



the paradigm shift project

Project Proposal

Concept: Greening the Island of the Gods

A 2-part short documentary on the sustainable solutions to Bali's waste management issues

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Greening The Island of the Gods

The Premise

Bali does have a garbage problem. But it also has the solutions. Garbage is increasingly becoming a concern for locals and tourists alike, detracting from the natural beauty of Bali. Illegal dumping, burning of garbage, and a lack of access to recycling facilities means that Bali's air, land and water, and all those who live, work and play in it, battle pollution daily. But the problem isn't hopeless- it's one we can tackle *together*. And, in fact, we are already.

This short documentary film project will highlight the best practices and sustainable solutions being implemented to address Bali's garbage crisis, with contributions from diverse sectors of Bali's community: from local banjars, to non-profit organizations, to tourism professionals and waste management experts.

Especially in light of recent bad press due to the garbage situation, the time is now to show that we are addressing these issues to get Bali back to the natural paradise it's known for being. For the health of the local population, the environment, and the economy of tourism, taking positive and proactive action is key to the sustainability of Bali on all levels.



The Aim

This documentary project will achieve the following:

- Raise awareness of Bali's waste management issues in a positive, proactive and solution-oriented manner
- Demonstrate how the solutions to these problems are already successfully happening here in Bali, and how these efforts can be replicated by others
- Encourage locals and tourists alike to consider their waste footprint and to ask questions about where their garbage goes
- Empower individuals, businesses, and communities in Bali with the knowledge required to adopt best waste management practices
- Serve as a fundraising and campaigning tool for non-profit organizations to support their work on waste management issues in Bali
- Promote the leaders of the ecotourism industry by praising their sustainable waste management practices
- Educate youth in Bali and worldwide on waste management issues and appropriate sustainable solutions through an innovative curricula toolkit designed for educators by The Paradigm Shift Project's global education outreach team



The Concept

To create a short documentary film, in two parts, and an accompanying toolkit for educators. Both resources will be available free of charge online.

Part 1: The Global Community

Part 1 will cover the impact of Bali's garbage situation on tourism and the global community's perceptions of Bali as *The Island of the Gods*, while also demonstrating the ways the global community can get involved and support appropriate waste management strategies here in Bali as tourists and concerned global citizens.

- 8-10 Minutes in length
- Predominantly Spoken English with Indonesian Subtitles

Part 2: The Local Community

Part 2 will cover the ways local communities in Bali are sustainably addressing waste management issues, from composting and recycling, to ensuring their waste is not burned or dumped illegally, to education initiatives and environmental campaigns taken on by schools and businesses to keep Bali green.

- 8-10 Minutes in length
- Predominantly Spoken Indonesian or Balinese with English Subtitles

The Benefits

The benefits of this project are far reaching, and will have a positive impact for years to come- both on Bali's environment and its stakeholders.

For the Local Community

Documentary participants will have the opportunity to fully express their experiences, acting as an empowering and constructive outlet that will shape waste management practices and education campaigns, and will garner support for programs that are addressing waste management issues in their community in a sustainable way.

For Local Organizations

Local organizations working on waste management issues will be provided this documentary free of charge, to use as a fundraising tool that will demonstrate the importance of programs like theirs. Even if not working in the same geographic area where filming takes place, the documentary will be produced to be non-exclusive and relevant to a wide range of organizations working on appropriate waste management all over the world. We hope that they will use this to reach new donors, send with international grant applications, and raise awareness on the issues of waste management and the solutions their organizations offer.

For the Tourism Industry

This film will show the significant strides leaders in the tourism industry are making to address the garbage problems in Bali, as well as demonstrate how they walk their green talk by choosing to manage their waste in innovative and sustainable ways. This will be a compelling marketing piece for those doing the right thing, and will give them great international coverage for doing their part to keep Bali green.

For the Waste Management Industry

Bali is fortunate to have appropriate solutions at hand, and the green leaders in the waste management industry here will be able to use this film to demonstrate the importance of choosing services like theirs.

For Education in Bali and Worldwide

PSP will produce an Educator's Toolkit to accompany this film to make it a relevant teaching tool for primary, secondary, and post-secondary schools. These will be piloted to ensure they are fun, interactive and relevant teaching tools, and will then be available free of charge online for educators to access globally. The Green School in Bali has already made PSP's films a part of their curriculum. PSP's Education Outreach Team now works in schools in Canada, Hong Kong, Indonesia, the UK, and the US.

