

THE
convergence

IMPACT STORYTELLING

CASESTUDY IMAGERY PROVIDED BY



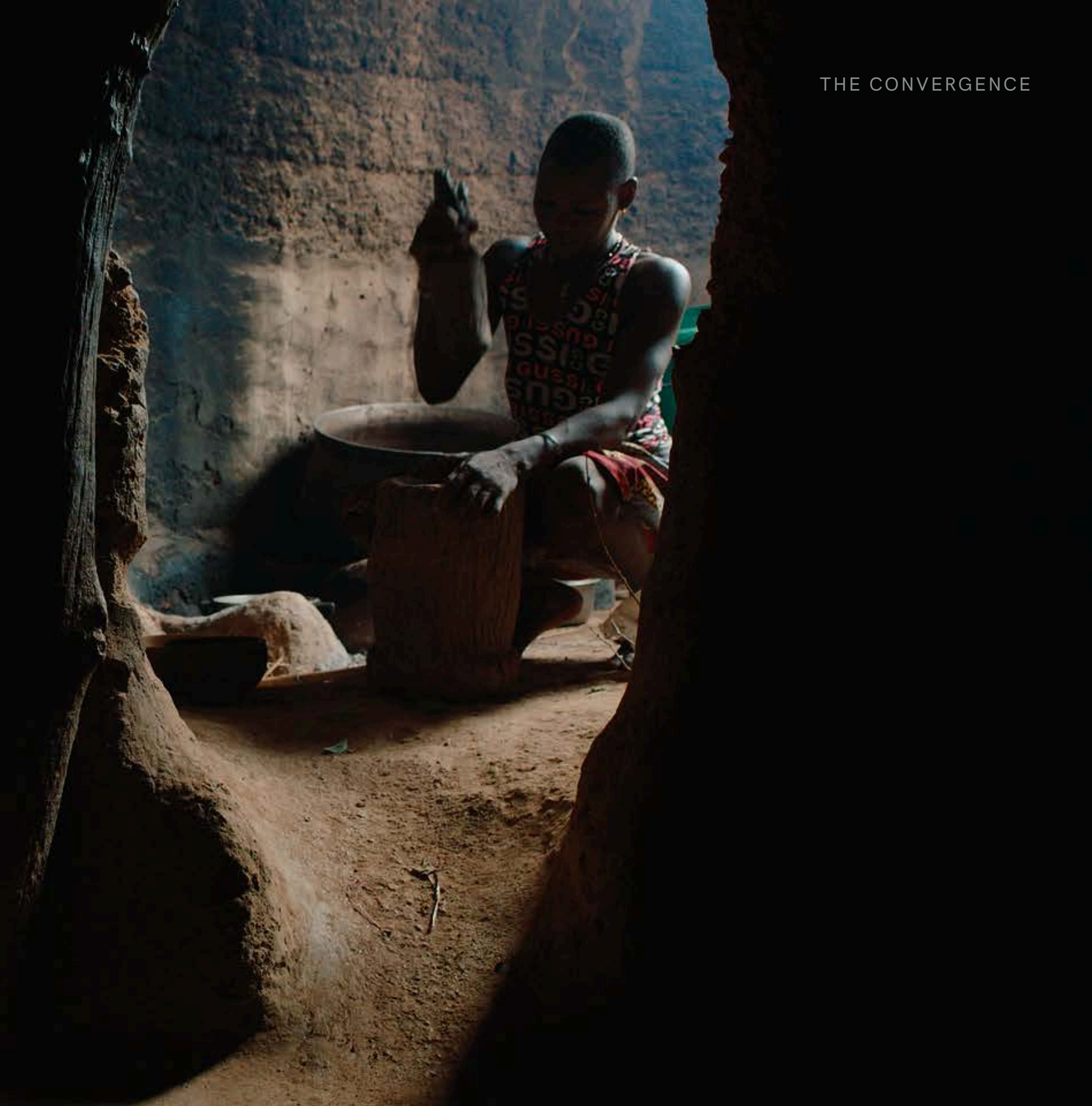
A photograph of a steep, eroded hillside with a stone retaining wall. Two people are standing on a path overlooking a valley. The text 'IMPACT STORYTELLING' is overlaid on the image.

IMPACT STORYTELLING

The strategic use of storytelling techniques to inspire, inform, and engage audiences toward taking action on social, environmental, or political issues.

Impact storytelling approaches are crucial because they elevate authentic local voices and stories, fostering a deeper understanding and connection to people and their experiences.

This collaborative approach not only enriches storytelling but also empowers communities by giving them a platform to share their unique perspectives.



