

## WRI Launches Global Impact Fund

When WRI was established, its founders believed the world had to change its course or the global environment would break under the pressures of economic development. Today we see the manifestations of insufficient action. Global economic growth is driving up the price of food, fuel and other commodities. Earth's living systems are strained as demand increases for the resources to meet human needs.

For 25 years, WRI has advised governments and corporations on the link between economic growth and natural resources, and helped each adopt environmentally-friendly policies and practices. We have made an impact, but to achieve our goal of protecting the planet and improving people's lives we must do more.

As part of our new strategic plan to achieve significant environmental impacts worldwide we have created the Global Impact Fund. Acting like an internal venture fund it directs resources to three critical WRI priorities: expanding successful programs into more international locations; funding increased innovation; and helping green the economies of China, India and Brazil.

WRI kicked off the Fund with a dinner in Los Angeles hosted by Daniel Weiss and Abby Wolf-Weiss and featuring the Honorable Al Gore. Seventy-five guests -- an intimate mix of old friends and new friends -- helped raise \$250,000 for the Fund.

Individuals, companies and foundations can support the Fund with contributions of \$5,000 and \$25,000. Investments at the higher level may be directed to one or more of the Fund priorities. "The Global Impact Fund will enable us to have a more robust interaction



(Left to right) Zeb Rice, Daniel Weiss, WRI Director Jeff Müller, WRI President Jonathan Lash, and WRI Director Al Gore at the launch of the Global Impact Fund in Los Angeles.

with our donors," says Liz Cook, Vice President for Institutional Strategy and Development at WRI. Investors will be invited to join teleconference briefings and attend special events, including an annual meeting coinciding with WRI's spring board meeting. All investors will receive a special year-end "Return on Investment Report."

The Global Impact Fund provides investors with the opportunity to help solve the world's most urgent problems. We invite you to be among them. To receive more information on the Global Impact Fund, please contact Heidi Donovan at (202) 729-7875 or [hdonovan@wri.org](mailto:hdonovan@wri.org). Interested donors in New York can contact Leslie Myers at (212) 861-8474 or [lmyers@wri.org](mailto:lmyers@wri.org).

## Innovation in Action – CityFlix

To inspire thinking about urban transportation and planning, two young WRI staffers started CityFlix – a website that offers downloadable videos highlighting urban transportation solutions. "The idea is to profile urban planning and transportation projects that have been really successful," says Ethan Arpi, one of the creators. Arpi, along with Rhys Thom, is on the communications team for *EMBARQ*: the WRI Center for Sustainable Transport.

The site will be part of *EMBARQ*'s The CityFix ([www.thecityfix.com](http://www.thecityfix.com)) - a blog used by approximately 7,000 viewers per month to discuss urban transportation and living issues. Viewers can watch, share and comment on posted videos. The goal is to have 10 – 15 videos uploaded by the end of next year.

"The videos bring to life successful urban transportation projects. These videos can give a visual image to an idea – it's very concrete," explains Arpi. Often, the thought of implementing a new, sustainable urban transportation project can be daunting. CityFlix will be the site where viewers can learn how urban transportation obstacles are overcome elsewhere in the world.

The first two videos look at pollution and pedestrian issues in Mexico City and a bike sharing project in Washington, DC. The site goes live at the end of September.

For more information, contact Ethan Arpi at [earpi@wri.org](mailto:earpi@wri.org) or visit <http://embarq.wri.org>.



*EMBARQ's* Communications Director, Rhys Thom, filming in front of the Palacia de Bellas Artes in Mexico City.

# Trading Culture for Cars: Documenting Istanbul's Transportation Issues

Istanbul has grown rapidly over the last 50 years, creating major transportation problems that have negatively impacted its environment, public health, cultural heritage and quality of life. With its hills, unique historic infrastructure and many narrow streets, Istanbul is plagued by traffic congestion that is getting worse as 500 new vehicles enter traffic daily. This is compounded by air pollution caused by fuel and emissions standards that lag those of many European countries.

