

THE FILM

Thank You For The Rain is a collaborative film made by Kisilu Musya, a Kenyan farmer, climate fighter, and video diarist, and Julia Dahr, a Norwegian filmmaker. For five years Kisilu used his camera to capture the life of his family, his village, and the impacts of climate change in Kenya. In addition to filming the floods, droughts, and storms, he also captured the real human costs of the crisis: his kids are sent home from school when he can't pay the fees after a failed harvest; men are moving from their home to towns in search of jobs; and family tensions are rising.

During one violent storm that throws him and Julia together, Kisilu loses his home. The film then follows him as he begins building a community-based movement of farmers fighting the impacts of extreme weather. He then takes their message of hope all the way to the UN Climate Talks at COP21 in Paris, France. Here, amid the murky cut and thrust of politics at the biggest environmental show on earth, this father and community leader transforms into an activist on the global stage.

Living in completely different parts of the world, Kisilu and Julia worked together for more than five years to complete *Thank* You For The Rain.

"I had never met a filmmaker before I met Julia and never even seen a full film as I live very remotely with no electricity. It was very interesting to see Julia's way of working and how she thought my community's story was so important to the world. When the film team asked if they could stay with me and my family for a month to film, I said yes without any hesitation. But I had one condition: that I could also get a camera to tell my story together with the film team."

Kisilu Musya

In Thank You For The Rain, Kisilu and Julia's friendship acts as a guide into the vastly different worlds they each represent. Through careful and collaborative filmmaking, their story sheds light on a range of issues facing communities on the frontlines of the climate crisis, including urbanization, gender equality, education, access to water, climate refugees, climate justice, and adaptation.

The project is building on, strengthening, and upscaling local resilience work that had already been initiated by Kisilu and many community members, and other climate resilience actions that come from the community.

the world

190 COMMUNITY SCREENINGS IN 22 COUNTRIES, INCLUDING:

Kenya:

30 frontline community impact screenings that reached 5k+ people



Kenya:

39 school-based screenings that reached an estimated 10k+ students

Norway:

48 community screenings (plus 12 with earlier versions of the film)

Norway:

30 school-based screenings reaching an estimated 6.5k+ students

Other countries:

31 community screenings in 20 countries

569 downloads of the educational lesson plans for UK and US schools

(Made available by Doc Academy and Blueshift)

Clip views: Doc Academy UK: 771 Clip views: Doc Academy US: 132

Germany:

91 DVDs and **educational licenses** have been sold through Baobab

TELEVISION

International: national broadcasts in 50+ countries Estimated broadcast viewers: 500,000

THEATERS

In UK: **2 theaters** (for 1 week)
Spain: **60 theaters** (over 1 month)
Box Office total: **\$5000**



369 STREAMS/ DOWNLOADS ON VIMEO AND VIA THE FILM WEBSITE

HotDocs

CPH DOX

Festival

Thessaloniki

Cinemambiente

Film Festival

Dokufest

Sheffield Doc/Fest

DC Environmental Film

Adelaide Film Festival

Documentary Festival

Millenium Film Festival

Dhaka International

Movies That Matter

240,000 UNIQUE VIEWS

Press hits: 60+ IN NORWAY Social media

2,030 FOLLOWERS

Twitter: 533 FOLLOWERS

VIMEO AND YOUTUBE 37,000

AWARDS:

- Winner of Basil Wright Film Prize RAI Film Festival, 2019 UK
 - Objectif D'argent Best Film on Sustainable Development Millenium
 Film Festival 2018 Belgium
 - Best Story Award Naturvision Film Festival 2018
 - Special Mention: Dhaka International Film Festival, Woman Filmmakers Section 2018 Bangladesh
 - Ethos Jury Prize Social Media Impact Awards 2018 United States
 - Best Cinematography Social Media Impact Awards 2018 United States
 - The Main Prize of The Minister Of The Environment Iff Ekofilm 2018
 Czech Republic
 - Best Documentary Film Kalasha Film And TV Awards 2018 Kenya
 - Best Cinematography Women In Film And Television Vancouver 2019 Canada
 - WWF Award Thessaloniki Documentary Festival 2018 Greece
 - **Best Movie** Nuovi Sguardi 2018 Italy
 - Jury Prize Another Way Film Festival 2017 Spain
 - Osiris FAO Prize Agrofilm 2017 Slovakia
 - Fethi Kayaalp Grand Award Bozcaada International Festival Of Ecological Documentary 2017 Turkey
 - Jury Award Alimenterre Film Festival 2017 Belgium
 - Pangolin Power Film Award Singapore Eco Film Festival 2017 Singapore
 - Best Feature Documentary Ficmec 2017 Spain
 - Special Mention: Nordic/Docs 2018 Norway
 - Honorable Mention: The Norwegian Short Film Festival 2017 Norway



Directed by Julia Dahr



Produced by Hugh Hartford



Director of PhotographyJulie Lunde Lillesæter



Video Diarist Kisilu Musya



Video Diarist Christina Wayua Kisilu



Impact Producer Emily Wanja

EDITOR

Adam Thomas

WRITTEN BY Julia Dahr & Hugh Hartford

COMPOSERChris White

SOUND DESIGNER Svenn Jakobsen

EXECUTIVE PRODUCER

Sabine Bubeck-Paaz

GRAPHIC DESIGNER

Jenny Jordahl

IMPACT PRODUCERS

Emily Wanja Julia Dahr Julie Lunde Lillesæter Johanne Kristensen Sandvik

CAMPAIGN PARTNERS

- Greenpeace Africa (Kenya)
- Climate Justice Resilience Fund
- Groots Kenya, a national movement of grassroots women-led community-based groups (CBOs) and Self Help Groups (SHGs) in Kenya
- SASOL (Sahelian Solutions Foundation), a Kenyan NGO associated with building sand dams
- Christian Aid Kenya
- The county government of Kitui
- Spire, a Norwegian youth organization working for a just and sustainable distribution of the world's resources
- Development Fund Norway is an NGO working with small-scale farmers to fight hunger and poverty in the Global South
- Climate Election Alliance, Norway
- Heinrich Böll Stiftung East & Horn of Africa
- 350 Africa.org
- National Drought Management Authority (NDMA), an agency of the government of Kenya
- PACJA (Pan Africa Climate Justice Alliance)
- CSAYN (Climate Smart Agriculture Youth Network)
- Slum Film Festival, the first ever film platform featuring stories from slums, about slum realities, and made by filmmakers from the slums in Africa and beyond.
- Docubox, an East Africa Documentary Film Fund
- British Council
- Ford Foundation
- Utooni Development Organization
- <u>350.org</u>

TRADITIONAL DISTRIBUTION

Theatrical bookings, International/Distributors: **Autlook, Icarus, Docs Barcelona**

