

# **Coca-Cola “Environmental Champions” Film Documentary**

## ***Featured Torchbearer Biographies***

*The personal stories and achievements of seven “environmental champion” torchbearers selected by Coca-Cola for the Beijing 2008 Olympic Torch Relay are the subject of a new documentary film premiering during the Beijing 2008 Olympic Games. Individual vignettes profiling the seven Coca-Cola environmental champions were shot and edited by student filmmakers from the torchbearers’ respective parts of the world.*

*The film, “Environmental Champions,” makes its debut August 13, at 8:30 p.m., at the Coca-Cola “Shuang Experience Center,” within Beijing’s Olympic Green complex of sports venues. Scheduled to attend the world premiere are featured environmental champion torchbearers Nikolay Drozdov, Liu Hong-Liang and Doug Stoup, along with project faculty advisor Dr. Niklas Vollmer and the film student team from Georgia State University that handled final production of the documentary.*

*Biographies of all seven featured environmental champion torchbearers begin on the next page.*

*Media can register to attend the film documentary world premiere by sending e-mail requests to [tcccolympics@mslpr.com](mailto:tcccolympics@mslpr.com). Seating is limited.*

*More information at:*

[http://www.thecoca-colacompany.com/presscenter/presskit\\_olympicgames2008\\_env\\_documentary.html](http://www.thecoca-colacompany.com/presscenter/presskit_olympicgames2008_env_documentary.html)

## THE ENVIRONMENTAL CHAMPIONS

### **FILIZ DEMIRAYAK – Turkey**

Dr. Filiz Demirayak is the Director General of WWF-Turkey and also has served on its board of directors since 2002. Among notable WWF-Turkey achievements under her leadership has been its research groundwork for the government's 2006 designation of the Kaş-Kekova Specially Protected Area, a popular coastal diving location – and also rich in marine biodiversity – that is a new showcase for responsible tourism. Dr. Demirayak began her career on earthquake modeling projects with the Scientific and Technological Research Council of Turkey (TÜBİTAK). She subsequently served as coastal management coordinator and project director for the Association for the Conservation of Natural Life, initially specializing in lobbying, management plans and protection programs for sea turtles (she later led the organization as a board member and chairperson). Her coastal management and tourism project, supported by the European Union's LIFE fund, received a HABITAT award and evolved into the Belek Management Plan – Turkey's first coastal management program. Dr. Demirayak was involved at various levels on programs for the World Bank and Ministry of Environment and Forestry. She also was the coordinator and editor of the national biological diversity, sustainable development report prepared for the Johannesburg Summit and has worked as an international consultant on numerous projects, including the evaluation of the Biannual Project for the U.N. Global Environment Small Scale Projects Program, Special Conservation Areas for the United Nations Environment Programme, and Evaluation of Beaches for Sea Turtles. Since 1993, she has been a member of the Sea Turtle Experts Working Group of the IUCN (The World Conservation Union). Age 46 (b. 28 June 1962).

*Vignette produced by student filmmakers from Bahcesehir University, Istanbul.*

## **NIKOLAY DROZDOV – Russia**

A biological scientist and professor at Lomonosov Moscow State University, Nikolay Drozdov also is one of the most well-known personalities in Russia, much loved among generations as the kind and passionate host of the popular, long-running television program, "In the World of Animals." The author of at least 20 books dedicated to protection of the animal world, Drozdov has participated in hundreds of research expeditions worldwide and is one of 15 advisors on ecological issues to the Secretary-General of the United Nations. He also is one of just five Russian citizens who have been honored with the UNESCO Kalinga Prize for the popularization of science. Drozdov is included on the list of the world's leading ecologists and environmental protection specialists by the United Nations Environment Programme – the voice for the environment in the U.N. system – and has received a WWF diploma for his outstanding contributions to environmental protection. He is an academician of the Russian Academy of Natural Sciences and a member of the Commission of International Unity of Nature Protection, the Academy of Science of New York, and the International Research Club. He is a recipient of the Wildscreen Festival Golden Panda Award, also known as the Green Oscar of the wildlife and environmental filmmaking industry. He also is a compassionate advocate for people in difficulty, especially children. His life motto is, "All you need is to feel an urgent desire to help people in every way you can." Age 71 (b. 20 June 1937).

