

**IMPACT  
REPORT  
2021-22**

# TABLE OF CONTENTS

- 1 2021-22 Shifting International Priorities**
- 2 Our story so far**
- 3 2021-22 Goals**
- 4 Actions & Outcomes**
- 5 2021-22 Milestones**
- 6 Our Audiences**
- 7 Partners and Supporters**
- 8 Moving Forward**
- 9 Acknowledgments**

# 21-22 **SHIFTING INTERNATIONAL PRIORITIES**

Our innovative EFI model uses film as a cultural vehicle to reach new and diverse audiences at scale; engaging citizens, policy makers, businesses and civil society to build public support for the climate agenda at every level.

This work was challenged in 2021-22 by the persistent impact of COVID; however, EFI continued to grow, pivoting to create new offerings, meeting some major milestones and setting exciting targets for the years ahead.

North Africa was particularly impacted by COVID restrictions, disrupting our film and outreach festival in Tunisia and postponing entirely the launch of our Moroccan festival.

However, the restarting of international climate meetings enabled us to get back into a leadership position, promoting the vital role of culture in building broad-based public support for national climate change initiatives.

**This approach was validated by the introduction of a new UN initiative (ECCA); recognizing for the first time the significance of the cultural sector and public engagement in delivering on national net zero pledges.**

**Further alignment with EFI's unique approach was to be found in the most recent IPCC report which called explicitly for the world's priorities to now shift from creating more pledges to delivering on those commitments already made. Enactment of these policies requires broad-based public support and a shift in cultural behavior. This is EFI's area of focus and brings greater urgency to our work.**

**“Pledges do not reduce emissions, only national policies do, and they have to be implemented”**

**DR. FREDI OTTO, GRANTHAM INSTITUTE, IMPERIAL COLLEGE**

# OUR STORY SO FAR

## OUR MISSION

**EnviroFest International (EFI)** was established in 2017 to set up and deliver annual environmental film festivals in countries on the frontline of environmental and climate crisis across the Global South.

This unique program has garnered interest from climate, conservation and sustainability experts and has led to invitations to participate in a number of thought leadership events at international meetings.

Our aim is to spread understanding, empower communities, and build broad-based public engagement with the task of transitioning to a climate resilient and sustainable future.

“We have gotten so far in terms of climate emergency with lots of facts and science and high level communication, but culture has not started to scratch the surface in terms of the role it has to play.”

The DOC Society

## OUR PURPOSE

**EFI works to catalyze action to protect our shared environment.**

In 2021-22, our priority was to provide an agile response to the on-going challenges of the post-COVID world. We worked to revitalize existing initiatives and kickstart new opportunities.

We wanted to engage new, influential audiences with climate and environmental issues and catalyze their participation in the challenges of building sustainable futures.

“EnviroFest chooses excellent films on important subjects. These films and wrap-around activities are a timely and significant resource in the drive to educate and empower youth for change.”

Claudia Feltrup Azafzaf,  
AAAO- Bird Life Tunisia

# OUR 2021-2022 GOALS

To address the evidenced need and achieve our impact during these uncertain times, EFI's strategy focused on 4 key areas:

1

**To inspire future business leaders about their role in reaching net zero**

To reach net zero and build a climate resilient future, it is essential that the business sector be at the heart of national and international initiatives. Surprisingly these pressing sustainability issues are frequently not addressed within the business school curriculum.

Seeing this gap, EFI developed a Business School program to further understanding and engagement through the use of film, panel discussion and eco-showcase.

2

**To facilitate the exchange of climate communication expertise at international meetings**

We continued to create opportunities for conversation by renewing our presence at the international sustainability meetings which had been stalled through 2020.

3

**To develop new national festivals and adapt to local conditions**

EnviroFest Tunisia pivoted in response to COVID by adapting to smaller outdoor screenings to avoid full shut downs. We also worked with the WHO to administer vaccines at their events. While the launch of EnviroFest Morocco was delayed twice because of COVID, plans were set for the future.

4

**To develop our infrastructure to support continued expansion of our programs**

EFI secured its first external core funding in 2021, having been entirely self-funded hitherto. Our model aims for in-country festivals to become self-financing within 4 years and EnviroFest Tunisia achieved this on target in 2022.

# ACTIONS & OUTCOMES

## PROJECTS

## DETAILS

## OUTCOMES

### Envirofest Tunisia Film Festival

- Premiered 19 films in 7 cities
- Created Eco-Market Place for charities + partner organizations to promote their work

- **6600 people exposed to climate change & sustainability content** otherwise beyond their reach
- **34 charities significantly increased access to new audiences, media and potential partners/ funders**
- **55 national, cultural, climate features** in traditional print, radio, TV media outlets
- Facebook followers reached 11,248

### G7 Fringe Film Event, UK

- One film + panel discussion reflecting themes of the G7

- **50 local leaders and NGOs** given a platform for post-screening discussion

### COP26 Green Zone

- 5 film screenings + panel discussion with representatives of 12 social change organizations

- **600 stakeholders** given new and startling information about climate change and how best to motivate behavioral change

### Business School Program

- Launched at Penn State University and Morgan State University with film screenings and panel discussions

- **80 business students** across 2 universities engaged with sustainability issues unavailable within the curriculum

# 2021-22 MILESTONES

NGO DEVELOPMENT

ENVIRONMENTAL FILM FESTIVALS

INTERNATIONAL CLIMATE MEETINGS

BUSINESS SCHOOLS

## Finance

EFI secures crucial first external core funding

1

MARCH 2021

MAY 2021

2

## Tunisia

EnviroFest Tunisia partners with WHO to facilitate delivery of vital vaccinations

