EngageMedia

Video for Change
Impact Toolkit

Introduction

The Impact Campaign Builder is a tool that helps your team think about what your film project is trying to change. It lists the various communities, individuals, or groups that will be affected by your endeavours and identifies opportunities for creating impact. Discuss with your team and those closely involved. Try to be as specific as possible.

Impact Campaign **Builder**

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What needs to change?	Who will benefit?	Anticipated Impact?	How will this happen?	Networks	Actions
Why are you making this film? Formulate where your film contributes to change.	List the communities, groups, or individuals.	List the ways in which your film project will benefit the listed groups or individuals.	How does your film project contribute to achieving the listed benefits/changes?	Who can help achieve your goals? (e.g., existing movements, networks, key individuals)	What needs to be done to make this happen?

Ecosystem	
Describe how your film project sits within the ecosystem surrounding your issue.	

What needs to change?

What is the social change that you are working to achieve? What is your understanding of it and its history? What is motivating your team to make this film?

References
- Toolkit: Design a Theory of Change
- Toolkit: Types of Social Change

Examples
- The clearing of forests for palm oil plantations in Sabah, Malaysia is halted.
- The catching of thresher sharks around Alor island, Indonesia becomes illegal.

Who will benefit?

List the communities, groups, or individuals who will benefit as a result of your film and its impact campaign.

References
- Toolkit: know your participants, audiences, and targets
- From Distribution to Engagement (Fledgling Fund)

Examples
- Members of Indigenous community X living in Sabah
- The animals living in the forests of Sabah

Anticipated Impact

Impact *is any change(s) made to a situation or context*. Impact can be short term or long term, but must describe a changed situation or outcome that your film project is likely to achieve. Only list benefits or changes that are realistically attainable and time-bound.

References
- Toolkit: Impact Statements
- Toolkit: Types of Social Change
- Toolkit: What is Impact?

Examples

1   Increased media literacy of Indigenous community X members through screenings and discussions of environmental films.

2   Fishermen of Alor understand the importance of the thresher shark in sustaining a healthy fishery ecosystem.

How will this happen?

Describe how your film project is going to contribute to making the intended change happen.

References
- Toolkit: Impact Statements
- Toolkit: Participation and Inclusion

Examples

1   Sarawak community members in village X will be better equipped to critically assess written information and media coverage about development efforts in the forested regions of their village.

2   Local community screening on Alor will raise awareness and trigger discussions on how the local community can contribute to improving the marine ecosystem.

Networks

What similar projects/programs are already out there? Do you need to create your own organisation or website, or could you partner with pre-existing organisations and networks? If you're partnering up, describe how these partnerships will help achieve your goal.

References
- Toolkit: Power Analysis
- Toolkit: Know your participants, audiences, and targets
- What is Impact Production? (Video)

Examples

1   The Safe Sarawak! movement has a large popular following among affected indigenous communities and can act as a liaison between us and local community X.

2   Thresher Shark Indonesia, an NGO that works with local communities on Alor, can help set up the community screenings.

Actions

List all the actionable steps that can be taken to achieve change. Add the names of responsible individuals or groups and set a deadline. These action items are best checked and updated at every production meeting.

References
- Seven ways to write better action points

Examples

1   Ahmad to meet with *Safe Sarawak* and identify possible roles for their members to participate in the film's research process.

2   Julie to set-up a focus group discussion with local fisherfolk on Alor to better understand why they are catching Thresher Sharks.

Ecosystem

Describe how your film project sits within the landscape of existing movements and efforts that surround the issues your film is addressing. Depending on your film's scope, this can refer to a local, provincial, national, or even international ecosystem.

References
- Toolkit: Impact Statements
- The Impact Field Guide: Map the Issue Landscape

Examples
- Within Malaysia, there are several NGOs and civil society groups fighting for forest preservation; for example, Radio Free Sarawak. Various videos and films have been produced on the issue of deforestation already, most notably The Borneo Case (2016). Freedom Film Network has a yearly festival in Malaysia where social and environmental issue films are shown. A lot of work has been done already to raise awareness among the Malaysian public. Our film project aims to work directly with local Sarawak communities and students, inspiring them to take action. The Malaysian government, both nationally and locally, is heavily involved in the land grabbing and transformation of forests into palm oil plantations.