



# Seed to Screen: Ciclovida Hosting Guide

Your Guide to Screening *Ciclovida: Lifecycle*

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This packet is to help you organize the event and hopefully have an enjoyable time with it – it's going to be a fun and empowering experience! This packet includes information about:

1. How to plan your event
2. How to get the word out and
3. How to motivate your community to take action on these issues

—all the pieces you need for a successful Ciclovida screening!

These are all just suggestions and it is really up to you how to have the biggest impact in your community and organize an event that is a good fit for what you are trying to accomplish. We hope that you are excited to help build the movement for justice and a new relationship with the land. One of our goals in Ciclovida is to make these issues and this movement accessible to everyone, with a larger vision to build community power for real, people-powered solutions for environmental justice. Thank you for your leadership and excitement and all that it brings to this effort!

## This Guide Will Help You:

- Organize the steps to planning your Ciclovida: Lifecycle screening event
- Develop ideas for fundraising and publicity
- Facilitate a powerful discussion that motivates audience members to action
- Have fun as you organize a successful Ciclovida event!

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## Step-by-Step Organizing Timeline

### Step 1: Create a vision for your event

There are many ways you can approach your Ciclovida event! Take some time to think about the following questions: *What do I want to accomplish through this event? Who am I trying to reach? What activities do I want to be included in the event? What sort of space might help me achieve these things? Who else could help with organizing this event?*

Here are some event components to think about including in your program:

#### 1. 76 Minute Feature Documentary Film

This, we expect, will be part of each event! You can buy and view a personal copy before committing to host a public screening, or directly purchase the DVD with the appropriate license for your intended event (see below). The Ciclovida team has also produced a 28 minute educational documentary on the issues of Agrofuels, which has its own hosting guide, more info: <http://www.ciclovida.org/en/agrofuelstrailer>

## Ciclovida: Lifecycle Contact

For extra information, support, or resources go to:

[www.ciclovida.org](http://www.ciclovida.org)

Or email us at:

[info@ciclovida.org](mailto:info@ciclovida.org)



## 2. Speakers

Speakers are a great way to bring other experiences and perspectives to your local event and really help to enrich the discussion after the movie! Think about getting in touch with local activists and organizers working on agriculture, food justice, seed issues, environmental justice, farming, community gardens, climate justice, youth work, labor, movement-building, human rights, Latin American solidarity, immigrant rights, whatever you think is locally-relevant and related to Ciclovida! We especially encourage inviting speakers and activists who can bring ideas about action and ways to get involved to share after the film! The filmmakers are also available to be featured speakers at your

## 3. Creative performances

Music, poetry, dance, storytelling and other creative performances can be an incredible way to build the movement and bring communities together. We invite you to think about any local performers who's work relates to social change and justice who you'd like to invite to share short pieces at the event. Get creative! This can be a great way to open the event with energy or close with a unifying sing-along.

## 4. Food

Food can be a really great way to draw people to your event, bring people together as a community, and also help people fit a movie screening into their busy lives! Think about if you would like to provide food at your event, sell food as a fundraiser, or host a discussion over potluck food brought by attendees. It all depends on the size, goals, and budget of your event! Asking local businesses for food donations can also be a great way to partner with others in your community and a good excuse to get the word out to more people!

## Step 2: Think about hosting spaces and organizations.

An ideal space takes into account all of the following:

- **ACCESSIBILITY:** accessible to a diverse cross-section of the community (age, class, race, ability, sexuality, cultural identity). The space could be on in a community space or on a college campus, but should be open and inviting to the general public regardless. Questions to ask yourself: Is this venue accessible by public transportation? Is this space inviting to people from multiple age groups and cultural backgrounds? Is the building handicap accessible?
- **CAPACITY:** Think about a space that is large enough to fit your expected turn out but not too large as to feel empty. It also needs to have equipment for your screening, which may include: a projector, screen or wall to project on, DVD player or laptop computer, proper connection chords, etc.
- **AFFORDABILITY:** Rental fees can take away from the amount of money you are able to raise, so try exploring free or donated spaces for the event! This could be a public library, school, university, community center, book store, coffee shop, place of worship, community garden, union hall, or even someone's house!



### Step 3: Develop a funding plan.

The following are the screening rates for Ciclovida, and we are more than happy to work with you on how to fundraise to cover these costs.

