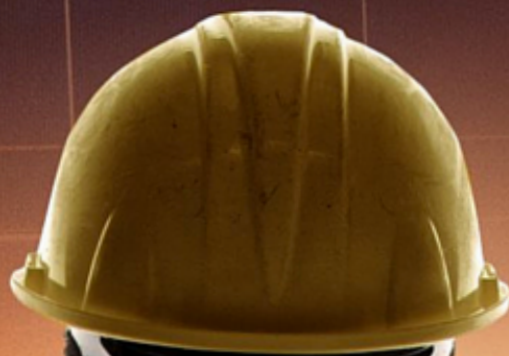


# CATCHING THE SUN



## IMPACT REPORT

THEATRICAL & BROADCAST RELEASE

# CATCHING THE SUN

was made possible with generous support from

**The Ford Foundation, Just Films**

**The John D. and Catherine MacArthur Foundation**

**Sundance Documentary Film Program**

**The Chorus Foundation**

**The Fledgling Fund**

**Firelight Media Producers Lab**

**Robert Rauschenberg Foundation**

**Compton Foundation**

**Surdna Foundation**

**Chicken and Egg Pictures**

**The San Francisco Foundation**

**Women Donors Network**



# CATCHING THE SUN

"Shines a light on a clean energy future"

- LEONARDO DICAPRIO

"Award winning filmmaker and eco-activist Shalini Kantayya's documentary broadens the often climate change debate to include people of color and explore the possibilities of social and economic justice in a soon to be solar powered world"

- JULIE ANDERSON, LA FILM FESTIVAL

## Synopsis

An unemployed American worker, a Tea Party activist, and a Chinese solar entrepreneur race to lead the clean energy future. But who wins and who loses the battle for power in the 21st century?

Through the stories of workers and entrepreneurs in the U.S. and China, *Catching the Sun* captures the global race to lead the clean energy future. Over the course of a solar jobs training program, *Catching the Sun* follows the hope and heartbreak of unemployed American workers seeking jobs in the solar industry. With countries like China investing in innovative technologies and capitalizing on this trillion-dollar opportunity, *Catching the Sun* tells the story of the global energy transition from the perspective of workers and entrepreneurs building solutions to income inequality and climate change with their own hands. Their successes and failures speak to one of the biggest questions of our time: will the U.S. actually be able to build a clean energy economy?

*Catching the Sun* sheds light on the path to an economically just and environmentally sustainable future. Set against the struggle to build a 'green economy', *Catching the Sun* is engaging new audiences in solutions to climate change and income inequality.

## Director's Notes

The journey to make *Catching the Sun* began because I was looking for hope. In post-industrial cities like Richmond, California, the dream of upward mobility is eroding. The oil economy has created monopolies and concentrated wealth and power in the hands of the few. I was fascinated by the idea that solar power could democratize and decentralize energy in a way that rebuilds the ladder of economic opportunity for workers and entrepreneurs. Through an unlikely set of characters, *Catching the Sun* is about people daring to lead a massive global energy transition that is already rapidly in play.





## The Solar Landscape

Solar power is a growing success story. Over 200,000 Americans go to work in the solar industry everyday. Rooftop solar is helping American families, schools and businesses take charge of their power and reduce their energy bills. Yet just as solar is about to reach a tipping point, some utilities and other special interests are throwing obstacles in the way. Rather than moving with customers into the 21st century, many utilities are instead working to protect their old way of doing business by attacking local clean energy incentives and policies.

Across the country, mayors, governors and others need to set ambitious solar goals and commitments, offer new solar incentives, and promote new community solar programs. To make that happen, residents need to voice their support for clean energy. The SUNCATCHER campaign seeks to use a powerful film to engage audiences in local policies that promote clean energy access.



"Energy policy is social policy. Solar energy puts power back into the hands of the people, both literally and figuratively."

- Danny Kennedy



"The oil economy has created monopolies and concentrated wealth and power in the hands of the few. I was fascinated by the idea that solar power could democratize and decentralize energy in a way that rebuilds the ladder of economic opportunity."

- Shalini Kantayya, Filmmaker

# Distribution

In partnership with Executive Producer Leonardo DiCaprio, *Catching the Sun* premiered globally on Earth Day 2016, making the film accessible to 70 million viewers in 35 languages. Leading up to the release, *Catching the Sun* premiered at the Los Angeles Film Festival and was named a NY Times Critics' Pick. The film screened theatrically and semi-theatrically in select cities across the world. The film was selected for the American Film Showcase and will be screened at U.S. embassies and diplomatic missions around the world. The film has been purchased by dozens of community, corporate and educational institutions through the distributor, New Day Films. SUNCATCHER, the impact campaign, was launched to use the film's release to bridge a vital gap in public education about clean energy access.



