



# WORLD WATER DAY 2020

THE CONDOR & THE EAGLE FILM SCREENING

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## ORGANIZING TOOLKIT

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THE  
**COUNCIL**  
OF CANADIANS



LE  
**CONSEIL**  
DES CANADIENS

ACTING FOR SOCIAL JUSTICE / AGIR POUR LA JUSTICE SOCIALE

# WORLD WATER DAY 2020

The United Nations has declared March 22 of every year World Water Day. On this day, everyone is encouraged to take action for the water in their community. The theme for World Water Day 2020 is Water and Climate Change.

At the Council of Canadians, World Water Day is an opportunity for our chapters and supporters to learn more about the threats facing our water and ways communities can fight back and protect water. Over the years, Council of Canadians chapters have organized a variety of events and actions to celebrate and protect water, ranging from panel discussions and film screenings to rallies and online actions.

## About *The Condor & The Eagle*

Sophie and Clement Guerra's inspiring documentary is a timely film following Indigenous leaders who are engaged in critical actions to preserve their territories from environmental destruction through the Americas. The film is 82 minutes long, and premiered on Turtle Island in October 2019 – more information can be found in Appendix 1.

Featuring intimate interviews, brisk pacing and unforgettable original animation sequences from Lucy Animation Studio, *The Condor & The Eagle* will inspire you to act to tackle the climate crisis.

## Screening of "*The Condor & The Eagle*" for World Water Day 2020

The Council of Canadians recognizes the integral role that Indigenous Peoples and communities play in the movement for climate and water justice. Over 100 First Nations communities still live without safe, clean drinking water, and Indigenous land and water defenders have been at the forefront of the fight against major extractive projects. It is critical to learn from local Indigenous communities and peoples and amplify their voices as we strengthen our relationship with Indigenous communities and work towards a better world.

*The Condor & The Eagle* demonstrates tangible actions that anyone can take, inviting settlers to follow the call to action from Indigenous communities. The filmmakers are committed to ensuring that this film stays in public hands as an organizing and storytelling tool in communities around the world. For this reason, they are interested in partnering with the Council of Canadians to support community organizing and relationship building across Turtle Island.

We are excited by the opportunities for conversation that this film offers, and by the chance to deepen our understanding of solidarity to protect Mother Earth. Council of Canadians extends the invitation to chapters to screen this film as an opportunity to learn, build community, and come together on the issue of the climate and water crisis. In addition to this screening, chapters are encouraged to organize their own World Water Day activity that is in line with the local water issues.

**We've created this organizing toolkit for chapters and supporters interested in hosting a film screening for World Water Day.** You will find an event checklist at the end of this document.

## Step 1: Build a film screening team

### REACH OUT TO LOCAL INDIGENOUS COMMUNITIES AND ORGANIZERS

*The Condor & The Eagle* provides a unique opportunity to reach out to other communities and work together to build the movement for a better world. The filmmakers hope this film will encourage us to gather together, tell stories and build the world we want to live in.

We encourage you to reach out to Indigenous organizations and organizers and invite them to participate in organizing, attending and/or speaking at the event. Council of Canadians staff are working with Indigenous Climate Action (ICA) to connect chapters with local ICA organizers – if you have any questions, reach out to your regional organizer.

### ENGAGE OTHER LOCAL PARTNERS

Even if you are working with an existing Council of Canadians chapter, it's important to partner with others. If you need suggestions of groups to reach out to, or those who work closely with the Council of Canadians, reach out to your regional organizer and/or water campaigner. Some suggestions for other local partners include: family, friends, fellow organizers, environmental and climate justice organizations, union locals, faith-based groups, schools, etc.

If there is not a Council of Canadians chapter in your community, but you are still interested in hosting a screening, please reach out to Vi Bui, the Water Campaigner, at [vbui@canadians.org](mailto:vbui@canadians.org) to see if there are others who have indicated interest in your community. We also encourage you to reach out to your own networks.

