Centre stage for vegetables

How RTL Group held its fourth environMINDday, this time under the heading ‘Green food’
Cover:
Chef Michael Hoffmann and RTL Lëtzebuerg Journalist Sarah Cattani at RTL Group’s ‘environMINDday’ 2011.
By making ‘Green food’ the focus topic, RTL Group set out to get employees at its Corporate Centre in Luxembourg to engage with environmental issues through a topic that is useful in everyone’s daily lives.

Organised for the fourth consecutive year on the principle that ‘No one can do everything, but everyone can do something’, the awareness day on 18 October began at RTL Group’s Grand Studio. “What does food have to do with the environment?” asked Oliver Herrgesell, Environmental Chief Officer at RTL Group, in a welcoming address. “It’s very simple. You can help save the planet by eating right. Just think of how much garbage we can save by using less packaging, how we can reduce transport by eating local food. Most of all, the impact of meat on one’s carbon footprint is underestimated: according to a study by the University of Chicago, just by becoming a vegetarian, an average person could shrink its carbon footprint by up to 1.5 tons of carbon dioxide a year – more than you could by trading in an SUV – Sports Utility Vehicle – for a hybrid car.”

RTL Lëtzebuerg Journalist Sarah Cattani interviewed two Greenpeace representatives from Luxembourg to introduce participants to the theme of the day. Topics included the impact of GMOs on the environment, the measures taken in Luxembourg to limit their use and also the various labels and guides to help the consumer.

Next on the agenda was a ‘Cooking show’ featuring renowned chef Michael Hoffmann who runs the ‘Margaux’ restaurant in Berlin, is Germany’s ‘Cook of the Year 2010’ in Germany, and has been a lecturer at the École Supérieure de Cuisine Française in Paris since 2003. Located just yards from the Brandenburg Gate in Berlin, his Michelin-starred restaurant is known for its spectacular dishes based on vegetables, 80 per cent of which come from his own garden. In the
45-minute show, Hoffmann successfully shared his passion for a cuisine that is both creative and environmentally responsible. Roughly a dozen people had a chance to taste the dishes concocted by the chef based on herbs and seasonal vegetables. “Vegetables are not a side dish,” says Hoffmann. “They deserve to be given centre stage.”

Romy Beckius, CLT-UFA

“I really enjoyed the entertaining and informative presentation on ‘healthy cooking with vegetables’ by Michael Hoffmann. Since I have a garden myself, I was especially surprised that you can eat many parts of the vegetables I had always thrown away. On my next trip to Berlin, I will definitely stop by his restaurant and enjoy a fabulous meal.”

Their appetite whetted, participants were treated to a ‘Happy Hour’ at the company bar during lunchtime, where they could enjoy an organic cocktail prepared from local ingredients by Sodexo – the company’s catering partner – as well as sample and buy local and seasonal products provided by Luxembourg producers, including the Cactus supermarket and the associations TransFair-Minka, which promotes fair trade, and Natur & Ëmwelt, the agency responsible for environmental protection in the Grand Duchy.

Thomas Pietschmann, BCE

“Michael Hoffmann showed me how easy it is to make a meal of vegetables: you can turn practically any vegetable into a delicacy with some coarse salt and an oven. After sampling some, I was immediately won over! His remarks about buying produce locally and in season – ideally from the growers themselves – were also important to me.”

Other initiatives on the special day included an all-organic menu in the company restaurant and the sale of products to raise funds for Natur & Ëmwelt. The initiative raised a total of €500 on the day. This amount will be fully passed on to the association and will contribute to the restoration of the natural habitat of the otter, a species now rare in Luxembourg. Finally, a quiz was held with a chance to win a cooking class for two with chef Michael Hoffmann in Berlin.

Catherine Klein, CLT-UFA

“The initiative to organise an ‘environMINDday’ serves to open our minds and of course I participated in this event, as every year. I was fascinated by chef Michael Hoffmann’s cooking show and his explanations about his cuisine based on the herbs and vegetables he grows in his own garden. I will gladly adopt his advice for my own cooking. And since I’m the lucky winner of the quiz, I can improve my skills by taking a cooking class in Berlin, a city I really like.”
‘environMINDdays’ around RTL Group

Since the first ‘environMINDday’ was held at RTL Group in 2008, more and more profit centres have participated in this one-day initiative. This Tuesday, 18 October, RTL Belgium employees started the day with a fair-trade breakfast hosted by Oxfam. From 10:00 to 16:00, information stands in the lobby of RTL House introduced staff to procedures for recycling and waste treatment. In collaboration with Oxfam, a collection of clothing was also held, followed by a screening of the film *Je mange, donc je suis* (I eat, therefore I am), which addresses the issue of world hunger.