Broadcasters: **ZDF-Arte, UR, Afridocs, NRK, Al Jazeera**

Educational distribution: **Doc Academy, Blueshift Education, Baobab**

Sales Agent: **Autlook**

IMPACT CAMPAIGN

IMPACT DISTRIBUTION

Film impact distribution strategy: Julia Dahr, Julie Lunde Lillesæter, Hugh Hartford, Emily Wanja Fundraising: Julia Dahr, Julie Lunde Lillesæter, Hugh Hartford, Emily Wanja, Francis Karugu

Outreach partners:

Docubox, SIMA, Spire, Differ
Media, Banyak Films

Impact partners:

Docubox, Differ Media, Banyak Films, Kavyonda Community Group, SASOL, REVAMP

Impact campaign strategists/directors:

Kisilu Musya, Emily Wanja, Julia Dahr, Julie Lunde Lillesæter, Hugh Hartford

Impact Producers:

Emily Wanja, Julia Dahr, Julie Lunde Lillesæter, Johanne Kristensen Sandvik

Impact consultants:

Aurora Hannisdal, Are Einari Björklund Skau, Opondo Okoth, Betty Muragori, Josh Mwamunga

Curriculum development:

Doc Academy (UK, US, and Kenya) Spire (Norway) FN-sambandet (Norway) Rafto Foundation (Norway) People in Need (Slovakia) BAOBAB (Germany)

PRODUCTION BUDGET TOTAL: £343,882 [\$433,291 USD]

ZDF-Arte
EU Media/Creative Europe
Norwegian Film Institute
Fritt Ord
Arts Council Norway/Fond for lyd og bilde
Al Jazeera
NRK

IMPACT CAMPAIGN BUDGET TOTAL: €364,151 [\$415,019 USD]

Fritt Ord Foundation Climate Justice Resilience Fund Arts Council Norway Bergesenstiftelsen Ford Foundation Bertha Britdoc Connect Heinrich Böll Foundation

"This compelling human portrait asks what the future holds when clear evidence of climate change presents itself and the most powerful politicians in the world choose to do nothing. [...] An inspiring portrait of an individual who knows that if one loves this planet, one must do all one can to save it."

POV Magazine.





Thank You For the Rain had its international premiere at CPH:DOX 2017 in Copenhagen, Denmark. From there the team embarked upon a three year campaign to build and consolidate the work that Kisilu had started in East Africa to support and strengthen existing climate-resilient farming communities, bring frontline community solutions higher up on the global climate agenda, and, mobilize audiences around the world to support the community. The team, which included a Kenyan Impact Producer, hoped to use the story to advance climate justice globally, beginning with Kisilu's own community, Mutomo, in Kitui County.

With both screenings in 25 countries and 20 speaking engagements that reached world leaders and other important decision makers globally, *Thank You For the Rain's* campaign efforts successfully built a global platform for Kisilu and the perspectives of farmers like himself. But it also led to incredibly ambitious local climate resilience projects that will help to protect Kisilu's community for years to come.

THIS FILM AND CAMPAIGN OFFERS A STRONG EXAMPLE OF JUST HOW MUCH A RELATIVELY SMALL TEAM WITH A MID-SIZE BUDGET CAN ACCOMPLISH WHEN USING RESOURCES WISELY AND EXECUTING A THOUGHTFUL AND STRATEGIC PLAN FOR DEEP AND FOCUSED IMPACT.

"On the frontline of climate change.

For smallholder farmer Kisilu Musya, climate change has been knocking on his door for years already. He has become the public face of the climate battle in agriculture"

Nationen



REACH

- Tracked DVD requests
- Tracked number of screenings with a registration form (date, location, estimated attendance)

ENGAGEMENT

- Developed a Theory of Change for the campaign to identify inputs and expected outcomes
- Developed an M&E framework + impact assessment tools to track project's progress, including:
- A project baseline study
- Monthly activity reporting to track synergies between all three components
- Annual "dipstick" reporting (i.e. checking progress towards goals)
- Midline assessment and endline impact assessment
- Tracked downloads of educational toolkits for educational screenings
- Observed audience engagement at post-screening events
- Collected audience reaction quotes and photos
- Collected questionnaires at events in Kenya to track attendance and satisfaction with event

INFLUENCE

- Monitored press coverage about the film and social media in Europe that discussed the issues
- Created forums for learning and sharing with community on practice



These quadrants represent Doc Society's framework for <u>mapping impact strategies to story environment</u>

WEAR OF FOSITI

FRESH: REVEAL

an **unknown** issue (to your target audience) and little or weak opposition. They favour films that dramatically **REVEAL** what's going on.

HIDDEN: INVESTIGATE

an **unknown** issue (to your target audience) but with strong and organized oppositional forces may require your film to prove the case – to **INVESTIGATE**.

ENTRENCHED: HUMANIZE

FAMILIAR: SPOTLIGHT

a **known** issue that still has

little or weak opposition often

calls for films that can put the

SPOTLIGHT on a tired issue.

a **known** issue (and so possible fatigue from target audience) with strong opposition to your story and campaign - often won't need to offer new facts or assertions, but simply to **HUMANIZE** the affected communities.

STRONG OPPOSITION

In rural Kenya, climate change is a FRESH and relatively unknown issue, even though it's an area that is hard hit by it. Especially vulnerable are the women and youth in those communities who both make up the majority of food producers and are most dependent on threatened natural resources when men travel to urban areas for work.

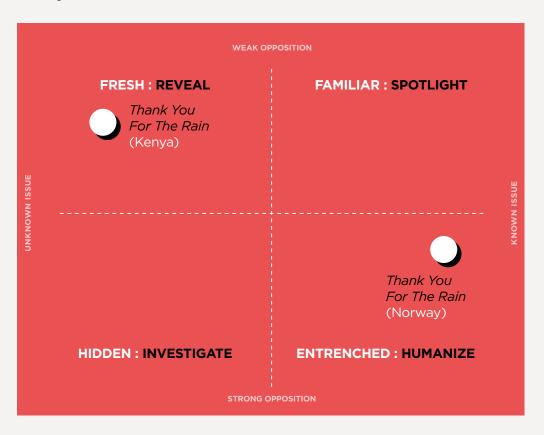
While there is no organized opposition to climate change solutions to contend with in Kenya, there is nonetheless misunderstanding about the symptoms that frontline communities experience. Most rural Kenyans are unfamiliar with the concepts of climate change and global warming. They believe the term "climate change" refers to changes in the weather or seasons and have little knowledge of its global context, the scale of the problem, or the greenhouse effect. Most point to local deforestation and pollution as the primary reasons for the drought and environmental degradation they experience. In addition, the implementation of the government's climate policy priorities have been slow to materialize on the ground.

