



IMPACT REPORT 2020

PICTURE PEOPLE

www.picturepeople.org

Executive summary

Picture People is a UK-based charity that engages with and inspires individuals, groups, and communities around the world to influence decision making and action that impact their communities. We inspire people to become agents of change by improving their knowledge, skills and confidence in their storytelling, communications, advocacy and video production. Picture People supports social movements by promoting collaboration amongst storytellers, advocates and educators and by amplifying the impact of their work.

We do this work, because we envision a world where storytelling ensures people live happy, just, and healthy lives.

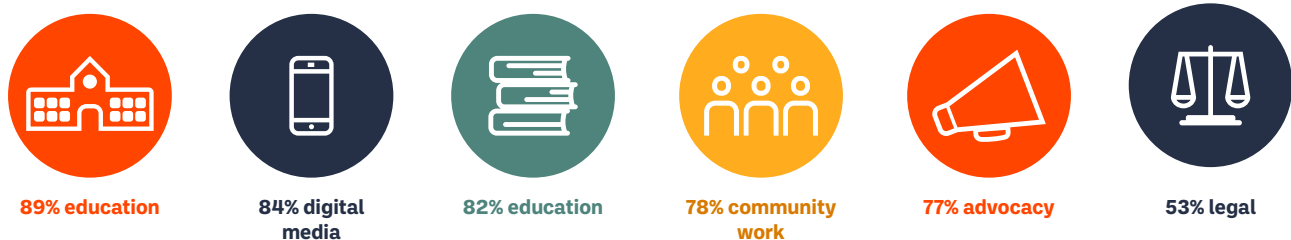
To fulfil this vision, Picture People facilitates workshops, networking events and educational programmes across the world to give activists, filmmakers, students and educators the tools to influence social change through visual media. This report reflects the findings of an independent analyst on the impact of Picture People's work.

Key findings

In the past 15 years, Picture People has delivered programmes and events with over 50 partner organisations, attended by 755 participants from 69 countries.

Social change is a slow and often complicated process. However, Picture People partners report that in just six years, the training provided is already beginning to change narratives. Significantly, participants who attended the visual storytelling workshops in places most in need of social change are rapidly applying their learning to their work as advocates in their communities.

APPLICATION OF KNOWLEDGE AND SKILLS BY DOMAIN



The impact study also uncovered several opportunities and challenges that, when addressed, will allow Picture People to improve its services and increase its impact of addressing injustice around the world.

Impact Analysis

In 2020, Picture People commissioned an independent analyst to evaluate the impact of its programs. The results of the study were taken from focus groups, surveys, and interviews with participants and key stakeholders. Major findings of the study are detailed below.

Our Approach

In these challenging times of harmful narratives, manipulated media and unsafe emerging technology that threaten peoples' basic rights, Picture People is committed to provide the tools for the voiceless to speak out and amplify their messages of positive change using new media approaches and emerging technologies that make people listen, believe that change is possible and show them the first step for action. We identify places and communities where human rights film activity is most relevant but lack space for young filmmakers and activists to learn, share stories and ideas, and produce film projects with an impact.

Picture People conducts the annual Summer School in Cinema Human Rights and Advocacy for young professionals involved in the media, human rights and NGO sectors. The Summer School programme offers education and training that combines human rights expertise, media studies and video advocacy strategies.

We also conduct Visual Storytelling for Social Change workshops and networking events in low - and middle- income countries to support grassroots organizations, media professionals and community leaders to produce video for social change to impact in their communities.

ALUMNI USE THEIR VIDEOS IN:



33%

Advocacy Work



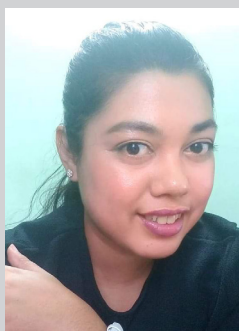
31%

Social Media



23%

Campaigns



Soe San Htike: *The power of visual storytelling*

Soe San Htike is a journalist of the Rakhine ethnic minority in Myanmar. As a result of attending one of our Visual Storytelling Workshops in 2016, Soe San co-produced *WITH²OUT*, a short film about chronic water shortages in the north of Myanmar. The film has been used in Australia's school curriculum. Her second film, *Wildflowers* from Chin Land, explored discrimination against divorced women.