In France, RTL Radio went green. Starting with breakfast, the emphasis was on environmentally responsible products, with organic fruit and dairy products served in the company restaurant. An internal memo encouraged RTL Radio France employees (including RTL Radio, RTL2, Fun Radio, RTLnet and IP) to leave their cars, scooters and motorbikes at home and to walk, cycle, share a car or use the public transport instead. Simple but helpful actions to take at the office were also on the agenda, such as turning off lights and computers when leaving the office, recycling batteries and reducing the number of pages printed.

In the Netherlands, RTL Nederland focused on energy-saving measures and ‘green food’. In the morning all departments received a basket of organic tangerines. To introduce employees to the ‘environMIND’ initiative, an email was sent to everyone at the site explaining the issues covered during the day. To raise employees’ awareness and to encourage them to reduce energy waste by adopting new forms of behaviour and turning off all electrical equipment at the end of their working day, ‘green’ stickers were applied to all office light switches. Employees were also invited to use the stairs rather than take the lift. At lunch, the canteen served a menu of organic products. Gert Rotman, Buyer, comments on the initiative: “I never realised that by switching off lights in the office during lunchtime, we could save up to 6 per cent of energy per office. A small change in our behaviour can make a big difference. The ‘environMINDday’ made me realize that.”

In Germany, RTL Radio Deutschland published lots of tips on energy and resource conservation on the intranet, and staff who wanted to also had the opportunity to take part in activities at Bertelsmann Unter den Linden 1 in Berlin during the day. “Environmental protection and a respectful handling of resources are permanently anchored in the minds of employees at RTL Radio Deutschland and the radio holdings. By providing continuous information and practical advice, we show what companies but also every single person can contribute to active environmental protection. The results are very positive.” says Gert Zimmer, CEO of RTL Radio Deutschland.
Last not least, Mediengruppe RTL Deutschland in Germany inaugurated its first event of this kind with a speech and presentation by CEO Anke Schäferkordt. Employees were made aware of ways to save paper and energy. For example, since 2010 the company has saved 59.79 tons of paper – the equivalent to a stack of paper 1,278 meters high. The canteen served a ‘sustainable’ menu, and bicycle electricity generators connected to a TV enabled employees to see how much energy was needed to run their small screen. On 18 October, Anke Schäferkordt welcomed the guests, saying:

“Mediengruppe RTL Deutschland has been focusing intensively on environmental protection for some time now. We have already been able to implement some resource-conserving measures by moving to our new broadcasting centre. The issue will continue to remain very relevant for us. Today’s event is just the beginning. In future, we want to provide information about environmental topics on the intranet and through various activities.”

‘be green Day’ at Bertelsmann

This fourth ‘environMINDday’ was part of a Bertelsmann initiative. The second ‘be green Day’ was celebrated at 44 locations around the world. At the Bertelsmann AG Corporate Centre in Gütersloh, trees and shrubs greeted employees at the entrance, reflecting the fact that this is the United Nations ‘International Year of Forests’ theme. Trees were also the focus of a ‘Lunchtalk’ given by Erwin Brunner, Editor-In-Chief of National Geographic Deutschland. The final of ‘be green Day’ in Gütersloh was an evening screening of the multiple award-winning film Jane’s Journey telling the remarkable life story of Jane Goodall, UN Peace Ambassador and founder of the Jane Goodall Institute for Wildlife Research, Education and Conservation.

In Berlin, a panel discussion entitled ‘Turning Point’ was held in the evening, featuring the former German federal environment minister and former Executive Director of the United Nations Environment Program (UNEP) Klaus Töpfer; Gerd Leipold, Chairman of Greenpeace International from 2001 to November 2009; and the German communications designer and trend researcher Peter Wippermann. Journalist Klaus Liedtke chaired the discussion, which was followed by a screening of the German documentary Serengeti, in which zoologist and wildlife filmmaker Reinhard Radke explores the lives of animals in Tanzania’s Serengeti National Park.
From garden to plate: a portrait of chef Michael Hoffmann

On ‘environMINDday’ 2011 in Luxembourg, RTL Group was privileged to have Michael Hoffmann on site, the eminent chef and owner of Michelin-starred ‘Margaux’ restaurant in Berlin, to make a case for green food.