Thank You For the Rain by Julia Dahr and Kisilu Musya lands in this context to **REVEAL** what is happening at the grassroots level, offer a broader context, get answers from government representatives, and inspire audiences to follow in Kisilu's footsteps to take action.

However, in urban Kenya, Norway, and other developed countries where climate change is largely understood, audiences are familiar with all the ways the climate crisis is causing harm to animals and ecosystems. In these contexts, there is tremendous issue-fatigue to contend with and a strong and organized opposition to climate solutions by those who stand to benefit financially from the continued exploitation of natural resources. This has led to a deeply **ENTRENCHED** social movement landscape.

Thank You For the Rain brings audiences like these to the frontlines of the climate crisis to illustrate how it is already affecting people, families, and livelihoods and **HUMANIZES** the issue. It also drives home the point that the people who are hit hardest are the ones in developing countries who have contributed the least to the problem and have the fewest resources available to deal with the consequences. By highlighting the promise of Kisilu's efforts to solve the crisis and showcasing how community-driven initiatives are instrumental, the film injects a measure of optimism and makes a strong case for the need for his voice—and the voices of those like him—at the center of climate decision-making. In this way, the film helps to put Kisilu's work on the map so that the solutions of frontline communities can gain momentum.

Thank You For The Rain Story Environment:





As a tool for analyzing campaign strategies,
Doc Society uses what we call the <u>Four Impact</u>
<u>Dynamics</u>; broad categories for the kinds of change
you can make in the world with film.

This has been developed by studying the films, NGOs, and activists that we have worked with, in order to understand how each conceptualizes their campaigns. More information on the Impact Dynamics can be found at www.impactguide.org. Here we apply the Impact Dynamics to the goals of Thank You For the Rain.

CHANGING MINDS:

Raise awareness of the climate crisis in frontline communities and energize the climate movement globally

Target audience: People in frontline communities, especially East Africa and the community where Kisilu is from, and general audiences around the world

CHANGING BEHAVIORS:

inspire climate-centered civic engagement generally, and water conservation and resilience strategies in frontline communities specifically

Target audience: Rural farmers, especially women and youth, lawmakers and other leaders in frontline communities, and voters in Norway

CHANGING STRUCTURES:

Inspire new climate friendly policies and projects

Target audience: International influencers, federal and local policymakers, institutional leaders

BUILDING COMMUNITIES:

Strengthen frontline communities

Target audience: People in frontline communities, especially East Africa and the community where Kisilu is from



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CHANGING MINDS

CHANGING BEHAVIORS

CHANGING STRUCTURES

BUILDING COMMUNITIES

The Thank You for the Rain campaign raised awareness of the climate crisis in frontline communities and energized the climate movement globally

ENSURING BROAD ACCESSIBILITY TO THE FILM IN MULTIPLE COUNTRIES

The *Thank You For the Rain* team knew they needed a flexible distribution strategy to support their impact efforts and ensure the film would be accessible to audiences ranging from rural Kenya to major UN gatherings. To ensure this, they:

- Kept their non-exclusive, non-theatrical, and direct sales rights worldwide. This ensured they would be able to host as many community screenings as they deemed necessary.
- Translated the film into 8 languages, including 2 local languages in Kenya. This was especially important for their frontline community engagement objectives.
- Offered the film for free to anyone who wanted to host a community screening in the period leading up to the elections in Norway in September 2017. This allowed them to build early buzz and inspire people to consider climate change when making their decision at the ballot.
- Created a resource-rich website with action ideas and a screening guide
 that included tips to help hosts facilitate discussion at the screenings and
 on social media afterwards, and to spark action. This helped them to
 decentralize some of the event organizing and empower their partners
 to run screenings.

FORGING EFFECTIVE, NETWORKED PARTNERSHIPS TO SUPPORT COMMUNITY SCREENINGS

The team supported community screenings in the UK, Denmark, Germany, the US, Uganda, Sweden, South Africa, Belgium, Switzerland, Spain, Chile, Pakistan, Ireland, and many more (20+ countries). In Kenya, they supported

STRATEGY

30 frontline community screenings. And in Norway, 24 different partners (environmental orgs, church groups, labor orgs, educational orgs) led 48 community screenings in 40 different locations (in churches, local cinemas, community houses, schools, cafés, cultural centres, libraries, etc.) all over the country.

They also partnered with secondary and high schools in Kenya and Norway. In Kenya, they held 39 school screenings that reached an estimated 10k students in over eight ASALs (regions of Arid and Semi Arid Lands). In those settings, students were able to see a practical example of the effects of climate change, after which they discussed the climate crisis and processed together the injustice of it: that those who did nothing to cause climate change are the first and hardest hit. But they, and in particular the students from Kitui (Kisulu's district) and neighbouring counties, were inspired by Kisilu's resilience and the fact that he is a farmer leading change. These discussions often prompted students to ask what they should do when they got home.

In Norway they held 45 screenings that reached thousands of students. The team observed that for many of the students, this appeared to be the first time they had heard about climate justice and the impact on humans, rather than depicting it through polar bears and nature - which lead to discussions about the related challenges facing people in the global south, including how little say those affected actually have in climate negotiations.



The Thank You for the Rain campaign raised awareness of the climate crisis in frontline communities and energized the climate movement globally

CHANGING BEHAVIOR\$

HANGING STRUCTURES

BUILDING COMMUNITIES

ENGAGING A RANGE OF STAKEHOLDERS, FROM GRASSROOTS TO INFLUENCERS

The team worked to engage a broad range of stakeholders, from grassroots, local, and county leaders in Kenya to higher profile state and international stakeholders. This reflected their attempt to both galvanize local communities and build power at that level. And it reflected their parallel top-down engagement strategy, wherein they leveraged higher profile events and decision-makers to open more doors.

For example, the team used the film to foster discussion, build understanding, and identify communities wants and needs, essentially leveraging it to strengthen the local resilience work that had already been initiated by Kisilu and many community members. They then used it to create opportunities for policy and decision makers to meet and engage with community members. The film did a good job of strengthening the power of communities' perspectives in those venues. And, by getting the right people into the room together and facilitating conversations effectively, the events then created the conditions for the attendees to build and plan for community-driven solutions (more on their grassroots engagement in Changing Behaviors below).

They also engaged a range of stakeholders around the premiere in Nairobi, Kenya's capital, and used it to build buzz amongst organizations in the city, open doors for more impact screenings in the country, and inspire more partners to join Kisilu and the community in their climate resilience efforts. Ten climate change organizations attended the premiere, as well as the Norwegian ambassador to Kenya, other policymakers such as the representative from the Ministry of Sports/Arts and Culture and the representative of the National Disaster Management Authority, as well as students, bloggers, and journalists.

