



HAPPENING

A Clean Energy Revolution

IMPACT REPORT 2019

THE REDFORD CENTER

Can we make enough renewable energy to supply the world and replace fossil fuels? How would we do that? And, will we do that?

— JAMES REDFORD IN *HAPPENING: A CLEAN ENERGY REVOLUTION*



In October 2017, *Happening: A Clean Energy Revolution* premiered at San Francisco's Dolby Theater. Two months later, HBO released the film in households across the U.S. and eventually 33 more countries.

The film's release marked the launch of a long-term campaign to educate and engage the public in creating demand for clean energy technologies as some of the world's most promising and economically beneficial solutions for a low-carbon future.

“

We find in our audience research that even the alarmed [those most concerned about climate change] don't really know what they can do individually, or what we can do collectively. We call this loosely 'the hope gap,' and it's a serious problem.

”

– ANTHONY LEISEROWITZ, DIRECTOR OF THE YALE PROJECT ON CLIMATE CHANGE COMMUNICATION

“

We brought our young children to the screening. It helped us understand this complex issue in a simple way. Now that we better understand it, we are *INSPIRED* as a family to do more.

”

“

Why have I not heard this information before!? I want everyone to see this film.

”

“

The concept of the film is strong. It really puts what it means to ‘be green’ as individuals and communities into context.

”

AUDIENCE REACTION

“

I’m from Tennessee, where you don’t hear much about solar energy. I feel enlightened.

”

“

I am an executive in a large oil company, and I just saw Happening. I would like to congratulate you for inspiring people around the globe to demand change in terms of clean energy. I would love to have the courage to quit and help with the change.

”

“

Happening gave me hope. I’m inspired to make changes of my own.

”

GLOBAL REACH



1,000+
screenings

Hosted globally by clean energy advocates
in the public, private and nonprofit sectors.

