

# Film as a tool for advocacy on GCED

*Virtual Workshop*

DRAFT VERSION



**GOAL:** Provide young leaders with advanced practical skills and hands-on experience on how they can use authentic visual storytelling to advance their own advocacy work.

**AUDIENCE:** Young global citizens who are interested in media and film

**DATE:** September 6 - October 8, 2021.

**FORMAT:**

- 5 weeks e-workshop
- Master Classes
- Discussion forum
- Participatory activities
- Hands-on experience: create your own impact campaigns
- Impact Report

**DETAILS:**

	<b>WEEK 1</b> Monday, Sept 6
Welcome	<b>Introducing the course</b>
Master Class	<b>History of IMPACT CINEMA:</b> Speaker: Daniela Kon

Exercise	<b>Curate social impact films:</b> Students scout, watch, assess and pick the SIMA film about the issue/cause of interest.
Tool	SIMA provides a Passcode to access the SDG Film Preview Page where students can watch 17 films, curate a short list and select the one they wish to screen. SIMA metrics spreadsheet will be provided as well.
	<b>WEEK 2</b> Monday, Sept 13
Master Class	<b>SUSTAINABLE IMPACT:</b> Speaker: Virginia Pittaro
	Guest Speaker: Odwa Mtembu - World Merit Ambassador (TBC)
Exercise	<b>Create change:</b> Students identify a <b>call to action</b> related to their issue/cause that creates sustainable impact. Track your impact.
	<b>WEEK 3</b> Monday, Sept 20
MASTER CLASS	<b>MOBILIZING YOUR COMMUNITY:</b> Outreach Strategy and Marketing Campaign. Speaker: Erinn Sullivan
Exercise	<b>Start your community screening campaign</b>
Tool	SIMA provide a Virtual Screening Guidebook to assist students with their event planning
	<b>WEEK 4</b> Monday, Sept 27 - continue marketing campaign SCREENING until Saturday Oct 2nd
No Class	<b>LAUNCH OF SCREENING CAMPAIGNS</b> / 30 screenings happening on Sunday Oct 3rd
Exercise	Host your community screening
Tool	Link to students Screening Contract that each student has to submit once they've decided on the film title and exact date of the screening. SIMA RAMA virtual cinema room + password will be provided to share with their community
	<b>WEEK 5</b> Monday, Oct 4 - Friday, Oct 8
No Class	<b>SHARING OUTCOMES AND LESSONS LEARNED</b>
Exercise	Submit individual online form reporting on <b>Oct 4</b>
	Access the Collective impact report provided by SIMA to kick off the final forum discussion and wrap up.
Get your certificate	APCEIU send certificate upon Impact Report submission