

# Using Film to Inspire Change

Sarah Mosses

Good Screenings Producer

Channel 4 BRITDOC Foundation

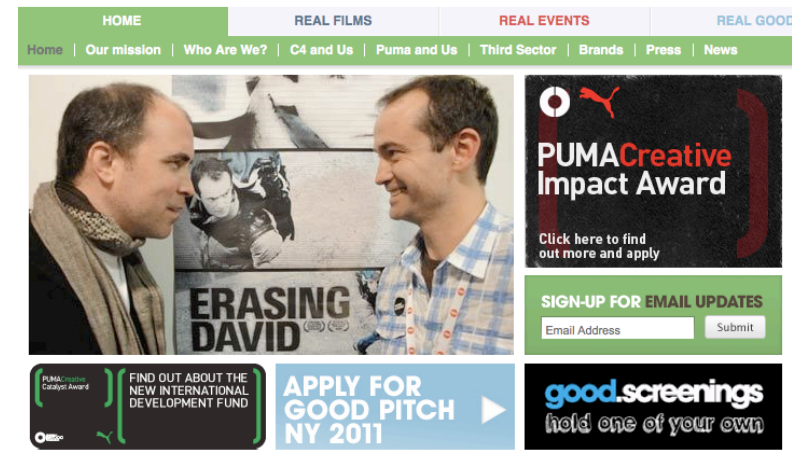
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# About the C4 BRITDOC Foundation...

- Now 5 years old...Supported by Channel 4, PUMA, and a growing number of UK and US Foundations
- We fund films, over 60 wonderful titles to date. Winners at Sundance, Berlin, Tribeca, Edinburgh, Grierson, BAFTA and many more
- We run the Good Pitch - an international event for filmmakers, NGO's, Brands, Philanthropists and media
- We help filmmakers to strategise and evaluate the impact of their films
- We innovate and create new business models online - Good Screenings, Good Film, VODO



[www.britdoc.org](http://www.britdoc.org)

# Who

“The Foundation's success so far is testament to the public appetite for award-winning films with something important to say, from Black Gold to Afghan Star, Chosen to The End of the Line, and we look forward to continuing our support for its work.”

David Abraham, CEO, Channel 4



# Why?

“Great documentaries, like all good works of art, enable us to see and understand more of the world than we’d be able to simply through our own senses. They give us an extra pair of eyes.”