A cinematic photograph of two men, likely of Asian descent, working together in a rustic setting. They are both wearing dark grey t-shirts. The man on the left is older, with a mustache, and is leaning forward, focused on a task. The man on the right is younger, with dark hair, and is also leaning forward, looking down at the same area. They appear to be working on a wooden surface or a large object. The background shows a thatched roof and some greenery, suggesting a rural or traditional environment. The lighting is soft and natural, creating a warm and intimate atmosphere.

RAISE AWARENESS



COLLECT DATA

A young person wearing a brown hat and a grey long-sleeved shirt stands in a field of tall, golden rice stalks. They are holding a large green umbrella over their head and a large, heavy bundle of harvested rice in their arms. In the background, other people wearing hats are visible, and a lush green hill rises under a clear sky.

BUILD CAPACITY

A woman wearing a pink hijab and a white blouse is looking upwards with a contemplative expression. She is standing in a rugged, rocky canyon with warm, golden-brown walls. The background shows a deep gorge with a small vehicle visible in the distance under a clear blue sky.

SOCIAL SUSTAINABILITY



PREPARATIONS: TAKE YOUR TIME

Spend time in pre-production doing research and pre-interviews to truly understand the community's victories, needs, and obstacles. When you first enter a community always ask for permission. Connect genuinely and try to understand different perspectives. Listen and adapt to real-time feedback. Throughout all aspects of production, there is always a chance to adapt and enhance your approach to best support the community.

A person with dark hair, seen from behind, wearing a white long-sleeved shirt, stands in the foreground looking towards a massive ancient stone structure. The structure features classical architectural elements like columns and pediments, carved into a cliff face. The scene is bathed in warm, golden light, suggesting sunset or sunrise. The overall mood is one of contemplation and connection to history.

EMPATHY

Human Connection: Foster a connection with the stakeholders.

INTEGRITY

Ethical Standards: Adhere to high ethical standards in production and storytelling.

CULTURAL SENSITIVITY

Respect and Inclusion: Honor the diversity and perspectives of all communities involved.

COMMUNITY-DRIVEN PROJECTS

What is the story that the community wants to tell? Create an environment that can support and highlight their unique experiences and perspectives. As a filmmaker, you serve as a vehicle not only for your creative vision but for the community's narrative - amplifying their voices and enriching the storytelling landscape.



COMMUNITY MEETING

Koutammakou, Togo



INFORMED AND TRANSPARENT STORYTELLING

Ensure thorough research and understanding of cultural contexts. Be open about intentions, and processes, and acknowledge potential biases.

COLLABORATION

Community Involvement: Engage with the communities whose stories are being told. Work with organizations, activists, and experts to strengthen the impact.

PURPOSE

Community Driven Objectives: Define the change or action the story aims to inspire with the stakeholders. Maintain a strong, central theme.



A photograph of two men shaking hands in a desert landscape. The man on the left is wearing a light-colored short-sleeved shirt, dark pants, and a black hat. The man on the right is wearing a red shirt, light-colored pants, and a blue headscarf. They are standing on a rocky path. In the background, there is a large, reddish-brown rock formation and a clear blue sky. A small black dog is visible on the left side of the path, and a donkey is partially visible in the foreground.

BUILDING LOCAL CAPACITY

Community-Focused Storytelling Workshops

OBJECTIVE

Create a collaborative environment where we 'leave more on the ground' then before production took place. This will be done through participatory storytelling workshops aiming at creating a space for collaboration, knowledge-sharing, learning, and growth.

METHODOLOGY

The workshop combines theoretical and practical components and will be delivered on-the-ground in various locations around the world during active productions. Post-workshop, participants will have an opportunity to continue learning remotely and to become facilitators in the future.



STRUCTURE

- 1-day theoretical collaborative workshop
 - Fundamental practices of storytelling
 - Fundamental practices of production
 - Environmental practices on productions
 - Technical Practice
- 1+ days of practical training
 - Actively participate on the set of our production
 - Real hands-on experience
 - Work with equipment
- Closing Assessment
 - Participants will share feedback/experiences
 - Provide inputs for the closing production impact report





IMPACT

- Ability to “own your story” / sense of agency
- Inspiration for new paths / career / social mobility
- Ability to monitor & report on changes in your community

BENEFITS

- Theoretical Knowledge
- Practical Knowledge
- Credits in the film/project
- Letter of workshop completion
- Inclusion in a global network of contacts for future opportunities
- Introductions to international agencies facilitating global productions
- Participation in further theoretical training to facilitate **paid** workshops.

DEPLOYMENT: 2025

6 LOCATIONS



- Brazil
- France
- Tunisia
- Bhutan
- Indonesia
- Antigua & Barbuda

**Some location pending confirmation*

CONTACT

DANIEL@THECONVERGENCE.CO
ELISE@THECONVERGENCE.CO

THANK YOU!

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