

THE LETTER



 YouTube Originals

off the fence



LAUDATO SI'
MOVEMENT

ABOUT THE FILM

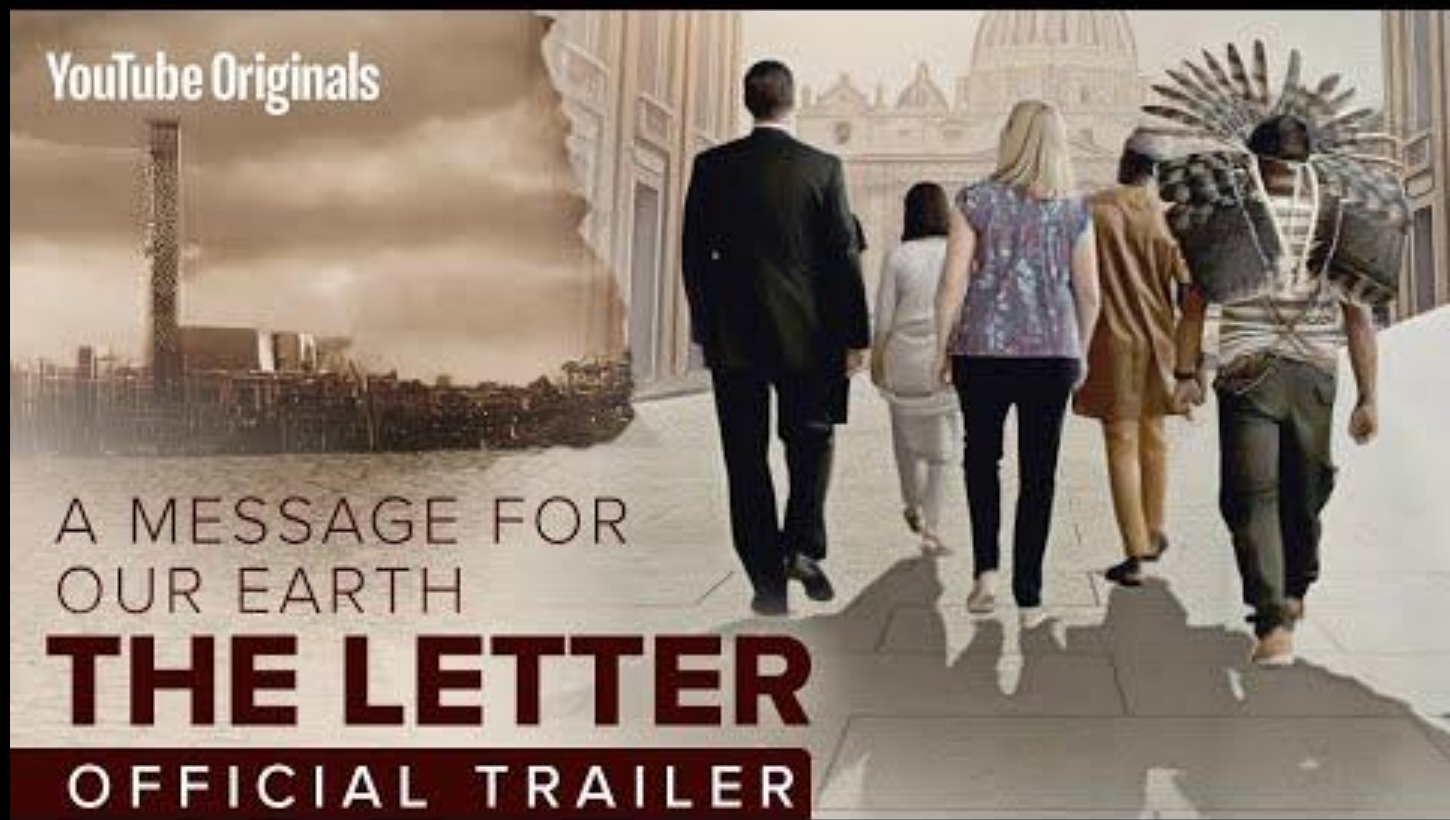


Laudato Si', Pope Francis' encyclical on climate change and ecology, offers **a transformative new vision of environmental protection.**

Laudato Si' Movement, in partnership with Off the Fence Productions, is collaborating with the Vatican to release the Laudato Si' film in October 2022. **The Letter film will bring Pope Francis' vision of integral ecology to life.**

The film will be available for free for global audiences through a partnership with YouTube, and will be screened at high-level events and in communities across the world. An audience in the tens of millions is expected.