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The team also kept an eye out for opportunities to leverage international attention to get Kisilu's message out further and maintain the momentum they were building in the lead up to the COP23 gathering in Bonn 2017, which Kisilu had also been invited to, and beyond. These ranged from:

Meetings with important stakeholders and influencers, such as:

- Mary Robinson, former President of Ireland, CEO of Foundation for Climate Justice (2017)
- Politicians at Norway's biggest political conference, Arendalsuka (2017)
- Renate Künast of the German parliament and the Green Party (2018)
- Norwegian parliament members at their Talanoa Dialogue (2018)
- Representatives for large corporations at EAT Stockholm Food Forum (2018)

Screenings of the full film in high profile venues, such as:

- COP21 in Paris (2015) (early version)
- Bologna ahead of the G7 Environment meeting (2017)
- COP23 in Bonn (2017)
- International Fund for Agricultural Development in Rome (2018)
- The UN in Vienna (2018)
- UN Environment (Ecosystems Division) in Nairobi (2019)

All in all, Kisilu spoke at 20 speaking engagements around the world in countries including France, Germany, Rwanda, Tanzania, Ethiopia, Norway, Sweden, Denmark, Belgium and the Netherlands. Kisilu's work has also given a platform to his wife, Christine, who spoke at two events.

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CHANGING MINDS

CHANGING BEHAVIORS

BUILDING COMMUNITIES

The Thank You for the Rain campaign raised awareness of the climate crisis in frontline communities and energized the climate movement globally

KISILU'S MESSAGE SPREAD FAR AND WIDE

As a result of this initial planning, the team was able to expand their reach. Of the ten climate change stakeholder organizations that attended the premiere in Nairobi, five ended up getting involved in the campaign. Altogether, the team conducted screenings through partner organizations in five counties beyond Kitui. As a result, they got an estimated 15k people in those communities talking about the climate crisis.

They also reached urban audiences in Kenya through the film's premiere in Nairobi, Approximately 600 people attended - double what they had planned for. This left the team scrambling for a second screening space at the last minute. It was the largest turn-out ever for a documentary screening in Nairobi. This enabled valuable relationships to be fostered with organizations that would play an important role in the next phase of the campaign.

"I have never seen this many people come to watch a documentary film in Nairobi"

Aida Mbowa

NOR Director of Arts and Programmes

IMPACT



Julia and Kisilu speaking to the Norwegian Ambassador at the Kenyan premiere

"It is the greatest injustice of our time and age that those who did nothing to cause climate change are first and hardest hit, whilst we who have done most to cause the greenhouse effect are hit last and least. In Thank You For The Rain we see the frontlines in the battle against climate change. The filmmakers let us witness from close up how a poor and vulnerable Kenyan family of farmers are struggling with droughts and floods. For them, climate change is already a battle of life or death. Thank You For The Rain should be a wakeup call for us all."

Jan Egeland

Secretary General Norwegian Refugee Council, former Co-Chair of the UN High Level Panel for Global Climate Services



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CHANGING BEHAVIORS

HANGING STRUCTURES

BUILDING COMMUNITIES

A GLOBAL PLATFORM FOR KISILU AND HIS COMMUNITY

The campaign successfully used the film to raise Kisilu's profile, both in Kenya and also globally, bringing his perspective and those of other members of the Kavyonda Community Group to the table - in some cases for the first time.

IN KENYA: Kisilu has been able to spread his message throughout the country. He personally toured with the film to the 6 ASAL (Arid and Semi Arid Lands) counties they targeted and talked to community members directly, including students at 19 of the 39 school screenings. In 2017 Kisilu was featured on the most popular radio station in eastern Kenya, with a base of 1.6 million people. He directed his comments to farmers and received over seventy calls and texts during the show from people who wanted to know more about the project. There were also three articles written about the film, including in the country's leading newspaper, after its premiere in the capital city of Nairobi. The film then went on to win Best Documentary in the Kalasha Awards, a "Kenyan Oscar".



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The campaign and all the resulting attention has helped Kisilu gain more leverage with local and county leaders than he had before. He has been able to raise financial support (about \$6,240) for his volunteer work through a fundraising platform. And he has grown to be a deeply respected and well-known leader who people listen to, especially in Mutomo. Before the screenings of the film, the children in Kisilu's community did not know about climate change. They now shout and call out "Mr. Climate Change!" whenever they see him. And people in Mutomo have even asked him to run for a political seat (he has no interest in this for now.)

IN NORWAY: Kisilu went from being an unknown figure to someone the press took an interest in. The team tracked and found that, in Norwegian news media between 2011-2019, the name "Kisilu Musya" was mentioned in at least 46 articles. *Thank You For The Rain* was used in at least 62 news articles. Kisilu's story was featured in two national print newspapers, Klassekampen and Nationen. The daily reach of these publications is 88k and 46k readers respectively. The film was also featured on the website of Norway's biggest newspaper, Aftenposten.

INTERNATIONALLY: Presentations for unexpected allies; for audiences at TED Global 2018 and at the EAT Conference 2018. **Kisilu is now regularly invited to speak at major events around the world about the impact of climate change on frontline communities, where his perspective can have a valuable impact.** His presentation at the EAT Stockholm Food Forum offers one such example. This is an elite, invitation-only event focused on global food system transformation. He spoke directly to an audience with great political and economic influence with the intention of shaping how they see and work with small-holder farmers.

In other words, Kisilu went from relative obscurity to becoming a known figure whose opinion matters to people, both internationally and at home.

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The Thank You for the Rain campaign raised awareness of the climate crisis in frontline communities and energized the climate movement globally

"To bring about radical change to our global food system in an uncomfortably tight timeframe, the annual EAT Stockholm Food Forum convenes leaders across sectors, disciplines and geographies to drive key conversations. As a Kenyan smallholder farmer taking on climate change on his own terms. Kisilu brings inspiration and critical insights from the frontlines of the food system. Without such frontline leaders at the table, there is a risk of seeing smallholder farmers merely as subjects in need of change. In sharing his story, Kisilu gently reminds those who listen that smallholders are, and always have been, agents of change."

Ove Kenneth Nodland

Innovation Manager, EAT

"The film has lived with me so much since I saw it. I have been telling everyone about it. It has had more impact - by far - than any other film relating to climate change I have ever seen. Largely because it takes you right inside the realities of it for those like Kisilu and his family, whose daily lives and livelihoods are now being deeply affected by it, and their way of living profoundly threatened. It is the very best kind of filmmaking placing the narrative in the hands of its protagonist so that we really see and understand the issues from the inside, through him. And he of course is such a glorious person, inspirational. I felt—and have continued to feel—really galvanised by seeing it. And the film is so beautifully edited, and crafted..."

