

CANADA FUND PROJECT BRIEF

1. Project Title : Project Fest (Films on Environment for Students and Teachers)
2. Location : Quezon City
3. Project Sector : Environmental education/training
4. Budget : Php 450,269.97
5. Implementing Organization : Center for Environmental Awareness and Education (CEAE)
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6. Duration : August 19, 2005 - January 30, 2006
7. Project Description :

The project is about promoting awareness on the state of the environment in the Sierra Madre Mountain Range in Luzon and on the life situation of the indigenous peoples that live there. At the same time, it is about supporting the foreign and local exhibition of a documentary film – which is about the mountain range and its peoples – that was produced by a neophyte yet already recognized group. It complements a recently approved Canada Fund – supported project that aims to, among others, improve the forest cover of the mountain range and enhance the quality of life of the Agta Dumagats.

Particularly, the project aims to contribute to the efforts to enable the CEAE to participate in the Planet in Focus 2005 film festival in Toronto, Canada and to present the film to various audiences in that country and in the Philippines. The Canada Fund will support the round trip travel of three persons (the CEAE President who is also the lead film maker, the CEAE Executive Director, and an Agta Dumagat tribal leader) to Toronto, Canada and the needed logistics for road shows in the Philippines. Other stakeholders, including the CEAE will cost-share in the procurement of materials, acquisition of equipment, and management costs of the project.

8. Beneficiaries : 10,000 Filipinos indirectly including Agta-Dumagats
9. Expected Results :

- The Philippines is represented in the prestigious environmental film festival in Toronto, Canada;
- The film and its contents are promoted and popularized to various audiences in Canada and in the Philippines;
- Various audiences in Canada (especially those with Filipino roots) and in the Philippines will have the opportunity to be educated about, and support the protection, improvement and preservation of, the Philippine environment;
- In relation to the above, around 100 road shows are conducted in areas where the film will be most significant and relevant (e.g. communities around Sierra Madre Mountain Range and other similarly situated areas); and,
- Schools and other institutions concerned with environment protection, improvement and preservation

(including the proponent of another recently approved Canada Fund – supported project in Sierra Madre) will have a good tool for their education and environmental advocacy activities.

10. End of Project Results :

The CEAE had successfully participated in the world famous Planet in Focus film festival in Toronto, Canada from late September to early October 2006. The group was represented by its President, Film Director and an assistant (the Dumagat Chieftain was not provided with a travel visa because he did not have a birth certificate). The film – “Children of the Mountains” – bagged the prestigious Mark Haslam Award, named after the founder of the film festival. The Canada Fund made the CEAE’s participation possible by way of paying for the larger part of airfare, accommodation and allowances while the team was in Toronto, Canada. Locally, the Canada Fund provided funds for the conduct of a round table discussion, procurement of film equipment and fuel for road tours. The CEAE and other donors funded the production of workshop materials, board and lodging of project staff, and project management. The following are some of the highlights of the project:

The international and local exposures of the “Children of the Mountains” were attained with the help of the Canada Fund. The film is an award winning documentary that was first premiered in the Philippines in the Moonrise Film Festival (Gateway, Quezon City), which the CEAE had spearheaded to fast track awareness on environmental issues. The first international premiere was in the Planet in Focus Film Festival in Toronto, Canada. The film won the first Mark Haslam Award for documentaries exemplifying the highest ideals of the film festival. Due to the dynamic premiering, the film got selected in other film festivals around the world, garnering another award in Earthvisions Film Festival (Katherine Knight Award) while being an official selection in Global Visions in Edmonton, Canada and Vatavaran in New Delhi, India. More international screenings are being planned for 2006. The international exposures aimed at popularizing the advocacy for the protection and preservation of the Sierra Madre and the Philippine environment. It is hoped that the global consciousness would translate to more assistance and support for local advocacy.

The local exposure was facilitated by the CEAE’s Moonrise Road Tour team whose function is to ensure that there is a wide viewership of these award winning films by working with identified schools and provinces. For the school road tours, the CEAE worked with student organizations which did the marketing of the film and preparation of venues in campuses.

The provincial road tours were a slightly different program since the CEAE had to ensure that the community would accept such activity. This is because the community would have to provide food and housing (if any, otherwise the team would sleep in tents), electricity or power generator and security for the team. This is where the strength of film showings took place. It is the easiest thing in the world to set up a projector to a digital video disk player and a karaoke and ask the people in remote communities, who usually come in droves, to watch films. The concept here is like a wandering cineskwela (school cinema). Since there is limited entertainment in some of the provinces, the film showings have a great pull among the people, both young and old.