This is a great opportunity to reach beyond your existing network - *The Condor & The Eagle* is intended as a relationship-building and story-telling tool. Get to know which Indigenous communities are in your area, and who else is doing organizing work. Reach out with the intention of collaborating and building relationships beyond the film screening.

With all event partners it is important to reach out with plenty of advance notice and to be flexible and accommodating. Ask groups you're inviting if they have any accommodation needs to ensure that everyone is able to participate fully.

Your regional organizer and water campaigner are part of your team as well. We will be able to offer recommendations and guidance throughout the process, so let us know as soon as possible once you've decided to host a screening.

## Step 2: Coordinate logistics and finances

### DELEGATE TASKS

Once your team is established, delegate tasks based on each member's capacity. In involving other partners, find ways for these partners to contribute in unique ways (a union local might be able to help with poster printing, for example).

### SET YOUR BUDGET

The filmmakers of *The Condor & The Eagle* have used original ways to finance and distribute the film, in order to keep the film public. Currently, *The Condor & The Eagle* team is collecting donations to keep the film public and support a long-term social change campaign around climate action.

In partnership with *The Condor & The Eagle* team, the Council of Canadians chapters who screen this film will not have to pay the licensing fee for the film. To honour our partnership with *The Condor & The Eagle*, we are asking chapters to raise between \$300-\$500 at each screening. Seventy per cent of the proceeds from the film screening will go back to the filmmaker to cover the film license, to keep the film as a community resource, and to support ongoing Indigenous organizing. The remaining 30 per cent will go back to the organizers of each screening and will be divided between the collaborators.

When creating a budget for the event, keep in mind costs for the venue, honorariums for speakers, and possibly child minding, in addition to the fundraising at the event. Factor in target audience size and venue capacity when putting together the budget to be sure that you're able to raise \$300 after costs.

While raising \$300 might sound daunting, we think that each chapter can achieve this. In order to ensure that we are able to contribute to the production and community organizing done by *The Condor & The Eagle* filmmakers, we recommend having a suggested donation of \$10, and making it clear folks are welcome to pay what they can.

If you have any questions about the finances, budget or the fundraising goal, please reach out to Vi Bui at [vbui@canadians.org](mailto:vbui@canadians.org). Vi, our communications team, and your regional organizer will do everything we can to support you in attaining this fundraising goal, and ensuring that this opportunity is a meaningful relationship-building activity that doesn't overburden our chapters.

### COORDINATE LOGISTICS

Find a venue that fits your budget and desired capacity. Inquire about audio/visual, the cost, and how to operate any equipment. Consider accessibility as you choose the venue. [Here's a checklist](#) for accessible and inclusive event planning for your reference.

World Water Day is on March 22 each year. However, your film screening can happen anytime within two weeks of World Water Day, as your schedule and venue permit. As soon as you've confirmed a date, time and location, please let our team know.

Identify volunteer needs and how to fill them. You'll likely need an MC, ushers, someone to run A/V, collect entrance tickets, gather information at a sign-up desk, etc. Consider how you will make the space welcoming for parents with children (child minders, separate breakout space, activities related

to the film screening).

Decide if the ticket sales will be online or at the doors only. Regional organizers can support you in creating an online page for RSVPs and ticket sales, or you can collect money at the door.

## **DETERMINE THE PROGRAM**

Follow Indigenous protocols as you design the program - if you are working with Elders or community members, make sure to provide an honorarium, and prepare a tobacco or sage offering.

The film is 82 minutes long. Plan the event program and timing accordingly.

We encourage you to make space for a discussion afterwards, and decide how it will be facilitated. If there's a panel discussion, invite panelists well in advance, and include Indigenous speakers.

At the end of the event, share any upcoming opportunities or activities that people can attend as they continue to explore these conversations. Have a sign-up sheet (Appendix 2) for folks to get more information later. If you have the capacity to brainstorm a follow-up gathering to announce at the event, go for it!