For the General Public

PSP's goal is to get the world involved in social and environmental justice issues as aware global citizens. PSP places all its documentaries online for the world to view free of charge, and holds community screenings all over the world to educate and inspire change. A resource guide on how to hold your own screening of this film will also be placed online free of charge.



The Filmmaker: Rebecca Sweetman

Rebecca is the Founding Director of The Paradigm Shift Project, a registered Canadian charity that creates documentary media to change worldviews. With a background in grassroots movements for social and environmental justice, Rebecca uses a lens of solidarity in her filmmaking to build trust, connection, and engagement across socioeconomic and geopolitical boundaries. Her projects are diverse and benefit communities across the globe working for a better and more sustainable future. From human rights violations in Sumatra's palm oil plantations, to food insecurity in Peru's slums, to street and refugee children in Malaysia, to access to water and sexual slavery in India, Rebecca documents the amazing solutions happening on the world's toughest issues, to show that each one of us can, and should, get involved. Bali has been her base for the last seven years.

About Us

The Paradigm Shift Project (PSP)

Created in 2008, The Paradigm Shift Project is a registered Canadian charity fulfilling a missing role in the realm of non-profits. We connect people around the world to grassroots projects in developing countries, also providing these organizations with tools that enable them to reach out for support. We focus our documentary work on contemporary and pressing issues in sustainable development. Through our films, we show that even with the world's toughest issues, there is indeed hope. Grassroots organizations all around the world are finding and implementing solutions to the world's toughest problems, and it's easy for us to help and get involved – but only if we know about them! PSP is a facilitator, building important relationships to bridge the divisions in our world. PSP is also an educator, informing us on the issues, and more importantly, how we can be part of the solutions.

The Paradigm Shift Project's mission is to advance education on important issues relating to poverty, ecology, health and community development in developing countries. Through the production of documentary films and educational materials that are informed by local communities and those who work to help them, PSP works to demystify international development for the general public through education initiatives, and to teach our youth how each individual can help to create positive change in our society.

Description	Days	Cost/Day	Investment
Pre-production: research & planning	5.0	\$120.00	\$600.00
Production: principal photography	4.0	\$150.00	\$600.00
Production: donation to PSP for camera & sound rental	4.0	\$100.00	\$400.00
Production: car rental	4.0	\$30.00	\$120.00
Post-production: editing	20.0	\$150.00	\$3,000.00
Post-production: hard drive storage & archiving	1.0	\$200.00	\$200.00
Post-production: transcription & translation	3.0	\$50.00	\$150.00
Distribution: upload to web	1.0	\$50.00	\$50.00
Distribution: DVD label & insert design	1.0	\$120.00	\$120.00
Distribution: 100 printed DVDs with inserts	1.0	\$200.00	\$200.00
Distribution: webpage design	1.0	\$120.00	\$120.00
Education Outreach: toolkit for educators - writing	15.0	\$120.00	\$1,800.00
Education Outreach: toolkit for educators - editing	3.0	\$120.00	\$360.00
Education Outreach: toolkit graphic design	5.0	\$120.00	\$600.00
Education Outreach: toolkit piloting in schools	5.0	\$120.00	\$600.00
Education Outreach: toolkit upload to web	1.0	\$50.00	\$50.00
Pre-production, Production & Post-production			\$5,070.00
Distribution			\$490.00
Education Outreach			\$3,410.00
Total Project			\$8,970.00

Project Budget

Total Project: \$8,970

This includes the Education Outreach portion of the project, which is \$3,410.



Project Schedule

Date	Task
September 2011	Principal Photography
October 2011	Edit for Parts 1 and 2
November 2011	Test Screenings, Minor Edits, and Film Release
December 2011	Premiere Screening Event in Bali
January 2012	PSP's Education Outreach Team to develop Educator's Toolkit
February 2012	Educator's Toolkit piloted in schools in North America and Bali
March 2012	Feedback from educators received and evaluated
April 2012	Final revisions to Educator's Toolkit
May 2012	Educator's Toolkit released online