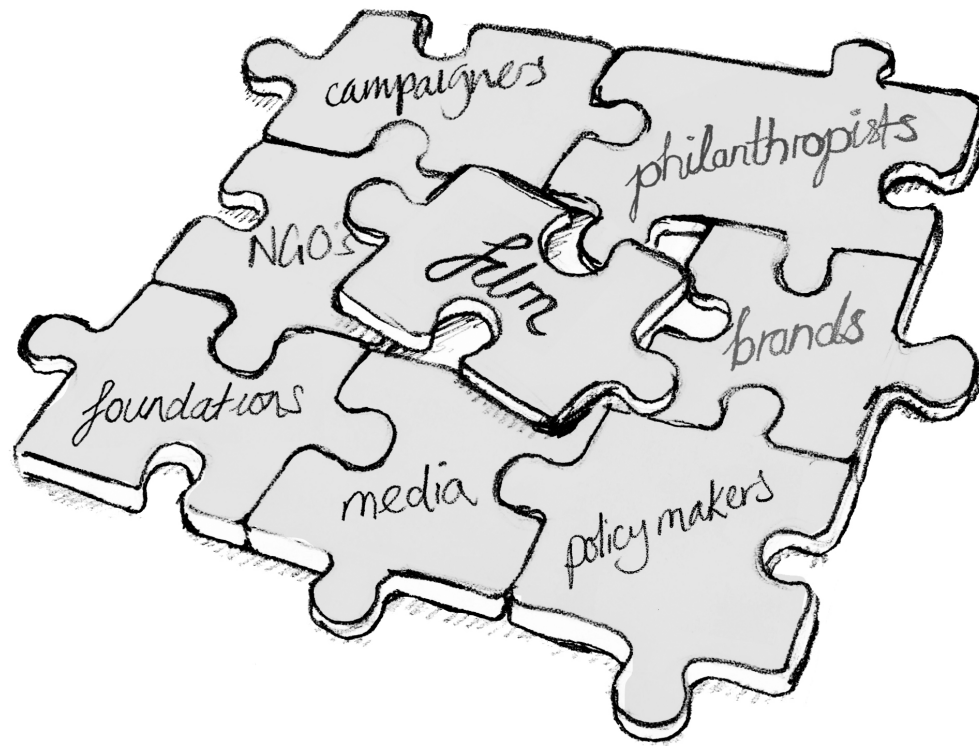
Alain de Botton

# Good Pitch

Films are the best medium for changing hearts and minds and lives, by bringing stories and issues to the widest possible audiences. Films inspire people to engage and act.

That's why we broker relationships between Foundations, Charities, NGOs, Brands, Philanthropists, Media and Filmmakers





# Good Pitch

The Good Pitch brings together filmmakers with NGOs, foundations, philanthropists, brands and media around leading social issues – to forge coalitions and campaigns that are good for all these partners, good for the films and good for society.



# A Small Act Pitch

In the last 10 years documentaries are increasingly being recognised as a key medium for communicating social justice issues and inspiring social change. More such films are being made and there have been some high profile examples including *Supersize Me*, *An Inconvenient Truth*, *Sicko*, *Jamie's School Dinners*, *The Cove* and *The Age of Stupid*. As a consequence, filmmakers are finding new partners (both fiscal and non-fiscal) in constituencies that would not traditionally be considered – or consider themselves – media funders and/or partners.

# Impact of the Good Pitch

## FACTS & FIGURES

OVER **60** FILMS PITCHED, OVER **700** PARTICIPATING ORGANISATIONS, OVER **\$1.9M** LEVERAGED IN FUNDING

## FEEDBACK FROM FILMMAKERS\*

98% would recommend the Good Pitch to colleagues making social issue films or have already

81% of filmmaker respondents established new relationships

72% strengthen preexisting relationships as a direct result of Good Pitch

## FEEDBACK FROM PARTICIPANTS\*

97% indicated they would attend again

82% indicated that Good Pitch effectively facilitates collaboration in the field of social issue documentary film

\* Figures have been compiled from respondents to the Fledgling Fund report 'Assessing the Impact of Good Pitch', carried out Summer 2010. Full Report available on [www.goodfilm.org](http://www.goodfilm.org)

# Good Film

[goodfilm.org](http://goodfilm.org) is an online campaigning tool that links filmmakers to change-makers through the issues that drive them both

Third sector organisations will sign up and log information about the issues they are involved in. Selected filmmakers create profiles and add their films, tagging the issues raised by their work. Goodfilm.org connects the two - designed to facilitate co-operation and partnerships at all stages of a film's life - development, production, around the release or broadcast and for years afterwards.

The logo for good.film, featuring the word "good" in a blue, lowercase, sans-serif font, followed by ".film" in a white, lowercase, sans-serif font, all set against a black rectangular background.


## Good Films

Films are the most powerful medium for changing hearts, minds and lives, inspiring people to engage; with the characters, with the stories, with the issues.

## Good Uses

That's why good.film connects films and filmmakers to **Charities & NGOs, Foundations, Campaigners, Educators** and anyone else who has good uses for these films

# Good Film




**good.film** HOME

**GOOD ORGANISATION** ADD TO WATCHLIST ★

### Student Action for Refugees

**Vision, Mission & Values**

STAR is the national network of student groups working to improve the lives of refugees in the UK by: 1. Promoting positive images of refugees. 2. Volunteering for local refugee projects. 3. Campaigning for refugees. STAR groups are independently constituted student union societies, based at universities all over the UK. These groups affiliate to the national STAR network, which is co-ordinated and financed by the STAR national charity.