TRAILER



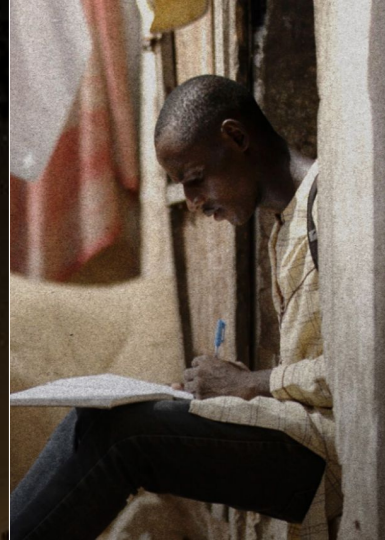
(also [here](#))

THE STORY

The film will feature frontline champions from around the world.

Each person represents a voice that is not being heard—the voice of the Indigenous, the voice of the young, the voice of the poor, and the voice of nature.

The film follows these people coming together in dialogue with each other and Pope Francis himself. Throughout the film, we see the characters find unity in their distinct worldviews and strength in the common values we all share.



THE PEOPLE



POPE FRANCIS

Pope Francis was born Jorge Mario Bergoglio in Buenos Aires, Argentina, and is the first pope from the Americas. Dedicated to a humble lifestyle, he lives in a simple apartment, cooks his own supper, and travels in a small car. He has often said, "My people are poor and I am one of them."

Pope Francis encourages us to protect this planet, our common home, as a way to love one another and the Creator. He took his papal name from St. Francis, who gave up family wealth in order to serve the poorest and care for creation.

In 2015, Pope Francis published *Laudato Si'*, a letter addressed to "all people of good will." *Laudato Si'* explores today's planetary crisis in the light of ancient wisdom from Catholic teaching. Pope Francis asks us to see that "everything is connected," and to "hear both the cry of the earth and the cry of the poor."

In 2021, the Vatican launched the Laudato Si' Action Platform to equip institutions, communities, and families to act on the principles of the *Laudato Si'*.



CHIEF DADÁ

VOICE OF THE INDIGENOUS

Chief Odair "Dadá" Borari is a leader of the Novo Lugar community of the Borarí tribe. The Borarí tribe resides in the Maró Indigenous Territory, located in present-day Pará, Brazil. The Maró lands include old-growth forests, teeming with life and beauty, where logging companies see only potential for their own profit.

As illegal loggers began to increase their incursions into the Maró Territory, Chief Dadá became expert in the use of a new technique to capture GPS-tagged photographs of their activities. His work created evidence of the loggers' crimes, forcing government authorities to take action.

As a result of his courageous leadership, Chief Dadá was captured and tortured by mercenaries, and must now travel with a security escort. He continues advocating for the protection of his people and land, and is now training the next generation of leaders.



RIDHIMA PANDEY

VOICE OF THE YOUTH

Ridhima Pandey is a young climate activist from Hadiwar, Uttarakhand, India.

Ridhima has been involved in activism since the age of nine, when she joined a lawsuit against the government of India, arguing that it had not met its obligations under the Paris agreement.

Ridhima was also a member of the UN complaint that accused five governments of violating the Convention on the Rights of the Child by failing to protect children from the dangers of a warming world.

Ridhima lives with her brother and parents close to the Ganga (Ganges) River.



ROBIN MARTIN & GREG ASNER

VOICE OF THE WILDLIFE

Greg Asner and Robin Martin are marine biologists and co-creators of a technique to create 3D maps of the world underwater.

Over the years of their work, Dr. Asner and Dr. Martin have joined their wonder at the beauty of the natural world to hard science that tracks the numbers on nature loss and conservation. **Working together as both scientists and spouses, they strive to understand how a changing climate leads to loss of marine life.**

Dr. Martin is an associate professor of geography and Dr. Asner is the director of the Center for Global Discovery and Conservation Science at Arizona State University. They live in Hawaii.



