

Moving Planet. Moving People.



Assessment of the Impact of
ONE EARTH
FILM FESTIVAL

**One Earth Film Festival
is a program of Green
Community Connections**

Impact Assessment conducted in
Fall 2016 by Loretta Inc., using a
grant from the Boeing Employees
Community Fund.



5 Years of Impact

One Earth Film Festival's (OEFF's) mission is to utilize environmental films and engaging programming to raise awareness about climate change, sustainability, and the power of people.

Our Model:

- Educate and inspire the community with solution-oriented films.
- Follow each screening with engaging dialogue to deepen understanding.
- Provide immediate opportunities for action and interaction.
- Take it to the neighborhoods so our film programs are accessible to diverse audiences.

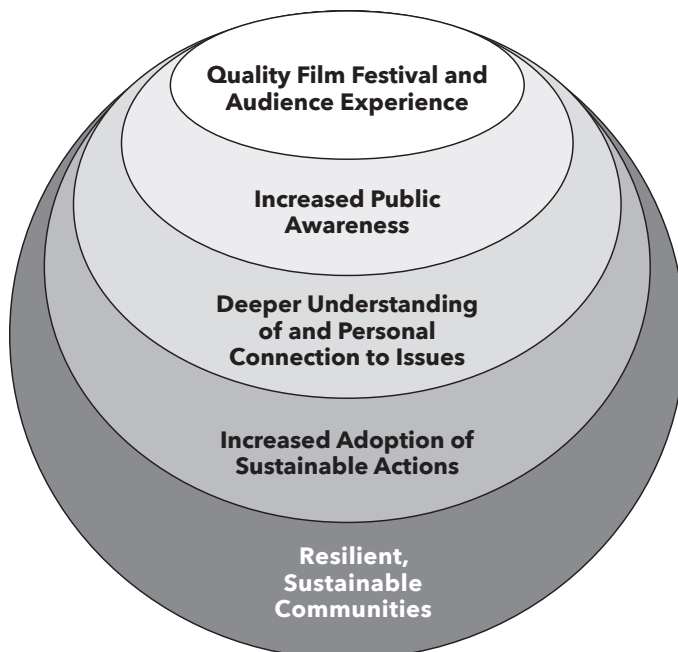
Since its inaugural 2012 festival, OEFF has:

- Screened over 170 environmental films, featuring creative, practical solutions.
- Collaborated with over 150 community partners to attract diverse audiences.
- Offered 69 venues in communities across the Chicago Metro area and in three counties.
- Engaged more than 10,300 audience members through compelling post-film dialogue.
- Joined forces with 200 advocacy partners to offer pathways to local action.

“This really makes you re-evaluate the way you live your life.”

– 2016 attendee after screening of “Landfill Harmonic” at Columbia College in Chicago IL

Dimensions of Impact





2016: A Milestone Year

In 2016, OEFF reached a milestone. We celebrated our 5-year anniversary. With increased resources and the hard work of an incredible volunteer staff, it was our most ambitious year yet. The festival increased its attendance, geographic reach, and collaborations.

2016 by the Numbers:

- 3460 Attendees
- 33 Films
- 43 Screening events
- 37 Venues
- 16 First-time venues
- 6 Sold out events

Our incredible partners:

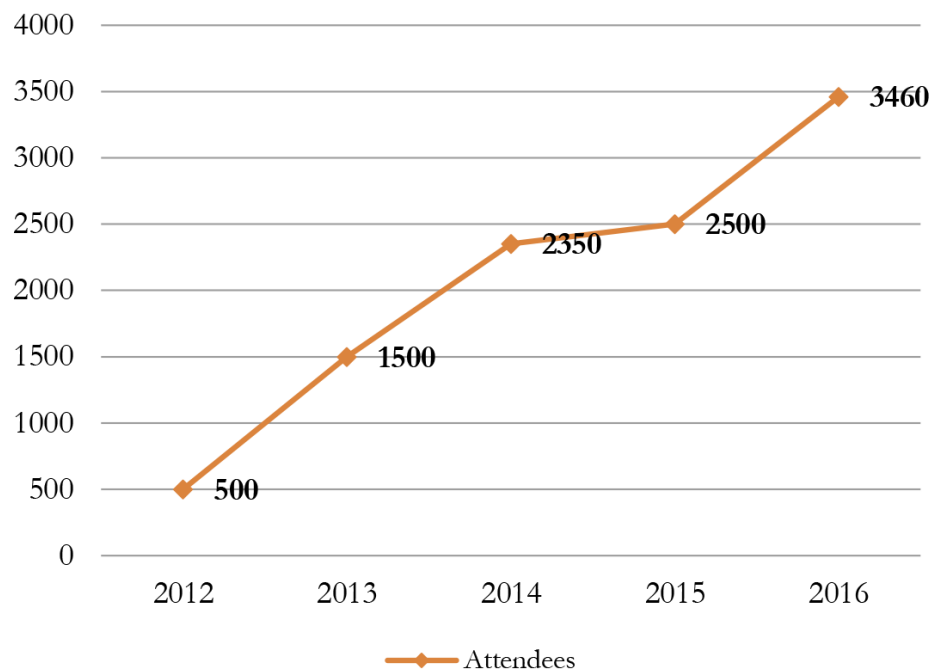
- 34 Facilitators
- 83 Panelists
- 99 Action Partners
- 225 Volunteers
- 140 Community Partners
- 103 Sponsors & Donors