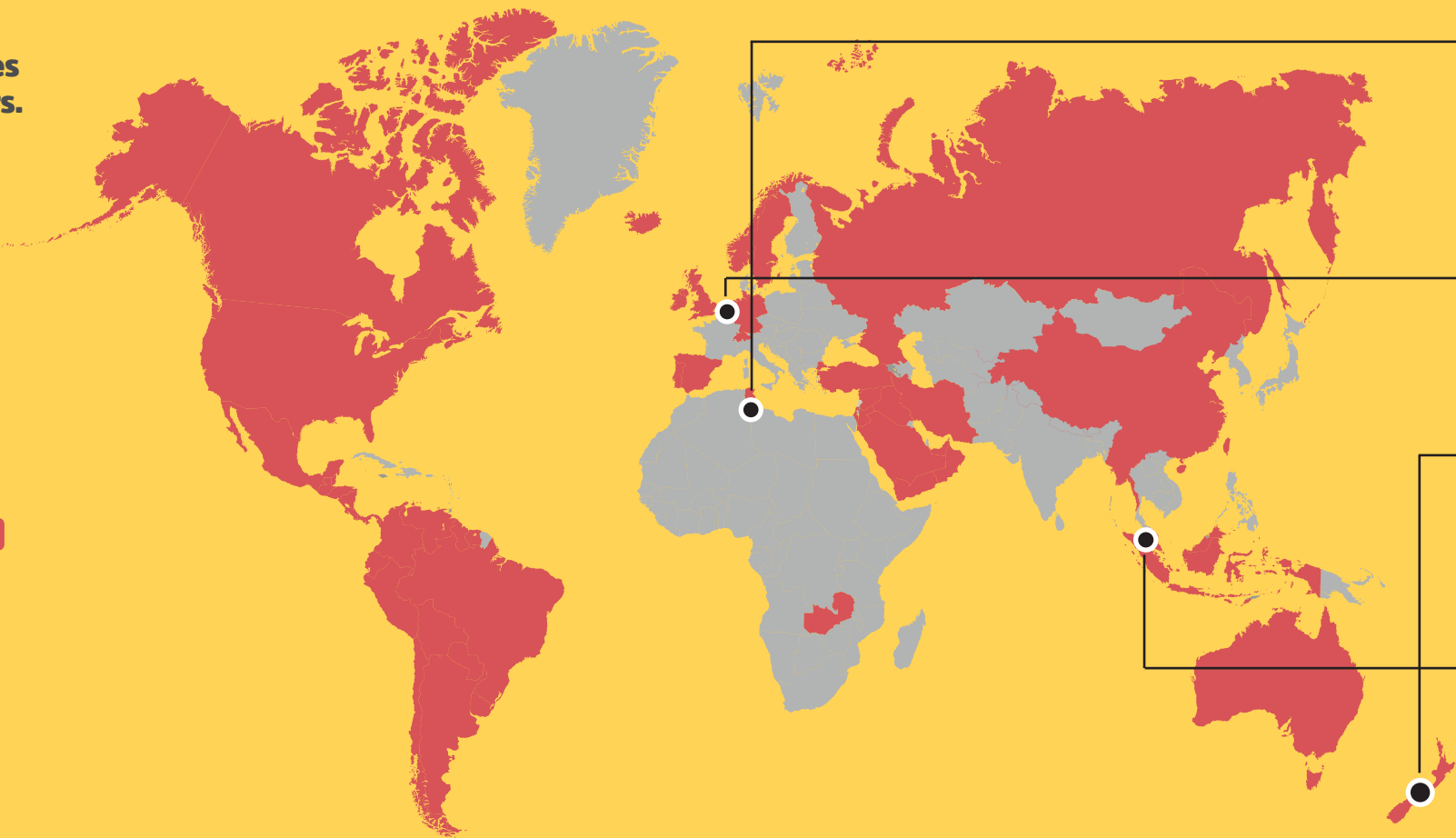


2MM+
views

On HBO in U.S. households alone.

45 and 50
countries states

Where *Happening* has reached audiences on HBO,
streaming online, and through film festivals and screenings.



NOTABLE SCREENINGS

American Film Showcase

Selected by the premier American film diplomacy program, a partnership between the U.S. State Department and USC's School of Cinematic Arts, for screenings at the U.S. Embassies in Gâbes and Sousse, Tunisia.

COP23

Invited to screen before diplomats and environmental advocates at the 2017 United Nations Climate Change Conference in Bonn, Germany.

New Zealand Architecture & Design Film Festival

Screened in 16 cities across New Zealand and featured in a nationally-syndicated interview with James Redford on Radio New Zealand.

Malaysian Embassy

Diplomatic screening at the U.S. embassy in Kuala Lumpur, Malaysia.

MEDIA HIGHLIGHTS

The clean energy revolution is a story that touches all of our lives. That's why *Happening* garners interest from reporters covering a wide range of beats. In addition to coverage related to climate and energy, the film has been featured in national news, market and finance, and even health and lifestyle publications.

“Much Needed Hope for Planet Earth in ‘Happening: A Clean Energy Revolution’”

(BILL MOYERS & CO.)

“We Found The Next Great Environmental Documentary”

(MINDBODYGREEN.COM)

“Why This Documentarian Is Hopeful About The Environment”

(BETWEEN BELLS ON CHEDDAR.COM)

“James Redford’s Energy Documentary Is Illuminating”

(PAGE SIX/NEW YORK POST)

FILM FESTIVALS & AWARDS

Happening made its festival debut at Mill Valley Film Festival in October 2017 and its East Coast debut soon after at DOCNYC. The momentum grew, resulting in a global tour with a total of 70 festival screenings. Along the way, the film earned recognition in environmental categories, including **Best Environmental Film at New York Wild Film Festival** and a **nomination for Best Environmental Film at the Environmental Media Awards**.

The film was honored for helping build the market for clean energy with the Center for Resource Solutions' **Green Power Leadership Award**. Slide Ranch, an historic destination for children's nature education, celebrated the film as a positive and accessible tool for environmental education with their **Silver Trowel Award**.





SPHERES OF INFLUENCE

In order to bring clean energy to scale, we have to scale the movements that champion the technologies and the public policies that underpin them.

**BU
PEOP
SUST**



Today, clean energy advocates and adopters are represented in every industry, community, political party and walk of life. *Happening* employs a narrative strategy to reach this array of allies, featuring the top advocates, organizations, executives and corporate brands actively advancing clean energy to achieve resonance among a truly global audience.





