



PICTURE PEOPLE

IMPACT REPORT 2021



MESSAGE FROM THE BOARD

Welcome to our 2021 impact report.

It is with great delight that we introduce Picture People, an UK educational charity that works with over 50 international and local partners in 20 countries to train and support filmmakers, activists and advocates to address social injustice and environmental issues through short films, visual media and new technology projects.

As with many charities, the pandemic has driven a **period of adaptation and innovation** for us in 2021. Despite the restrictions on international travel, we launched a number of new initiatives and programmes to reach over 700+ participants last year. In April, we held our first-ever online training programme for 40 university professors in Myanmar, on how to effectively teach human rights. That was followed by hosting other academic training courses and webinars in Myanmar, Lebanon, Argentina, the UK, Bangladesh, Paraguay and Timor Leste, as well as our flagship summer school programme in Venice, Italy.

For 2022, we are at the **start of an ambitious period of growth** to extend our offerings, build our team and leverage our collaboration with our in-country and international partners to strengthen our visibility and impact.

The beneficiaries of our workshops, master classes and unique summer school programme are all united by a common mission - to protect and promote human rights and the environment. They all want to make **impactful changes** in their communities and support vulnerable and marginalised groups. Our aim is to provide them with the skills and confidence to seek imaginative solutions via visual media and mobile technology so they can tell powerful stories of social change in their local communities. And many are doing just that.

Despite our small size, we are seeing that our educational activities, offered in conjunction with our partners, continue to have an **impact** on our beneficiaries as they strengthen their knowledge, skills and confidence in using storytelling, visual media and technology to highlight social injustice and environmental issues in the countries and communities that are most affected.

Christopher Hird

Christopher Hird
Chairman of Trustees

Claudia Modonesi

Claudia Modonesi
Chief Executive



OUR VISION AND MISSION

Since 2004, Picture People has been committed to train people to use **visual media** and **technology** effectively to expose human rights abuses, alter perceptions and behaviours, and affect **change**.

OUR VISION

We strive for a world where **storytelling** connects with and advances our humanity for a **just** and **equitable** future.

OUR MISSION

By offering communication tools to the most marginalised, to tell and share their stories with their own words on issues that matter most to their communities, we hope they can **shift public perceptions** and mobilise others to become active on the issues explored.



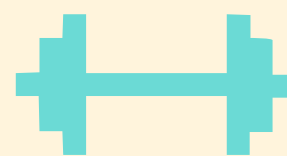
OUR AIM



INSPIRE people to become agents of change by strengthening their knowledge, skills and confidence in storytelling, advocacy and video production abilities.



ENGAGE with vulnerable groups and communities in the production and distribution of social and environmental justice media.



STRENGTHEN social movements by promoting collaboration amongst storytellers, advocates and educators and by amplifying the impact of their work.



OUR WORK

Covid unfortunately continued throughout 2021 and with it, restrictions on travel. One of the biggest challenges for Picture People was coming up to speed with how best to develop and teach online courses to maximise our impact with our participants.

Yet, despite covid, a number of new opportunities presented themselves. Most importantly, we **pushed the boundaries** from traditional in-person teaching formats and methodologies to remote and interactive alternatives and expanded our reach in terms of the number of beneficiaries and regions.

We are a small dedicated team of six people dotted around Europe, and this year, thanks to our partnership with 15 international and local partners, we were able to focus our efforts on four global initiatives to reach **over 700+ beneficiaries** from 25 different countries.



OUR WORK

CINEMA, HUMAN RIGHTS AND ADVOCACY SUMMER SCHOOL

The 16th edition of the Summer School in Cinema, Human Rights and Advocacy, a training initiative jointly developed with the Global Campus of Human Rights, was successfully held in Venice, Italy in a blended format with online and in-person sessions for participants from 22 different countries. The 10-day programme focused on 'delivering social change to children and young people' in the broader framework of human rights protection and promotion.

ACADEMIC SEMINARS

We hosted five ad hoc workshops and seminars in graduate and post-graduate programmes in the human rights, international development and humanitarian sectors including:

- Two online courses in Myanmar on 'Media Human Rights and Technology' for 200+ participants including university professors.
- An in-person technical workshop in Scotland on 'How to Tell your Story Anywhere Anytime' for the World Extreme Medicine Conference 2021.
- An in-person workshop in Lebanon on 'Visual storytelling' for masters students at St Joseph University.
- An online seminar on 'Cinema and Human Rights' for Master's students at San Martin University in Argentina.