OEFF's Young Filmmakers Contest (YFC) completed its fourth year, and saw a 175% increase in submissions, jumping from 8 the prior year to 22 submissions in 2016.

“The film was engaging and educational, but the real treat was the discussion afterwards.”

– 2016 attendee after screening of “Black Ice” at Good Earth Greenhouse in River Forest, IL

Annual Attendance: 2012 to 2016



Expanding Our Reach

In 2012, the entire festival took place in Oak Park and River Forest. By the spring of 2016, the festival reached three counties, and 54% of the films were shown in Chicago communities. OEFF has boldly moved to expand further into Chicago, and to reach traditionally underserved communities.

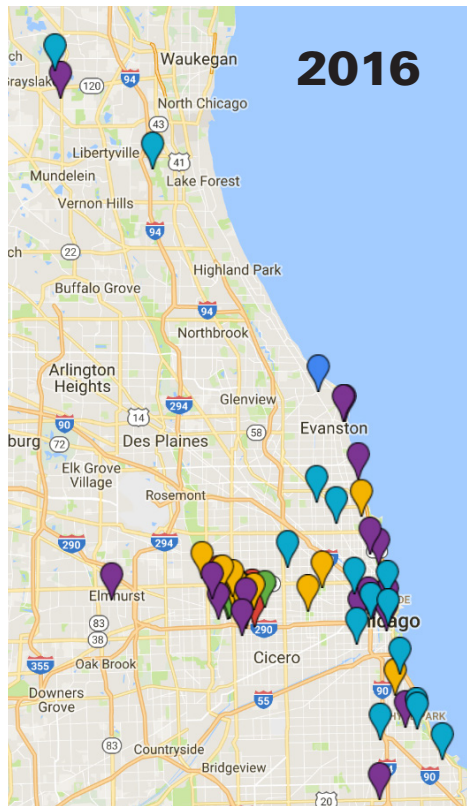
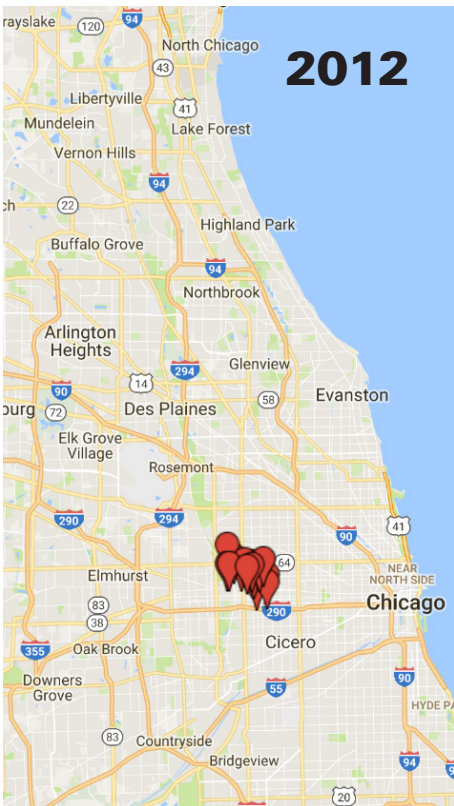
OEFF's first-ever bilingual screenings were in two predominantly Spanish-speaking Chicago neighborhoods: Pilsen and Hermosa. In expanding to these communities with a focus on accessibility, the festival reached an entirely new audience, hosting discussions that were reported to be both engaging and action-oriented.

“[OEFF] is a wonderful program. I especially like the way it incorporates multiple neighborhoods, offering more people the opportunity to become informed on these issues.”

