



NEW FILM “*HOTSPOTS TO HOPESPOTS*” PROVOKES THOUGHT ON A SUSTAINABLE FUTURE

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New York, NY, November 14th, 2013 - The United Nations Environmental Programme (UNEP) and BELLA GAIA recently released their film collaboration, ***BELLA GAIA: Hotspots to Hopespots***, <http://vimeo.com/bellagaia/unep-hotspots2hopespots> an extraordinary visualization of scientific data zooming in on humanity’s impact on the environment. Directed by award winning filmmaker and music composer Kenji Williams, ***Hotspots to Hopespots*** shows the viewer how developing Hopespots are critical to the health of ecosystems, animals, and people.

“The data and the topics we have selected for this multimedia experience weave together a compelling story that illustrates anthropogenic change on planet Earth, but also hopeful signs of change,” says Director Williams. “Through BELLA GAIA’s method of artistically translating data, I hope to move people and inspire action that will help us find solutions that will make our future more sustainable,” he added.

One visualization showing how rainwater conservation in Kenya is improving food security in drought-prone regions over time via increased irrigation projects proves while Hopespots originate from Hotspots, or areas significantly impacted by human activity, they create opportunity for sustainable growth. These images are available on the UNEP Live portal, which is based on research led by UNEP’s Division of Early Warning and Assessment (DEWA). The film, which also features data produced by NASA, BELLA GAIA and the Brooklyn-based data visualization company, Culture Shock, illustrates earth science stories from around the globe. The partners worked together to show real time anthropogenic activity spanning decades.

Our efforts towards a sustainable future do not only improve the impact we make on our planet, but on our people as well. As opportunity for a greener economy develops, we also create jobs that will employ a new generation of increasingly aware citizens. BELLA GAIA seeks to spread hope and motivation on the positive impact we can achieve through sustainability.

For more information, visit www.bellagaia.com, tweet [@BellaGaia](https://twitter.com/BellaGaia), or check out BELLA GAIA’s Facebook page: facebook.com/bellagaia