

# THE REDFORD CENTER

## Impact Objectives

Our supported projects work toward 9 impact objectives, grouped into three interconnected pillars: **shifting narratives, shifting power, and shifting systems**. Together, they show us how storytelling creates real change, at every level.

### 1. Narrative Shifts

These objectives capture changes in public understanding, framing, and knowledge.

#### Ignite Discourse

Communities with diverse or polarized perspectives are in dialogue throughout the process of the film's creation and after distribution.

Example metrics:

- Community dialogues or forums involving diverse/polarized stakeholders
- Audiences reporting increased understanding of opposing viewpoints

#### Drive Innovation

The film is used to encourage investments in innovation.

Examples:

- Film used at innovation-focused events or pitch sessions (e.g. climate tech forums, impact investment summits) to frame funding conversations
- Investors, funders, or partners express intent to support related initiatives as a result of film and/or impact campaign

#### Expand Environmental and Media Literacy

The film is used as an educational tool or a supplemental curriculum is developed.

Examples:

- Schools, universities, or community screenings use the film as a curriculum resource
- New educational materials developed, such as discussion guides, lesson plans, shorter video content, etc.

## 2. Power Shifts

These objectives reflect changes in who holds influence, leadership, and organizing capacity.

### **Amplify Frontline Voices**

Communities featured in the story are elevated or experience upward mobility, expanded agency, and community power as a result of the film.

Examples:

- Speaking opportunities, fellowships, or leadership roles emerge from the film or filmmaking process
- Communities or film participants report increased agency or visibility due to the film or filmmaking process

### **Mobilize Communities**

Communities featured in the films embrace and utilize the film as a tool for local activations or advocacy.

Examples:

- Grassroots actions initiated by featured communities using the film as a tool for action
- Community orgs adopting the film into their organizing strategy

### **Prioritize Cultural Inclusion**

Perspectives and stories in the film are deeply invested in the inclusion of BIPOC, LGBTQIA+, Women, People with Disabilities, and other invisibilized populations.

Examples:

- Cultures featured in the films have direct say in their portrayal and how their story is told throughout the filmmaking and impact campaign process
- Screenings and impact activations center featured communities' voices, needs, and named priorities

## 3. Systemic Shifts

These objectives focus on institutional, policy, and structural conditions that enable lasting environmental and community outcomes.

### **Connect Movements**

Communities are brought together as a result of the film. Mobilization occurs around the filmmaking process.

Examples:

- Cross-movement collaborations initiated (e.g. between environmental, racial justice, Indigenous rights groups, etc) as a result of the film or filmmaking process.
- Joint actions/events co-organized by different orgs during or after the film's release

## **Engage Government**

The film is used as a tool to directly influence government officials and/or agencies in decision-making, community engagement, or policy decisions.

Examples:

- Policies, hearings, forums, or public statements made by government officials or agencies as a result of the film or filmmaking process
- Government officials or agencies screening the film and/or citing the film in policy discussions

## **Improve Health and Well-Being**

Communities featured experience healing, improved well-being and resilience either physically, mentally, or environmentally as a result of the film.

Examples:

- Film or filmmaking process enables initiation of health initiatives (e.g. clean-up campaigns, community gardens, government health initiatives, etc)
- Health-related organizations utilize the film as a tool to introduce or expand health initiatives in communities