



DELIVERABLE

CLIMATE STORY FUND GRANTEE: PRODUCTION & IMPACT PLAN

Introduction

The Production & Impact Plan should include key elements about the story's impact goals activities, core team and partners, timeline and budget.

We suggest capturing this information in a live Google document / slide deck that you can evolve over time and that can also be used in additional partnership fundraising efforts.

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PART ONE: THE STRATEGY

This is a working document that should be reviewed and updated by the grantees and impact strategists.

I. Story Synopsis

II. Impact Vision

Please include the potential role the story can play in helping to strengthen the efforts of the climate movement.

III. Production and Impact Timeline

IV. Release Strategy

V. Impact Strategy, Goals and Activities

- What role could this story play in the current social and political context it's situated in? What are the opportunities and what kind of opposition could it face?
- What are the impact goal(s)?
- How will the release strategy align with the stated impact goals?
- Who are the target audiences that you are prioritising to engage and activate?
- Who are the core partners you will be collaborating with? What engagement activities will the partners be responsible for?

VI. Ethical & Collaborative Practices

Please summarise the considerations you are taking into account when it comes to both the project's production and the impact implementation. We are also interested to hear about any accountability practices you are introducing / would like to introduce to ensure that the team, the participants in the story and key stakeholders are kept safe.

VII. Learning & Insights

How does your team plan to capture and share learnings, pivots, and outcomes? What metrics will you use to track your progress towards your goals?

For suggestions on potential metrics, please see the [Climate Story Fund Measurement & Evaluation Guidelines](#).

VIII. Core Production and Impact Team Members

Please include the names and experiences of the confirmed, core production and impact team members. Also note which team members will also be involved in the story's release and impact plan.

IX. Fundraising Strategy and Production & Impact Budget

Please share the production and impact budget. Note the funds that are secured, what is still left to raise, and who you are in conversation with for additional funds.

X. Additional Links to Trailers, Social Media Accounts and Relevant Documents

PART TWO: THE IMPACT PLAN IMPLEMENTATION

This is a working document that should be reviewed and updated at least every six months by the grantee and impact strategist to ensure the shared information is up to date. Response to each question does not need to be longer than 250 words.

Understanding the story's impact

- Did your project organize a braintrust? If so, please describe the focus of the braintrust and who was involved.
- Did the impact goals evolve? If so, please share how they have evolved and what contributed to the evolution.
- Please describe the current social and political situation and the role of the story and impact plan in this context. Were there key moments that the team organized around (e.g., a national election or parliamentary vote)? Did the current context lead to any challenges for the team?
- Who were the target audiences and how did they engage with the project?
- Did the impact efforts include engaging key decision makers and influencers (e.g., elected officials, lawmakers, corporate actors, celebrities, etc.)? If so, please explain

which tactics were used and if you found them to be impactful.

- How did your team's efforts contribute to the strengthening of the climate movement (e.g. examples can include indications of the elevation of key messages, audiences participating in new activities, building and strengthening of strategic partnerships, increased momentum towards climate action) ?
- Which metrics did you track? What did the team learn from the data?

Understanding the story's reach and influence

I. Project Reach

Potential indicators and data that can be referenced:

- # of screenings (including but not limited to broadcasters, streaming platforms, festivals)
- # of people who saw the film / content across all platforms (aggregate)
- # of social media footprint across platforms
- # of participants in activities organised as part of the impact plan (in addition to screenings)

II. Project Reach Demographics

Potential indicators and data that can be referenced

- names of channels or platforms through which the film / project was broadcasted with any notable demographics / political tendencies of the platform where that information is available - this should speak to the goals of the impact plan where traditionally unengaged audiences are of particular interest
- # and names of territories where the project has been available + languages in which it is available

III. Project Engagement

Potential indicators and data that can be referenced:

- # and names of organisations (NGOs, schools, etc.) partnering on the impact plan
- # and names of climate campaigners / influencers partnering on the impact plan
- # and names of policy makers partnering on the impact plan
- Examples of communities / groups that were engaged in delivering the impact plan

- IV. Notable Events (e.g., conferences / special screenings etc that engaged target audiences and stakeholders, events hosted in spaces significant to the impact plan.)
- V. Notable Press & Awards

PART THREE: POST PRODUCTION AND IMPACT REFLECTIONS

This will take place as a live conversation between the grantees and the Doc Society Climate Story Fund team as the grant term ends.

- What do you consider to be the biggest achievement of this project? This could relate to the communities you are working with, your team, your learnings.
- What were the unexpected challenges and outcomes of this project?
- What are some reflections from the communities and partners that your team collaborated with? If there are written or video testimonials, please link them here.
- What is the legacy of this project? What happens to the impact efforts now that this granting term is coming to an end?
- What would you like to share with other storytellers in your region about this experience?
- How can the Doc Society support you with what is next?
- We would like to share your valuable insights with the broader community. Would you be comfortable for this impact report (or an edited version of it) to be made available to other project teams / as part of the Impact Field Guide case study library?