SPHERES OF INFLUENCE

U.S. Politics & Policy

**Individual actions are the building blocks of environmental progress.
Happening advances that progress by making it easier to engage and mobilize constituencies.**



U.S. Politics & Policy



One Nation Underprepared

Curated for complimentary streaming across the U.S. in the lead up to the historic 2018 midterm elections as part of HBO's voter education film series, One Nation Underprepared.

Voting With Values

With the **Environmental Voter Project**, we launched the **Clean Energy Voter Pledge**, a digital action that turns *Happening* viewers into clean energy voters. The pledge invites signers to stay informed, know their candidates' positions on clean energy and vote their values at the polls.

Happening Minnesota

U.S. governors were invited to share their states' clean energy stories for a chance to be featured in a Redford Center short film. The winning story, *Happening Minnesota*, premiered in September 2018 before a live audience on the #WeAreStillIn day of action at the Global Climate Action Summit and was introduced to viewers online in "What Unites America Around Clean Energy," an op-ed for *The WorldPost* by James Redford and Vote Solar's Adam Browning.

"With federal climate leadership decidedly in question, we can likely expect to see renewable energy opponents continue to scale state-level attacks. Strategic policymaker education, diverse stakeholder engagement and grassroots mobilization are critical for building the political environment needed to win and Happening is well-suited to serve all three of those engagement goals."

- ROSALIND JACKSON, VOTE SOLAR

FUN FACT: In April 2019, the U.S. hit an historic milestone when solar overtook coal as the primary source of electricity powering American homes and businesses.



SPHERES OF INFLUENCE

Classrooms & Campuses

Today's students are poised to bring climate solutions to bear. *Happening* meets them where they are with a story that makes science education fun and actionable.



Classrooms & Campuses



Our educational toolkit, **Teaching Happening**, includes a modular curriculum for 6th to 12th grade classrooms, a higher education discussion guide and a 50-minute chapterized version of the film, which premiered at the 2018 San Francisco Green Film Festival.

The toolkit has so far been used in over 400 classrooms and lecture halls nationwide and is available for free during **Solar Education Week**, a coalition effort to educate the public about the power and potential of solar energy. In 2019, #SolarEdWeek screenings and workshops were held in 19 states and internationally in Indonesia, Zambia and across Europe. Countless online viewers learned curious and motivating facts about solar energy with the week-long rollout of **Renewable Therapy for Climate Anxiety**, an upbeat Happening mini-series starring James Redford and clean energy investor, Matthew Nordan.

STUDENT REACTION

“

This documentary has influenced me on climate change. I see why it's important to me now.

”

“

I liked that you were learning with [James]. That helped me connect to the story much more.

”

“

It made me want to do something.

”



SPHERES OF INFLUENCE

Companies & Congregations

Environmental movements can benefit tremendously from untraditional alliances.

Companies & Congregations



Photo: "Rise for Climate march in San Francisco" 350.org by CC by 2.0

Businesses and faith-based groups bring motivations and perspectives that broaden what it means to be an environmentalist. *Happening's* corporate screenings have engaged leaders at some of the world's top brands, including **Apple**, **Google**, **Salesforce** and **Virgin Hotels**; and through partnerships with intersectional groups like **Interfaith Power and Light**, over 440 U.S. congregations have participated in screenings and workshops that promote civic action for local and statewide clean energy initiatives.

I needed the shot of encouragement that the movie gives. I think that was the thing that I will keep in my heart: We will incur roadblocks but we will prevail. And the coolest and most promising energy is the energy of "We The People."

—LISA JACKSON, VP OF ENVIRONMENT, POLICY AND SOCIAL INITIATIVES, APPLE

Happening does an incredible job of telling the story of the unstoppable force of the zero carbon revolution happening across the country. The film also does an excellent job of breaking down complex technical, policy, and regulatory topics around energy and gives the audience concrete actions they can take in their own lives like home energy audits and installing solar.