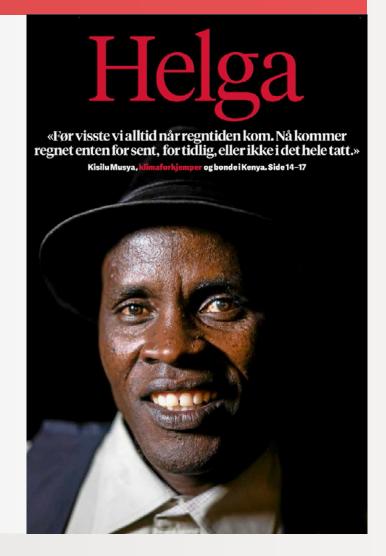
Juliet Stevenson Actress

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WHAT TRACKING IMPACT TELLS US

The team know they increased awareness of the climate crisis in frontline communities and energized the climate movement globally because:

- They observed strong audience engagement and requests for information during events
- Partners reported audiences understood the issues better
- They learned anecdotally that the film deepened understanding about the issues
- They learned anecdotally that partners reached a greater percentage of their target audiences
- They noted a rise in press coverage about Kisilu and an increase in the connections made to the issues
- They noted a rise in invitations for Kisilu to bring frontline community perspectives to new venues





CHANGING BEHAVIORS

The *Thank You for the Rain* campaign Inspired climatecentered civic engagement generally, and water conservation and resilience strategies in frontline communities specifically CHANGING STRUCTURES

BUILDING COMMUNITIES

STRATEGICALLY BUILDING CONFIDENCE WITH FUNDERS

The team knew that to truly inspire Kisilu's community to get involved in resilience strategies they would need a clear understanding of local needs and community buy-in. So, they set out to develop a community-driven campaign to ensure success. The careful and deliberate planning they did early on helped to build confidence among funders, which the team leveraged to build confidence among community members, which in turn built greater confidence among other funders.

The Ford Foundation gave support for the trailer screenings in Mutomo (more on this in Changing Behaviors, below), which was crucial because these events led to community buy-in and demonstrated demand for the film and its potential viability as an effective tool in climate work. This then attracted support from the Heinrich Böll Stiftung East & Horn of Africa (HBS), which led to the premiere of the film in Mutomo - an important step in involving the larger community in the vision of the project.

The success of the Mutomo premiere then gave HBS the confidence to offer additional support for the Nairobi premiere, which ended up being a very important screening for engaging important multi-sector stakeholders and eventually solidifying a clear campaign strategy. And this clarity led to further support from funders, including the Climate Justice Resilience Fund, which funded a significant portion of the engagement campaign in Mutomo that ran for two years.

DESIGNING A HYPER-LOCAL CAMPAIGN IN KENYA

The team, with Kisilu at the lead, kicked off their initial efforts in 2016 by engaging community leaders around the campaign's intent, and by assessing interest in their ideas for using the film in the area. This resulted in the

STRATEGY

community representatives identifying four different geographical areas that would serve as venues for the screenings where they could gain the widest reach and participation.

Then, in February of 2017, they conducted site visits to four wards in Kitui county—Kisilu's area—where they used the film trailer to kick off discussions. These were attended by 25-30 community representatives. Here again they shared their intent, assessed interest, and developed a plan together for how best to roll out the film's engagement effort.



Farmers discuss climate crisis solutions/recommendations after the trailer screenings in Ndatani, Mutomo

Through these visits, the team developed a list of the communities' most pressing needs and their proposed solutions and policy recommendations. The following, which the team focused on next in their campaign design, were things the community members wanted:

- farming methods that would be drought resistant
- crops and seed varieties that are drought resistant
- homegrown solutions to their local challenges
- water harvesting, irrigation projects, earth dams and other farmers' solutions to climate challenges

Thank You For The Rain | Campaign & Impact

CHANGING BEHAVIORS

The Thank You for the Rain campaign Inspired climatecentered civic engagement generally, and water conservation and resilience strategies in frontline communities specifically

The next step was to share this with the county government to secure initial commitments, initiate fundraising, and guide the second phase of the campaign. In those meetings the community spoke directly for themselves; they wanted to know how they could benefit from the already allocated resources and programs in adaptation and the fight against the climate crisis. Their rigorous planning and community-driven process paid

off, as they were able to get county buy-in and the approvals they needed to proceed.

Kyatune ward, next to Kisilu's home-ward of Mutomo. Over the span of two days, about 2,000 people watched the film - the majority of them women and youth; they were prioritized in the event design because they make up 70% of direct beneficiaries of the documentary campaign's local impact objectives, namely climate resilience in this frontline community. Other attendees of note included the area chief, county officers who worked with the farmers on the ground, women's groups, local NGOs and other stakeholders from the private sector. This careful initial planning created a ripple effect of increased demand for the film in neighboring counties and schools.

The result was a set of impact screenings of the full-length film in

Below & right: Community members watch the film in shopping centers in Mutomo and Ikanga









CHANGING BEHAVIORS

The *Thank You for the Rain* campaign Inspired climatecentered civic engagement generally, and water conservation and resilience strategies in frontline communities specifically

CHANGING STRUCTURES

BUILDING COMMUNITIES

FOSTERING CIVIC PARTICIPATION AT COMMUNITY LEVEL

Campaign efforts led to the **first ever meeting** between county leadership in Mutomo (Kisilu's village) and the Kavyonda Community Group, a community-based organization (CBO) chaired by Kisulu that had not been very active until this point. These CBOs are the vehicle through which communities are allowed to interface with government leaders, and through which small-scale farmers organize locally.

Kenyans in rural areas, especially grassroots organizers and activists, have largely lacked access to information and often felt excluded from decision making processes in public affairs. But this project resulted in both a willingness by policy makers to involve Kavyonda Community Group members more in their programs, and a willingness among community members to engage in this way. In fact, the campaign helped to strengthen engagement within the Kavyonda Community Group itself, and thus gave a boost to their negotiating power because they began to coordinate their efforts more.

"I am so happy. I never imagined this kind of a meeting. It was very useful to speak for ourselves directly."

Mueni Juma, Community farmer representative

A total of eighteen people participated in the meeting, including seven community representatives, the Ministry of the Environment and Natural Resources, and the Ministry of Agriculture, Water and Livestock for Kitui County. They discussed the climate crisis, how it was affecting the community, and the community's proposed climate resilience solutions (which the early piloting had helped to define). This included the need for irrigation systems, water harvesting, and the protection of existing earth dams.

