



Jane Goodall, keynote speaker, Wildscreen India



Wildscreen India delegate



Wildscreen India comes to town

WILDSCREEN OUTREACH

ENGAGING AND INSPIRING NEW AUDIENCES

ABOUT

Wildscreen Outreach is a touring programme of award-winning film screenings and masterclasses to reach, engage and inspire new audiences. As well as local, regional and national initiatives in the UK, developing countries and emerging markets, where pressure on the environment is most critical, are a key priority.

In the UK

Across the South West, in association with the Wildscreen Festival, film screenings and discussions are held in schools, community centres, prisons and hospitals.

As part of the Wildscreen Festival in 2008, Panda Award winner Alfred Bama from Cameroon visited schools in Bristol to show his film *Bama's Journey*. Alfred works at the Limbe Wildlife Centre, a sanctuary for primates orphaned as a result of the illegal bush meat trade.

"It was a great surprise for me to win an award. This award will help teach a lot of people about wildlife conservation. I mean, if we don't love these gorillas they will all disappear and the next generation will never see them."

Alfred Bama's message to young people

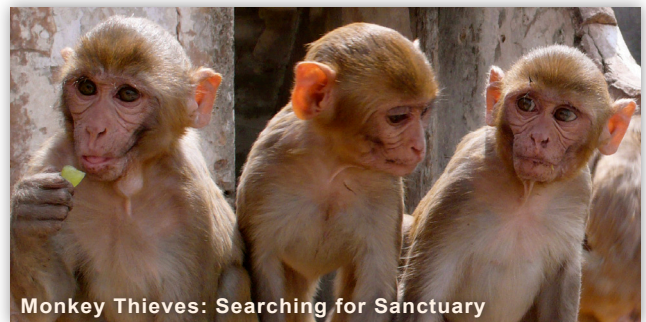


Bama visits a school in Bristol

"Bama did more for conservation in my school in 20 minutes, than I have achieved in 20 years."

Mike Kendrick, Deputy Head, Kingsfield School, Bristol

In 2010, children from schools in Bristol and Cameroon were involved in the judging of the Wildscreen Festival's 'UWE Children's Choice Panda Award', which saw *Monkey Thieves: Searching for Sanctuary* being unanimously crowned overall winner.



Monkey Thieves: Searching for Sanctuary

Our community programmes aim to engage and inspire new audiences. We particularly focus on hard-to-reach audiences, including disaffected young people, disadvantaged communities and prisons.

"Thanks for a brilliant session. The guys are still discussing the issues raised! They are motivated by a dynamic, fresh, and interesting group of people with meaningful, thought provoking material. I look forward to developing such exciting links again in the future."

Helen and Jo, Learning and Skills, HMP Bristol

Overseas

Wildlife and environmental films are often filmed in areas of the world with the richest biodiversity, such as Asia, Africa and South America. Yet all too often these films are only seen in the West, with no opportunity for local communities to see and learn about the wildlife in their own back yard.

Wildscreen is giving something back by enabling these films to be seen by local audiences, and helping to train local filmmakers, thereby building capacity to ensure important and engaging films about wildlife and the environment are made locally.

Wildscreen's first outreach programme overseas was delivered in India in January 2007 and was a resounding success with events attended by 18,000 people.

In February 2009, Wildscreen returned to India, with programmes delivered in Delhi, Bangalore, Mumbai and Guwahati, as well as Colombo in Sri Lanka, and film screenings touring a further 11 Indian cities.



Masterclasses by renowned filmmakers included *Trends in Wildlife & Environmental Filmmaking*, *Editing in the Digital Age* and *The Art of Storytelling*, as well as award-winning film screenings from the Wildscreen Festival focusing on climate change issues.



"I went to a Wildscreen event in India and had the wonderful opportunity to hear Wildscreen's inspiring talk in New Delhi. I attended as an onlooker and then used the experience to work on my film. That film was later nominated for a Panda Award!"

Kalpana Subramaian, Indian filmmaker

Wildscreen India was supported by the British Council's *Low Carbon Futures* project, which aims to mitigate the effects of climate change in urban environments.

Also focusing on climate change, in December 2007 Wildscreen conducted a series of high profile film screenings and presentations across six cities in China.

Led by award-winning filmmaker Jeremy Bristow, this was delivered in partnership with the British High Commission. As well as film screenings and masterclasses, Wildscreen also distributed an ARKive educational DVD on the threatened biodiversity of China, developed especially for a young audience and produced in Mandarin and Cantonese.



"We are confident that the wider impact of the seminars will be felt for some time to come. For many in the audience, this was the first time they had seen documentaries on climate change. Local media professionals have been inspired to bring climate change issues to the forefront of China's own documentary production."

Bret Sutcliffe, British Foreign Office, China

Working with corporate partners, the British High Commission and the British Council, Wildscreen is expanding its work overseas in the coming years.

We are in discussions about possible programmes in South America, Africa and Russia, with 2011 seeing the return of Wildscreen Outreach to regions across India and Sri Lanka.

For more information please visit

www.wildscreen.org.uk/initiatives-outreach