



SCREENING TOOLKIT

This toolkit is designed to enable the Member Associations of the Water Environment Federation to organize digital screenings of the Brave Blue World documentary film. WEF is suggesting that each MA hold a digital screening of the film in 2020.

The contents of this toolkit include:

- Guidance for digital screenings
- Communications resources
- Invitation template
- Talking points and panel questions
- Request form

Information about the film including the trailer, descriptive language, the press release and blog, interviews with WEF leaders, and more can be found at <https://www.wef.org/braveblueworld>

Any questions or feedback can be directed to Travis Loop, WEF Senior Director of Communications and Public Outreach, at tloop@wef.org

GUIDANCE FOR DIGITAL SCREENINGS

WEF is hoping to have the Brave Blue World documentary film seen by as many people as possible during 2020. The film is designed to be digestible and interesting for people outside of the water sector. Member Associations can assist by organizing digital screenings.

Steps to organize a virtual screening include:

- **Touch Base with Travis Loop of WEF:** He can provide more information on the setup of virtual screenings and discuss concept, logistics, program, and promotion.
- **Add an External Audience:** While the water sector itself is an important audience for the film and the audience should include MA members, it is important to broaden the audience to other groups that intersect such as water nonprofits, environmental organizations, engineering and technology entities, policymakers, academics, university students, etc.
- **Find Partners:** Evaluate if there are partners – organizations, companies, universities – that could help with online attendance and promotion of the screening. This could be a useful way to build a diverse audience.
- **Develop a Program:** To supplement the film, it is recommended to accompany the viewing with an opening speaker (5 to 10 minutes) to discuss the film and its purpose, as well as a panel discussion after the film.
- **Invite the External Audience:** Manage invitations and registrations using EventBrite, a platform that is free for events that do not charge for attendance. Develop an invitation that provides an overview of the film, the date and time of the screening, and a link for registration. Send this invitation to your audience.
- **Promote on Social Media:** Highlight the screening on social media. Request that audience members share their thoughts about the film on social media, being sure on Twitter to tag @WEForg and use #braveblueworld.

How the Digital Screening Works:

The host will setup a Zoom (or similar meeting platform) meeting for the screening. The audience will join the meeting at the scheduled time and hear an opening speaker(s). A link and login info will be shared on the screen and in the chat function of the meeting platform and the audience will be directed to follow it to watch the film on a web browser while staying connected to the meeting. When the documentary ends, there will be a panel discussion continued on the meeting platform. The entire program will run about 90 minutes.

Alternate Digital Screening Approach:

As an alternate to that approach, an MA can choose to allow the audience to watch the film any time during a viewing window of 72 hours and then hold a session with speaker(s) and a panel discussion after the viewing window. The email invitation to the audience would provide these directions and links for viewing the film and joining the speaker/panel session.

COMMUNICATIONS RESOURCES

Summary language:

A new documentary film titled Brave Blue World examines how new technologies and innovations can create a sustainable water future. The Water Environment Federation (WEF) is a production partner for Brave Blue World and is using the film to raise public awareness about the solutions to water challenges.

It is important to convey a sense of hope and spirit of optimism for water. By showing a path to a sustainable water future Brave Blue World can help us to influence leaders, increase resources, change policies, and improve stewardship of water.

The pioneering water film features compelling stories, beautiful scenery, and examples from across five continents to show novel ways of tackling water problems. It explores developments in areas such as water reuse, nutrient recovery, energy generation, decentralized treatment, and the digitization of water. The film includes interviews with a variety of water experts, as well as high-profile advocates Matt Damon and Jaden Smith.

Additional communications resources:

- [Blog](#)
- [Press Release](#)
- [Social Media](#)
- [Graphics](#)

INVITATION TEMPLATE



You are invited to a virtual screening of Brave Blue World, a documentary film that examines how new technologies and innovations can create a sustainable water future.

The screening will be held on DATE at TIME.

Brave Blue World features compelling stories, beautiful scenery, and examples from across five continents that show novel ways of tackling water problems. The film takes viewers on an incredible journey to meet with pioneers and innovators who are addressing global water and sanitation challenges. Their stories reveal a hopeful and optimistic future for our most precious resource.

Before the screening, the film will be introduced by an opening speaker. The film will be followed by a special conversation with a panel of water leaders. Please register to reserve your virtual seat!

REGISTER

Watch the trailer



TALKING POINTS

Film Introduction

Hello, I am _____

Welcome to a screening of Brave Blue World.

There is a saying that those who tell stories rule the world.

That is because stories have a powerful influence on people's beliefs and behavior.

Unfortunately, the story of water that most people hear is all about problems – pollution in waterways, contaminants in drinking water, drought causing shortages, a lack of sanitation, plastic in the oceans, and more.

It is all doom and gloom, which can give people a feeling of despair and lead to apathy.

Those challenges are certainly a chapter, but they aren't the whole story of water.

There is a plot twist underway.

It is driven by human adaptability and ingenuity.

Our innovative spirit and ability to create technology are leading to solutions for water.

But why make a movie about it?

Let's look at how the climate change story has been told.

For the past 15 to 20 years there have been articles, books, videos, and movies explaining climate change and shining a light on the solutions.

Now people understand and are supporting solutions – even demanding them.

We want to show there is a similar path for water.

We want them to know that a paradigm shift is underway... to know that we can have a sustainable water future... that we can live in a Brave Blue World.

If people feel hope, it can generate support and increase resources, change policy, and foster personal stewardship for water.

The moment to make it happen is right before us.

Like Matt Damon says in the film, "How lucky are we that we're the ones who get to solve this."

POSSIBLE PANEL QUESTIONS

- What are some of your favorite moments in the film?
- Why is now the time to tell a different story about water?
- How do we stay optimistic in the face of enormous challenges?
- Why should people in this community have hope?
- How much is technology the ultimate answer for water problems?
- What are the local solutions that can build a sustainable water future?
- What is happening in our area with resource recovery?
- How can we get these solutions to spread?
- If solutions are available, why are they not prevalent?
- How can we get the younger generation more engaged in water issues?
- After people see this film, what should they do?
- What can the public do to support a sustainable water future?

BRAVE BLUE WORLD SCREENING REQUEST

Sponsoring WEF Member Association:

Point-of-Contact Name and Email:

Date of Screening:

Time:

Invited Audience:

Anticipated Audience Size:

Opening Speaker (s):

Panelists:

Social Media Plans: