



Sustainability on TV

Television as an agent of behaviour change



Joanna Yarrow presents *Outrageous Wasters*



Joanna on ITV1's *Tonight With Trevor MacDonald*

Beyond Green believes that sustainability needs to enter the mainstream. For that to happen, the principles and specifics involved in changing the way we live and work need to be comprehensible, relevant and exciting for a broad range of audiences. Increasingly, the media is becoming better equipped and more willing to talk about and encourage authentic sustainability. Beyond Green director Joanna Yarrow and her research team are increasingly in demand to conceive, research and present quality television programmes for mass audiences.

In summer 2007 Joanna fronted GMTV's 'Green Week', presenting features on green living in the UK and abroad, and guiding a family through energy-efficiency, water use, waste and recycling, and encouraging biodiversity. She now frequently appears on GMTV, discussing environmental issues ranging from plastic bags and whaling to Christmas tree recycling.

In autumn 2007 Joanna presented *Outrageous Wasters* – a 4-part BBC3 series taking extremely wasteful families going through an intensive experiential (and often emotional) process of change to become radically more sustainable.

Joanna devises, writes and presents features on ITV's *Tonight With Trevor MacDonald* and *This Morning*. Topics covered have included covered green transport, shopping (particularly food miles), toxins, fashion and environmental impact audits of families' homes and lifestyles. She also regularly appears as an environmental commentator on news programmes across channels.

Beyond Green's portfolio of TV programmes is one strand of a media presence across national newspapers, magazines, radio and the internet, including the current Ariel and Energy Saving Trust 'Do a Good Turn' behaviour change campaign. In support of this work we maintain a comprehensive database of tips, facts about and reasons for greener living.

Joanna Yarrow is represented by Sue Ayton at Knight Ayton Management.

http://www.knightayton.co.uk/joanna_yarrow.html