## **THE FILM**

In order to access the movie, please fill out the Single License Agreement form (Appendix 3) and send it to Vi Bui ([vbui@canadians.org](mailto:vbui@canadians.org)). Once you send in the form, you will receive a link to download the film. Please make sure to download the film to multiple devices (on to a computer, a USB drive, etc), and confirm with the venue that they can accommodate your screening format.



PHOTO OF MELINA LABOUKAN-MASSIMO BY JENNA POPE

## Step 3: Start promoting the event

### PROMOTION RESOURCES

The Council of Canadians team is working to put together the following tools for you to use as you promote the event:

- "About *The Condor & The Eagle*" details and promotion page, including logline and synopsis (Appendix 1)
- A sign-up sheet for *The Condor & The Eagle* mailing list and Council of Canadians updates (Appendix 2)
- A customizable media release template (coming soon)
- An event introduction that discusses World Water Day, the film, and the work of the Council (coming soon)
- A customizable poster template (coming soon)
- A Facebook event for your screening (coming soon)
- Suggested questions for discussion following the film (coming soon)
- E-blasts and reminders to local supporters (coming soon)
- Calendar event listing with all the event details on our website (coming soon)

As soon as you confirm the date, time and location of the event, let Vi Bui ([vbui@canadians](mailto:vbui@canadians)) know, and we will share the resources above as they become available.

Council staff will also promote all World Water Day screenings over Facebook and Twitter, write a blog post about the World Water Day screenings happening across the country prior to the events, and compose a blog post following the event with stories from local screenings.

### LOCAL PROMOTION

Online:

- Become a co-host on the Facebook event, and share it widely on Facebook, Twitter, chapter website.
- Reach out to event co-hosts, partners, other friends and ask them to help promote the event. This is a great task for a volunteer - have them keep a list of folks contacted for use before other events.
- Put the event up on community listings, bulletin boards, calendars, etc. both online and offline.

Offline:

- Put up posters at prominent locations around town.
- Contact local radio shows and community newspapers and ask them to promote the event.
- Share media release with local media two to four business days before the event.
- Invite your friends and family to the screening!

## Step 4: On the day of the event

Arrive early to test the audio and visual to make sure everything runs smoothly. Have a tech-savvy volunteer available to troubleshoot throughout the event.

If space allows, set out tables for partner organizations to put out more information about their work. Let your regional organizer know if you need more Council of Canadians materials.

At the beginning or the end of the screening, share the event introduction that discusses World Water Day, the film, and the work of the Council. Pass the clipboard with the mailing list signup sheet around.

Take lots of photos. A volunteer photographer with a good camera, or even a phone, would be great. If you're able to take a wide-angle picture of everyone at the screening before the lights go down, a picture of the organizing team, or a picture of the discussion after the film, those will be useful for our communications team. Make sure not to photograph anyone that has indicated they don't want to have their photo taken.

Designate a time keeper to make sure your event is moving along according to schedule, especially if you have a discussion following the screening.

At the end of the event, share any upcoming opportunities or activities that people can attend as they continue to explore these conversations. Also, encourage attendees to contribute further to support the event. Be clear that their donation goes towards the film license, supporting ongoing Indigenous organizing, and local work.

## Step 5: After the event

### **CELEBRATE!**

You did it! Share congratulations amongst all the organizers and organizations involved, and gather to discuss what went well, and what could be improved for future events. Begin a conversation on how to work together in the future. You might offer to help one another promote and amplify current and future work. You can also show up to (or help organize) Indigenous solidarity actions.

Thank the volunteers and fellow organizers, speakers and anyone else who helped out. Share photos online with the attendees, and with us. Please let us know how the event went so that we can celebrate your success! Consider writing a blog post about the event for the Council of Canadians website. Share the data from the signup sheets with Vi ([vbui@canadians.org](mailto:vbui@canadians.org)).

Finalize your finances. Tally up the amount raised through ticket sales, and send in the amount that goes to the filmmakers.