**Areas of Interest**

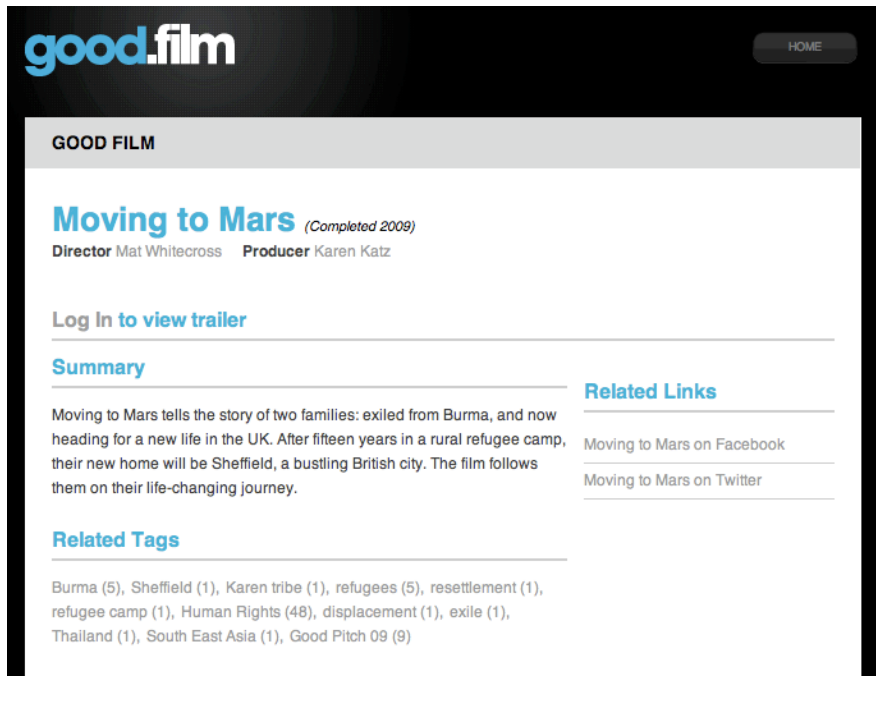
asylum seekers (1), refugees (1)

**Media Strategy...**

We use film to promote positive images of refugees e.g. our groups might hold a film night on campus followed by a discussion on the issues raised. We also use these events to raise funds for our work.

**External URL**

www.star-network.org.uk



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**GOOD FILM**

### Moving to Mars (Completed 2009)

Director Mat Whitecross Producer Karen Katz

[Log In to view trailer](#)

**Summary**

Moving to Mars tells the story of two families: exiled from Burma, and now heading for a new life in the UK. After fifteen years in a rural refugee camp, their new home will be Sheffield, a bustling British city. The film follows them on their life-changing journey.

**Related Links**

[Moving to Mars on Facebook](#)

[Moving to Mars on Twitter](#)

**Related Tags**

Burma (5), Sheffield (1), Karen tribe (1), refugees (5), resettlement (1), refugee camp (1), Human Rights (48), displacement (1), exile (1), Thailand (1), South East Asia (1), Good Pitch 09 (9)

## Matching based on key thematic ideas

To enhance relationships organisations are ‘matched’ to films using a tagging system.

The Foundation will allow all organisations to create a profile, selecting only the best films to be showcased on the site

# Good Screenings

Non-theatrical distribution platform for social issue documentaries

Range of themes explored on the platform

Strategic tie-ins with existing campaigns

**good.screenings**

## Calculate your license fee

### Add a screening

Answer these questions and our cunning software will work out a bespoke license fee specially for you.

