

The New Heroes: Their Bottom Line is Lives (2005, 4 – 1 hour programs)

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This four-hour series, hosted by Robert Redford, originally aired on PBS stations in 2005. It features the stories of 14 social entrepreneurs from around the world, working to enhance the quality of life of poor and marginalized people through education, employment, health care and violence reduction. What makes their stories so compelling are the innovative ways in which they tackle the problems found in the communities they serve.

The first hour, *Dreams of Sanctuary*, features social entrepreneurs working to provide shelter and support to some of the world's most dispossessed individuals. Segments in this hour include: Moses Zulu's school and home for children orphaned by AIDS in Zambia; Mimi Silbert's work with individuals who are homeless, addicted to drugs, or former convicts through the San Francisco-based Delancey Street Foundation; and Kailash Satyarthi's efforts to eradicate slavery in India through the creation of child-friendly villages and the sale of a line of carpets made without forced labor.

The second hour, *Technology of Freedom*, features "compassionate capitalists" who have created businesses to maximize human benefit rather than profits. Segments in this hour include: Martin Fisher and Nick Moon who invented an economical water pump to support subsistence farmers in Africa; Fabio Rosa, a Brazilian cowboy who takes on government monopolies to bring electricity to rural areas of Brazil; and Govindapa Vin Kataswami (Dr. V.) who along with his partner David Green are using industrial techniques to bring sight-saving surgery to India's poor.

The third hour, *Power of Enterprise*, features social entrepreneurs working to alleviate poverty by creating innovative economic and employment opportunities. This episode spotlights: Muhammad Yunus ("the banker to the poor") whose Grameen Bank has provided 4.7 billion dollars in loans to 4.4 million families in Bangladesh; Albina Ruiz Rios who helps residents of the jungle city of Pucallpa, Peru to create small businesses that clean up the garbage contaminating the ground water and causing disease in poor neighborhoods; and Maria Teresa Leal, who runs the Coopa-Roca sewing cooperative, a fair labor shop, in the favelas of Rio de Janeiro, that creates high-fashion clothes seen on runways around the world.

The final hour, *Power of Knowledge*, chronicles efforts to educate children who have been denied education and left to their own devices. Segments in this hour features: Sompop Jantraka who runs a school for young girls in Thailand in an effort to save them from being sold into prostitution; Dina Abdel Wahab who runs schools across Egypt for children with disabilities for whom there are no educational opportunities; and Inderjit Khurana who runs schools on the platforms of train stations in Calcutta, serving children who beg in order to survive.

Each segment provides unique insights into the living conditions of the world's dispossessed and innovative programs to address their plight. Visit <http://www.pbs.org/opb/thenewheroes/about> for information on how to obtain this film.