# EVENT PLANNING CHECKLIST

TIMING	ACTIVITIES
6 weeks to go	<input type="checkbox"/> Let Vi ( <a href="mailto:vbui@canadians.org">vbui@canadians.org</a> ) know you are interested in hosting a screening <input type="checkbox"/> Reach out to local Indigenous communities or organizers <input type="checkbox"/> Reach out to other potential partners <input type="checkbox"/> Organize the first planning meeting to assign roles
5 weeks to go	<input type="checkbox"/> Explore and reserve a venue <input type="checkbox"/> Determine the program <input type="checkbox"/> Brainstorm and invite speakers <input type="checkbox"/> Send in logistical details (date, time, location) to <a href="mailto:vbui@canadians.org">vbui@canadians.org</a>
4 weeks to go	<input type="checkbox"/> Ensure you have the promotional materials from the Council of Canadians team <input type="checkbox"/> Identify all logistical needs (A/V, accessibility, etc) <input type="checkbox"/> Identify volunteer roles and how to fill them <input type="checkbox"/> Determine ticket sale method; contact us if necessary <input type="checkbox"/> Send in your Single License Agreement
3 weeks to go	<input type="checkbox"/> Finalize all logistical needs <input type="checkbox"/> Begin online and offline promotions <input type="checkbox"/> Print and distribute posters <input type="checkbox"/> Send email to your network <input type="checkbox"/> Local e-blast will go out to supporters in your area
2 weeks to go	<input type="checkbox"/> Continue online and offline promotions <input type="checkbox"/> Confirm MC and speakers
1 week to go	<input type="checkbox"/> Confirm volunteers' and organizers' role during the event <input type="checkbox"/> Finalize event program and plan for setup and takedown <input type="checkbox"/> Prepare Council of Canadians materials for the event
The week of the event	<input type="checkbox"/> Circulate media release with local media <input type="checkbox"/> Prepare the film screening method, with backup <input type="checkbox"/> Reminder email to your network. <input type="checkbox"/> Local reminder e-blast will go out to supporters in your area
At the event	<input type="checkbox"/> Set up the venue <input type="checkbox"/> Test the A/V <input type="checkbox"/> Arrange for ticket sale at the doors <input type="checkbox"/> Take photos
After the event	<input type="checkbox"/> Arrange a debrief discussion <input type="checkbox"/> Finalize finances <input type="checkbox"/> Enter data from the signup sheets, or send scanned copies to Vi <input type="checkbox"/> Write follow-up blog post and share photos <input type="checkbox"/> Send thank-you emails <input type="checkbox"/> Celebrate!

## ABOUT *THE CONDOR & THE EAGLE*

**Director** – Sophie & Clement Guerra

**Year of Production** – 2018

**Length** – 82min

**Country of Origin** – USA, France, Germany

**Trailer** - <https://vimeo.com/359405536>

### FILM LOGLINE

Four Indigenous environmental leaders embark on an extraordinary trans-continental adventure from the Canadian plains to deep into the heart of the Amazonian jungle to unite the peoples of North and South America and deepen the meaning of “Climate Justice”.



PHOTO OF MELINA LABOUKAN-MASSIMO BY JENNA POPE

### SHORT SYNOPSIS

While the Amazon rainforest has been on fire for many weeks, UN climate scientists are predicting unprecedented global catastrophe. “The Condor & The Eagle” features Indigenous leaders, from the global North and the global South deploying an unparalleled joint and coordinated global response. Facing this overwhelming current political climate, a great many people are looking for answers that are adapted to today’s urgency. Our film and campaign show tangible actions “anybody” can take, inviting white and privileged people to follow the call from Indigenous communities. Four Indigenous environmental leaders embark on an extraordinary trans-continental adventure from the Boreal forest to deep into the heart of the Amazonian jungle to unite the peoples of North and South America and deepen the meaning of “Climate Justice”. The Condor & The Eagle documentary offers a glimpse into a developing spiritual renaissance as the film four protagonists learn from each other’s long legacy of resistance to colonialism and its extractive economy. Their path through the jungle takes them on an unexpectedly challenging and liberating journey, which will forever change their attachment to the Earth and one another.

