



goodpitch
VANCOUVER

Produced by Story Money Impact

THE NEW CORPORATION

PRESENTED AT
GOOD PITCH VANCOUVER 2018

JOEL BAKAN, KAT DODDS, JENNIFER ABBOTT, BETSY CARSON & TRISH DOLMAN

THE PITCH



Joel: Hello. My name is Joel Bakan. Just a shout-out to co-director Jennifer Abbott and producers Betsy Carson and Trish Dolman who are also in the room today.

In 2003 we released a film called The Corporation. It revealed, and helped unite resistance to, the dangerously expanding power of corporations, and it became a global hit. Now we're making a sequel – an unfortunately necessary sequel. Here's our teaser.

<https://vimeo.com/263419470/43268c78f9>

Our story is about how we're changing from a society that no longer just has corporations, but is corporate; It's about how corporations say they've changed for the better and now deserve our trust; About how our lives are increasingly colonized by corporations and hi-tech corporate monopolies; It's about how we've reached a point of corporate-driven cataclysmic breakdown – of climate, democracy, social solidarity, and peace.

But this is ultimately a film about hope – hope in people's capacity to act once they know; hope in the newly surging resistance to corporate rule as people struggle worldwide to create just, democratic, and flourishing societies – redefine what struggle is, reimagine what democracy can be, and inspire us all.

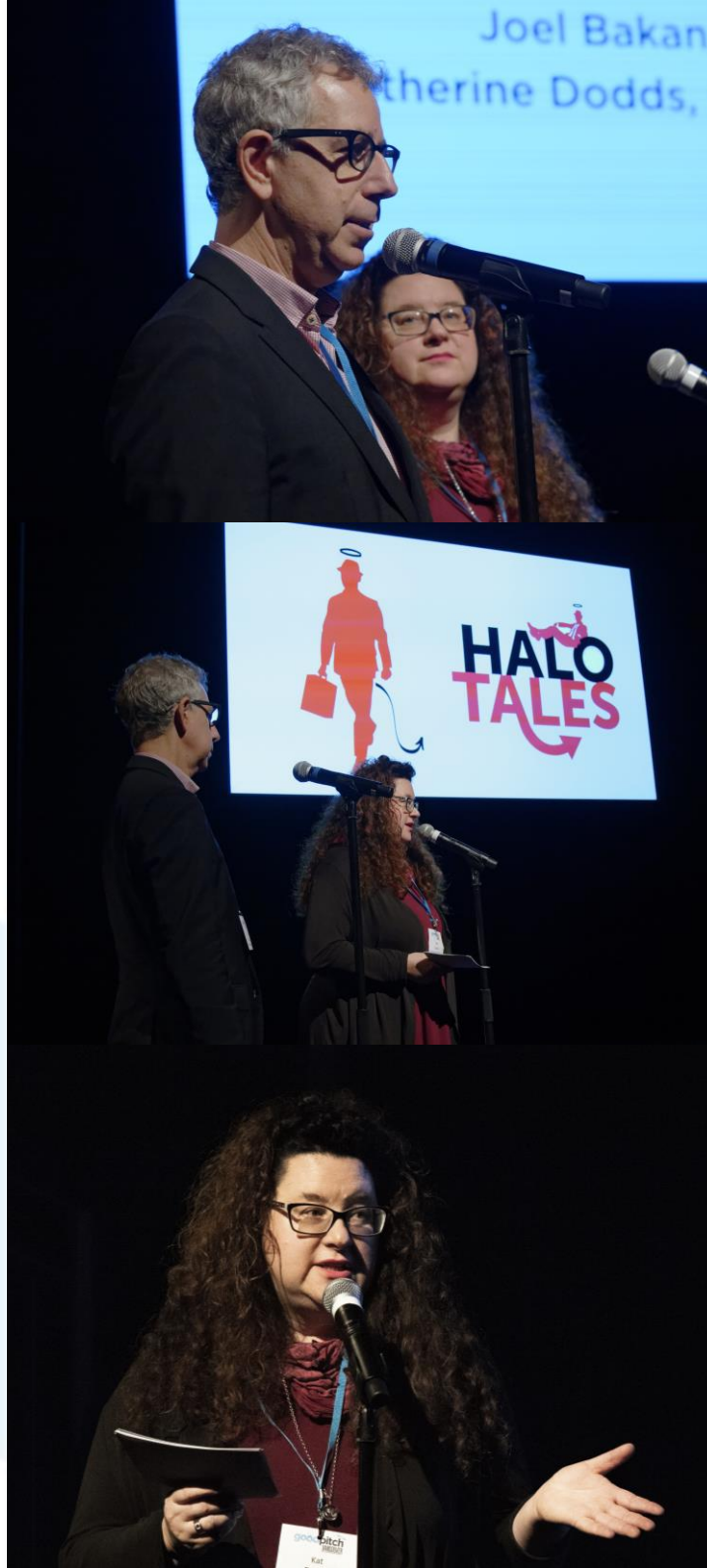
We all feel something needs to be done, and now. But we don't know what. This film will connect the dots and create a framework for understanding the world, so that we might act to change it.