*Vignette produced by student filmmakers from Moscow International Movie School.*

## **LIU HONG-LIANG – China**

Chinese environmental scientist Liu Hong-Liang is a professor and academician at the National Academy of Engineering of China, Chairman of the Academic Committee of the Chinese Research Academy of Environmental Sciences, and Deputy Dean of the Advisory Committee of Science and Technology of the State Environmental Protection Administration. He is one of the top scientists in environmental research of lakes in China. He also is the key leader of the water environment project in the “Seventh, Eighth and Ninth Five-Year National Plan” of China. Liu has made significant contributions in technology research and teaching in environmental protection over the last 40 years and has become renowned as an environmental engineering expert. He has undertaken numerous research projects about lakes in China, built a lake environment database, developed lake pollution prevention technology, and published systematic monographs and papers on the subject of environmental protection for lakes. In 1990, he organized the 4th World Lake Conference, which drew more than 400 experts and scholars to Hangzhou, China, and accelerated international research and administration for the lake environment. His father, Liu Changchun, was a sprinter and the first Chinese athlete to participate in the Olympic Games, at Los Angeles in 1932. Age 76 (b. 31 March 1932).

*Vignette produced by student filmmaker from Communication University of China, Beijing.*

## **YASMIN RASHID – Pakistan**

Dr. Yasmin Rashid is a founding member and chairperson of one of Pakistan's most-notable NGOs, the Pani Pakistan Foundation, which partners with the WWF and other organizations on several projects promoting water conservation, safe drinking water, and awareness about nature and a "safe and healthy environment." Highly respected by the government of Pakistan, she is regularly involved in social projects and works extensively with youth to promote understanding of water and environmental issues in the country. Among these initiatives has been Pani Pakistan's major educational and awareness campaign Indus Walk, a month-long expedition over the country's deserts, plains, plateaus, hills, rivers and lakes – contiguous to the vital Indus River. The 2007 Indus Walk attracted student "Water Champions" from all over Pakistan on a mission to more-deeply understand the country's water crisis and widely disseminate the lessons from their experience and possible solutions for water issues. Dr. Rashid also is Punjab's leading gynecologist, heading the Department of Obstetrics and Gynecology at the renowned King Edward Medical College. Age 57 (b. 21 September 1950).

*Vignette produced by student filmmakers from National College of Arts Lahore.*

## **DOUGLAS STOUP – United States**

American explorer Douglas Stoup (pronounced *Stowp*) has held several professional titles over the years – among them environmentalist, educator, expedition leader, filmmaker, aerial rigger, snowboard mountaineer, and climber. He has traveled, climbed, skied and snowboarded in some of the most-remote regions on earth and was the first American male to ski to the South Pole. He also was the first to "ice bike" long distances in Antarctica. In 2004-05, Stoup participated in international Pole Track expeditions to the North Pole, to study ice melt and the effects of climate change on the Arctic and the planet. The expeditions, which included a coordinating partnership with WWF-Netherlands, deployed data-collecting weather stations and brought together a unique mix of explorers and professionals in the fields of science, nature conservation and sustainable development. Stoup has climbed Denali (Alaska), Kilimanjaro (Tanzania) and Vinson Massif (Antarctica) – three of the so-called Seven Summits, the highest mountains of each of the seven continents – and was the first person to perform a ski and snowboard descent of Vinson Massif. Recently, Stoup and partner Richard Dunwoody established a new route to the Geographic South Pole, arriving on 18 January 2008 after a 1,089-kilometer trek over 48 days. Age 44 (b. 28 December 1963).

*Vignette produced by student filmmakers from Georgia State University, Atlanta.*

