO of Stingray Digital, a media company based in Montreal that owns and operates Galaxie, the leading broadcast radio stations available on TV in Canada. Alexandre is Chairman of the Montreal Museum of Contemporary Art and sits on various boards, including BeHaviour, gsmprjct, iPerceptions and Lumenpulse.



### CATHERINE POTVIN

PROFESSOR AT MCGILL UNIVERSITY

Catherine Potvin is Professor at McGill University's Department of Biology and holds the Canada Research Chair in Climate Change Mitigation and Tropical Forests. She also holds a Ph.D. in Botany from Duke University in North Carolina. Catherine Potvin works mostly in tropical forest ecology and her research supports ongoing international efforts directed at reducing deforestation in the Tropics. She has written over one hundred scientific papers and currently pilots Sustainable Canada Dialogues, a voluntary initiative mobilizing researchers from every province to establish a roadmap for climate changes in Canada.



## LEADING ENVIRONMENTAL SPECIALISTS



### ALAIN BOURQUE

**CEO, OURANOS CONSORTIUM**

Alain Bourque earned a graduate in meteorology at McGill University (1989) and an M.Sc. in atmospheric science at UQAM (1996). From 1989 to 2001, he worked as a meteorologist and climatologist at Environment Canada, where he was involved in several projects related to adapting to the impacts of extreme events and climate change and in the climate analyses of the 1996 Saguenay flood and the 1998 ice storm. He is Ouranos' CEO since 2013. He was involved in different scientific synthesis at international (IPCC), national and regional scales and he is regularly invited to speak on the science of climate change and the related impacts to scientific conferences and other audiences, and has explained the science of climate change and the stakes for Quebec at several media events.



### LAURE WARIDEL

**EXECUTIVE DIRECTOR, INTERDISCIPLINARY RESEARCH CENTRE ON SUSTAINABLE-DEVELOPMENT OPERATIONALIZATION (CIRODD)**

She undertook doctoral studies on the emergence of an ecologically- and socially-minded economy at the Graduate Institute of International and Development Studies (IHEID) in Geneva, for which she won a prestigious Trudeau Scholarship. She also used her media presence to promote Équiterre, an organization she co-founded in 1993. Her books, *Acheter c'est voter* and *L'envers de l'assiette*, quickly became best-sellers in Québec and references in the development of fair trade and responsible consumption.



### NICOLAS HULOT

**SPECIAL ENVOY OF THE PRESIDENT OF THE FRENCH REPUBLIC FOR PROTECTING THE PLANET, PRESIDENT OF THE NICOLAS HULOT FOUNDATION FOR NATURE AND MANKIND, REPORTER, WRITER AND TELEVISION PRODUCER.**

In 1990 he established the Nicolas Hulot Foundation for Nature and Mankind, a leading environmental NGO aiming at encouraging changing consumption patterns throughout society (citizens, policy-makers, business people...). He has been chairing it ever since. Through his Foundation, he invited the 2007 French Presidential candidates to commit to an Ecological Pact. The Pact was then backed by around 750 000 people, and it helped put environment high on the political agenda. He was appointed as Special Envoy of the President of the French Republic for Protecting the Planet in December 2012.



## LEADING ENVIRONMENTAL SPECIALISTS



### CORINNE LEPAGE

**LAWYER AND FRENCH FEMALE POLITICIAN**

Corinne Lepage is a lawyer and French female politician. She was Minister of the Environment from 1995 to 1997 and a Member of the European Parliament from 2009 to 2014. In 1996, she founded the Citizenship, Action, Participation for the 21st Century (CAP 21) Party, which became a political movement in 2000. In 2012 she founded Essaim, a research institute, and the following year, Rassemblement citoyen, a cooperative political movement. In 2014, she became head of the LRC – CAP21 party. At the request of French President François Hollande, she's currently in charge of drafting The Universal Declaration of Human Rights, considered a stepping stone towards the recognition of environmental rights for future generations.



### JEAN JOUZEL

**RESEARCH DIRECTOR AT THE FRENCH ALTERNATIVE ENERGIES AND ATOMIC ENERGY COMMISSION (CEA), VICE CHAIR OF THE WORKING GROUP I PANEL OF IPCC**

Jean Jouzel is a Research Director at the French Alternative Energies and Atomic Energy Commission (CEA). His main scientific involvement has been with the reconstruction of past climate changes from ice cores. He has participated to major ice core international projects and is an author or co-author of about 400 publications. He is currently vice chair of the working Group I panel of IPCC (the Intergovernmental Panel for Climate Change, 2007 Nobel Prize for peace) and is member of the CESE (French Social, Economic and Environmental Council). In 2012, He has been awarded the Vetlesen Prize, considered to be the « Earth Sciences » equivalent of a Nobel.



### BILL MCKIBBEN

**AUTHOR, ENVIRONMENTALIST, AND ACTIVIST**

Bill McKibben is an author and environmentalist who in 2014 was awarded the Right Livelihood Prize, sometimes called the 'alternative Nobel.' His 1989 book *The End of Nature* is regarded as the first book for a general audience about climate change, and has appeared in 24 languages. He is a founder of 350.org, the first planet-wide, grassroots climate change movement, which has organized twenty thousand rallies around the world.

To find out more about other leading specialists, please visit [climateunderpressure.com/participants](http://climateunderpressure.com/participants).

#### For more information

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