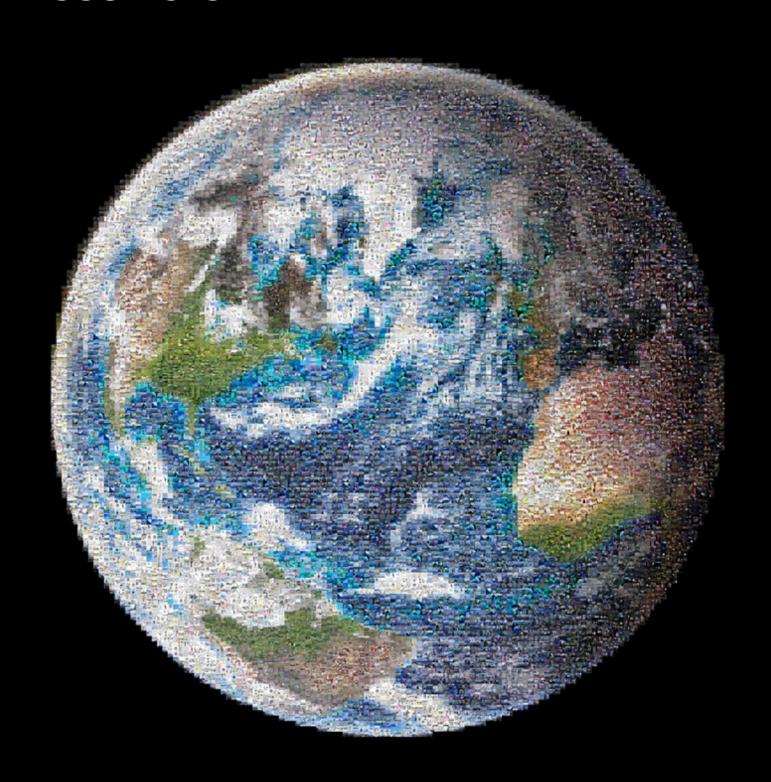
# Annual Report 2009-2010



ONLY ONE WORLD



#### OneWorld UK

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### A LETTER FROM OUR EXECUTIVE DIRECTOR



Dear friends,

And now for something really different...

You're probably used to us pioneering digital media innovations after 16 years of constantly breaking new ground. But this past year we've taken three steps that go beyond anything we've ever done before.

- 1. 'Six Billion Reasons' is a very different kind of media innovation for us. There's not an article or blog in sight. Instead, you'll see a sparkling, glowing, zoomable mosaic of thousands of pictures and videos. These images have been sent in by people all over the world, expressing what most powerfully inspires them to take action to protect life on earth. We soft-launched this mosaic in Copenhagen at the UN's Climate Conference in December 2009 - and it keeps on growing... Why not add your image and message too?
- 2. The Copenhagen Summit was also where we initiated the OneClimate Channel, a live, interactive web-TV broadcast service. Despite a shoestring budget, the team produced over 200 hours of broadcasting, catching the drama of this critical conference as it unfolded hour by hour. The channel attracted over 4 million views! So we were no longer preaching to the choir but reaching millions of 'unusual suspects'.
- 3. But the most exciting step we've taken this year isn't a media innovation: it's an organizational step. We'll soon be joining forces with our sister centre, OneWorld United States. Right now we're planning a beautiful new-look joint website – but who knows what else will flow from this creative collaboration over the coming years?

Of course we have also developed our long-standing mobile phone projects, which have been opening up life opportunities for young people in Africa And every day we still pick out the best news stories about what's really been going on in the human family, so you can take informed action to help make life fairer and greener for everyone.

We've only one world – and a stunningly beautiful and bounteous world - so we're doing all we can to keep it that way.

Anuradha Vittachi Executive Director, OneWorld UK Co-founder, OneWorld Network

## A NOTE FROM OUR CHAIR



The great thing about OneWorld is its practical application of groundbreaking ideas, and the ability of its small but dedicated staff to have an impact worldwide.

I'm very proud that we've had an impact in more countries than ever before this year – directly through work with our partners to take the Mobile4Good programme to more countries across Africa – and virtually through the initiatives Anuradha mentions. Especially after coming together with OneWorld US, I'm hoping we'll be able to do even more over the next 12 months.

Michael Yates Chair of the Board OneWorld UK

# **COPENHAGEN 24/7 LIVE** OneWorld brought the UN's Copenhagen Climate Change conference to the world – and the world into the conference. The OneClimate Channel was on the air, live and online, 24 hours a day throughout the event, and was watched by more than 2 million people worldwide. As well as broadcasting news, interviews and special features, the Channel enabled people to interact live in this truly global event – without having to travel anywhere. **SIX BILLION REASONS** Six Billion Reasons is a sparkling, glowing, zoomable mosaic of images created by thousands of people all over the world, presenting what most powerfully inspired each of them to take action to protect life on earth. Why not add your image and message to this ever-growing global work of art and action? Tiki, the world's first Enviro-Penguin, reveals the mess people have made of our planet and shows how kids can make things better for everyone. Though Tiki's site is really for children, adults are allowed in too to enjoy these much-loved pages – like taking the fantastic journey on Tiki's Time Machine, back to the very beginning of time. **ONECLIMATE.NET** OneClimate.net is a 'climate action hub'. Before you act, you need good information from trusted sources. OneClimate helps you find the information you need through its unique Action Maps, Newsroom and global events listings. What distinguishes OneClimate.net is that other climate change websites tend to be filled with voices from the rich world, leaving out the voices of people in the global south who have been hit first and hardest by its dire consequences. ONECLIMATE





## **OUR TEAM AND BOARD**

#### **OneWorld Team**

Adam Groves ,OneClimate
Anna Cohen, Partnership Coordinator
Bill Gunyon, Guides
Bry Lynas, Tiki
Caron Scott, Bookkeeper
Catherine Okereke, Learning about Living Project Assistant
Daniel Nelson, News and Events
Gopal Gobiratnam, Senior Software Architect
Greg Lovett, Accountant
Jamie Walker, OneWorld TV
Jeffrey Allen, Mobile4Good Programme Coordinator (from Sept 2009)
Ken Kitson, Innovations Coordindator
Kevin Ado, Learning about Living, Senegal (from Jan 2010)
Uju Ofomata, Mobile4Good Programme Manager

#### **Board of Directors**

Anuradha Vittachi, Executive Director Judy Ugonna Michael Yates, Chair Nick Durrant Peter Armstrong, Innovations Director