IMPACT



Community farmer representatives and county leaders' meeting

The meeting resulted in an **acknowledgement by county leaders** that Kisilu's community is one of the hardest hit by the climate crisis, and that it has been left behind by many government interventions. It also led to a **willingness to collaborate** and ensure **county interventions** would reach the community, including the solutions that community members had identified in earlier gatherings:

- access to markets for the farmers' produce
- education about livestock and drought resistant seed varieties
- training by county extension officers and info sharing about climate crisis adaptation programmes
- explanation of decision making at county level and how to work together to find solutions

The **county also pledged to use the film as a tool** to create climate crisis awareness in schools and among farmers. And they asked the farmers to join the "Green Energy Project" – a partnership between Kenya and Japan to produce green energy through solar power.

CHANGING BEHAVIORS

CHANGING STRUCTURES

BUILDING COMMUNITIES

The *Thank You for the Rain* campaign Inspired climatecentered civic engagement generally, and water conservation and resilience strategies in frontline communities specifically

IMPACT

ACTIVITIES IN NORWAY

GOAL: WHILE THE TEAM FOCUSED MUCH OF THEIR DEEP ENGAGEMENT EFFORTS ON KENYA, THEY ALSO AIMED TO INSPIRE PEOPLE IN NORWAY, A NATURAL STARTING POINT AS THIS IS THE FILM DIRECTOR'S HOME COUNTRY. NORWAY IS ALSO A MAJOR OIL PRODUCER - THE BIGGEST IN WESTERN EUROPE AND 4TH LARGEST IN THE WORLD, PER CAPITA. THE TEAM WANTED TO BRING CLIMATE JUSTICE QUESTIONS TO THE FOREFRONT OF CONVERSATIONS ABOUT THE CRISIS AND, IN THE LEAD UP TO THE 2017 ELECTIONS, ENCOURAGE VOTERS TO TAKE THE CLIMATE INTO CONSIDERATION WHEN MAKING THEIR BALLOT DECISIONS.

STRATEGY:

TOOLS TO SUPPORT DEBATE

To ensure they could decentralize the effort to gain the greatest reach possible, they developed a guide with tips for fostering debate after the screenings, as well as for social media. It also offered recommendations for strategic individual actions that would support impact, from joining an organization fighting for climate justice to voting to put pressure on the Norwegian government to halt oil drilling.

REMOVING BARRIERS

Then, as previously mentioned, for six weeks in the lead-up to the elections the team offered the film free of charge to anyone who wanted to organize a screening. They did this in close partnership with the Climate Election Alliance, a non-partisan network of 60+ organizations which promoted the offer to their network and coordinated the push. Meanwhile, the film team carried out more targeted outreach to organizations within the network that had the greatest reach.

IMPACT:

EDUCATING AUDIENCES ABOUT FRONTLINE COMMUNITY EXPERIENCES

Twenty four organizations hosted 48 community screenings in 40 locations all over Norway. These screenings took place in churches, local cinemas, community houses, schools, cafés, cultural centres, libraries, etc. Screening organizers reported that the film was more effective at humanizing and driving home the issue to viewers of all backgrounds than the materials and tools they normally had available. They also explained that the opportunity to watch the film together as a group inspired a completely different kind of engagement.

SPARKING ACTION-ORIENTED DISCUSSIONS

Spire, an environmental youth organization which was involved in the campaign from the beginning, was among the organizations which saw the benefits of organized screenings. They have organized 30+ screenings across Norway and later set up an educational program for Norwegian high schools. The activities helped to expand their reach and activate audiences. This led to an increase in their membership, their funding, and a growth in the size of the organization, because the film is able to tell an engaging story of climate justice, which is one of their main areas of focus.

WHAT TRACKING IMPACT TELLS US

The team knows they inspired climate-centered civic engagement generally, and water conservation and resilience strategies in frontline communities specifically, because:

- They secured the first ever county-community meeting and engagement
- Kisilu reported that community participation in his programs increased substantially
- They learned anecdotally that audiences were prompted to volunteer, donate, and get involved - including a land donation for the earth dam construction site from a community member
- They heard directly from policymakers/community members of their intent to get involved
- They observed directly that county government has become more involved in community projects

Thank You For The Rain | Campaign & Impact

MOVING AUDIENCES FROM AWARENESS TO ACTION

The team developed an effective audience engagement strategy to go beyond climate crisis awareness. They wanted to help audiences in Mutomo make the connection between the film's message and effective, community-driven policies for climate change adaptation and resilience. This meant that the team had to lay the groundwork for understanding what actions were needed, and form the relationships they needed so that they could catalyze audiences to action through the film screenings.

As mentioned, the team ensured that the Kavyonda Community Group was involved from the beginning. They used early conversations to strengthen their understanding of what community members wanted to see happen through the screenings. Then they began conversations with necessary stakeholders to ensure they had a sense of what it would take to get those ideas going, should there be broader community buy-in for them. That way, they'd have a clear action pathway to point people towards, and a plan for passing the baton to partners with expertise that the film team didn't have.

For example, when the possibility of an earth dam was first raised, they began discussions with SASOL (the dam-building company) and secured a partnership with them. Then together, they held a Baraza (public forum for the community) and invited all the stakeholders who might get involved in the dam's construction and related side activities to attend. Through this forum, they solidified a clearer picture of the idea's viability and ensured audience members could be directed towards SASOL when the film sparked their interest.



CHANGING BEHAVIORS

CHANGING STRUCTURES

The Thank You for the Rain campaign Inspired new climate-friendly policies and projects **BUILDING COMMUNITIES**

FOSTERED CLIMATE RESILIENCE THROUGH COMMUNITY-DRIVEN SOLUTIONS & PROJECTS

Today there is a stronger climate resilience movement in Mutomo, Kenya as a direct result of Kisilu and his community's efforts and the documentary campaign. Pilot impact screenings in Mutomo throughout 2016 and 2017 and subsequent campaign activities led to a series of new projects, including:

The construction of an earth dam. The construction of this 30,543 cubic meter dam is now complete, and when the rains come they will be able to complete the project setting up irrigation farms and piping. The dam will be a stable source of water for about 300 households in the area, benefitting an estimated 1750 people directly, mainly women and youth. It's a testament to the dire need for this intervention that, at the time of writing, they are still waiting for those rains.

This was a fully community-driven project: the land upon which it was built was donated by a community member, the community weighing in on decision making were involved in the construction, and paid laborers were drawn from the community.

"If an organization comes and says that they want to help us build a dam and that the only problem is land, I am willing to give a piece of my own land to be used for this purpose, because a dam is something that will take away our suffering."

Musya Kyinyili, Community elder

IMPACT

Planning for four irrigation model farms, in partnership with local county government, has begun. But these also depend on a functioning earth dam, which in turn depends on the rains. When they are fully functioning, these will be spaces for knowledge exchange, where community members will be trained on climate crisis adaptation and resilience practices. They will also be spaces where buyers will be able to find this group of farmers (the Kavyonda Community Group) so they can more easily get their produce to markets.

