

GRANDEUR NATURE

Offer 2021



Concept 2021

Grandeur Nature is a cross-media concept that is available on different RTBF channels : on **LA UNE** television, on **VivaCité** radio, and on **Auvio**, RTBF's internet platform.

2021 will be the **15th edition** of this operation.

The intention : Awareness and citizen action.

The fundamentals :

- Better understand our Walloon nature to better love and respect it ;
- Our natural environment is a source of pleasure ;
- In order for this pleasure to continue, we must develop and maintain this Nature ;
- It is everyone's business: from small gestures to big effects, the butterfly effect, global reflections - local actions.

Adrien Joveneau, known and recognized for his numerous reports on the subject, will be presenting both on television and on the radio.



The 5 selected nature parks (TBC) :

- **In the Hautes Fagnes Eifel Nature Park :** The return of wild species such as the wolf or the lynx.
- **In the Natural Park of the 2 Ourthe :** Actions in favour of the quality of the water of the rivers favouring species such as the fario trout or the pearl mussels.
- **At the Scheldt Plains Nature Park :** The consequences of climate change on trees : findings and actions.
- **At the Haute Sure Forêt d'Anlier Nature Park :** Measures against the loss of biodiversity for species such as otters, batrachians and reptiles.
- **At the Burdinale Mehaigne Nature Park :** Focus on pollarded willows, winnowing and high-stem orchards.



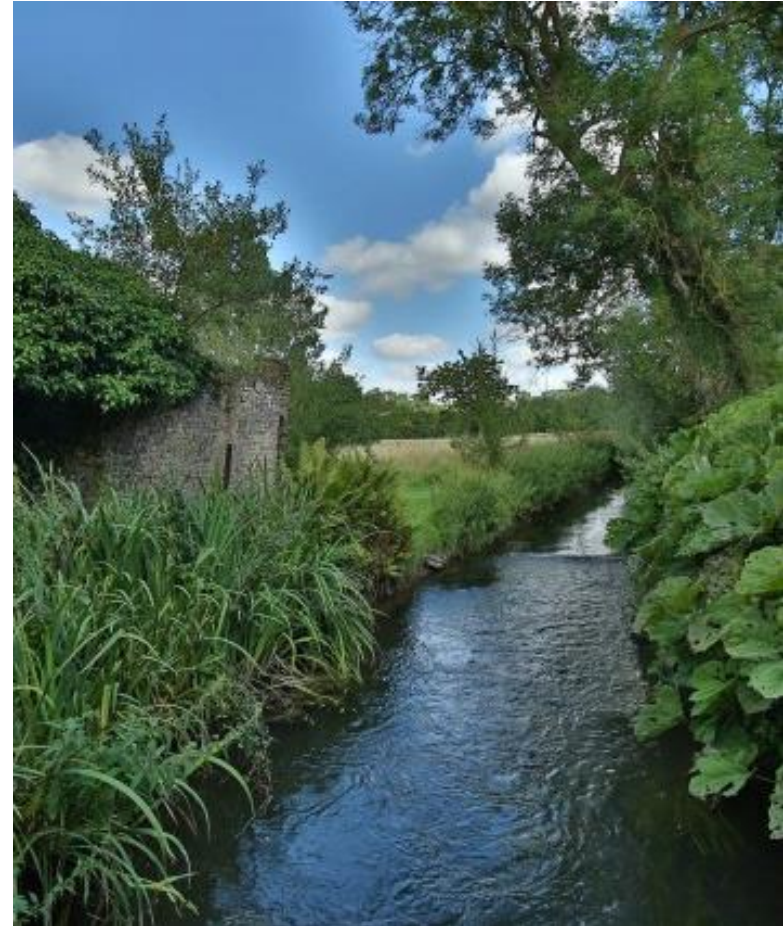
Grandeur Nature 2021

The television magazine, as in previous years, will have a duration of **26 minutes** and will be broadcast weekly. The 5 radio programs will also be broadcast in a 5-week burst.

- **5 TV shows** will be broadcast on **La Une**, from the end of July to the end of August (Saturdays, at 1:30 pm): **July 31, 7, 14, 21 and 28 August 2021.**
- **5 radio programs** will be broadcast in September on **VivaCité** (Saturdays, from 4 to 6 pm): **September 4, 11, 18, 25 and October 2, 2021.**

Each program, both on radio and television, will concern a Walloon province.