Organisation type \*

Venue type \*

Address of venue \*

Zip/Postcode

Country

United Kingdom

Expected audience \*

Screening date \*

Screening time \* ?

Publicise your screening? ?

Charging for tickets ?

[Generate my quote](#)

## Calculate your license fee

### Add a screening

Answer these questions and our cunning software will work out a bespoke license fee specially for you.

Organisation type \*

- Individual
- Business (1-20 Employees)
- Business (21-50 Employees)
- Business (51-150 employees)
- Business (151+ employees)
- School
- University
- Student Union
- Political Party (National)
- Government Body
- Political Party (Local)
- Local Council
- Campaign/union/faith/sports organisation (0 employees - ie volunteer-run)
- Campaign/union/faith/sports organisation (1-50 employees)
- Campaign/union/faith/sports organisation (51+ employees)
- Rotary Club
- NHS

Zip/Postcode

Country

United Kingdom

Expected audience \*

Screening date \*

Screening time \* ?

Publicise your screening? ?

Charging for tickets ?

[Generate my quote](#)

[customerservices@indiescreenings.net](mailto:customerservices@indiescreenings.net)  
 Website enquiries:  
[customerservices@indiescreenings.net](mailto:customerservices@indiescreenings.net)  
 Cinema enquiries:  
[cl@dogwoof.com](mailto:cl@dogwoof.com)  
 Festivals enquiries:  
[festivals@ageofstupid.net](mailto:festivals@ageofstupid.net)  
 DVD enquiries:  
[dvds@indiescreenings.net](mailto:dvds@indiescreenings.net)

« **May 2010** »

Mon	Tue	Wed	Thu	Fri	Sat	Sun
26	27	28	29	30	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31	1	2	3	4	5	6

# Easy booking system

Applicable to all types of screening 'hosts'



## Age of Stupid Oxfam Cycle Powered Cinema

Create innovative screening events to engage to 'core' and the 'outsider'



# The Yes Men Fix The World Brighton Outdoor Screening

Attract attention in your own community

# Audience Booklets



A campaign by Heavy Load

**“We want to stay up late,  
we want to have some fun”**

## Local campaigns booklet

Information about Stay Up Late campaign and how you can campaign in your local area

### Five things you can do

#### 1—Host a Screening for your friends or organisation

We want Moving to Mars to show people a different side to the refugee experience. If you're interested in hosting a screening for your organisation, please contact [info@codedpictures.com](mailto:info@codedpictures.com) for more information.

#### 2—Help make your city a City of Sanctuary

City of Sanctuary is a national movement to create a culture of hospitality for those seeking sanctuary in UK cities. Could your organisation get involved?

#### 3—Mentor a Refugee

Adjusting to a new country and way of life can be a lonely and difficult experience for refugees. Through Refugee Action and the Refugee Council, you could mentor or share skills with refugees in your area.

#### 4—Offer Work Experience to a Refugee

Work or voluntary work is a hugely positive influence for refugees. If your business or organisation could offer a placement to a refugee, please contact Refugee Action or the Refugee Council.

#### 5—Join the campaign for justice in Burma

To find out more about what's going on in Burma, why ethnic minority groups like the Karen are being forced into exile, and how you can join the campaign for justice in Burma.

For more information please visit [www.movingtomarsfilm.com](http://www.movingtomarsfilm.com) and click 'What you can do'.



### THE IDEA OF A RIGHT TO PRIVACY

Debates over whether or not individuals have a right to privacy began in earnest after the rise of tabloid journalism; future US Supreme Court Justice Louis Brandeis argued in an 1890 article that people did have 'the right to be let alone'.

This debate has returned in the UK during the 2000s; a number of high-profile libel actions leading newspapers to argue that a right to privacy has been created by 'wealth' and is stifling freedom of expression. Is this true?



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# End of the Line Evaluation

Full evaluation to be launched at the start of February, available to download from [www.britdoc.org](http://www.britdoc.org)

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