**EMBARQ:** The WRI Center for Sustainable Transport, in collaboration with Turkish filmmaker Aslihan Unaldi, is creating a documentary film to highlight the history of Istanbul and explore the threats it faces from increasing urbanization and motorization.

The documentary looks at transportation issues in major cities across the globe. This film focuses on Istanbul as a case study. Unaldi interviews Turkish and international experts in the fields of city planning, architecture and transportation, as well as historians, environmentalists and political activists. She captures the unique perspective of the working class in Istanbul to show the effects of an urban transportation crisis and to raise public awareness towards Istanbul's complex infrastructural issues and thus help increase public participation.

Unaldi divides her time between New York and Istanbul. Her award winning short film "Razan" has been screened internationally and was an official selection at many high profile festivals including the International Rotterdam Film Festival, the San Francisco International Film Festival and Oldenburg International Film Festival.

EMBARQ has been working in Istanbul since 2004. With Turkey's Department of Transport and the Department of Environmental Protection, EMBARQ created a Clean Fuels Clean Vehicles project that will develop an inventory of existing transport-based emissions, identify the key pollutants and run pilot projects to test various power train and fuel combinations. WRI also evaluated the city's first Bus Rapid Transit system corridor.

The film will be an important and powerful contribution to EMBARQ's ongoing, international efforts to promote sustainable solutions to the dilemmas facing cities all over the world.

The film release date is set for 2010 – the year Istanbul will be the European Capital of Culture. Stay tuned for more information about the documentary and post-production updates. A trailer will be available in mid-fall.

For more information about the film, contact Rhys Thom at (202) 729-7716 or [rthom@wri.org](mailto:rthom@wri.org).

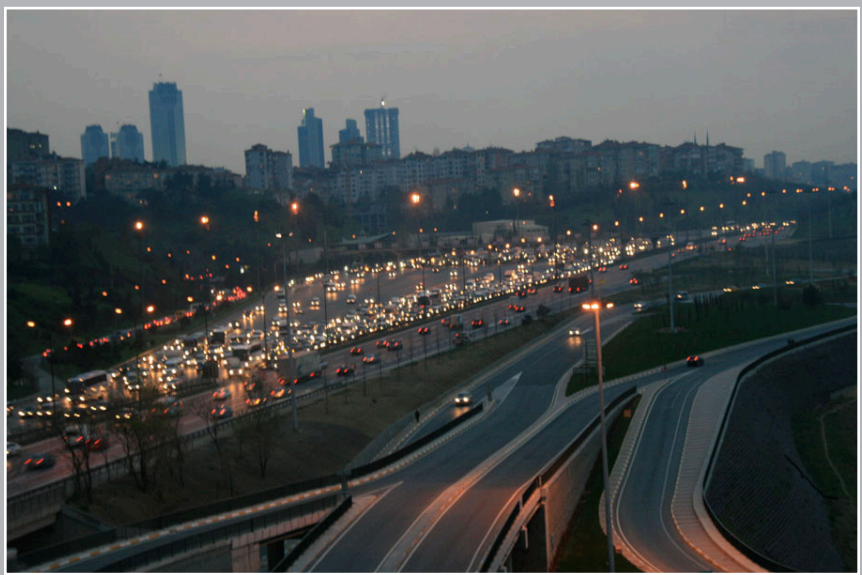


Photo: Aslihan Unaldi

*Istanbul, Turkey – one of the world's most ancient cities – is losing its cultural heritage. In what used to be a strictly pedestrian city hundreds of years ago, historic buildings are being demolished to build more and more freeways.*



Photo: Aslihan Unaldi

*Two girls swing above sixteen lanes of traffic and talk about the lack of public transportation. The bus stops only twice a day in their neighborhood making it impossible for them to get to the city center. They say in their neighborhood, in which most families worry about basic needs like bread, people have a hard time finding work due to the lack of transportation. The girls are profiled in the documentary.*



Photo: Aslihan Unaldi

*Taking a break from filming, filmmaker Aslihan Unaldi (center) talks with local children in the Balat quarter - one of Istanbul's oldest neighborhoods.*

