



Planet Earth Roundtable: Executive Summary:

Planet Earth Roundtable is an Interactive Television and New and Traditional Media programming vehicle designed to support the International Year of Planet Earth, a United Nations and UNESCO official UN System wide Initiative.

The International Year of the Planet (IYPE) or “YEAR”, will peak in 2008, coinciding with the Beijing 2008 Summer Olympic Games year; a sub theme of IYPE is *Earth Sciences for Society*.

The International Year of Planet Earth Initiative is being developed to raise worldwide public and policy awareness to the vast wealth of Scientific and Technical Knowledge and the potential of Earth Sciences for improving the quality of all life and safeguarding the Planet.

The Planet Earth Roundtable is an interdisciplinary flagship, all media vehicle.

It will encompass globally syndicated Television programming, with cross-marketed links to robust Digital Systems and Internet Sites supporting:

- Education
- Financing, &
- Training for Sustainable Development.

The format and hosts, expert guests and participants of *the Planet Earth Roundtable* will naturally generate an ongoing window into the Creative and Scientific mindset of **Innovation and Restoration in Action**.

The topics and themes explored on the Roundtable will encompass the foremost issues, processes, cultures and realities that are shaping our lives, and indeed, **Planet Earth Destiny**.

In addition to the state of the art Whole Systems Integrated Science components, we shall also examine:

- Globalization
- Economic policies
- Financial instruments and
- Innovations, developed for creating and sustaining a worldwide Culture of Peace and Economically Integrated Ethical Marketplace.

The Mission of the United Nations, with the 60 years of experimentation, expertise, and Best Practices stories, will serve as a primary platform and reference for the editorial policies and priorities of the Roundtable.

Partnerships and Alliances with Media and Distribution entities will be welcome. This can include:

- Governments
- Organizations and Corporations
- Individuals
- Experts
- Celebrities
- Eminent People, and
- Campaigns and Movements supportive of the basic themes of
 - *Transparency of Knowledge*
 - *Access to Tools*
 - *Communications Coordination*
 - *Education for All*, and
 - the promise of a “*Knowledge Society*” to generate a “World that Works for Everyone”.

Planet Earth Roundtable will be produced and edited for various delivery systems and time formats. This will include:

- 1 hour, ½ hour,
- Interstitial,
- 1 minute,
- 30 or 15-second formats.
- The television vehicle will be designed to be *interactive* and *cross-promotional* with the full complement of digitally distributed Education, Entertainment and Community Development options.

Underlying recurring themes and values of the Planet Earth Roundtable include:

- Intellectual Property valuation
- Asset management
- Knowledge based Wealth Creation

- Whole Systems Thinking and
- Synergetic Systems Engineering

Planet Earth Roundtable will be funded and sponsored as an experimental wealth creation business model in action.

- Business and financial structures
 - Tools and processes, and
 - International, Regional and Local Best Practice stories and examples
- will be featured and linked through multi-platform cross-promotion and links.

Planet Earth Roundtable Enterprises anticipate full cooperation and coordination with the International Year of Planet Earth Initiative.

Intergenerational, Interdisciplinary and Cross-Cultural Brainstorming will be the hallmark programming Roundtable Principle.

The purpose of Planet Earth Roundtable is to create a Unifying, Transparent, Science and Common Sense based, Public, easily accessible platform to generate Global Community wide participation in solving the urgent Social and Environmental causes, issues and crises of our Time.

To learn more, click <http://www.yearofplanetearthroundtable.org/>