

ENIROMMENTAL ADVOCACY FILM TREATMENT

The BASICS

The WHAT and The WHY

1. THE WHAT

- WHAT is the SPECIFIC ENVIRONMENTAL ISSUE THAT YOUR FILM WILL FOCUS ON?
 - Needs to have FOCUS
 - What larger issue/area it a subset of?
 - Connections?
 - Relevance?

2. The WHY

- ⇒ Why is it particularly important/relevant NOW (2024-2025)
 - What is notable and NEW about this issue/problem?
 - Why should we care?
 - ENVIRONMENTAL DATA
 - SOCIOLOGICAL STATS
 - Cultural Changes or TECH Changes
 - Newness
 - IMPORTANT OBJECTS/OPERATIONS/TECHNOLOGIES
 - LANDMARK HISTORICAL or TECHNICAL DATA

The WHO

- ✓ **SIGNIFICANT PEOPLE** involved and to be interviewed
 - Spokespeople
 - Disrupters and Changemakers
 - **BIG PICTURE PERSPETIVE PEOPLE**
 - Those **IMPACTED**

The WHERE

- ▶ **LOCATION(S)**
 - **MAP(S)** (Yes actual maps) need to be included
 - **Descriptions/photos via LOCATION SCOUTING**
 - **To see the operations or people or events**

The ARGUMENTS

- ▶ DESCRIBE THE PRINCIPAL ARGUMENTS THAT YOU WILL BE MAKING IN THE FILM
 - Explain why we need to hear and better understand each of the arguments that you will make.
 - Connections and “universality”

The HOW: VOICE/Narration PERSUASION

- The VOICE YOU will be using for VOICE-OVER or ON-CAMERA PRESENTATION
 - ▶ Intro “script” of what that VO/OC PRESENTER will actually be saying
 - ▶ Written for the ear!
 - ▶ Written with the idea of film visuals we will simultaneously be seeing.
 - ▶ NOT TOO “TALKY”

The HOW: CINEMATIC PERSUASION

- **INFORMATIVE, DRAMATIC, CINEMATIC/FILM STORY**
 - ▶ VISUALS-Moving, stills, other
 - ▶ B-ROLL IMAGES AND COVERAGE
 - ▶ AUDIO—NAT SOUND, MUSIC, SPECIAL FX
 - ▶ GRAPHICS and INFOGRAPHICS
 - ▶ MONTAGE SEQUENCES
 - ▶ OTHER NOTABLE ELEMENTS

CONCLUSION! Positive Change for the IMPACT, THE FUTURE

ENVIRONMENTAL ADVOCACY
FILM TREATMENT

- ☀ Positive realities/possibilities for change
- ☀ CONNECTIONS
- ☀ What can we DO (how can we act now)?

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