At his restaurant Hoffmann has offered a vegetable menu alongside a meat menu for years. Or rather, a meat menu is also offered alongside seasonal vegetables dishes prepared without flavour enhancers or food additives. “I try to bring a certain degree of awareness to my life,” he explains. “I like to eat meat, but not every day. That makes me feel good.”

The vegetables served at ‘Margaux’ come from his garden in Brandenburg, a few miles from the restaurant. This year, he grew 200 varieties of plants and herbs in his garden, many of which are not available at the local supermarket: Roman sorrel, bronze fennel, comfrey. He also grows 17 different varieties of cabbage: red, white, yellow, and also green and red kohlrabi. All in all, 50 vegetable varieties are grown, including many old varieties and winter vegetables.

Hoffmann’s environmentally friendly approach involves only working with local farmers and producers. He struck foie gras from the menu along with endangered fish species such as tuna and turbot. “It’s time for chefs to take responsibility for such things,” he says.

Check out www.margaux-berlin.de
In Mid-October, RTL Group’s communications officers met for their sixth annual ‘Communications Network Meeting’. This year, three dozen spokespersons and marketing experts from the Group’s TV and radio broadcasters and production firms met at FremantleMedia in London.

The meeting once again enjoyed a lot of top-level support. RTL Group CEO Gerhard Zeiler took the time to update participants on the Group’s situation and very openly answered questions from the floor.

FremantleMedia CEO Tony Cohen, who hosted this year’s Communications Network Meeting, presented his strategy, which focuses on investing in Branded Entertainment, Gaming and Kids & Family Entertainment. The company will also continue to invest in its core business: “At the heart of every FremantleMedia success, there is always, first and foremost, a good idea,” said Cohen.

Oliver Herrgesell, RTL Group’s Executive Vice President Corporate Communications, Public Affairs & Marketing, said: “Mutual trust amongst our communications officers has further increased. That is the best basis for sharing useful information.”

A series of presentations from within the group explored current projects at various profit centres, including the integration of shows in Vox’s programme line-up; the marketing of X Factor by Talkback Thames and of The Voice of Holland in the Netherlands; philanthropy at M6; the strategy for French radio in the digital future; and the Russian media market.

Two external lecturers gave participants insights into other sectors: Alan Sparrow, a Senior Picture Editor with 40 years of Fleet Street experience, spoke about the importance of good pictures and what criteria a newspaper uses to select pictures for publication from a daily deluge of more than 42,000 photos.

Andrew Gowers, former Head of Corporate Communications at BP, shared exclusive insights into crisis communications at a global conglomerate. He talked about the 2010 oil disaster in the Gulf of Mexico and how difficult it was to communicate the group’s view of the accident to the outside world as the global corporation slipped into an existential crisis.

Finally, participants practiced how to best prepare CEOs for crisis situations, in a workshop on ‘CEO Positioning’ led by Rupert Younger, Director of the Oxford University Centre for Corporate Reputation. Participants were divided into four groups who competed against each other to best communicate realistic scenarios under difficult conditions. It quickly emerged that the management can successfully weather a critical situation if communication principles are agreed on before the crisis occurs. Younger gave the communications officers specific recommendations for this.
Lady Gaga stars in new campaign
The German channel RTL II started to broadcast its second round of futuristic-looking advertising trailers, this time featuring pop phenomenon Lady Gaga.

Germany - 14 October 2011

RTL II’s successful trailers in the 3D design, which featured Shakira in the first round, will star Lady Gaga in urban-themed clips inspired by film classics such as Metropolis, Sin City and 2046. The filming of the clips took place in Cologne, where Lady Gaga is shown on a futuristic bike, with a Ufo or even inside a Hamster wheel. The message in each case is the same: Lady Gaga electrifies the new RTL II logo.

What sets this campaign apart is the star’s personal involvement. Lady Gaga designed her own breath-taking, avant-garde outfits and once again proved her remarkable talent as an actress. She says: “Together with RTL II, I’ve re-interpreted the aesthetic approach to create a modern advertising slogan”.