Its specificities from the point of view of its natural and heritage resources: water, forest, biodiversity, agriculture... Each of them has its own specificities but which are complementary.

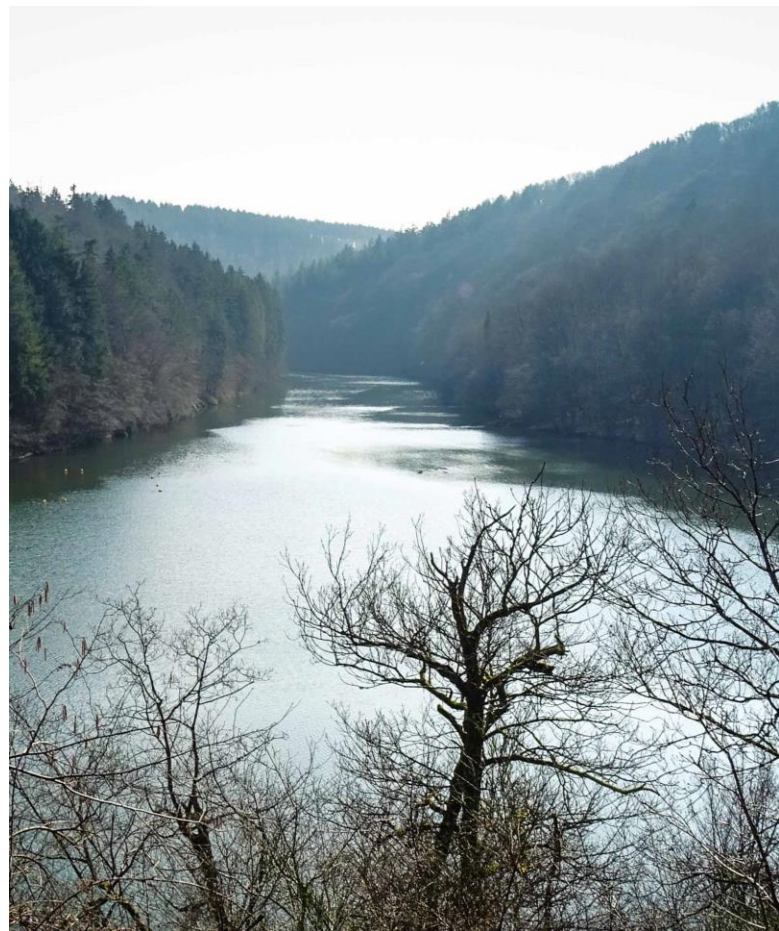


Sponsorship 2021

The sponsor of the **Grandeur Nature 2021** operation will be associated with the promotion of the 5 radio programs and the television programs

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Internet relay during the 5 weeks of the operation

- Trailers & Billboards radio on Vivacité
- Trailers & Billboards TV on La Une
- Online visibility on www.vivacite.be and on www.rtbf.be/auvio



Counterparts sponsoring 2021



Radio-TV-Digital	Number	Total	Period
TV Trailers promo TV shows La Une	6/week (incl. 2 in prime)	30	5 waves Before each TV show Between 26/07 and 29/08/2021
Billboards TV La Une (7 sec max) Saturday afternoon (1:30 pm)	2/TV show	10	Saturdays 31/07, 07, 14, 21 & 28/08/2021
Radio trailers promo radio programs VivaCité	15/week	75	5 waves Before each radio show Between 30/08 and 02/10/2021
VivaCité radio billboards (5 sec max) Grandeur Nature broadcast (16h-18h)	4/radio show	20	Saturdays 04, 11, 18, 25/09 & 02/10/2021
Online :			
• VivaCité Newsletters (Friday)	1/week	5	Friday 03, 10, 17, 24/09 & 01/10/2021
• VivaCité partner site	1/week	5	Between 03/09 and 02/10/2021

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BUDGET EXCL. VAT : **57.500 €**

Distribution by media :

- Radio : 25.250 €
- TV : 16.000 €
- Online : 16.250 €

Deadline for airing on radio/tv/web: 21/06/2021





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