CAPACITY BUILDING

We also ran three webinars in Bangladesh, Paraguay and Timor Leste for 350+ participants to enable them to broaden their knowledge, skills and confidence in using storytelling, visual media and technology to tell powerful stories about social change in their local communities.

NEW INITIATIVES

Our inaugural 'Future in Focus' mobile phone competition, in conjunction with an award-winning judging panel, was launched in November. Submissions came from every continent, with the winners from Myanmar, Western Sahara and Sri Lanka.

OUR IMPACT

Social change is brought about by gradual incremental changes and our summer school programme and online and in-person educational workshops continue to contribute to building the technical skills, understanding and knowledge for those who highlight social injustices and environmental issues.

Our desired long-term impact is to improve the human rights of marginalised / vulnerable groups and communities through policy changes. In the short term, our aim is achieve the following for our workshop participants:

- Increase technical skills in making film/video
- Increase understanding on how to use film/video for human rights advocacy
- Increase knowledge and ability to share/distribute film/video for greater human rights advocacy impact

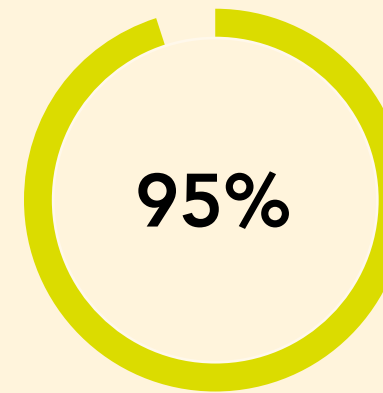
The Danish International Development Agency (DANIDA) reported that Picture People's online training workshops had been very effective and received great appreciation from the Myanmar educators.

"Picture People has supported learning opportunities for 200 emerging academics and 80 human rights practitioners in Media, HR and Technology during a very difficult time challenging Myanmar's democratic transition that has heavily impacted all academic institutions.

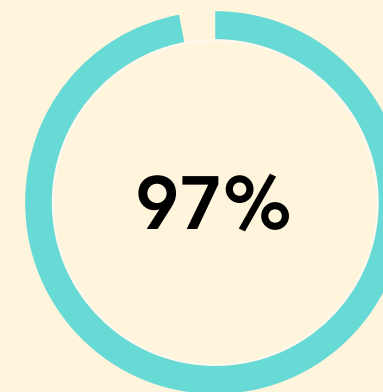
Picture People has not only ensured young academic and adult learners have been able to acquire knowledge and new skills on the importance and interplay between human rights, media and technology but also ensured that participants were able to discuss and engage on important human rights issues in their homes facilitated by Picture People's very experienced team. Picture People's courses and teaching methods encourage students to overcome challenges and continue their learning journey"

Louise Simonsen Aaen, Chief Adviser at the Human Rights Education Research Programme, DANIDA.

From our online four-day workshop on 'Introduction to Media, Human Rights and Technology', as part of the Human Rights Fundamental Certificate Course in Myanmar for graduate students:



Respondents considered that the training 'exceeded' or 'met' their expectations and that they had **gained a 'very good' or 'good' understanding** of the topics covered in the workshop.



Participants believe that the workshop has helped them to **develop their knowledge and skills.**

From our first online six-week course in Myanmar on 'Media, Human Rights and Technology' for representatives of Civil Society Organisations and Community Based Organisations:

"I look forward to sharing my new knowledge with my colleagues so we can help our community. The lessons taught were extremely relevant to the current situation in Myanmar."

From our Visual Storytelling workshop in Lebanon:

"The Visual Storytelling workshop was incredibly insightful and engaging and really changed my perspective about human rights - thank you".

OUR IMPACT

MARIANO POZZI

Mariano Pozzi is an international award-winning film director and audio-visual producer from Buenos Aires, Argentina.

