



Story Money Impact

THE SHADOW OF GOLD

CASE STUDY

IMPACT PRODUCING IN A CANADIAN FRAMEWORK

FUNDED BY



PRODUCED BY

Story Money Impact 2021 Pod Team

THE FILM

SHADOW OF GOLD (2019)
78 MINUTES

SYNOPSIS

The Shadow of Gold takes an unflinching look at how gold is extracted from the earth. The film explores big-time mining companies and small-time miners. The big players dig deep and lop off mountaintops while an estimated 20 million people in the world's poorest nations extract gold by hand for subsistence wages. The film introduces us to Indigenous people in British Columbia recovering from a toxic mine spill, a woman miner in the Congo determined to keep her gold from feeding the flames of war, a brotherhood of Chinese miners, sick with silicosis, fighting a state-owned gold mine and an artisanal miner in Peru who knows that the mercury he uses to process gold is toxic but feels he has no choice. Meanwhile, at the top of the supply chain, high end stores in London, Dubai and Toronto sell conflict gold to unaware consumers and gold-mining corporations damage ecosystems with impunity.

The Shadow of Gold reveals that glittering gold casts a dark shadow. But there's more to the story than that. Engineers, scientists and fair trade advocates work tirelessly to tackle gold's worst environmental and social problems. In the end, *The Shadow of Gold* isn't all about gold, or even its shadow. The film tells the stories of hard-working people facing danger just to go to work each day.

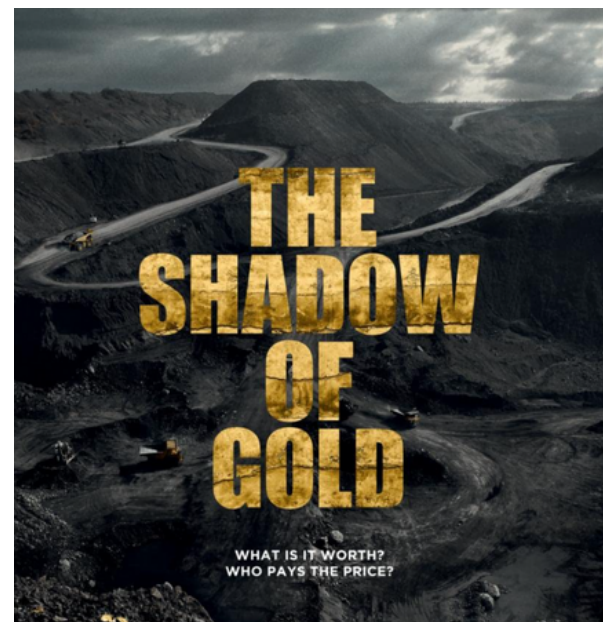
IMPACT TEAM

- Robert Lang, The Shadow of Gold Producer / Co-Director, Kensington Communications
- Rena Pilgrim + Jodie Venema, Coordinators, Kensington Communications
- Jackie Garrow, Impact Producer, Ring Five Impact Docs
- Lindsay Fitzgerald, Associate Impact Producer, Ring Five Impact Docs
- Allen Booth, Writer + Website
- Margaret Sirotich, Publicist
- Jamie Kneen, Communications Coordinator, MiningWatch Canada
- Diane Martin, Development Coordinator, MiningWatch Canada
- Ugo Lapointe, Canada Program Coordinator, MiningWatch Canada
- Sandy Halski, Educators Guide Researcher + Writer, Hello Cool World
- Eric Geringas, Oversight French Translation Educators Guide, Power of Babel

