

THE IMPACT

# FIELD GUIDE

& TOOLKIT

*From Art to Impact*

**CHANGING BEHAVIOURS: THE AGE OF STUPID**

**IMPACT VISION:** TRIGGER A MASS MOVEMENT OF ENVIRONMENTAL BEHAVIOUR CHANGE

**PRIMARY IMPACT DYNAMIC:** CHANGE BEHAVIOURS

The aim was to turn 250 million viewers into climate activists - changing their own behaviour first and foremost and making a public commitment to do so.

**IMPACT PLAN (Hypothetical)**

Other Films: *Weapon of War*

FILM'S MESSAGES	IMPACT GOAL	KEY AGENTS	IMPACT DYNAMIC	IMPACT TASKS
Every individual can do something against climate change	Mobilise 250m viewers as climate activists	Everyone - but with a focus on influential individuals in personal capacity	Changing behaviours	<ul style="list-style-type: none"> <li>Partner with NGOs to provide guidance on individual actions via Not Stupid and then 10:10 campaigns (Greenpeace, Friends of the Earth, Global Campaign on Climate Action)</li> <li>Provide public commitment process (10:10) so people can show what they are doing</li> <li>Recruit influential individuals - Colin Firth, Vivienne Westwood, political party leaders</li> </ul>
It's more effective if we do it together	Mobilise in existing groups (schools, businesses, etc)	All groups - but focus on schools and influential groups who will be copied	Building communities	<ul style="list-style-type: none"> <li>Partner with NGO (ActionAid) to create schools pack</li> <li>Get influential organisations to lead the way and communicate on to their competitors/supporters/customers - Tottenham Hotspur FC, UK Government, Science Museum</li> </ul>

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**CHANGING MINDS: THE ACT OF KILLING**

**IMPACT VISION: A FRESH START FOR INDONESIA**

**PRIMARY IMPACT DYNAMIC: CHANGE MINDS**

The team hoped to catalyse a fundamental change in how the 1965-66 genocide is understood in Indonesia and internationally, exposing how the present day climate of impunity and corruption is built on the celebration of mass murder by victorious perpetrators.

**IMPACT PLAN (Hypothetical)**

Other Films: *Bully, Gasland*

FILM'S MESSAGES	IMPACT GOAL	KEY AGENTS	IMPACT DYNAMIC	IMPACT TASKS
The accepted story is false - genocide was real, and the perpetrators are in power	Generate nationwide critical discussion	The Indonesian public	Changing minds	Ensure film widely seen despite inevitable political censorship - partner with civil society organisations to arrange invite only screenings across country
The international community has been complicit	Generate critical discussion around the world about role of own countries	US and other Western publics	Changing minds	Ensure film not seen just as external criticism of Indonesia - highlight implicit support of World Bank etc
Indonesian politics is still deeply tainted	Support movement for truth and reconciliation processes	Indonesian government and international community	Changing structures	Partner with Indonesia's National Human Rights Commission to support creation of full report into genocide in parallel with film release Support wider civil society movement Create channels for international pressure on Indonesian government

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**BUILDING COMMUNITIES: BAG IT**

**IMPACT VISION:** A PLASTIC-FREE AMERICA

**PRIMARY IMPACT DYNAMIC:** BUILD COMMUNITIES

Identify communities interested in working towards voluntary or legislative bans on plastic bags, and support them.

**IMPACT PLAN (Hypothetical)**

Other Films: *Budrus, The Interrupters*

FILM'S MESSAGES	IMPACT GOAL	KEY AGENTS	IMPACT DYNAMIC	IMPACT TASKS
The removal of single use plastic bags will happen one town at a time	Enable and focus communities across the US on banning plastic bags	Community leaders	Building Communities	<ul style="list-style-type: none"> <li>Recruit established environmental policy expert as Policy Director at outset</li> <li>Focus organising efforts on 'Bag It Town Campaign'</li> <li>Prioritise community screenings over cinematic release</li> <li>Focus on schools as key route into communities</li> </ul>
Only established environmentalists understand the problem - but this is something for everyone	Get public awareness of the problems caused by plastic beyond the choir	Mass public	Changing Minds	<ul style="list-style-type: none"> <li>Focus filmmaking on an 'everyman' story - not a usual suspect</li> <li>Stay fun, accessible and empowering throughout film and impact campaign</li> <li>Bag Monsters as one way to do this</li> </ul>
Everyone can do something by using less plastic	Give individuals a clear action: reduce single- use plastics	Mass public	Changing Behaviours	Provide public pledge mechanic

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**CHANGING STRUCTURES: THE END OF THE LINE**

**IMPACT VISION: SUSTAINABLE GLOBAL FISHING**

**PRIMARY IMPACT DYNAMIC: CHANGING STRUCTURES**

The core insight is that change will come when businesses can bring this issue to the attention of people, by choice editing and making public claims about the shifts they undertake.

**IMPACT PLAN (Actual, but tailored slightly)**

Other Films: *Give Up Tomorrow, Invisible War, The Reckoning*

FILM'S MESSAGES	IMPACT GOAL	KEY AGENTS	IMPACT DYNAMIC	IMPACT TASKS
Large companies are making profit at nature's expense, and restaurants are irresponsible	Change corporate policies - from big corporate suppliers to small restaurants	CEOs, restaurant and shop owners	Changing structures	Develop corporate partnerships with responsible retailers (e.g. Waitrose as distribution partner) Get high profile CEOs to make public commitment to sustainable fish sourcing (e.g. Pret a Manger)
You can ask for sustainable fish and help solve the problem	Get everyone asking for sustainable fish	Shoppers, restaurant goers	Changing behaviours	Create tools and lists of sustainable fish Create a 'buy sustainable fish' pledge Integrate pledge into content of film
There is global overfishing but no one knows	Raise awareness of overfishing	Mass public	Changing minds	Maximise press coverage of issue (not necessarily driving people to film - issue awareness matters more than audience numbers) Liaise with production companies and campaigners to trigger further content and mobilisation campaigns
European fishery policy is a mess	Drive policy innovation including creation of marine reserves	UK/EU politicians, wealthy individuals	Changing structures	Get politicians and wealthy individuals to see the film