The film showings prove to be one of the most important opportunities to fast track environmental awareness and education. The effectivity is also immediate as people are shown up close and personal the issues about their environment. It also is a very peaceful and “low-profile” way of teaching and encouraging critical thinking about certain policies regarding the environment.

Impact on recipients and the community

The most visible impact of the film showing on the community and to the students is the marked increase in the level of their awareness about the issue at hand. In a film showing at the Polytechnic Univesrity of the Philipines in Sta. Mesa, Manila, to which the Canada Fund attended to observe, some of the students confessed that they previously thought the degradation of the mountains and the drying up of water sources were a problem of the mountain dwellers. Through the film, they realized that everything is inter-related. Though the students might still need to be guided to come out with the right thinking behind certain issues, they also are the quickest to observe that they should be affected because they will be the ones to inherit the problems on environmental degradation. In communities, there appeared to be a

cohesion of support from the viewers once they saw the film. The films have such a powerful moving factor for the Filipinos that we love to watch movies, even to the point of viewing a particular film for the second or third time if it delivers exceptional impact on our lives or aspirations. Aware of this, one local government unit has invested in a digital projector in order to show the film to barangays and to keep on “reminding” the constituents about the issues around the province.

Target Beneficiaries

The original target was to reach at least 10,000 people both abroad and in the Philippines. Internationally, it is hard to put a number of viewers but it is estimated that above 10,000 have watched the film as it was not only shown once but several times on respective road tours in several countries. Among the festivals where the film was exhibited were the following:

- Moonrise Film Festival (Philippines)
- Planet in Focus Film Festival (Toronto, Canada)
- Earthvisions Film Festival (Sta. Cruz, California)
- Global Visions Film Festival (Edmonton, Canada)
- Vatavaran Film Festival (New Delhi, India)

The school tours in the provinces and Metro Manila have been the most visible and strongest component of the education initiatives. The turn out of viewers exceeded the 10,000 target. Below is the table of some of the activities:

| Venue | Activity | Results |
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| Planet in Focus Film Festival (Sep. 28 – October 2) | Representation in Toronto in the largest annual film festival | Winner (Mark Haslam Awardee-Founder’s Award) |
| Earthvisions Film Festival (Sep. 24 – 28) | Premiering of COTM in Sta. Cruz, California. | Winner (Katherine Knight Awardee-Founders Award) |
| Global Visions Film Festival (October 24 -28) | Premiering of COTM in Edmonton’s oldest film festival with another Philippine entry, Bunso. | Premiering in Edmonton, Canada |
| Vatavaran Wildlife Film Festival (November) | Premiering of COTM in India’s largest wildlife film festival | Premiering of COTM in New Delhi, India |
| College of Holy Spirit | Film showing with lecture | 180 participants |
| Pateros Technological College | Film showing with lecture | 600 participants |
| De La Salle Graduate School | Film showing with lecture | 24 participants |
| Miriam College | Film showing with lecture | 80 participants |
| Polytechnic University of the Philippines | Film showing with Lecture | 3,000 participants |
| University of the Philippines – Los Banos | Film showing with lecture | 250 participants |
| Far Eastern University | Film showing with lecture | 7,000 participants |
| Technological University of the Philippines | Film showing with lecture | 2,000 participants |
| Ateneo de Manila University | Film showing with lecture | 800 students |
| University of the Philippines | Film showing with lecture | 3,000 students |
| Ilagan, Isabela | Provincial Road Tour | 500+ participants |
| Dinalungan, Aurora Province | Provincial Road Tour | 500+ participants |

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| Quirino, Nueva Vizcaya | Provincial Road Tour | 80 participants |
| Bataan | Provincial Road Tour | 2,000 participants |
| Ilo-Ilo | Provincial Road Tour | 300 participants |

Impact on women

The film paid close attention to the specific needs, roles, and responsibilities of both women and men. For example, the film *Children of the Mountains* describes how the women in the Agta culture face down logging trucks with nothing more than machetes. They show courage when the environment is threatened. Based on the usual reactions of students during film showings, the courage shown by the Agta women is an excellent example for all women.

Impact on the environment

Though the film has no direct impact on the environment, there is a perceptible mind shift from almost all participants when asked about the issues that were presented in the film. In local communities, exit interviews showed that people developed great concern about the environment as they live right in it. It is expected that the popularity of the film, and the education that it gives, would somehow drive people to learn to care for and preserve the environment.