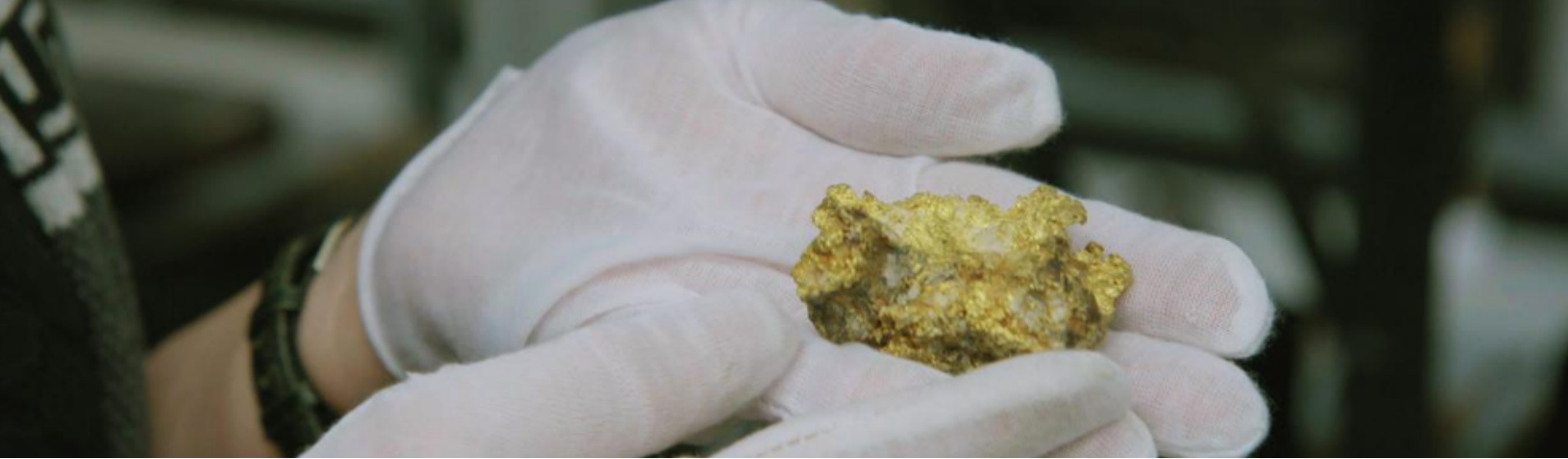
VIDEO



WEBSITE



THE IMPACT



Aligned partnerships can be central to a successful impact campaign, creating access to knowledge, people and resources that amplify the messages of both a film and its associated campaign. That was especially true with *The Shadow of Gold*. The strong partnership that developed between the established mining justice organization MiningWatch and renowned filmmaker Robert Lang proved instrumental to the success of the film's impact campaign. Equally important to the impact campaign's success was having a dedicated impact producer, Jackie Garrow of Ring Five Impact Docs.

Impact partner MiningWatch Canada played an active and key role in all phases of the impact campaign. Along with OMDC and Kensington Producer Investment, it contributed financially, made introductions to potential funders and collaborated with the film team on grant applications. Through film reviews in its publications, MiningWatch was able to expand audiences and access strategic industry voices for endorsements. It also facilitated guest speakers, moderated panel discussions and advised on content for the Educators' Guide as well as the Take Action and educational sections of the website.

PHASE ONE

Harnessing the power of film, the ambitious mandate of this impact campaign was no less than becoming a catalyst for constructive change within the mining industry. Phase One included six theatrical screenings followed by panel discussions, relationship development between metalsmiths, jewelers, concerned mining industry professionals and environmental and social justice groups as well as calls to action facilitated by the Take Action section on the film's website.

Phase Two, Three, and Four were financially supported by a Patagonia corporate grant and two small family foundation grants.

PHASE TWO

Phase Two focused on community screenings in remote mine-affected communities and at international industry conferences focused on responsible jewelry making. Free screenings and discussions were prioritized for communities facing significant challenges due to proposed or existing gold mining activities. When COVID-19 hit, the campaign pivoted to a virtual model which enabled a more expansive reach to remote locations where travel and other logistics would have prevented in-person access. Local leaders and experts joined in person and on-line screenings, amplifying efforts by Indigenous, environmental and social justice groups.

PHASE THREE

Phase Three focused on educational and professional development screenings. The creation of a 36-page Educators' Guide was instrumental for building teacher capacity and creating meaningful opportunities for educational reach. Used in conjunction with select clips from the film, classroom screenings and post-screening events raised awareness among high school and post-secondary students. Topics of discussion included countering misleading mining association promotion materials. An information-packed educational section on the film's website empowered both students and teachers with additional knowledge and learning activities (<https://theshadowofgold.com/buy/>) NGO partner Green Teacher hosted special screenings for 300 educators that lead to the educational licensing of the film creating the opportunity for ongoing screenings within educational institutions.

PHASE FOUR

Finally, Phase Four translated resources into French (Take Action Website, Educators' Guide, Screening Host Promotional Tool Kit). Phase Four also involved a global virtual launch screening and discussion for French speaking mining justice advocates, jewelers and educators.