The new campaign was developed by Carsten Molis (Project Manager, Marketing & Communication), in cooperation with Agentur Leitwerk Medien GmbH.

Watch the trailer on Backstage
Decorating in solidarity

Working with the Téva Déco’s decorating team, Sophie Marceau helped a young man whose cancer is in remission by improving his surroundings.

For 20 years, actress Sophie Marceau (La boum, Braveheart, James Bond) has been the sponsor of the Arc-en-Ciel association, whose main mandate is to fulfil the wishes of sick children. Since its creation in 1991, it has granted the wishes of 650 children. Thanks to the programme Téva Déco, the association now counts 651 dreams that have become reality.

On the programme broadcast on 16 October at 11:00 on Téva, the pay channel devoted to women and family, Sophie Marceau called on the Téva Déco team for Arc-en-Ciel. The goal was to transform the living room in the home where 19 year-old Alexis lives with his parents. Currently in remission from cancer, the young man hopes to change his surroundings to help him make a fresh start.

During the show, viewers saw how the team of the programme, which is presented by Cendrine Dominguez, rallied to create a cosier and more welcoming interior for Alexis and thus make his dream come true. Viewers also watched an interview with Sophie Marceau as she talked about her involvement with the Arc-en-Ciel association. This interview that served as the show’s guiding principle.
A new branding unveiled

The two UFA subsidiaries Grundy Light Entertainment and Grundy UFA have developed a new, up-to-date logo that clearly shows what their brands stand for: high-quality productions with established brands, which inspire millions of viewers.

Germany - 20 October 2011

In both cases, the logo has been transformed into a charismatic word mark. In the case of Grundy Light Entertainment, the distinctive name ‘Grundy’ is given centre stage. Ute Biernat, Managing Director Grundy Light Entertainment, says: “The name ‘Grundy’ dates back decades to the Australian Reg Grundy, an early developer, producer and vendor of formats. Like Reg Grundy, Grundy Light Entertainment and Grundy UFA stand for entertainment produced with a passion.”

At Grundy UFA, the company names ‘Grundy’ and ‘UFA’ were merged, and the company deliberately chose to forego any further symbols or decorative elements. The new design is meant to have a likeable, friendly and emotional look. A clear, modern font gives the logo a distinctive character. The cut and arrangement of the letters creates a dynamic design. The colour scheme remains the same: the Grundy Light Entertainment Logo in bright orange, the Grundy UFA Logo in a fresh blue.

Grundy Light Entertainment will also be re-launching its Web presence on 20 October 2011. The site provides information about the company and the programmes in an even more vibrant, modern and colourful design. At Grundy-le.de, users will find everything from information about the various auditions and ticket sales to facts about the production company’s classics.

UFA CEO Wolf Bauer says: “Both Grundy UFA and Grundy Light Entertainment are the leading production firms in their segments in Germany and Europe, and are exceedingly important companies within the UFA group. The particular up-to-dateness and innovation with which they keep inventing new formats and evolving long-running programme brands is now reflected in their new logos as well – both are excellent examples for compelling design.”

The agency responsible for designing the new logos and the new website is Buntebrause, Cologne.
RTL Nederland’s weather expert Helga van Leur will travel to Australia with one of them, Solar Team Twente, to attend the race. RTL Z covers the race and show how innovative young people are doing their part for a sustainable future with plenty of enthusiasm, creativity and courage.

Solar Team Twente was looking for a weather expert with a penchant for matters of sustainability. During the race, reliable weather forecasts are a very important factor in taking the right strategic decisions. van Leur says: “I was immediately impressed with the passion that the participants bring to Solar Team Twente in their efforts to create attention for sustainability. I signed on right away and will do my best to support the team with the most accurate possible weather information.”

This is the fourth time Solar Team Twente is competing in the World Solar Challenge, using nanotechnology, high-tech computers, silicone solar cells and carbon fibre mats. In all, 42 teams from 21 countries will be racing for the title. This year, the race goes from Darwin to Adelaide via Alice Springs.

RTL Z reports daily at 17:45 from until 28 October. Further information as well as videos, photos and Blogs of the team can be viewed at: RTL.nl/worldsolarchallenge
Having worked with outside agencies in the past, this time for the first time RTL Televizija did everything in-house. Development, design, production and post-production were all handled by RTL Televizija’s On Air Department.