Formation of new table banking groups, wherein community members can get quick cash loans at a much lower interest rate than they would from a bank. Community members purchase shares in the table banking groups and this allows them to take out up to a maximum of three loans, which they pay back in under a year's time. The money helps families during the low harvest seasons, or when crops fail or rains are delayed.

The formation of 30 additional tree planting groups, 70 groups in total in the area. The campaign helped audiences understand the difference between deforestation, a local phenomenon, and the climate crisis, a global phenomenon. It also encouraged them to continue planting trees as a local mitigation method.



Earth dam construction in Kisilu's village, by campaign photographer

Earth dam already in use, even before the rains have come, by campaign photographer

STRATEGY

CHANGING STRUCTURES

The Thank You for the Rain campaign Inspired new climate-friendly policies and projects **BUILDING COMMUNITIES**

WHAT TRACKING IMPACT TELLS US

The team knows they inspired new climate-friendly policies and projects because:

- An earth dam was erected (awaits the rains for completion)
- Irrigation farms have been planned (awaits the rains for completion)
- Tree planting increased (30 additional groups and at student screenings)
- New table banking groups were formed and membership increased



The Thank You for the Rain campaign strengthened frontline communities in Kenya

IMPACT

A STRONGER COMMUNITY IN MUTOMO

Altogether, these projects in Mutomo have helped to unite the community. **Kisilu's network of groups has grown** and they are now **even more active** in their climate adaptation activities and tree planting. A community resource center is to be established, where people will meet to share information through SASOL and South Eastern Kenya University Kitui County (SEKU).

The campaign has also fostered **greater interest in and capacity for engaging civically** among community members. As part of ongoing activities, a community memoranda will be developed by the community together with relevant partners to present to the county government on how they would like to build on the ongoing dam work and capacity. Through the campaign, community members (especially women and youth) are gaining computer communication skills to enable them to practice basic report writing, communicate on Skype, and use smartphones in their work. And community members have strengthened the official body representing them, the Kavyonda Community Group. Because of this, they now have **more recognition** from produce buyers and **more negotiating power as a group**.



STRONGER PARTNERING ORGANIZATIONS

At least 10 organizations working in different counties are now using the film in ways that are **strengthening their own work**. For example:

- Groots Kenya, in partnership with Heinrich Böll Stiftung East & Horn of Africa and Docubox, screened the film to 500+ people, the majority women and youth, in Laikipia county to support their women-led organizing efforts. The screenings empowered women to engage with county leadership in a conversation about budget allocations for climate crisis interventions locally.
 - "I have watched many films on climate change, but this is different. We felt like we were right behind Kisilu filming and going through the tough motions with him."

Mr. Njenga Kahiro

CECM Water, Environment and Natural Resources Laikipia County

Greenpeace Africa, who are now working directly with Kisilu's Kyavonda community group, discovered them through the film and are working with them on climate-smart farming education. As part of the project, they set up a demo farm to show participants how to grow crops without the use of fertilisers or chemicals and the use of natural soil cover.

"Greenpeace Africa has been working with farmers in Mutomo and Kyatune for a year now on ecological farming - a way of farming that encourages the use of indigenous seeds, does not use agrochemicals and seeks to protect the soil and water from damage. The farmers, through their leader, Mr Kisilu Musya whom we met through "Thank You For the Rain" film, have been very instrumental in upscaling ecological farming in their county by training other farmers and setting up a demonstration plot on the same"

Claire Nasike

Food For Life Campaigner , Greenpeace Africa

CHANGING MINDS

CHANGING BEHAVIORS

CHANGING STRUCTURES

BUILDING COMMUNITIES

The Thank You for the Rain campaign strengthened frontline communities in Kenya

Christian Aid Kenya with a local partner called PACIDA (Pastoralist Community Initiative Development and Assistance) held two screenings in Marsabit, an ASAL county, to engage communities on climate change.

"This film is a really good way to share information with the community.

I wish we had one made from here featuring a pastoralist"

Sharon Kibor

Christian Aid

"We must harvest water. We were given tanks - we should use them. As a community, we have seen the power of Kisilu's community. We must refuse to sleep."

Hussein Waqo Aabba

Village Elder

In addition, organizations who had never worked with one another before the *Thank You for the Rain* campaign are **now working together**.

For example, Kenyan cultural organization Docubox and Christian Aid have partnered to hold the Communities Climate Resilience Convention (CCRC), a collaboration that will bring together local communities and both local and county government policy makers, including the Ministry of Environment, Ministry of Information, the National Environmental Management Authority and other partners. This event, anticipated for March 2020 in Nairobi, will be a first-of-its-kind convening that puts frontline communities at the forefront of discussions about solutions and urgent interventions in their areas.

IMPACT

"The Docubox and Christian Aid convergence point is significant as it pits film as a central tool for change. We at Docubox support and prop up the production of social change films. Christian Aid uses film as a tool to drive desired social change. In so doing we amplify voices at community level whose experiences can be emulated, as depicted by Kisilu in the film Thank You For The Rain."

Peter Mudamba

Programs Director, Docubox

Another newfound collaboration has formed between SEKU, SASOL, and the county government of Kitui. Together they are providing an Agroforestry team to train farmers on how to develop and propagate seedlings. SASOL intends to have tree seedling champions in every ward to help promote the idea of growing trees by way of mixed farming.

WHAT TRACKING IMPACT TELLS US

The team knows they strengthened frontline communities because:

- They counted 20 new partners that started using the film in programs/to advance initiatives
- Partners reported increases in volunteers, funding, and engagement
- Kavyonda Community Group members reported new recognition from produce buyers and stronger negotiating power as group
- Partners reported new collaborations (CCR Convention)
- They secured a rise in Educational Toolkit downloads and requests for school screenings

The impressive efforts of the *Thank You for the Rain* campaign are noteworthy, not only for the impact they had, but for the incredible insights and leadership examples they offer relating to just storytelling and accountable engagement practices.

The project started when Julia Dahr, a Norwegian filmmaker, went to Kenya to document how farmers were being affected by the climate crisis. She initially worked from the journalistic principles of not getting personally or financially involved with the Kisilu family, in order to avoid influencing the story she and her cinematographer were trying to capture. However, after spending a month with the family and experiencing (and filming) a devastating storm that left the family without a house, they realized that **this kind of "professional distance" would be both wrong and impossible to maintain,** as they had become close friends.

So, Julia and Kisilu Musya set out to establish a more ethical and accountable standard.