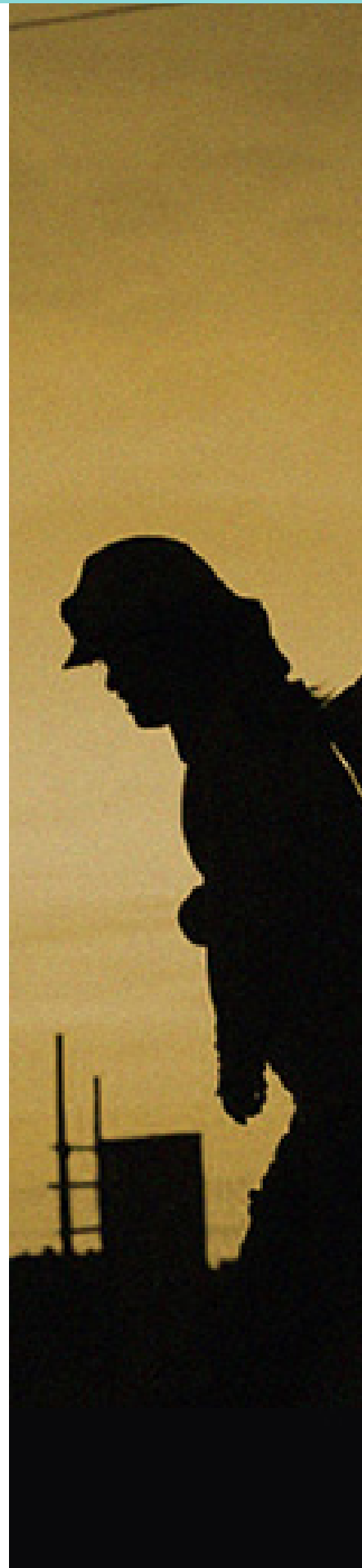
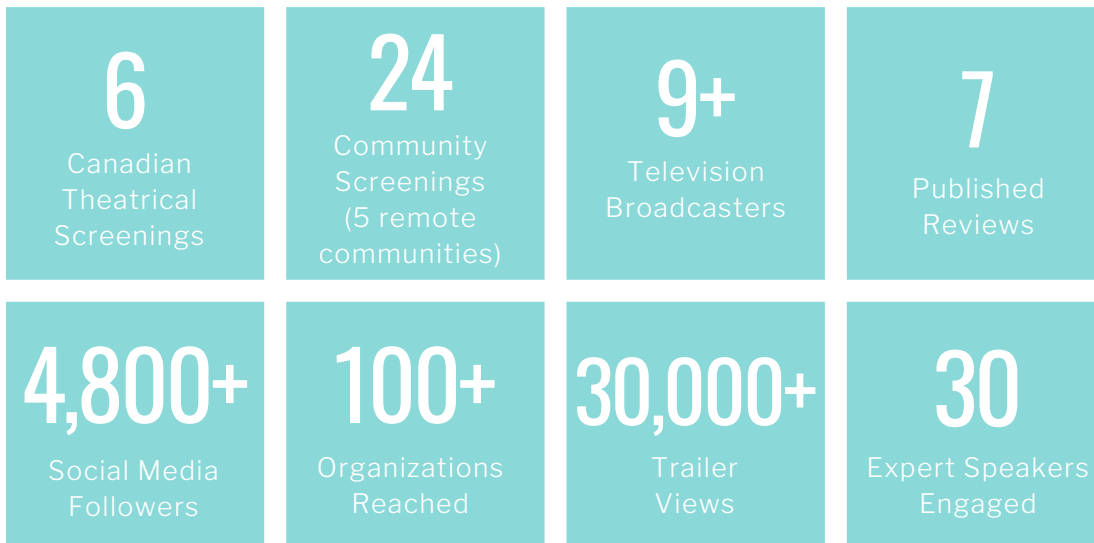
IMPACT CAMPAIGN GOALS

- Raise general awareness about the economic, ecological and health impacts of the gold industry and its mining practices;
- Encourage consumers and jewelers to question the source of their purchases and to source sustainable alternatives;
- Engage policy makers and mining industry leaders on issues of accountability, transparency and sustainability;
- Support Indigenous communities affected by gold extraction;
- Support environmental and social justice groups by providing them with a powerful advocacy and discussion tool;
- Educate future generations of metalsmiths, jewelers, consumers, investors and resource specialists about gold mining practices and their true costs.

“*The Shadow of Gold is important because it has already sparked discussions within the jewelery industry. The film demonstrates the positive effect of well-intentioned supply chain actors, especially when contextualized against the backdrop of the illegal gold market.*”

- Robin Gambhir, CEO & Co-founder, Fair Trade Jewellery Co

IMPACT OUTCOMES



“It’s a very important film that should be seen broadly to help spur urgent debate about how consumers, legislators and communities can hold the gold industry to account.”

- David Suzuki

The Shadow of Gold’s Impact Campaign is a prototypically successful case study showcasing a committed team working together with a shared vision for change. Robert Lang’s powerful film, Mining Watch’s expertise, network and commitment as well as Impact Producer Jackie Garrow’s experience and implementation all contributed to an outcome far greater than the sum of its parts. As Kevin Telmer, Executive Director of Artisanal Gold Council stated,

“The Shadow of Gold ...will help kick start important and needed debates about issues of significance to Canadian and international audiences.”

