



21 ICONS SEASON THREE (A FUTURE OF A NATION) FEATURES CATHERINE CONSTANTINIDES

Catherine Constantinides – *“We need to teach people to dream and to hope because it’s only when members of society believe in something greater than the circumstances they found themselves in, they become active citizens that achieve change.”*

On 4 October 2015 on SABC 3 at 19h27, the acclaimed short-film series 21 ICONS will feature the fifth icon of its third season: international climate activist, social entrepreneur and food security advocate, Catherine Constantinides. The former Miss Earth is also a passionate humanitarian who has worked throughout Africa and across the world championing human rights issues and empowering women.

As a ‘voice’ of young South Africa, and the executive director of Lead SA and an Archbishop Tutu African Oxford Fellow she ensures that the continent is included in global conversations regarding the development of Africa and improving the lives of the broader community.

21 ICONS traces South Africa’s history over the course of its three seasons, moving from the fight for freedom to the country’s growth during democracy, and concluding with a vision of the future. 21 ICONS is a celebration of individuals who inspire multitudes through their impact, integrity and influence.

As a world-class communicator of powerful stories, 21 ICONS uses photography, film and narrative to showcase the pivotal moments of South Africa’s nation-building journey.

Young South African talent Gary van Wyk (34) will step up as principal photographer for the third season. In previous seasons, Van Wyk has been a crucial part of 21 ICONS camera work, visually recording the nuances and intimate moments of each shoot in his distinctive reporting style. Adrian Steirn, who conceived the project, continues his involvement capturing the behind-the-scenes images.

This season has been envisaged as a tribute to the country’s future, shedding the spotlight on youth icons all under the age of 35. Their energy and drive has been captured in coloured portraits; a major departure from previous seasons which featured black-and-white fine arts portraits

Constantinides has been selected for 21 ICONS South Africa Season III for the establishment of numerous community outreach projects aimed at driving climate change as well as starting initiatives that show the way forward for the next generation to aspire to be socially conscious and active citizens.

She has travelled across the world promoting sustainable community development, social entrepreneurship and food security through Generation Earth, of which she is the co-founder, an international youth leadership initiative that engages students and learners to discuss sustainable development, low carbon futures and resource management specifically in Africa.

The Miss Earth South Africa leadership programme aims to empower young South African women by providing a platform to create a sustainable difference and combat the destruction of our country’s natural heritage through education and awareness.

She says, “I’m driven by a passion to empower women through the environment and conservation to take on larger roles in their communities. Those women are the pillars in our communities, they’re the women that stand up and understand that they are the pivotal change makers.”

During a portrait sitting, Constantinides tells Van Wyk how her roots have always been firmly entrenched in a passion for the protection of our environment and the development of Africa. As a budding social entrepreneur she started her own eventing, branding and marketing business at the age of 16 in order to create awareness for social and environmental issues in South Africa.

She reflects how she had her sights on becoming South Africa’s first female president. At the age of six she wrote numerous letters to President Nelson Mandela and after many months of writing received a series of responses





from the desk of the President. She eventually met with Madiba and she indicates that her engagements with him had a major influence and impact on her life.

The film gives an insightful and inspiring glimpse into her role as an ambassador for climate change and food security as well as the early influences that shaped her understanding of the importance of nature.

She says, “If we don’t invest in looking after our natural heritage, our children and our grandchildren will suffer. We must protect the environment for the generations that we’ll never meet.”

For the portrait ‘*Force of Nature*’ which will appear digitally on the Tuesday after her short-film is released, Van Wyk describes the visual elements, “Inspired by her passion for the environment and the work she does to highlight women’s contributions in the conservation space, the portrait is set on Llandudno Beach in Cape Town. A wreath of indigenous flowers encircling her head, Constantinides is photographed surrounded by the very ecosystem she fights to protect.”

On the future of South Africa, she comments, “We can each be a building block to the kind of South Africa we believe is possible if we all live as active citizens, every single day.”

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PROGRAMME SYNOPSIS

Sitting down with photographer Gary Van Wyk, Catherine Constantinides talks to him about what it means to be a climate activist, the power she believes that education can have to uplift society, and the vital role women must play in preserving our environment.

ABOUT 21 ICONS SEASON III

By making accessible the personal stories of young individuals whose lives are catalysts for positive change, the purpose of the project is to show the way forward for a new generation to aspire to be socially conscious and active citizens. 21 ICONS has built a truly unique platform for connecting and imparting key attributes of the lives of the people it features who transform societal norms for the better. It is not a definitive list and does not denote any ranking.

The short film-series documents the conversations between Gary Van Wyk as the photographer and filmmaker and the icons. Each short film provides insight into both the subject and photographer’s creative approach to the portrait.

Behind each portrait lies a carefully planned concept that captures not only the essence of each icon visually, but also in spirit and in terms of their unique legacy.

The narrative storyboard incorporates the icons’ descriptions of the people and social advances that have created opportunities for them. By sharing their personal stories and what they have done with their freedom, the short-films communicate these stories to inspire the next generation to follow in their footsteps and move forward collectively as a new democracy.

Following the broadcast on Sunday evenings, the icons’ portraits, taken by Van Wyk, will be published online and on digital platforms immediately available for individuals to engage and interact with these 21 remarkable new South African icons.

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Season three debuted on Sunday 6 September 2015 and broadcasts for a further 20 weeks, with a short film screened every Sunday on SABC 3 at 19h27.



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This is an exciting opportunity for South Africans to engage with, and among, themselves to drive nation building and cohesion in a way that redefines the South African identity.

Season three of 21 ICONS South Africa is proudly sponsored by Mercedes-Benz South Africa.

Social Media:

Twitter: [@21Icons](https://twitter.com/21Icons)

Hash-tag: #OurFutureIsNow

Instagram: [@21icons](https://www.instagram.com/21icons)

Website: <http://www.21Icons.com>

Facebook: <http://www.facebook.com/21Icons>

Pinterest: <http://www.pinterest.com/21ICONS/>

YouTube: <https://www.youtube.com/user/21Icons>

Catherine Constantinides social media handles:

Twitter: <https://twitter.com/ChangeAgentSA>

Instagram: <https://instagram.com/changeagentsa/>

Facebook: <https://www.facebook.com/pages/Catherine-Constantinides/861076237297008?fref=ts>



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