CASE STUDY GUIDE

SOCIAL IMPACT -Filmmakers and producers

Section1: Introduction

1. Can you briefly describe your role and your recent projects?
   - What inspired the outstanding film, and what key issue or story were you aiming to highlight?
   - What systems or structures enable consistency and quality?

Section 2 : Impact Intent and Design

2. How do you design your social impact films? What are the intended outcomes when designing social impact films?
3. How did you integrate these impact goals into the storytelling and production process?
   - What is the target audience (communities, policymakers, youth, etc.)
   - What key messages or narratives you wanted to shift
   - What key decisions made during production to strengthen impact

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Section 3: Distribution Innovation

4. How do you approach distribution for your films?
   - How do you choose between cinema, digital streaming, or community screenings?
5. What distribution strategies did you use to ensure the film reached the right audiences?
6. How do platform requirements affect production or storytelling?
7. What barriers exist in accessing distribution channels?

Probes:

- Role of festivals in visibility and credibility
- Community screenings or grassroots engagement
- Partnerships with NGOs, schools, or advocacy groups
- Differences between traditional distribution vs impact-driven distribution

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Section 4: Audience Engagement & response

8. How did audiences respond to the film in different settings (festivals, communities, etc.)?
    - What kinds of conversations or actions did the film spark?

Probes:

- Differences in response across audience groups
- Emotional vs behavioral responses
- Examples of discussions, campaigns, or follow-up activities
- Engagement beyond the screening (e.g., dialogues, workshops)?

Section 5: Social Impact

9. How do you define and assess the impact of the film beyond viewership?

Probes:

- What indicators or signals do you use to understand whether change has occurred?
- How do you capture insights such as stories, feedback, or community responses?
- What challenges have you faced in measuring or demonstrating impact?

Section 6: Challenges and constraints

10. What challenges did you encounter in implementing the film's impact strategy?
    - How did funding constraints affect the scale or sustainability of your impact activities?
    - In what ways did distribution or access barriers limit your reach?
    - What challenges did you face in engaging or mobilizing audiences?
    - How did these challenges influence the outcomes of the project?

Section 7: Lessons and recommendation

11. What key lessons have you learned about using film as a tool for social impact?
    - What elements of your approach were most effective in achieving impact?
    - How could this model be adapted or replicated in other contexts or countries?
    - What support systems would be necessary to scale this type of impact-driven filmmaking?
12. Any other additional insights you might be having