## G7 Summit

EFI stages in-person event alongside G7 summit in Cornwall, UK

3

JUNE 2021

NOVEMBER 2021

4

## COP 26

EFI stages 5 sell-out Green Zone events at COP 26 in Glasgow, UK

## Penn State University

EFI launches business school program

5

MARCH 2022

APRIL 2022

6

## Stockholm +50

EFI invited to participate and submit report paper

## Tunisia

On target, EnviroFest Tunisia becomes independent in its 4th year

7

MAY 2022

NOVEMBER 2022

8

## Morgan State University

Second business school event

## Pro Bono Support

Signed pro bono agreement with a law firm

9

MAY 2022

OCTOBER 2022

10

## US Trademark protection

Obtained

## 1% For the Planet

Applied 1% for the Planet recognition

11

DECEMBER 2022

# OUR AUDIENCES

Our audiences are deliberately diverse, reaching across society from strategic decision-makers in government to members of the public and film students, from grassroots and media to scientists and cultural leaders. Our events are tailored to draw in this cross-section of society.

## 50%

of film audiences accessed the Eco-Showcase, engaging with local organizations working to address the issues raised in the film.

**“Documentaries are such an engaging learning tool. They have a much wider impact than simple lectures... it was shocking to see how much more active and engaged students were; asking questions, raising concerns and making suggestions...”**

**Dr. Katayoon Beshkardana,  
Assistant Professor at Morgan  
State University**

**“Presenting our work at the EnviroFest Eco-Trade Fair was transformative for our organization. The supporters, opportunities and media coverage gained are enabling us to work in new directions and on a much larger scale.”**

**ATVS, Tunisia**

## 89%

of audiences engaged in post-screening panel discussions with national experts.

**“To cross the globe and watch our film engaging audiences and sparking debate on critical issues was a wake up call - this film can reach thousands more people and inspire change across the world!”**

**ILANA LAPID, FILMMAKER,  
ASSOCIATE PROFESSOR,  
NEW MEXICO STATE  
UNIVERSITY**

**For the audience, EnviroFest events provide a one-stop shop to further their understanding and participation in taking positive actions for the planet.**



# PARTNERS & SUPPORTERS

In all our endeavors, we are fortunate to work with the most fantastic partners and supporters, without whom we could not do what we do.

## National Festivals

**Embassies: (Japanese, French, Canadian, EU, US)**

**Institut Francais**

**United Nations Environment Program**

**UN-IOM**

**UN-FAO**

**WWF**

**SPA-RAC**

**Ministry of Culture**

**Ministry of Environment**

**Local municipalities**

**SMEs working in environment and culture**

## International Events

**UK Government**

**Glasgow Science Centre**

**Doc Society**

**Royal College of Art London**

**Leeds University**

**Ocean Generation**

**Albert**

**Climate Outreach**

**MakeWaves Productions**

**YMCA**

**Fridays for Future**

**Merlin Cinemas**

## Business Schools

**Morgan State University**

**Sustainability Frameworks**

**City of Baltimore**

**Penn State University**

“EnviroFest events introduce partners to the audiences, opportunities and solutions around sustainability.” Sustainability Frameworks

# MOVING FORWARD

## There is demand for the services we offer:

Applications from new organizations to work with **EnviroFest in Tunisia and Morocco** continue to build, growing our partners and the number of locations where we will run events.

The **Business School** program was inspired by professors and students of business in the audience at our COP26 events who saw the impact and asked if we would run them in business schools.

We applied to run 1 event at **COP26** and were asked to run 5. Currently we are working with the UN ECCA and World Bank to run events at COP28

## Now we need to develop the metrics for measuring impact that these services create.

We are initiating the development of a rigorous impact measurement scheme. We hope to work in partnership with an impact research organization such as CAST - University of Bath, American University and Climate Outreach. Our model offers a unique opportunity to measure baseline national engagement with climate agenda before the program is initiated and then over a multi-year period as the program builds.

This is key to EFI's development. Although we have anecdotal and qualitative feedback stating the importance of our programs, we need the data to improve our offerings, maximizing their efficacy and efficiency.

**LET'S TALK ABOUT WHAT WE  
COULD DO TOGETHER**

[info@envirofestinternational.org](mailto:info@envirofestinternational.org)

# ACKNOWLEDGMENTS

**We would like to thank all those who helped us achieve what we did during 2021-22, and who have helped us put together this report.**

## **Becca Cecil-Wright: Co-founder, Executive Director**

Becca is an award-winning documentary filmmaker and educator who has worked with Discovery, National Geographic, BBC and the US State Department across 5 continents. Becca's understanding of the power of culture to engage audiences in building a social mandate for change inspired the creation of EFI. Through her work Becca continually seeks to bridge the divide between society and the natural world on which we all depend.

## **Leila Chennoufi: Co-founder, Board Chair**

Leila is a multilingual sustainability professional spearheading global environmental and social programs. An advisor across multilateral institutions, private and non-profit clients in multiple sectors and countries, Leila's extensive strategic and managerial experience has given her first-hand experience of the environmental degradation that blights millions of lives the world over. Leila co-founded EFI to approach these issues from a cultural rather than technical perspective, empowering people for change.

**EnviroFest International  
4445 Butterworth PI NW  
Washington DC  
20016**

### **EMAIL**

[info@envirofestinternational.org](mailto:info@envirofestinternational.org)

### **WEB**

[envirofestinternational.org](http://envirofestinternational.org)