AROUNA KANDE

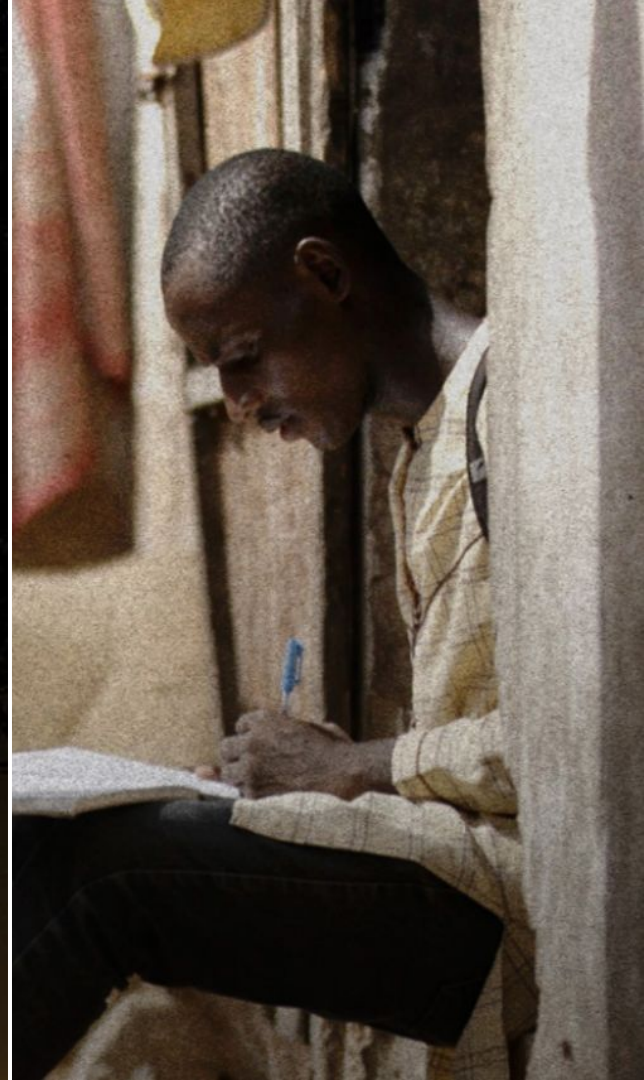
VOICE OF THE POOR

Arouna grew up in a family of farmers in the Kolda region of Senegal, where nearly 80% of the people live in poverty. Families like Arouna's have long managed to make a living from small farms and herds. But harder droughts and growing deserts make their situation unlivable.

Arouna's family became unable to provide for him, and at the age of 8 he was moved to the coastal city of Saint-Louis. Saint-Louis is now being slowly consumed by a rising sea and stronger storms often wash away homes and businesses.

With growing deserts in the east and rising waters in the west, Senegal is squeezed by the planetary crisis. Many young people see no choice but to risk the dangerous migration to Europe. Tragically, they often die along the way.

Arouna has dedicated his young adulthood to the sustainable development of Senegal.



LANGUAGES & FORMAT

The film is 80 minutes in length. It shares the core messages of *Laudato Si'* in a compelling way for modern audiences.

The film will be dubbed in Spanish, Italian, Portuguese, and French.



IMPACT CAMPAIGN

An impact campaign will accompany the release of the Laudato Si' film. The impact campaign has a few core goals.

- 1) Sharing **the messages of Laudato Si'**
- 2) **Broadening the universe of actors** on climate and nature
- 3) **Shifting narratives** around the protection of our planet
- 4) Encouraging **better policies**

Screenings will take place in local communities. **A new film website** will be the hub for trainings and free screening resources that will support hosts.



RELEASE

The film will be released on **4 October.**

It will have its **premiere in the Vatican.**

At 9:30 Pacific US time (11:30 Brazil, 12:30 Eastern, 18:30 Rome, 19:30 EAT, 00:30 Manila) it will be released on YouTube.

We would love your support to share this celebration!



ACHIEVING PARTNERS' GOALS

We hope that Laudato Si' film and impact campaign will help partners achieve their goals.

- 1) Sharing the message of Laudato Si'
- 2) Building and engaging your grassroots networks
- 3) Promoting your priority programs
- 4) Advocating for policies
- 5) Reaching new audiences



PARTNERS - ENGAGEMENT OPTIONS

We want the film to be of value to you and to help you to meet your organizational goals.

There are a number of ways that partners can take part in this project:

- **Engaging your members** by registering community screenings of the film
- **Promoting your initiatives and programs** by using social media videos and other assets from the film
- **Promoting better policies** by organizing high-level events or publishing op-eds



HOW WE CAN HELP

To engage your grassroots networks: we can create a dedicated page on the film website

To share the film on social media or blog: we can provide templates

To promote your own initiatives on social media or blog: we can provide videos and photos from the film

To engage policy makers: we can help you organize events and draft op-eds





FURTHER INFORMATION

A more detailed description of the ways partners are collaborating on this project is [here](#).

We'd love to hear more about your needs.

Please reach out to the regional organizer in your area for more information on the film and partnership opportunities.