[Click here for Soe San Htike's story.](#)

Partners and Participants

Global Campus for Human Rights said that the Cinema Human Rights and Advocacy Summer School “is an important asset” to the institution, alongside its main Master’s Degree programmes.

Workshop partners report that Picture People’s delivery is strongly connected to the goals and outcomes of their own organisations, assisting them to find “creative and innovative ways” to marry art, media and advocacy.

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With the workshops we can capacitate our targeted participants to create new narratives that can shift perspectives of the public.

Leni Velasco, Executive Director Active Vista Philippines

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Picture People are viewed as being effective contributors to the diversity and inclusion streams of their partners’ work.

The Danish Institute of Human Rights reported that Picture People’s online training had been very effective in teaching educators at Myanmar’s universities how to use new teaching methods that integrate digital media to enhance teaching on human rights and law to better engage and teach “Generation Z”.

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These documentaries are used as a tool for advocacy with the purpose of social change... they help the voices of marginalised communities to be heard and [raise awareness of] the issues that need to be tackled.

**Matthew Sheader, Director Contracts and Partnership,
British Council Myanmar**

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Makiz Nasirahmed: Changing lives

Makiz Nasirahmed is from northern Afghanistan. After attending a Picture People workshop in 2016, Makiz worked in Afghanistan with the UN Mine Service as a Communications and Advocacy Officer and produced the film, *Safe Ground: Minefields to Playgrounds*. Makiz stated, “the impact of effectively using media and knowing how to appeal to a specific audience can have a great impact on the world”.

[Click here for Makiz’s story.](#)

Participants

Picture People has worked with more than 755 people in its Summer School programme and Visual Storytelling workshops. A survey and focus groups of these participants revealed their work is leading to change as a result of the knowledge and skills gained during Picture People's trainings. More than half of the participants report gaining skills in using and producing film for human rights protection, storytelling for advocacy and civil society engagement.

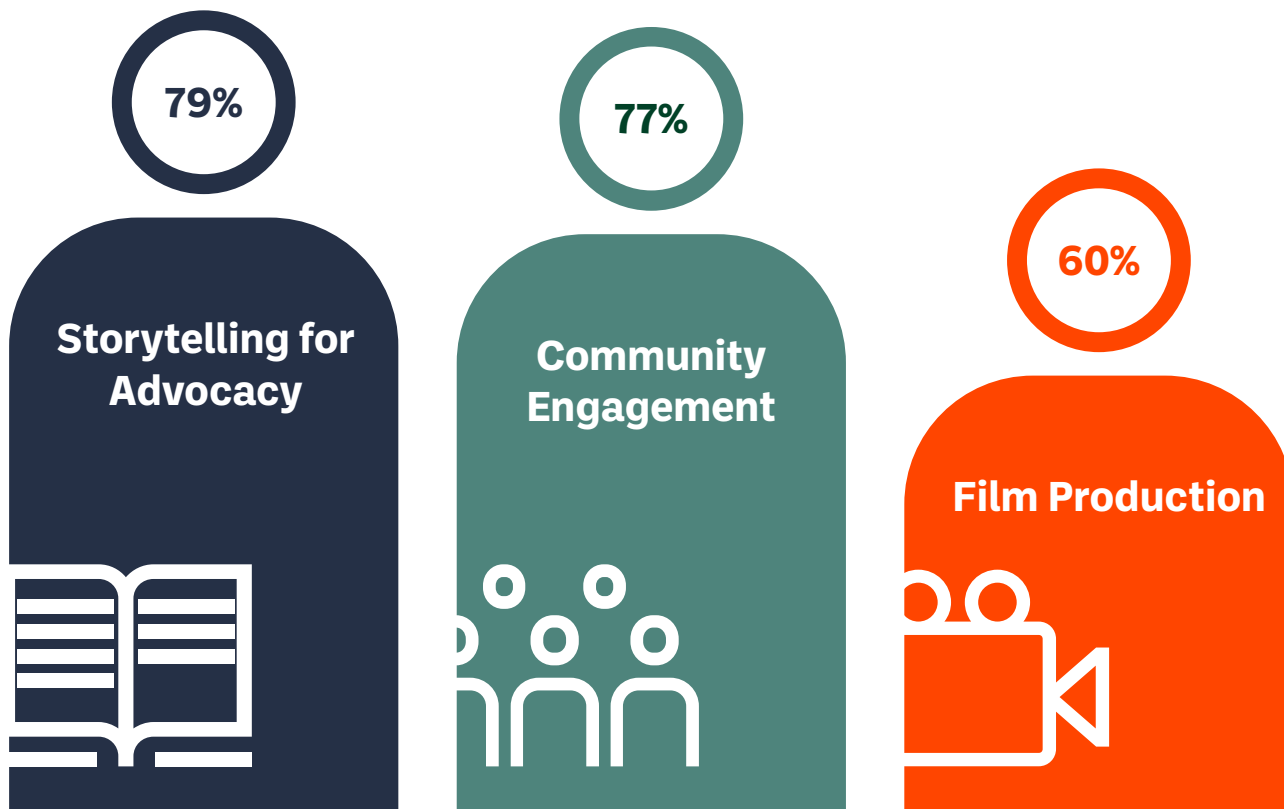
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I was able to learn not only the techniques of making short videos using mobile phones but also how to address social issues. Such a valuable combination.

