



**L'île de la  
Transition**



***An innovative  
and responsible  
TV reality show***

**Classic codes of reality TV, while raising awareness on environmental issues**

- Players will arrive in a villa, thinking they are participating in a classic reality show.
- The coach will actually explain to them how their current lifestyles are no longer “sustainable”: overconsumption, carbon footprint ... She will make them realize that their behavior must change.

**Seduce 18-24 year olds by offering a young, sexy and lively vision of ecological responsibility**

- By offering daily challenges to participants, the show aims at showing that ecology is everyone's business, and each person,, on their own scale, can make a difference.
- While remaining funny and interactive, the show should invite audiences to be proactive in this change



No more playing, humanity is their priority,  
It is no longer a matter of fiction, but action.

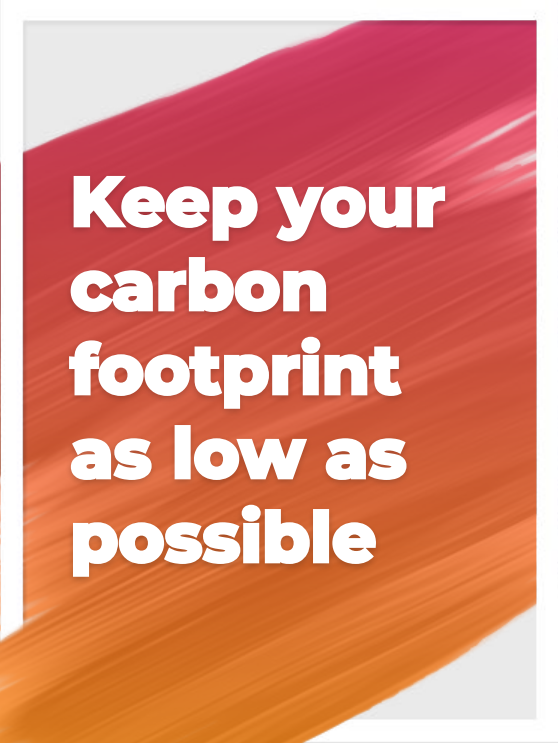


# **1. Rules of the Game**



“

*Those with the largest  
carbon footprint at the end of  
the week will have to leave  
the adventure.*



**Keep your  
carbon  
footprint  
as low as  
possible**

A crystal-clear system of points :

- Ecological behaviours: responsibility, proactivity, mutual aid; will be rewarded with bonus points.
- The games and challenges will show that learning can be fun. Once again, winners can earn points (especially if the gestures are repeated in the long term).
- Those who behave inappropriately or irresponsibly will see their carbon footprint increased on the meter, which will endanger their presence in the adventure (taking the car rather than a bicycle, buying bottles of water, taking a bath ...)



# What could happen in our episodes?

An overview of our scenariii

# How to be impactful?

## Games and daily challenges to learn more about ecology

- Learn to sort your waste
- Understand that ecology has its place in everyday life, and that it does not require as much time as one can imagine.
- Prefer cycling, walking to other means of transport when possible. Sports challenges with bike races in Paris etc ...
- Make your own shampoo, makeup, etc.
- Sulitest evening: enjoying fun moments as a team while learning more about ecology
- Discover organic stores, wholesale, alternatives to meat, etc.
- Give figures to help better understand the impact of their actions: The Carbon Footprint meter should fulfill this mission.
- Offer culinary challenges with seasonal vegetables / fruits that the candidates are not used to cooking with.
- Waste collection in their city, potentially with other inhabitants (maybe our future audience);



# PARTNERSHIPS TO BETTER UNDERSTAND THE IMPACT OF CERTAIN DAILY ACTIONS

## A work of cooperation and mutual aid

- Partnership with Velib to understand how many emissions were saved by riding the bike.
- Partnership with Yuka to try to consume better.

## A lasting impact

- By giving concrete examples of apps, companies, to help our daily audiences.
- Possibly offer discount codes to our users, in order to encourage them to change their behaviors.



# Sustainability of our Reality Show

Use of a Website and a newsletter so that our audience can follow-up at home

XoXo

STAY UP TO DATE

**KEEP UP WITH ALL THE TEAM**

*RECEIVE YOUR TUTOS*

ENTER YOUR EMAIL HERE

JOIN

☰ Your New Reality Show

# L'île de la Transition





# Teaser arrived

COME SEE THE BEST NEW REALITY SHOW ONLINE

[https://www.youtube.com/watch?v=SCY0\\_pMa3DQ&feature=youtu.be&fbclid=IwAR2pnLTDYaAhgKwjxjsJcTJGJEBclXkhpSdbKPYG3werPVnvRGoznJYqmO4](https://www.youtube.com/watch?v=SCY0_pMa3DQ&feature=youtu.be&fbclid=IwAR2pnLTDYaAhgKwjxjsJcTJGJEBclXkhpSdbKPYG3werPVnvRGoznJYqmO4)