## **ANNA TIBAIJUKA – Tanzania**

Professor Anna Kajumulo Tibaijuka of Tanzania is the first African woman elected by the United Nations General Assembly as Under-Secretary-General of a U.N. program. She is currently serving a second term as Under-Secretary-General and Executive Director of the United Nations Programme on Human Settlements (UN-HABITAT). In October 2006, she was appointed Director-General of the United Nations Offices in Nairobi (UNON), the only U.N. headquarters in Africa and the developing world. She has served as a member of the Commission for Africa established by former British Prime Minister Tony Blair, which resulted in the cancellation of multilateral debt for several African countries by the G8 Summit of 2005. Also in 2005, Tibaijuka was appointed Special Envoy on Human Settlements Issues in Zimbabwe, following massive evictions of the poor in urban areas. She is currently a member of both the World Health Organization Commission on the Social Determinants of Health and the Advisory Board of the Commission on the Legal Empowerment of the Poor. Since 2002, Tibaijuka has been instrumental in promoting water, sanitation and slum upgrading globally and in helping the African Union establish the African Ministerial Conference on Housing and Urban Development. She also helped place urban poverty high on the agenda of similar regional bodies for Latin American, the Caribbean, and Asia-Pacific. Tibaijuka joined the U.N. Conference on Trade and Development in 1998 as Director and Special Coordinator for the Least Developed, Landlocked and Island Developing Countries, with responsibility for strengthening the capacity of those nations in trade negotiations with the World Trade Organization. In 2000, she was appointed Assistant-Secretary-General and Executive Director of the former United Nations Centre for Human Settlements, the U.N. agency for built-up environment and urban development. She is credited with raising awareness about the global challenge of chaotic urbanization, inspiring a new strategic vision and significantly enhancing the organization's performance, management and image. These efforts restored the Centre's overall credibility, and in 2001 it was upgraded into the full-fledged UN-HABITAT. A former professor of economics at the University of Dar es Salaam, Tanzania, Tibaijuka is the author of various books and research papers on agriculture and rural development, farming systems, food policy, agricultural marketing and trade, sustainable development, social services delivery, gender and land issues, and environmental economics. She also has been an active member of civil society and the women's movement. In 1994, she founded the Tanzanian National Women's Council (an independent organization fighting for women's economic and social rights) and in 1996 she established the Barbro Johansson Girls' Education Trust, which advocates quality education for girls in Tanzania and Africa. She is patron of the Tanzania Young Entrepreneurs Initiative and a veteran of U.N. world summits, including the Beijing Women's Conference (1995), the Copenhagen Social Summit (1995), Habitat II at Istanbul (1996), and the Food Summit in Rome (1996). Educated in agro-economics, she is a Foreign Member of the Royal Swedish Academy of Agriculture and Forestry and the International Center for Tropical Agriculture. Age 57 (b. 12 October 1950).

*Vignette produced by student filmmaker from Daystar University, Nairobi, Kenya.*

## **ALBERT WOOLER – Australia**

“Alby” Wooler is a 76-year-old, founding member and President of the Capricorn Coast Landcare Group – where he is known as “Mr. Landcare” – and has been a leader in voluntary environmental work for more than 20 years. He was a Queensland winner of the 2005 National Landcare Program Individual Landcarer Award and a finalist for National Individual Landcarer in 2006. He also has received an Australia Day Citizen of the Year award. Upon retirement from careers in the building and hardware businesses, he established a rare fruits orchard on his property “Tralee,” on Queensland’s Capricorn Coast. He founded the Capricornia branch of the Rare Fruits Council of Australia and helped the rare fruits industry thrive in the district. Tackling issues such as salinity, drought and water quality, Wooler comes up with innovative, sustainable ways of keeping farmers on the land. His home property is even used as a showcase and reference for pioneering farm forestry practices. He is a founding member of the Community Nursery, which engages in native seed propagation and re-vegetation projects. He also was a force within a local Olympic Landcare 2000 project that sparked the planting of up to 9,000 trees, the rehabilitation of a coastal lagoon, and the formation of the Emu Park Bushcare Group. Wooler represents Landcare regionally on the Central Queensland Farm Forestry Association Board. He also has been active in developing the Fitzroy Basin Association. Locally, he sits on the Remnant Vegetation Study Group Steering Committee, the Waterpark Creek Reference Group and the Livingstone Shire Land Protection and Pest Management Group. He is highly regarded for inspiring young people to become passionate landcare supporters. Among his crowning achievements was his creation in the early 1990s of a Junior Landcare program, believing that if youth are armed with better knowledge and skills, they will manage the environment better than past generations. Junior Landcare has spread widely throughout Queensland, and Wooler still spends time every week with groups at four schools in his district. He also gives time to schools in more-remote areas, often in conjunction with the annual Schools Arbour Day Program. His other school initiatives have included water-saving projects and construction of “environmental/culture arenas.” Age 77 (b. 24 April 1931).

*Vignette produced by student filmmakers from University of Canberra.*

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