- \$500 + travel expenses for an event with the film-makers
- \$300 for College / University screening
- \$150 for a community event
- \$15 DVD personal viewing

This will most likely include co-sponsorships from local organizations, businesses, foundations, ticket sales and/or donations at the door, and for campus events, some combination of college student group sponsorships, co-sponsorship with academic departments, budget allocation from student government, or other fundraising efforts. Use your imagination in seeking sponsorship! And let us know if you need more guidance on ways to solicit funding.

#### **Sample Fundraising Ideas:**

- Co-sponsor with clubs and groups: environmental, social justice, Brazilian/Latin American, agricultural, biking, etc
- Host a fundraiser party
- Run a bike raffle with a donated bike
- Sell tickets to the event
- Students: Get sponsorship from academic departments: environmental science/studies, geography, international relations, etc; Apply to student activities funds
- Get creative!

### Step 4: Gather an organizing team.

It is a good idea to not try to do everything yourself. Possible roles for organizing team members: Location Coordinator (secures space, makes sure it is set up and has needs stated above), Outreach Coordinator (representatives from co-sponsoring organizations are great to have here), Publicity/Media Coordinator (does not require much media experience / will work with Ciclovida Tour Media Coordinator), Fundraising Coordinator, Food Coordinator (if event includes food), and whatever other support you may need! Of course, if your organizing team is small these tasks can be shared or someone can take on a few of them.

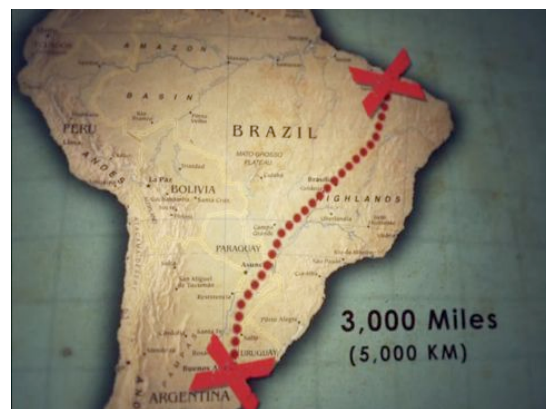
### Step 5: Solidify the details: date, place, time.

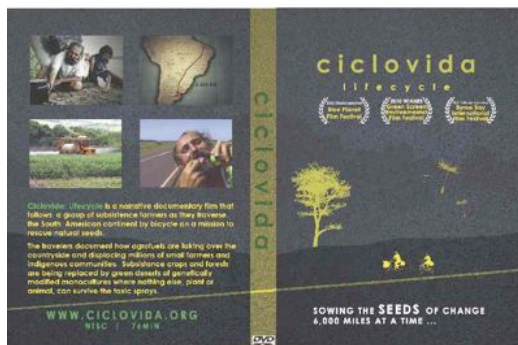
We would love to know where and when your event is so we can put it on our website, so let us know! Once you have your details all solidified, its time to start publicizing!

### Step 6: Make an outreach and publicity plan.

Do NOT leave outreach and publicity to the last-minute. It is the most important part of organizing a successful event! Here are some ideas for this plan:

- Identify groups working issues related to ecology/local food/sustainable agriculture, bicycling, climate change/alternative energy, social justice activism, latin america, land-based projects, women's empowerment, music and activism, etc.
- Involve collaborating groups as early as possible in the process. Ask them to co-sponsor the event by helping with organizing, funding, or outreach, and in return have their name publicized in outreach!
- Use social media: create a Facebook event, publicize on Twitter, or use online invitation websites like evite.com to help you reach a lot of people fast and manage RSVPs.





- Get access to city-wide / town-wide / campus-wide email lists and post on these with enough lead time for people (at least 3 weeks).
- Remember phone and email reminders day before and day-of event!
- Gather / get access to phone lists of people who would be interested in this event.
- Send press advisory to local and regional media outlets 3 weeks before the event and a press release the day before the event and again the day of the event.

### WE WILL PROVIDE:

Please see the the Ciclovida website for the following helpful resources you can use for outreach and promotion!

- **Invitation letters.** A sample invitation letter (as a Word doc.) that you can personalize for the organizations you are reaching out to.
- **Palm cards, posters and template flyers.** The palm cards can be included with the invitation letters when approaching organizations, and both the cards and posters can be given to the organizations to promote to their own constituencies. Can be mailed to you with 2 weeks+ notice before your event. Template flyers are available on the website.
- **Press kit.** A kit that includes a sample press advisory, press release, fact sheet, film synopses and contact information for the Ciclovida team.