The new on-air look is a refreshed, upgraded version of the existing visuals. It is more vibrant and colourful. The aim was to be overall warmer and communicate proximity to the viewers by working with the familiar channel faces – hosts, actors and news anchors – and by introducing a new claim “RTL – Tvoja Televizija” (Your television). Apart from the three iconic colors that are RTL Televizija’s hallmark, there are nine new videos featuring well-known faces of RTL Televizija, including Antonija Blace, host of the channel’s biggest studio show; news anchor Igor Bobic; Edita Misiric, host of Exkluziv; Matko Knešarek and Anja Alac, two actors on the cast of the new daily series Ruža vjetrova; and many others. All of them transport the message – “RTL – Your television” to viewers.

From its launch, RTL Televizija has been guided by viewer’s wishes and demands in selecting its programmes. The new slogan “RTL – Your television” clearly communicates the mission while the visual changes serve to strengthen the relationship with the viewer, reminding them of the quality time spent in front of their TV sets.

For one of its previous corporate visual identity designs, RTL Televizija won the ‘Aqua’ award at the prestigious Promax/BDA (Broadcasting Designers’ Association) in New York in 2007, holding its own amongst the best in the entertainment industry.
New season, new love

RTL Television began airing the seventh season of Bauer sucht Frau presented by Inka Bause. A total of 7.98 million viewers tuned in, which translates to an audience share of 26.6 per cent among the 14- to 49-year-old viewers – the best start of a new season in the programme’s history.
**Online meeting point for more than half a million clubs**

*Wer-kennt-wen.de* is launching a regional offensive with the introduction of the “Vereinsheim” (Clubhouse), a new online meeting point for more than half a million clubs and their fans in Germany.

Germany - 17 October 2011

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**News in demand online as well**

*N-TV.de* recorded 31.5 million visits in September, defending its position as one of the most popular news sites on the Net.

Germany - 13 October 2011

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**Klitschko vs Kons**

This year's *RTL-Spendenmarathon* telethon approaches, and the team is already hard at work raising funds for a good cause. Their latest coup: a contest between boxer Wladimir Klitschko and TV presenter Wolfram Kons.

Germany - 13 October 2011

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**Supporting Pasteurdon**

For the third year, *W9* joined the other DTT channels in France to help support Pasteurdon, whose goal is to raise funds for medical and scientific research at the Pasteur Institute.

France - 13 October 2011
Total Blackout heading to the US

*Total Blackout* will be added to Syfy’s US prime-time schedule in 2012. The cable television channel has ordered eight half-hour episodes from FremantleMedia North America.

North America - 17 October 2011

The Killing makes a debut on Paris Première

*The Killing* began exclusively broadcasting the first season of *The Killing*.

France - 17 October 2011

Marine Le Pen on 2012 et vous, le direct

Marine Le Pen was the guest on *2012 et vous, le direct*, the interactive political programme produced by M6, RTL Radio and MSN, on 18 October 2011 at 20:15.

France - 18 October 2011

More intense and spectacular than ever

*La France a un Incroyable Talent* returned to M6 on 19 October 2011 at 20:45 for a sixth season. Up to 5.2 million viewers tuned into the first show. On average it scored a total audience share of 16.8 per cent, while 24.2 per cent of housewives under 50 tuned in.

France - 19 October 2011
Partnership with Stardoll for Rebecca Bonbon
FremantleMedia Enterprises announced a pan-European partnership for the Rebecca Bonbon brand with Stardoll, the online fashion community and world's largest website for teen and tween girls.
United Kingdom - 19 October 2011

Doctor's Diary hangs up its stethoscope
After three seasons, Doctor's Diary will return no more. The hospital drama following the ups and downs of the likeable junior doctor's career and love life is being discontinued.
Germany - 20 October 2011

Study gives top marks to Antena 3
Antena 3 is Spain's most innovative television channel and, in the eyes of the Spanish people, it also has the highest quality of any private channel. This is the result of the GECA (Gabinete de Estudios de la Communicacion Ausiovisual) Index 2011.
Spain - 20 October 2011

A realistic look at the day-to-day work of doctors
The newdocu-soap Jonge Dokters (young doctors) takes viewers behind the scenes of an Amsterdam hospital and shows a group of young doctors in action. RTL 5 will broadcast Jonge Dokters beginning 20 October 2011 from 21:45 to 22:45.
The Netherlands - 20 October 2011