

Project: Green Build

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Living green is hard. But that doesn't mean it has to be boring.

HBO brings you a different side of building green....

Imagine Dave Chapelle walking into a boobie-trapped house. Ellen DeGeneras comes to help him out and sits on a nail. Then Craig Robinson runs in to get everything straightened out, just to have all the stuff come crashing down on their heads. Remodeling is dramatic enough in itself normally, but when a team of well-meaning stars do the work, the comedy of this green challenge will educate and entertain America's viewing audience.

Project Greenlight meets the Money Pit.

A group of Hollywood celebrities descend on New Orleans to build an entirely green home for a Hurricane Katrina family. We will document all the drama of the project, as it moves from planning, to executing, to the final product over a period of six weeks. It all culminates in a huge party where we invite other celebrities and the local community, to celebrate the conscious rebuilding of New Orleans.

The celebrities will also live an entirely green lifestyle while in New Orleans. They will live together in an environment that has been refitted to be green-friendly, i.e. using low-flow water faucets, reusable cups, recycling, driving hybrid cars, starting a compost heap, etc. in order to showcase the lifestyle change to the average American. We take everybody's tinted window Navigator SUV away and replace it with practical hybrids, which they have to carpool. They will ride public buses, bikes, and have eco-friendly limits on their water and power usage, as well as eco-friendly beer and liquor. They will all learn how to live a conscious green-lifestyle.

They will be given a team of professional Green-certified builders to supervise them, but they are not allowed to do the work FOR them. They will be there strictly as the voice of reason and as advisors. Celebrities will break up into teams to handle different aspects of the project, from construction, ordering décor, managing crew, etc. At the end of each episode, there will be links to all the sponsors and manufactures of the materials used, as well as an extensive website Internet presence with all company info for the at-home buyer. Some of the advisors will have blogs that can help viewers on specific green questions.

At the end, the celebrities will give a house-warming dinner (must be green friendly) where they award the house to a deserving family. They will leave them with all the necessary tools to live green from now on. Groceries, supplies, etc.

Sample Episodes:

Episode 1: We meet the celebrities and see the way they live at home in Los Angeles. We hear their reasons for being interested in being green and getting involved in the project. At the end of their interview, they are sent to New Orleans and settled into an entirely green lifestyle. They will all receive two hybrids that they will share, as well as bikes to get around. They are moved into their new green-furnished home with an energy monitor. They are told they must conserve water, energy, and gas usage while on the trip.

Episode 2: Project planning begins. We meet the crew that will be assisting them. The challenges of green planning versus conventional house building. Facts on concrete and its impact on the environment. Energy and the overall savings of smart eco-friendly energy sources.

We give the celebrities a day with William McDonough, who is the founder of the “Cradle-to-cradle” philosophy and have them study the reasons why certain choices are made in green-building. Named Number 71 on the Vanity Fair top 100 Leaders of the Information Age, he is a new face in the changing landscape of green living. Possibly break it down by topic and have each celebrity give a tour to the others on the subject, in their own way. We give them a quiz and the winners get a special prize to donate to their charity of choice.

Episode 3: Celebrities out in the community. Where they can interact with residents. We visit people from Make it Right families. Work continues.

Episode 4: Work continues. Celebrities bring in their old fancy jeans to show the denim insulation.

Episode 5: Eco-friendly furnishings and the challenges of finishing sustainable cool stuff. Work continues.

Episode 6: The house is built and everyone celebrates. We have a house-warming dinner, that will be prepared by a celebrity chef, such as Gordon Ramsay, or Rocco. They all talk about their feelings about participating and their hopes for the future. Will they continue to live green?

Celebrity Host:

Larry David as host?

Dave Chappelle, as host?

Adrian Grenier as host?

Possible Cast:

John Leguizamo
Sarah Silverman
Jeff Garlin
Wanda Sykes
Charlie Murphy
Alicia Silverstone
Rain Wilson
Craig Robinson (The Office)
Leslie Mann
Rhys Darby (Flight of the Concorde)
Steve Van Zandt (Sopranos)
Richard Lewis
Ashley Jensen (Extras girl)
Rex Lee (Entourage)
Darryl Hannah
Jenny McCarthy
Jimmy Fallon
Holland Taylor
Steve Buscemi
Ricki Lake
Jason Lewis (sex and the city)

Environmentally-Friendly Stars to Approach for Guest Appearance:

Tom Hanks
George Clooney
Brad Pitt
Will Ferrell
Leonardo DiCaprio
Whoopi Goldberg
Penelope Cruz
Ellen DeGeneres
Selma Hayek
Julia Louis-Dreyfus
Julia Roberts
Al Gore
Cameron Diaz
Drew Barrymore
Ben Affleck
Jennifer Gardner
Robert Redford
Susan Sarandon
Tim Robbins

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