## Additional Information:

### Film Synopsis

Ciclovida: Lifecycle (76 minutes) follows a group of landless farmers and musicians from northeast Brazil who traverse the entire South American continent by bike in search of natural seeds and expose the devastating effects of industrial agriculture destined for agrofuel (large, unsustainable biofuel).



## Post Screening Discussion Guidelines

Now that everyone has shared the journey of Ivânia and Inácio in *Ciclovida*, now is time to talk, reflect, and learn together! Here are suggestions for making your post-film discussion a success!

1. Start discussion right after the film. It helps to announce the discussion before the film and before the credits finish rolling, and to tell the attendees how long the discussion is planned to be for.
2. Begin with passing around the email sign-up sheet, announcing DVDs for sale, and having someone stationed at the information table to answer any questions, prompt people to sign the email list, and sell DVDs.
3. Designate someone to actively facilitate discussion to help make sure there is space for everyone to participate, keep the discussion on topic, and introduce discussion questions when needed.
4. Plan to either open or close with guest speakers and attendees sharing what projects or efforts they are involved in that other people might be able to plug into. Be sure to make action a key part of the discussion and take-away from the event!



## Suggested Discussion Questions

Here are some sample questions you can use to get the discussion going! Feel free to make up your own questions or invite the audience to raise discussion questions for the group.

- What scenes, moments, or words in the film stood out to you most? what part was the most compelling to you? what feelings arose for you during the film?
- Are agrofuels a real alternative and solution to fossil fuels? Why or why not?
- What are the characteristics of a real solution? What are the characteristics of a false solution?
- If a representative from Monsanto, Cargill, ADM, or other corporations was here tonight, what would you ask them?
- *Ciclovida* documents a journey and struggle in Brazil, but how does it connect to you and your community, your neighborhood, city, state, region, or country?
- How can we address the issues raised in the film from where we are?
- What are local organizations and efforts that people interested in taking action can plug into? How can they get involved?

## Take Action

### Campaigns, Actions and Groups to consider supporting!

Here are some resources for taking action after seeing Ciclovida: Lifecycle, from our partners and collaborators working internationally for environmental justice.



- ❖ **Grassroots Global Justice Alliance** a national alliance of grassroots organizations building a popular movement for peace, democracy and a sustainable world. Check out their Climate Justice Toolkit here: <http://www.ggjalliance.org/node/497>

- ❖ **Global Justice Ecology Project** explores and exposes the intertwined root causes of social injustice, ecological destruction and economic domination with the aim of building bridges between social justice, environmental justice and ecological justice groups to strengthen their collective efforts. They have a campaign specifically on Agrofuels! <http://globaljusticeecology.org/agrofuels.php>



- ❖ **Indigenous Environmental Network** is a network of indigenous Peoples empowering Indigenous Nations and communities towards sustainable livelihoods, demanding environmental justice and maintaining the Sacred Fire of their traditions. They have important campaigns on Climate Justice, Energy Justice and resisting Tar Sands and REDD: <http://www.ienearth.org/climatejustice.html>

- ❖ **Movement Generation Justice & Ecology Project** provides in-depth analysis and information about the global ecological crisis. They have great curriculum and resources on environmental and climate justice: <http://www.movementgeneration.org>



- ❖ **Millions Against Monsanto** is a project of Organic Consumers Alliance and they have a petition and concrete actions your event's participants can do the same day! <http://www.organicconsumers.org/monsanto/action.cfm>

- ❖ **Rainforest Action Network** campaigns for the forests, their inhabitants and the natural systems that sustain life by transforming the global marketplace through education, grassroots organizing, and non-violent direct action. They have an active campaign against Palm Oil and one against Cargill: <http://ran.org>



- ❖ **Coalition of Immokalee Workers** is a community-based organization of mainly Latino, Mayan Indian and Haitian immigrants working in low-wage jobs throughout the state of Florida. They have active campaigns against supermarkets who have not signed on to the Campaign for Fair Food: <http://www.ciw-online.org> They work closely with the Student Farmworker Alliance, who has local affiliates around the US: <http://www.sfalliance.org>