Now we'll hear some words from Kat, our impact producer.

Kat: I'm Kat. I designed the grassroots global campaigns for the first film at a time when social media, as we know it, didn't exist. We feel a profound responsibility to *continue* to harness the energy of all those who tell us -- over and over -- that The Corporation changed their lives.

As before, we intend for the sequel to resonate across sectors -- from business insiders to high-school students—from soccer moms to radical activists. Can we revive “we the people” out from under the traps of right-wing populism and left-wing gloom?

THE PITCH



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The New Corporation

Kat: We can, if we **organize with organizers**. People like the many of you in this room--pooling our networks to reach far and wide to take collective action.

As part of our impact plan, I am directing Halo Tales, our audience engagement website that will contain inspiring stories of how people used the last film, with room to grow as we launch *The New Corporation* film.

Our impact goals are to **re-engage our networks** to co-promote democratic engagement and build capacity for shared campaigns. After all co-promotion is the secret weapon of the underfunded!

Organize with organizers to take crowd-sourced political and social action and expand our collective networks to include the next generation of change-makers

And, wouldn't it be great to win a few battles? Could we take on big corporations like Nestle, Shell, Facebook or even Amazon?

Together, we must raise the questions, and map out the connections of how the corporate world view has so quickly become all-encompassing--- that we don't even see it. Even while we are all being traumatized and isolated by it.

To do this we need support. We need partnerships - especially with those who can help us to re-shape corporate culture, critically engage youth, encourage political engagement and campaign reform, strengthen regulation and work on climate and economic justice... and ultimately reduce corporate harm.

This is how we will take the blinders off so we see our one big goal:

To reimagine democracy.

And together, make that go viral.

ON THE DAY



WHO WAS AT THE TABLE?



WHO WAS AT THE TABLE?

Generation Squeeze, Dr. Paul Kershaw

Offered policy influence. *"We want to change legislation regarding the pricing of pollution."* Interested to use film to remind government and the courts what's really at stake and to shape conversations.

Transparency International, Daniela Chimisso Dos Santos

Offered to facilitate call with Executive Director to discuss commonalities. Offered pro bono assistance, including personal time.

Citizen Relations, Izabela Leszko

"As head of our CSR committee," committed to discuss possible pro-bono PR work, social media campaigns, screenings or making intros for the team.

B Lab, Michelle Reid

Will leverage vast network of partners across the country. Offered screen facilities in Vancouver, Toronto, and Montreal. Proposed to hold an event surrounding new legislation being proposed for benefit-corporations.

Greenpeace Canada, Ian Duff

Noted an alignment in many campaigns, such as the role of corporations in the world's shrinking democratic space. Offered screenings to global network of volunteers and network introductions.

Global Reporting Centre, Britney Dennison

"We are currently working on a large story on the hidden cost of the global supply network." Offered in-kind support and collaboration with our staff and explore synergies.

David Suzuki Foundation, Alaya Boisvert

Offered to discuss how DSF can get behind the film re: social media team help, help with dissemination of film, email network. On a personal note, offered to leverage membership in a leaders group.

One global anti-corporate advocacy organization

"We are a corporate watchdog with 5M person email list and staff around world." Offered to screen the film at next staff retreat and discuss where we can align messaging with our campaigns. Offered personal time to strategize with the filmmakers on outreach campaigns.

AUDIENCE MICROPHONE



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AUDIENCE PLEDGES

One member of a Peruvian community collective

Offered to host screenings in Peru also at UBC in Vancouver.

FINALÉ post-production

Pledge of \$5,000 for finishing/delivery of film.

One youth network

Offered to bring the film to classrooms, and community events and leverage wide network. Offered assistance to ensure outreach messaging speaks to youth.

One personal donation

\$1,000 donation

First Weekend Club

Will help with the opening weekend across the country and amplify social media support.

Simon Fraser University's Vancity Office of Community Engagement

Offered venue for screening and panel discussion

FASTSIGNS Vancouver, Paul LeBlanc

\$300 toward screening signs

Anthony Swan

Pledged to share anti-capitalist, and socialist memes and other internet cultural artifacts with film team to show them how young people engage in economic discussion

ON THE DAY



Story Money Impact

CONTACT



Good Pitch Vancouver 2018

THE FILM TEAM

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The New Corporation

STORY MONEY IMPACT

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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.

www.docociety.org

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