- 1. They decided to become co-directors. Julia, Kisilu, and his wife Christina all captured material that make up crucial parts of the film. Proceeding in this way not only ensured Kisilu's creative control over his own story, it was also a power-building move for Kisilu a Kenyan farmer, climate fighter, and video diarist who can now add "co-director" to his title.
- 2. They set up a fundraiser for Kisilu, who struggled financially due to his unpaid community work. In this way they made sure that his story and the campaign would be a source of income for Kisilu. They required, for example, that he be paid an honorarium with all expenses covered when invited to speak at events. They also included Kisilu's work in budget lines in their impact funding applications.

As a result, not only was the family able to rebuild their home, but their children have been able to continue their education and Kisilu's oldest daughter is now in university - the first one to go in their family.

3. They designed a community-driven impact campaign and integrated this collaborative approach throughout their activities. They did so by maintaining transparency with the community from the beginning: people in Mutomo remained at the forefront of all decisions, and had complete ownership of the project and local community engagement activities.

The result is that the campaign focuses on what the community needs, has generated tremendous buy-in and sustained activities, and has thus significantly **improved the lives of participants** and the larger community in Mutomo.





DECEMBER 2015:

The landmark Paris Agreement is adopted by consensus by 195 nations at COP21

DECEMBER 2015:

Screening of an early version of Thank You For The Rain at COP21 in Paris

Thank You For The Rain | Timeline

at Good Pitch Kenya. The film receives initial funding to run trailer screenings from Ford Foundation

NOVEMBER/DECEMBER 2016:

Pilot impact screenings of the film's trailer begin in Mutomo and continue into 2017

OCTOBER 2016:

Thank you for the Rain featured

APRIL 2017

at Good Pitch Europe

International premiere:

2017

MARCH 2017:

Film receives funding from HBS (Heinrich Böll Stiftung East & Horn of Africa) to carry out Mutomo Ikanga premiere

CPH:DOX 2017, Copenhagen, Denmark

Thank You For The Rain featured

JUNE 2017:

JUNE 2017:

Donald Trump announces that

the United States will withdraw

from the Paris Agreement

Screening in Bologna ahead of the G7 **Environment meeting**

Film premieres in Mutomo/ Ikanga for the community and county stakeholders

JUNE 2017:

Kisilu speaks at TED Nairobi

NOVEMBER 2017:

World leaders meet at COP23 in Bonn, Germany, to negotiate how the Paris Agreement will be implemented

OCTOBER 2017:

OCTOBER 2017:

: Tour

Film receives funding from HBS to

Community screening campaign in

Norway with 43 community screenings

carry out Nairobi premiere

in 40 different locations

Thank You For The Rain wins the FAO Osiris prize at Agrofilm

Norwegian Educational

NOVEMBER 2017: Film premieres in

Kenya's capital, Nairobi Theatrical release in UK

DECEMBER 2017:

Theatrical release through Afridocs Kenya, Tanzania, South Africa

DECEMBER 2017:

Kisilu and Julia attend COP23 in Bonn. including film screening

DECEMBER 2015:

Kisilu represents small-scale farmers at COP21 in Paris

MARCH 2017:

Community Members meet with their county leadership for the first time

Kisilu meets with Marv Robinson, former President of Ireland

AUGUST 2017:

AUGUST 2017:

Kisilu speaks to politicians at Norway's biggest political conference, Arendalsuka

Kisilu speaks at TEDGlobal -Arusha

NOVEMBER 2017:

Kisilu featured on most popular radio station in eastern Kenya, reaching 1.6 million people

Kisilu represents small-scale farmers at COP23 in Bonn

58 **OCTOBER 2018:** The UN IPCC releases a special MARCH 2019: JUNE 2019: report on global warming, DECEMBER 2018: showing that "climate change A study shows that tree The Global Climate Strike for Future is occurring earlier and more World leaders agree on the rules takes place in over 2000 cities planting "has mindrapidly than expected" of the Paris Agreement at COP24 worldwide, with an estimated 1.4 blowing potential" to in Katowice. Poland million students attending tackle climate crisis MARCH 2018: **APRIL 2018:** DECEMBER 2018: MARCH 2019: Thank You For The Rain takes Thank You For The Rain wins Thank You For the Rain wins Theatrical release in Spain home two awards at the Social the Kalasha Award, the Kenyan Best Film at RAI Film Festival Thank You For The Rain wins Impact Media Awards (SIMA) Oscar equivalent the WWF Award at Thessaloniki Documentary Film Festival **APRIL 2018:** NOVEMBER 2018: Julia attends screening at Food & Film screens at the global Agriculture Organization of the United **United Nations Development** Nations (FAO) in Rome Programme (UNDP) /Blue Economy Conference, Nairobi **OCTOBER 2018:** Screening at the UN in Vienna **AUGUST 2018 - AUGUST 2020** Norwegian educational tour ONGOING IMPACT CAMPAIGN (COMMUNITY/ STAKEHOLDERS/SCHOOL SCREENINGS IN EAST AFRICA AND INTERNATIONAL EVENTS) in Oslo JUNE 2018: **OCTOBER 2018: NOVEMBER 2018:** FEBRUARY 2019: Kisilu speaks at EAT The team breaks ground Kisilu speaks to Norwegian Kisilu meets with Renate Forum in Stockholm parliament members at their Künast, Member of the German on the earth dam in Kisilu's : Talanoa Dialogue : Parliament and the Green Party community

AUGUST 2018:

Impact Campaign receives funding from CJRF (Climate Justice Resilience Fund) to run the campaign for two years (2018-2020)



CONCLUSION

Thank You For The Rain | Conclusion

Thank You For the Rain offers a stellar example of the incredible impact a film and campaign can have with a very small team and budget, in contexts that are unfamiliar. This team was successful because they were deliberate, highly strategic, and deeply accountable in their planning.

The team hosted screenings all over the world to put climate justice on the agenda in countries like Norway and among international decision makers where they focused their efforts heavily on one community over a three year period. They were collaborative and accountable to the communities in question, ensuring a deeply resonant and relevant campaign. And they leveraged the buzz they built and the goodwill they had fostered to create a ripple effect of interest.

Mutomo is similar to other areas in Kenya and larger East Africa that are Arid and Semi Arid, so they hope to pilot similar efforts elsewhere in future activities. They are also negotiating additional partnerships that will allow for effective and easy access to screenings in more high schools in the country. In this way, they'll continue to foster these important conversations and climate crisis adaptation activities in frontline communities throughout the region.

The team continues to conduct screenings through partner organizations targeting a total of ten ASAL counties – five already in 2019, with another five expected in 2020.



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CONTACT:
WWW.THANKYOUFORTHERAIN.COM
OR HEI@DIFFERMEDIA.NO



