

THE
convergence

IMPACT STORYTELLING

CASE STUDY IMAGERY PROVIDED BY





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 photograph of two men in a tropical setting, working on a wooden structure. They are wearing green t-shirts and are bent over, focused on their task. The background shows a thatched roof and lush greenery.

RAISE AWARENESS



COLLECT DATA

A woman wearing a striped hat and a grey long-sleeved shirt is standing in a field of tall, golden-yellow rice. She is holding a large, round, dense bundle of rice grains in her arms. In the background, there are more rice fields and a green umbrella. The scene is set in a rural, hilly area.

BUILD CAPACITY

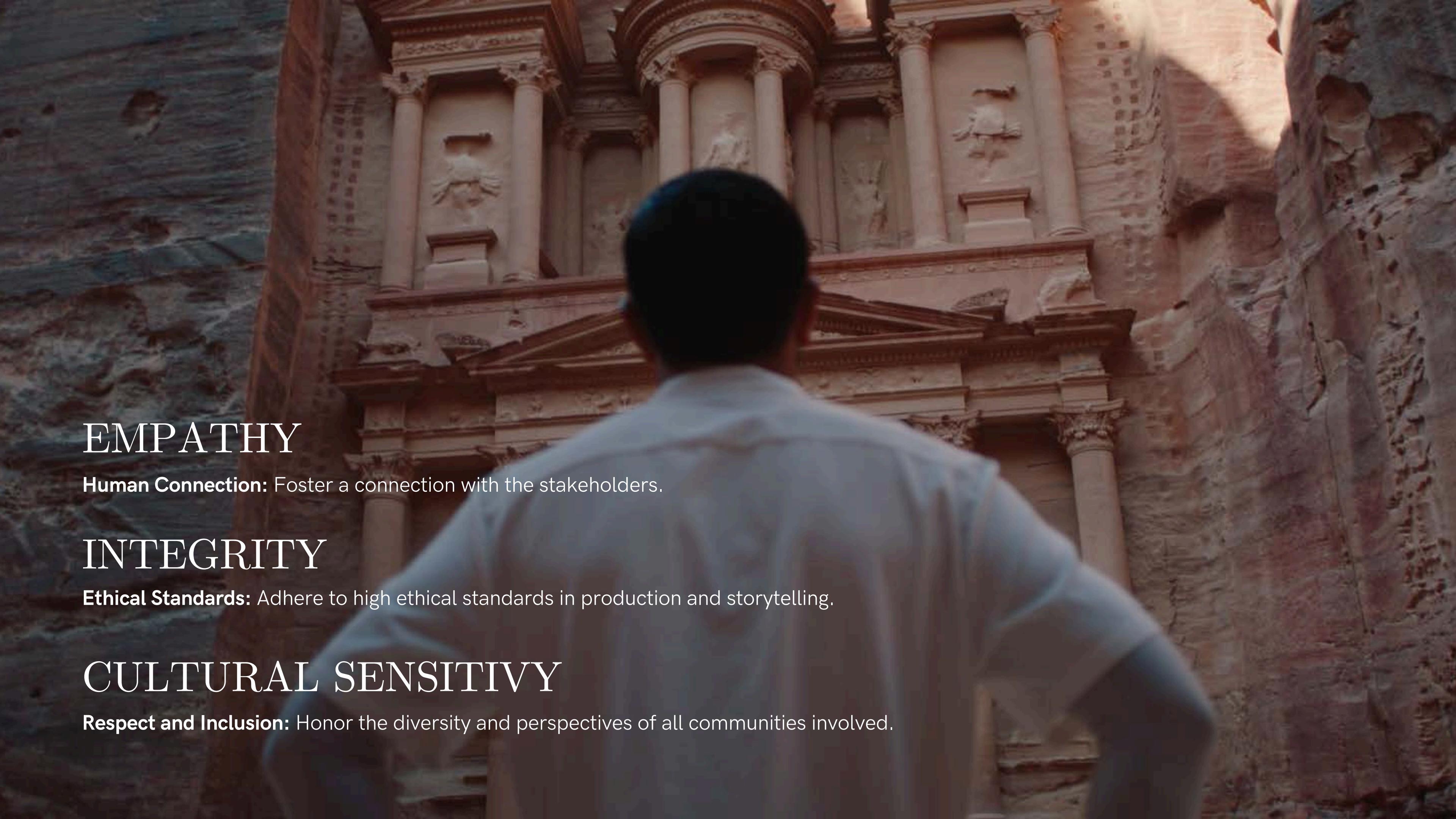
A woman with dark hair, wearing a pink hijab and a light-colored long-sleeved shirt, stands in a desert landscape. She is looking upwards and to the right, with a thoughtful expression. The background consists of large, layered rock formations under a clear blue sky.