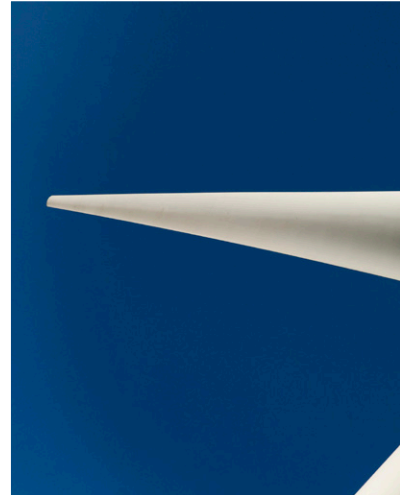
– 2016 attendee after a trio of climate change short films at Ascension Catholic Church in Oak Park, IL



Maps of film festival venue locations



VENUE
YEAR



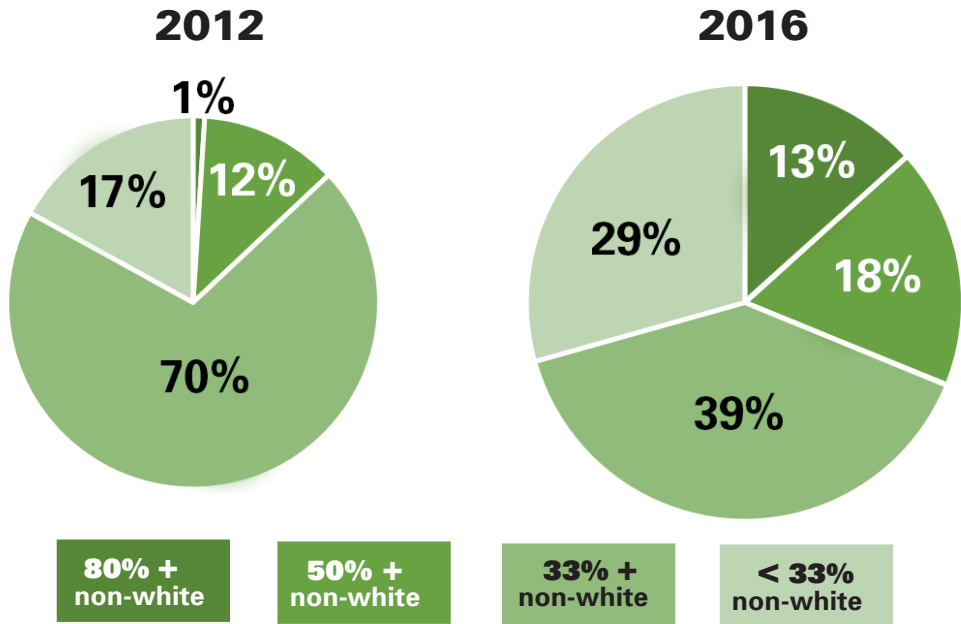


Increasing Diversity

As a result of OEFF’s expansion into communities across the Chicago metropolitan area, OEFF saw tremendous growth in the diversity of its audiences.

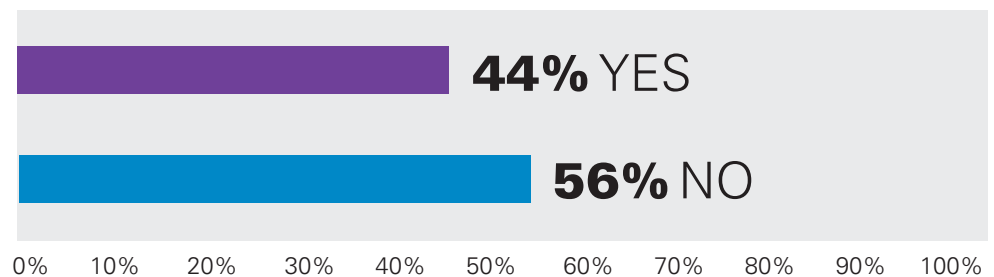
In 2016, 31% of attendees lived in communities that are 50% or more non-white, and 13% were from communities that are 80% or more non-white.

Change in community demographic representation:



More than half the 2016 audience were first-time attendees.

Question: Have you attended the One Earth Film Festival in the past?



“I really appreciate the intersectional films that get at both social and environmental justice issues—and I think [those films] might be able to get more marginalized communities or folks who aren’t ‘the choir’ to come out.”

- 2016 attendee at screening of “The True Cost” at Northside College Prep in Chicago, IL

Inspiring Action

A primary mission of the One Earth Film Festival is to inspire the adoption of solution-oriented sustainable actions. Recently, when an outside consulting firm completed OEFF's impact analysis, it found that OEFF was fulfilling this mission.

We raised awareness by spreading the word:

97% of respondents have shared about their OEFF experience in the 6 months following the festival.

Question: Since attending, I have talked with a friend, family member, or co-worker about a film or idea from the film festival:

5 or more times	52%
2-4 times	34%
1-2 times	11%
I have not talked with a friend, family member, or co-worker about a film or idea from the film festival	3%
Total Responses	100%

Our unique model has inspire action:

Since attending, 96% of respondents are employing sustainable practices.

