

## Press Release

December 7, 2023

The Circular Economy Television Show - The Pilot

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As we learn about our Earth ecosystem, we continue to support Nature with climate strategies, healthy farming practices, plastic alternatives, reforestation tools, reduction of fossil fuels, and creating biodiversity, to name a few! The Circular Economy Television Show (CETS) is a multimedia project intended to actionize people to join causes and implement local, regenerative solutions.

There will be content for everyone, from cartoons to AR explorations. planetshifter.com will be a major creative contributor. Access Media Productions (accessmediaproductions.org/), in Monterey, CA, recorded and edited the CETS Pilot. Please view the Pilot here: <https://youtu.be/Nm8dW6q5plk> and the script here: [https://willipaulstudio.com/pdf/Script\\_TV\\_Pilot.pdf](https://willipaulstudio.com/pdf/Script_TV_Pilot.pdf).

The six principles (R's) of the Circular Economy are defined as:

- **Retaining** - holding a vision for change
- **Rethinking** - being critical of the status quo
- **Regenerate** - using Nature to revitalize a person or a system
- **Reducing** - eliminating waste
- **Reusing** - putting manufactured resources back in the system rather than in the garbage
- **Recovering** - creating a healthy community and/or ecosystem

CETS is scheduled to include the following elements:

- The six principles in the Circular Economy.
- Solutions from regenerative agriculture, permaculture principles, and indigenous ways of life.
- Children stories and regenerative animation
- Guest hosts and interviews
- Calendar + Regenerative News + Group Events + Conferences + EcoProtests + Concerts
- AR feature (augmented reality)
- Commercials from NGOs
- A Mascot – “Grassie the Sea Turtle”
- Soundtrack
- Website features audience feedback – chat and story uploads
- Board game for children

I look forward to your feedback and to the possibility of working with you and your team to launch a network television show.

Cordially,

William Paul

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