



goodpitch
VANCOUVER

Produced by Story Money Impact

ANTHROPOCENE: THE HUMAN EPOCH

PRESENTED AT
GOOD PITCH VANCOUVER 2018

NICK DE PENCIER, JENNIFER BAICHWAL & EDWARD BURTYNSKY

THE PITCH



Good Pitch Vancouver 2018

ANTHROPOCENE: The Human Epoch

NICK: My name is Nick de Pencier and along with Jennifer Baichwal and Edward Burtynsky, I am one of the directors of this film. It's a cinematic meditation on humanity's biggest incursions on the planet, and the stories behind them. We were inspired by the research of a global body of scientists who are gathering evidence towards officially changing the name of our current geological epoch to the Anthropocene - or the "Human Epoch" - **because humans now change the Earth and its systems more than all natural forces combined.** We are becoming the equivalent to the meteor that killed the dinosaurs. The project exists at the intersection of art and science because we believe that working together across disciplines represents the kind of solutions that we will need to confront our challenges.

JENNIFER: This project comes out of a 25 year career long belief in the capacity of art to provoke social change. In this case, we went all over the world to document the Anthropocene scientists' research categories: Terraforming, agriculture, urbanization and industrialization, anthroturbation or tunnelling under the Earth; technofossils or human made materials such as aluminum, concrete and plastic; species extinctions **that are now 10,000 times their natural background rates,** because of us.

Let us show you what we found with our trailer...

<https://www.youtube.com/watch?v=44RYqgKwfSQ>

JENNIFER: We want to make anthropocene a word that is part of the vernacular - a term that everyone understands. Why? Because most of us in the global north and cities around the world live a life disconnected from nature, and are rarely aware of the industrial sites that we are responsible for, but never normally see. We take you those places in this film, though our approach is experiential and non-didactic - revelatory, not accusatory. And this treatment - though we often get flack for it from the hardcore activists - allows us to reach a much broader audience. Even the people who don't agree with our conclusions. The scope of the project steps back out of the specifics of politics and partisan perspectives and compels us to think in planetary scale and geological time.

NICK: We premiered at the Toronto International Film Festival this past September and are now six weeks into a successful Canadian theatrical release. We know from the response already that audiences react passionately to the film, and we're motivated more than ever to take this project further, and reach beyond the limits of traditional distribution.

THE PITCH



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ANTHROPOCENE: The Human Epoch

NICK: In addition to the documentary, we have created a large-scale museum exhibition, currently on at both the Art Gallery of Ontario and the National Gallery in Ottawa. We are in development on a comprehensive educational program that will incorporate an interactive website and other new technologies from the project. The scope and variety of this material makes for a rich mix-- but only if we can deploy it properly.

JENNIFER: To do that, we need help. We want to continue to make the film available to organizations as a tool for advocacy and change. We would be so happy if the work helps, for example, to promote a moratorium on old growth logging in B.C. or a return deposit on plastic bottles in Ontario or Manitoba.

NICK: We also need help with our educational program. Ironically, it costs money to give something away for free. We have a partner in Canada—the Royal Canadian Geographical Society—who have a pipeline to 20K teachers. We want to build interactive school kits which include our Virtual and Augmented Reality stories. Imagine having a virtual sculpture of the last male northern white rhino in your school gymnasium, as a way to start a discussion about species extinction.

We were in the Art Gallery of Ontario on Friday, and there must have been 800 school kids all buzzing with reactions to the work and it was a fantastic moment for us. I can tell you that children especially react to the experiential nature of this work, and they love the technology.

JENNIFER: To make all this happen, we need to work with an established Impact Producer who can help us make the Anthropocene Project an agent of positive change on many levels -- from the one person who stops using single use plastic to reaching into the heart public and corporate policy reform. The exhibit in Ottawa has already been seen by the Prime Minister of Canada. How do we access the same level of government officials and policy makers wherever we take *ANTHROPOCENE: The Human Epoch*? Especially in the U.S. and on any side of the political spectrum?

We have seen examples of hope everywhere through the 5 years we have spent on this-- which is what gives us hope-- why we do this work. The ingenuity and tenacity that we have used to thrive as a species now needs to focus on pulling the earth's systems back to a safe place for all life on earth. This film, this project, is meant to expand consciousness and ignite that collective will. Thank you.

ON THE DAY



WHO WAS AT THE TABLE?



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ANTHROPOCENE: The Human Epoch

WHO WAS AT THE TABLE?

Exposure Labs, Max Steinman

Invitation to be inaugural project for climate film accelerator designed to bring storytellers and activists in US together. Offered help shaping US outreach campaign.

Story of Stuff, Michael O’Heaney Offered to discuss collaboration on plastic waste campaign and access to 1M strong network. Offered introduction to Centre for Eco Literacy as potential partners for education program. Will assist with use/training of social media, if needed. Will share contacts of teachers and screening hosts.

Sierra Club BC, James Davis Interested to explore educational materials for potential integration with workshops. Interested in using rainforest film footage for grade 6-8 students for their education workshops. Offered introduction to Royal BC Museum.

The Climate Reality Project, Andrew Williamson Offered to mobilize network for screenings across country. Offered introduction to US parent organization founded by Al Gore. Offered to promote screening on Parliament Hill through Canadian Media Producers Association.

Friends of the Earth, Randal Helten Offered introduction to Executive Director. Noted potential outreach to unions, churches and libraries and incorporation of "ANTHROPOCENE: The Human Epoch" into messaging campaigns - including into Japan.

Society for Promoting Environmental Conservation, Daniel Rotman Offered screenings throughout Vancouver networks. Offered to be hub or facilitator to offer/create connections across sectors. Will use film to motivate "master recyclers".

Climate Access, Cara Pike Noted the importance of addressing emotional despair and resilience and offered to share experience on building mental wellbeing into campaigns. Offered help in outreach on reaching people that aren't yet politicized; introduction to impact producers and psychologists; invitation to join online community with guidance on effective use on VR; to promote on network of over 4000 foundations.

Vote Climate US PAC, Karyn Strickler

Personal pledge of \$1,000. Offered screening in DC and Bethesda, MD in house screening program as part of a grassroots funding tool. Will work to develop synergistic relationship.

AUDIENCE MICROPHONE



AUDIENCE PLEDGES

Three environmental organizations

- Offered global introductions including with organizations in US climate justice movement.
- Noted relevance of project to BC in light of pipeline expansion. Offered to tour film and get program into schools in NW British Columbia.
- Partnering on a screening of a film by bringing our supporters out and having a role in the program, giving advice about educational component, helping the producers reach the large network of local/community groups who might have more capacity to host screenings.

One independent news organization

Offered preparation of addendum online journalistic content. Noted potential collaboration with NFB Global Supply Chains project for 2024.

Generation Squeeze, Dr. Paul Kershaw

Offered to work together to push legislative change on pollution using online materials.

One university and architectural ecology centre

Hosting the longest standing international conference that addresses building cities in balance with nature, with 1000 delegates from around the world. Offered space to film team to present.

FASTSIGNS Vancouver, Paul LeBlanc

\$300 toward screening signs

VIDEO PLEDGES

Chicago Media Project, Paula Froehle

Offered to showcase film, AR and VR components in 2019 film fest. Invited film team to big table dinner with our members, including at Sundance. Invitation to apply for Impact Grant program in December.

ON THE DAY



Story Money Impact

CONTACT



Good Pitch Vancouver 2018

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SMI is the Canadian producer of Good Pitch.

www.storymoneyimpact.com

DOC SOCIETY

Doc Society is the founding organization of Good Pitch.

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