### MISSION

The Condor & The Eagle:

- Is truly independent: we have used original ways to finance (crowdfunding, private sponsoring) and distribute our film, allowing us to remain fully independent. We are currently collecting donations to keep the film public, which is allowing us to execute on a long-term social change campaign (2 years in the Americas and Europe), using the film as an organizing tool. This wouldn’t be possible if we sold the rights to a few TV channels or a streaming platform.
- Brings to light the fact that we need a cultural shift and not only a technological revolution. Many people respond to the climate crisis by looking to technology and consumer decisions. By focusing on Indigenous people and impacted communities, The Condor & The Eagle shows that without systemic changes in our culture, values and spiritual opening we will never recover from the destructive path on which we are embarked.
- Shows that intersectionality is the only path forward. When it comes to climate action it is abundantly clear that we will not build the power necessary to win unless we embed justice, particularly racial but also gender and economic justice at the center of our low-carbon policies.

## THE PROTAGONISTS

Energy companies are actively planning to triple Canadian tar sands (world's largest industrial project) production in the coming years, which would mean "game over" for climate change. Such an increase in production is possible if the planned pipelines are actually built and permitted in the US and Canada. Our four protagonists live alongside the pipeline routes (map below). From the tar sands in Northern Alberta we see the path of the Keystone (KXL) pipeline crossing the United States through Casey's territory, and ending up in Houston where Bryan and Yudith live. Also, the Transmountain Pipeline (former Kinder Morgan pipeline) is crossing Western Canada, ending up in Vancouver where Melina lives in Vancouver.



### **MELINA LABOUCAN-MASSIMO – The Woman Warrior - Lubicon Cree First Nation (Athabasca Tar Sands Stands), Alberta, Canada – Stands against tar sands expansion project**

Melina grew up in northern Alberta, within the Canadian tar sands region, where she and her people lived traditionally off the land, until a devastating oil leak polluted the territory. The governing institutions turned a blind eye and in protest Melina began travelling the world to raise public awareness about the disastrous possible consequences of the tar sands mega projects and the existing and planned pipeline routes. Melina's sister was recently murdered, and she believes that the loss of her sister and countless other women in indigenous communities, is linked to the destruction of their land. "Violence against Mother Earth is violence against women, the two are inextricably linked" says Melina. She is seeking justice for her sister's murderers and criminal corporations responsible of crimes of Ecocide.



### **BRYAN PARRAS – The Organizer - East-Houston, Texas, USA - Stands against the refineries that aim to refine the tar sands if the KXL pipeline is permitted**

Bryan Parras is one of the Gulf Coast's most dynamic social and environmental activists who is fighting for justice along the I-10 corridor, which spans the entire western continental United States. Bryan grew up in a fence line community on the East side of Houston, Texas near one of largest petrochemical plants in the south. He is deeply involved with the organization of marginalized communities to confront environmental racism in the sacrifice zones of Houston and the greater Gulf Coast region. After 15 years working for environmental justice, he started losing hope until the day he met with a young resident, Yudith Nieto. He took her under his wing, hoping that she will one day become a great environmental leader. Bryan is aware that modern lifestyle took him away from his Indigenous roots. He is committed to rediscover his roots by taking part in the rising Indigenous-lead environmental justice movement.



### **YUDITH NIETO – The Emerging Woman Leader – Manchester, Houston, USA**

Yudith Azareth NIETO is a queer Mexican-American artist, interpreter, and organizer originally based in Houston, Texas, enjoying spending time in the bayous of Louisiana working on projects like CRY YOU ONE, Amor y Solidaridad a solidarity house in support of undocumented Transwomen, and recently BanchaLenguas a Language Justice interpreters collective.