—KATE BRANDT, LEAD FOR SUSTAINABILITY, GOOGLE



It's great to see a film that helps us understand how clean energy works and inspires us to do more for a cleaner, healthier world. ... What Jamie and The Redford Center are doing to drive action around social and environmental issues is truly inspiring.

—SIR RICHARD BRANSON, FOUNDER OF VIRGIN HOTELS



@MarkRuffalo Thrilled to be a part of **@redfordcenter's** latest film *Happening: A Clean Energy Revolution*, informing & inspiring the world to adopt clean energy solutions. You can stream it on HBO & share your clean energy action with **#MyHappening** <http://redfordcenter.org/happening>



@earthalliance When it comes to **#cleanenergy**, MN is in! Our friends at the **@redfordcenter** took a closer look at Minnesota's renewable revolution, and what they saw was inspiring to say the least! <http://bit.ly/HappeningMN> **#HappeningMN**



GALVANIZING THE MOVEMENT

“There is a lot of energy to fight climate change in Nevada this year, and your film was part of the reason why.”

**—NEVADA STATE SENATOR CHRIS BROOKS
(MARCH 2019)**

Through strategic impact partnerships, *Happening* is helping cultivate environmentally intelligent audiences and bolstering grassroots movements as forces for clean energy progress.

Breaking Through With Citizens Climate Lobby



Citizens Climate Lobby (CCL), an advocacy network with chapters in all 50 states, hosts film events to generate political will for clean energy solutions. Through community screenings and workshops that foster respectful dialogue, *Happening* helps facilitate what CCL refers to as “individual breakthroughs in the exercise of personal and political power.” To date, *Happening* has screened with CCL chapters in 38 states and counting.

Sunrise in Nevada



RenewNV began organizing and mobilizing Nevada residents and business leaders when the state’s energy monopoly convinced the Public Utilities Commission to eliminate a key benefit to solar energy customers. In 2017, the coalition stunned their opponents by successfully lobbying the state legislature to restore the benefit, protect solar consumer rights and get the rooftop solar industry back to work. We could not have predicted this outcome, but the moment provided *Happening* with a critical turn-around story that demonstrates of the power of an engaged community.

Kansans Fight for Clean Energy



In Kansas, where the state’s electric utility has implemented punitive charges on solar customers, the **Climate + Energy Project** launched **Save Kansas Solar**, a campaign to engage voters in key districts at events like *Happening* screenings and solar farm tours. Through these unexpectedly fun educational events, they are building community resistance against efforts to stymie the growth of clean energy.

“I have supported *Happening* screenings and panel discussions with regional coordinators, teachers, students, you name it. Anyone within an organization can do it. I think that’s the coolest thing about it—you don’t have to be high up to lead.” —MORGAN MCCUE, CITIZENS CLIMATE LOBBY

A black and white photograph of two men sitting in armchairs in a recording studio, engaged in a conversation. The man on the left is wearing a light-colored button-down shirt and has his hand near his face. The man on the right is wearing a dark jacket over a light shirt. They are positioned in front of a large window that looks out onto a wooded area. In the foreground, there is a round table with a laptop on it. To the left, a boom microphone is suspended over the men. The overall atmosphere is professional and collaborative.

OUR APPROACH IN THREE ACTS

Engineered for impact from the very start, *Happening* followed The Redford Center's distinctive model, employing a collaborative, research-based storytelling approach. Through dialogue and partnerships with thought leaders, community activists and the foremost environmental advocacy organizations, we create powerful narrative tools designed to advance the work of people and organizations working for a cleaner, healthier future for us all.

EXPLORING THE FIELD

(Fall 2013-Summer 2014)

STORY AND COMMUNITY

(Fall 2014-Summer 2017)

AUDIENCE AND IMPACT

(Summer 2017-Present)

2013

Nov 2013
Convened a story summit to explore topics at the intersection of environment, jobs and economics. Clean energy identified as the focus of this film.

2014

Feb-May 2014
Partnered with Rally to produce comprehensive field analysis

May 2014
Narrative approach (hero's journey) developed.

SUMMER 2014
HBO joins as primary distribution partner.

August 2014



First shoot documents Jamie's home energy audit.

FALL 2014
Initial footage leveraged for proof of concept.

