

"SUSTAINABLE COACHING" ON TV

# "Zero emission" New TV Show



## Pablo Martinez

The journalist and communicator of sustainability, Ricardo Fraguas presents multiplatform television program dedicated to the safe and sustainable personal mobility and energy efficiency, "zero emission".

An area of family, educational and informative entertainment occupies a space hitherto neglected regularly on TV in Spanish-speaking countries.

Besides multiplatform broadcast worldwide via the Internet, the programs are initially issued in Telemadrid Sat, Tuesday at 19:10, and in the other of Telemadrid on Sundays at 14:30.

Already issued the first five deliveries have doubled the average audience of the chain.

Ricardo Fraguas is conductive and director of "zero emission", "Life, our life, the most precious thing, is finite. Our life is because it also generates and consumes energy." "Respect for the generation and respectful and rational use of energy begins with the respect for life, ourselves and our fellow men." "It may seem a lot to ask but we are convinced that this awareness is becoming more extensive and understand the responsibility to work together to strengthen this thought especially among children and young people, women and men of tomorrow." "Zero emission, is a space that We dedicated to the dissemination of formulas and behavior for rational energy use, with the intention of contributing to that we can be happier. "

The space "zero emission" has been defined in a format of spare 3 minutes long that facilitate maximum delivery and free provision for cross-platform viewing from any device connected to the Internet, anywhere in the world.

In conventional television broadcasts "zero emissions" is encompassed in the container dedicated to mobility "360°motor" composed of other informative spaces on the progress and conduct of personal and collective mobility.

"Whether we like it or not we are travelers in time and space. The displacement, roaming, traveling, behaviors are inherent in life and mankind. I think it is unnecessary to limit our vision only to shift staffing formulas based energy waste and noise and air pollution. "360°motor" expands the concept to the rational and sustainable mobility and the culture of responsible travel. "

Zero emission and its container "360°motor" are produced by the ART production, with the American concept of "Brought to you by" "courtesy of" a formula of private production for educational and informative content of entertainment that allows brands and Companies express their messages of social responsibility by contributing to the production of educational content, next to their lines of communication.

Ricardo Fraguas: "It's very interesting what is happening. Brands, rather, those who govern the communication of brands, have a need to communicate their messages to the public and also, fortunately, increasingly, messages linked to their assumption of corporate social responsibility. The funding formula production by the implicit sponsorship makes sustainable content generation edutainment, beyond public and philanthropic investment so far, we have been doing in the sector. Now we generate a revenue for both long-haul disclosure to the image of brands and associated products, thanks to the free and permanent provision in all online platforms and TV channels. "

Following its broadcast DTT and satellite television, the spaces "zero emission" are available on YouTube and the web of 360°motor container.

<http://www.youtube.com/watch?v=2HyJOFsDnI>