She's worked with frontline communities across the country to create, develop and amplify community-led media around just transition stories, artbuilds across the country in solidarity with intersectional movements for a decolonized direct action approach. She has collaborated on initiatives that focus on creating youth leadership and art in activism trainings to teach people about environmental issues that affect their communities through arts, media and cultural organizing.

Currently, she is part of the core leadership circle for Another Gulf Is Possible antiracist, decolonized, abolitionist frame and a youth organizer with Los Jardines Institute. For the previous 5 years, Yudit was advocating for environmental justice for the fenceline community of Manchester, Houston in collaboration with Texas Environmental Justice Advocacy Services (t.e.j.a.s) and last year was named one of Grist.org 50 Fixers of 2018.



**CASEY CAMP-HORINEK – The Wise Woman Elder - Ponca Tribe, Oklahoma, USA - Stands against the Keystone XL pipeline connecting the Alberta tar sands to Houston.**

Casey of the Ponca Nation of Oklahoma, is a long-time native rights activist, and environmentalist who is at the forefront of many efforts to educate and empower both Native and non-Native communities on environmental and civil rights issues. She has embraced the role of First Nation's spokesperson against the KXL pipeline that could link the Canadian tar sands with the state of Texas, passing through and endangering, the health of her inherent land. Casey's life work has been to empower Indigenous women and effectively defend their communities against environmental / cultural destruction. She is at the source of the Indigenous Women's Treaty, which lays the groundwork for an international women's solidarity network.



EchoDoc Studio  
Clement Guerra – Co Producer – Co Director  
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Email: thecondorandtheeagle@gmail.com

## SCREENING CONTRACT

This AGREEMENT is made to grant (name of organization) \_\_\_\_\_  
a single license for the limited, non-broadcast, public exhibition of the film THE CONDOR AND  
THE EAGLE (the “FILM”) on the (day) \_\_\_\_\_ of (month) \_\_\_\_\_, (year) 20\_\_ (the  
“SCREENING DATE”), in (city) \_\_\_\_\_, (province) \_\_\_\_\_.

I agree that I (“the LICENSEE”) will receive from the LICENSOR, a screening package which shall  
consist of the film file of the FILM to be used for the screening. In addition, the LICENSOR hereby grants to  
the LICENSEE, without warranty, a limited, non-exclusive, non-transferable license to screen the FILM on the  
SCREENING DATE only, subject to the terms and conditions specified herein, as follows:

- The LICENSEE hereby expressly agrees that the FILM shall be used only for the permitted purposes  
as set forth in this AGREEMENT and for no other purpose. \_\_\_\_\_ (Initial Here)
- The LICENSEE agrees that the FILM may be exhibited in more than one screening on the SCREENING DATE,  
but that permission for additional exhibition dates must be made to the  
LICENSOR by email or mail, at the addresses above, and will incur additional licensing fees.  
\_\_\_\_\_ (Initial Here)
- The LICENSEE agrees to return the SCREENING COPIES to the LICENSOR within two days  
following the SCREENING DATE when applicable. For each day’s delay in depositing the  
SCREENING COPIES for return in the Post Office, UPS, or another freight company, \$50 shall be due.  
\_\_\_\_\_ (Initial Here)
- The LICENSEE agrees that it shall not permit the FILM to be duplicated, sold, loaned,  
transferred, televised or made available online or to any other party not contained herein at any  
time or in any manner other than as provided for in this AGREEMENT. \_\_\_\_\_ (Initial Here)

With respect to the License granted hereunder, it is expressly understood and acknowledged by the  
LICENSEE that any rights, title, or interest that the LICENSOR maintains with respect to the  
FILM are expressly reserved by the LICENSOR. This AGREEMENT constitutes the entire  
understanding of the parties with respect to the subject matter hereof, and any amendments, changes, or  
modifications shall have legal effect and be binding only if made in writing and signed by both parties.

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Your Organization (Please Print)

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Signature of Representative

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Date

Please sign and make a copy of this contract for your records.  
Then return a copy to Clement Guerra.