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 wearing a blue hoodie is seen from behind, looking towards a classical building with columns and a pediment. The building is set against a backdrop of a rocky cliff face. The person's head is turned slightly to the left, and their hair is visible. The overall atmosphere is contemplative and historical.

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.



BUILDING LOCAL CAPACITY

Community-Focused Storytelling Workshops

OBJECTIVE

Create a collaborative environment where we 'leave more on the ground' than 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

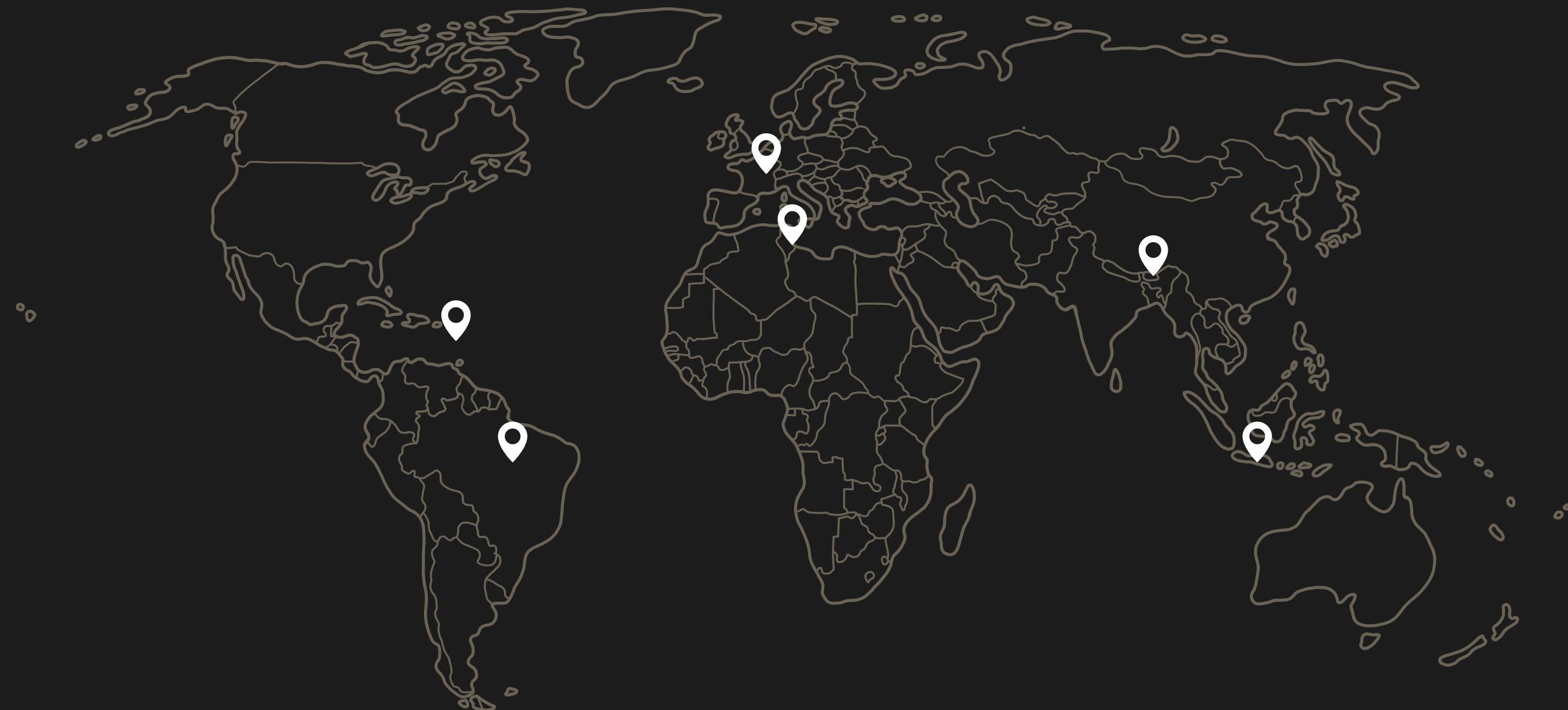
- Ability to “own your story” / sense of agency
- Inspiration for new paths / career / social mobility
- Ability to monitor & report on changes in your community

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

CONTACT

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THANK YOU!

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