Question: Since attending One Earth Film Fest, I have:

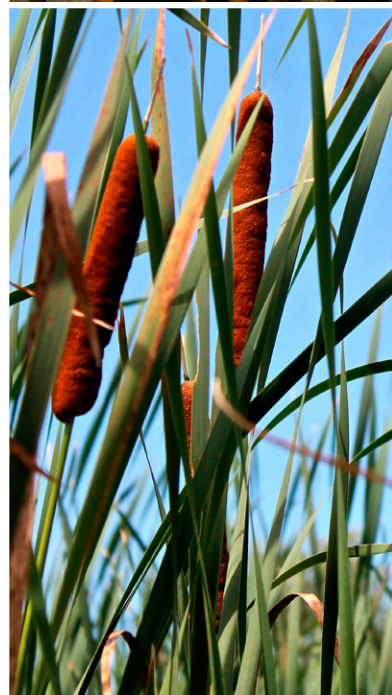
Reinforced sustainable practices I already had.	45%
Adopted new sustainable practices.	19%
Done both of the above.	32%
Done neither of the above.	4%
Total Responses	100%

Since attending, many are taking specific environment action:

Question: Since attending One Earth Film Fest, I have: (select all that apply):

Made more sustainable choices in specific areas of my everyday life, e.g., riding my bicycle instead of driving, conserving water, or composting.	48%
Researched sustainability issues and solutions.	47%
Attended sustainability-related educational events.	34%
Participated in sustainability-related action events, e.g., a tree-planting or a clean-up of a natural area.	26%
Advocated for sustainable policies or practices through a local advocacy group or my elected representative.	25%
Attended an environmental rally, march, or protest.	15%

From Stage 2 Follow-Up Email Survey, conducted Aug 25-Sept 8, 2016.





Thank You, Sponsors & Volunteers!

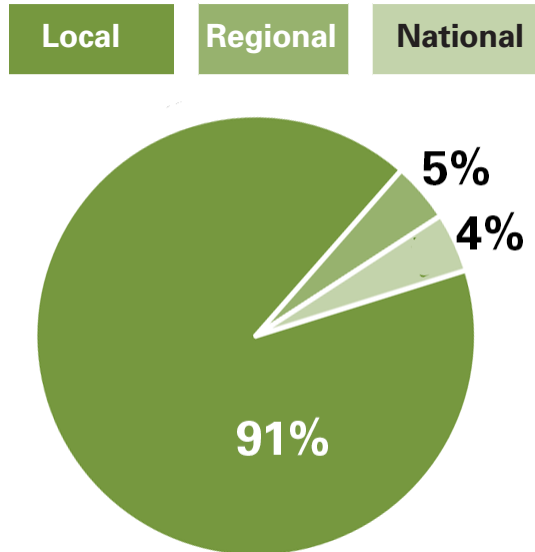
We couldn't put on this event without our generous volunteers and sponsors.

OEFF's base of volunteers has grown more than six-fold (647%) from 2012 to 2016. The festival started with 35 volunteers, 11 of whom (31%) are still among the festival's core team. In 2016, the festival was produced by 225 energized, committed volunteers and a small but growing group of skilled independent contractors.

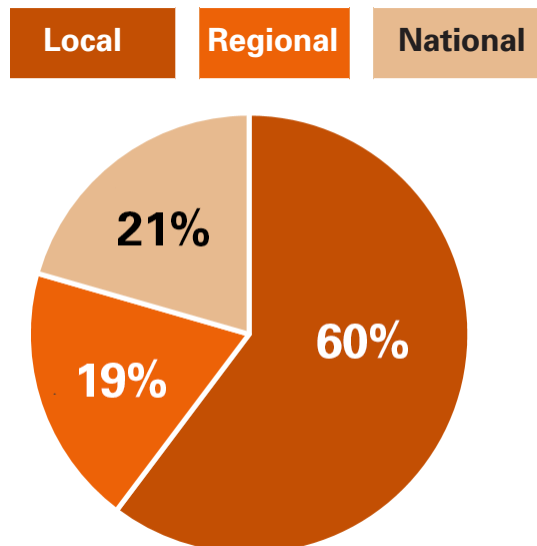
Sponsor contributions and growth: 2012 to 2016

	2012	2013	2014	2015	2016
Contributions	\$4,547	\$11,600	\$14,020	\$34,369	\$44,100
# of Sponsors	17	25	29	37	54

2012 Sponsors by Reach



2016 Sponsors by Reach





One Earth Film Festival is a production of Green Community Connections, a 501(c)(3) nonprofit organization committed to building resilient, environmentally sustainable communities.

oneearthfilmfest.org

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