*"It was a great opportunity to **widen my horizon about children's rights**, be part of the Film Festival and learn from such a diverse cohort of peers, experts from around the world including activists, journalists, filmmakers, and academics with different interests, skills and backgrounds. Overall, it was an extraordinary experience that greatly helped me to further develop my second film series about children's rights, entitled Kids' Stuff."*



ANTONIA BARRADAS

Antonia Barradas is a human rights advocacy advisor based in Lisbon, Portugal. For Antonia, attending the Summer School allowed her to acquire a multidisciplinary perspective around the intersection among law, advocacy and human rights.

*"I would have never imagined that a person with a legal background could benefit but I joined and it has been an **incredibly useful experience for the development of my legal project** about the massacre in Angola in 1977 as well as to further my career aspirations."*



ASTITVA SINGH

Astitva Singh is a human rights photographer, artist, and filmmaker. For Astitva, attending the Summer School was a chance for him to learn how to critically think about human rights issues in an international context and use different instruments to advocate for change.

*"I **learnt specific technical skills** such as how to produce and distribute films, pitch ideas and make effective reporting videos, skills that have helped me to market my projects to potential donors."*



AREAS OF GROWTH

We continue to look for ways to improve on our delivery, content and approach to our in-person and online workshops and academic training, as well as how we manage our flagship Summer School programme. Areas for improvement include:

- Facilitate easier access to online resource materials during and beyond workshops
- Ensure a better balance of activities at the Summer School programme
- Build our alumni network
- Improve the visibility of Picture People with key stakeholders
- Standardise impact measurement and procedures and share outcomes

OUR FINANCIALS

Our work is funded by foundations, philanthropic organisations and private donors. This year, we were financially supported by Montpellier and Woodward Charitable Foundation, who provided funds to increase the reach and efficiency of our online projects, to professionalise our communications and expand our team.



LOOKING AHEAD

For 2022, we are at the start of **an ambitious period of growth**. We are expanding our online workshops so we can reach more participants in more countries this year, and we are excited to re-launch our in-person film labs and offer the latest workshop models on, among others, AI and Deepfakes, Digital Security, and Video for Evidence. In addition, we are building our team and strengthening our alumni network. Besides launching a new initiative highlighting the devastating impact climate change is having on local communities in SouthEast Asia, we are leveraging our collaboration with strategic partners to strengthen our visibility and impact.

2022 is an exciting time for Picture People as we strive to meet our ambitious objectives.



OUR PARTNERS

At Picture People, we partner with leading practitioners and organisations around the world to share expertise and best practice. During 2021, we were fortunate to work with 15 international and local organisations on four continents to support our educational programmes and activities:



HOW YOU CAN HELP

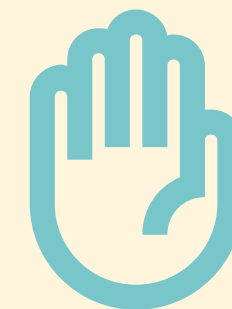
HELP US TURN OUR 2022 VISION INTO REALITY.

Here are ways you can lend a hand:



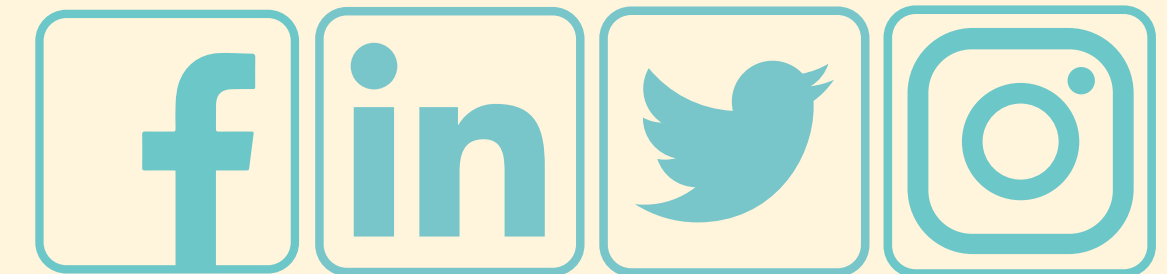
DONATE

Make a one-time or recurring financial contribution.
Please contact info@picturepeople.org



VOLUNTEER

Volunteer to help us promote our programmes.
You can contact us at info@picturepeople.org



FOLLOW US

Keep up to date with the latest activities
on our social media.

Since 2005, Picture People has worked with
52 partners in **20 countries** around the world to
train over **1,500 people** on visual media and technology
to advocate for **positive change**.



