

HIT FORMAT

REALITY TV / FACTUAL

WHEN NATURE CALLS

Welcome to the Yurt, a new Reality TV show for a more sustainable lifestyle. Three celebrities who don't specially pay attention to the environment will spend 5 days and 4 nights together in The Yurt, far from their daily comfort.

They will be taken beyond their comfort zone with a daily new challenge. The Yurt asks them to adopt new more sustainable habits through offbeat and light-hearted challenges where suspense and humour take over. If they succeed, they win money for a sustainable association. The twist? If they fail, they lose resources (water, light, gas, ...) until the end of the show.

Beyond discovering a new way of life, this adventure will take them on a journey of self-discovery by reconnecting them with nature and long-forgotten emotions. They have plenty of resources, but will they be able to keep them or do without them?

- > **Scheduling:** Weekly
- > **Timeslot:** Prime Time

THE YURT

CELEBRITY GREEN CHALLENGE

rtbf | creative