October 2014



Second shoot follows Jamie to the New York Climate March.

2015

April 2015
Impact planning summit hosted at Sundance Mountain Resort. Strategy developed.

Jamie resists role of main protagonist, caves when he sees it's the best way forward.

Key impact partnerships established (which orgs?)



Final shoot documents Renew NV solar consumer triumph. This gives the film its ending and becomes a model for community impact

| 2016

SUMMER 2015-2017 Shoots, shoots & more shoots!



| 2017

SUMMER 2017
First work-in-progress screening

Oct 2017
West Coast film festival premiere at Mill Valley Film Festival.



Nov 2017
East Coast film festival premiere at DOC NYC, co-presented with the Earth Day Initiative.



First climate influencer screening at COP23 in Bonn, Germany.



Dec 2017



Happening premieres on HBO.

Impact initiative launches with invitation to U.S. governors to share their states' clean energy stories for the chance to be featured in a Redford Center short film.

AUDIENCE AND IMPACT

(Summer 2017-Present)

2018

SPRING 2018

Partnerships forged with RE-volv, Vote Solar, Climate + Energy Project.

April 2018

Happening becomes the creative inspiration for RE-volv's Solar Ed Week.



May 2018

Minnesota chosen as winning story from Governors' Coalition.



June 2018

Screening partnership with Citizens Climate Lobby begins.



FALL 2018

Environmental Voter Project enlisted to build the Clean Energy Voter Pledge.



September 2018

Happening Minnesota premieres at WWF Climate Action Summit #WeAreStillIn event



Happening EDU (educational cut) premieres at San Francisco Green Film Festival.



Teaching *Happening* grades 6-12 classroom curriculum launches.

Happening curated for free viewing on HBO ahead of 2018 midterms elections.

November 2018

Midterms bring historic wave of climate-conscious legislators.



Happening reaches 2MM views on HBO.



December 2018

The Nature Conservancy includes *Happening* in 50-state climate organizing toolkit.



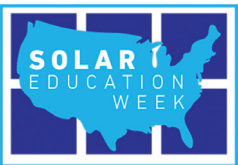
2019

January 2019

Teaching *Happening* Higher Ed discussion guide launches.

April 2019

Happening reaches students at over 200 schools, colleges and universities during Solar Ed Week.



Spin-off series, *Renewable Therapy*, rolls out on social media.



July 2019

Happening extra feat. Nevada State Senator Pat Spearman rolls out on July 4th as an (Energy) Independence Day message.



Happening hits its 1000th community impact screening.



WHAT'S NEXT

“

Reflecting on the many different people and places of America's clean energy success story, two things are clear. First, that our love of homegrown renewable energy is one thing that unites this divided country. And second, despite headwinds from Washington, states can and will power our country with clean energy.

”

**– JAMES REDFORD AND ADAM BROWNING, FROM THE
WORLDPOST OP-ED ON SEPTEMBER 11, 2018**

Creating *Happening* was always just the beginning of the real work ahead.

As nations across the globe declare this moment a state of climate emergency and the bold voices of youth activists rise, stories like *Happening* are more crucial and relevant than ever—stories that teach, inspire and move people to action. The film will continue to bolster clean energy movements through ongoing issue advocacy, timely bonus content and featured actions that can fit into anyone's life.

In 2019 and beyond, we are scaling our work even further through high-impact partnerships. **The Nature Conservancy** is lending their massive reach by integrating the film into their 50-state climate and clean energy campaign. **The Climate Reality Project**, an international coalition founded by former Vice President Al Gore, is screening the film in key cities across North America, Europe and Africa. And our classroom screening drive is gaining steam as interest and motivation around climate solutions build among teachers and students across the globe.

The ***Happening* Clean Energy Initiative** is ready for growth. Join us in this work as we seek new partners to help accelerate the transition to a clean energy future.

JOIN US

If you work with a nonprofit organization, school or business that would like to engage your network in this urgent effort, send an email to **happening@redfordcenter.org**. If you're an individual who is inspired to get involved, visit our online action center and sign up for our quarterly *Happening* Bulletin at **happeningthemovie.com/take-action**.