Seng Doi, 2018 Myanmar workshop alumni

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PARTICIPANTS' CONFIDENCE IN ACQUIRED SKILLS



Benedicta Deogratias: Inspiration and motivation

Benedicta Deogratias is from Holland and attended the Venice Summer School in 2017. The following year she produced a short documentary, *Trapped in Marriage*. “I would not have been able to do this without the Summer School... I was inspired by my teachers and motivated [by them] in this activity. I use the skills I learned all the time in my work.”

[Click here for Benedicta's story.](#)

Conclusion

There is evidence from partners that Picture People's courses are successfully contributing to changing the social landscape and the narratives. The impact audit found that the Summer School offers the opportunity to bring together a diversity and richness of participation that provides an effective networking conduit between participants based in the Global North with those from the Global South who are more likely to be closer to the frontlines of activism and advocacy in the community.

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It is clear that the course offered by Picture People offers high-quality, inspirational and motivational learning experiences contributing to social change.

Mark Bitel, Organisational Impact and Effectiveness analyst

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Room for growth

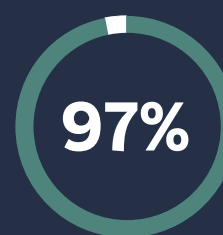
As Picture People celebrates 15 years of impact around the world, several opportunities to improve current services and expand new services were identified during the analysis.

These include:

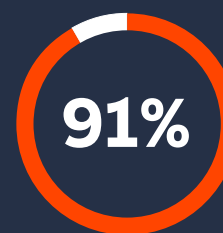
- More targeted and focused recruitment of workshop participants
- Provide additional support and networking opportunities to Picture People alumni
- Improve impact measurement and sharing that impact.
- Improve communications and marketing.

Picture People plans to address these challenges in an effort to continue growing its global impact.

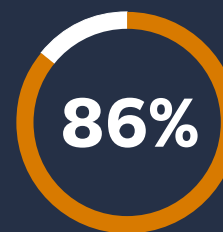
ALUMNI FEEDBACK ON PP TRAININGS



Would recommend PP



Believe that PP training has increased their ability to contribute to social change



Believe that PP training has been useful to further their career



Nwaye Zar Che Soe: Training people

Nwaye Zar Che Soe is a filmmaker and social worker from a minority ethnic group in Myanmar. Following her participation in a Picture People workshop in 2016, Nwaye produced the short film *Priority* to highlight the difficulties faced by disabled people using public transport. Nwaye believes that visual media is “brightening my corner to educate people with disabilities to tell new and true stories”.

[Click here for Nwaye Zar Che Soe's story.](#)



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