# THE IMPACT CAMPAIGN

is directed by





# THE IMPACT CAMPAIGN

SUNCATCHER is an organizing campaign designed to use the documentary film *Catching The Sun* to engage and empower local communities to advocate for solar energy. In partnership with grassroots organizations, NGOs, clean tech entrepreneurs, and cultural influencers, the SUNCATCHER campaign has involved residents across the nation in the push for affordable clean energy options through consumer advocacy and civic engagement at the state and local level.

**The overarching goal of the SUNCATCHER campaign is to use a compelling film, ancillary short films, screening events and web-based media to raise public understanding of the complex issues surrounding the U.S.'s transition to clean energy, and to build broad public support for renewable energy and a more equitable carbon-free economy.**

The campaign is tackling the startling gap in awareness among average consumers about the long-term efficiency and affordability of solar power, and how to access it. Already, the SUNCATCHER campaign has advanced the national dialogue, raised public awareness and involved local communities across the country in demanding solar power and other renewable alternatives.

The film has screened across the country, converging grassroots organizations, policy makers, thought leaders, activists, and clean-energy entrepreneurs. Our current partners include Sierra Club, 350.org, NAACP, Solutions Project, Grid Alternatives, Global Green, Green For All, Vote Solar, The Solutions Project and Environment for America, among others. Solar companies like SolarCity and Sun Edison have participated in hosting screenings for employees and leaders in the sector. *Catching The Sun* is well timed to increase public demand for renewable energy and a more equitable carbon-free economy.

# CHARACTER LIST



## **VAN JONES**

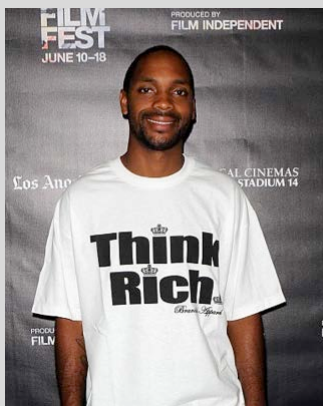
In launching Green for All and the New York Times Bestseller *The Green Collar Economy*, Van Jones travels the country to elevate the national conversation on green jobs. His journey lands him in DC, where he begins to promote green jobs policy in Congress.

President Obama appoints Van to the newly created position of Special Advisor for Green Jobs, Enterprise and Innovation at the White House Council on Environmental Quality. Van moves his young family from the Bay Area to Washington DC to serve in the administration. Van is charged with the job of allocating 80 billion dollars earmarked to advance the administration's climate and energy initiatives, with a special focus on improving vulnerable communities. But will special interest interfere with passing national energy policy?



## **“WALLY” JIANG**

Wally is a solar entrepreneur with big dreams. Having grown up in a small village in China lit with kerosene and candles, Wally remembers the magic of first seeing electricity. Wally started his solar business with a low-interest loan from the bank. With China making record investments in renewable energy, Wally's business has been growing every year by 50%. As China passes assertive government policy to favor renewables, Wally sets off around the world to do business. Wally wants to see his solar business in every country the world, and is rapidly living the dream.



## **EDDIE WILTZ JR.** (image courtesy Getty images, Lily Lawrence)

Eddie was just eighteen years old when he entered the solar training. “The biggest thing I’m up against is making it out of the hood. In Richmond, I don’t really see a lot of hope,” he confides. Eddie struggles with lack of meaningful economic opportunity. Before the solar training, Eddie had never heard the word “environmentalist” and admits that the training has made him think about things he never thought of before. Eddie is transformed by the training, but will the forces of his peers outweigh the influence of the solar training?



# CHARACTER LIST



## **PAUL MULDROW**

In his mid-forties, Paul found himself out of work. Convinced of the earning potential of solar, Paul enrolled in Solar Richmond for training and job skills with the hope of rising quickly in a promising new industry. Paul takes copious notes in class. It's impossible not to be moved by his sheer determination to succeed. Although Paul's main objective in the training was to land any job he could find, he becomes inspired the possibility of solar. "I never thought about the energy I used before this training...but now I see solar is the future." But is hard work and determination enough to land him a job in solar?



## **DEBBIE DOOLEY**

Debbie Dooley is the founder of Conservatives for Energy Freedom, the co-founder of the Green Tea Coalition, and chairman of the Atlanta Tea Party. She is an activist for solar energy and decentralizing the grid, working with conservatives across the country who believe that expanding renewable energy markets and customer choice are consistent with free-market principles. She believes our nation is in the midst of a clean energy revolution that unites grassroots activists from both the left and right. She forms coalitions to advance solar and clean energy with activists from both ends of the political spectrum. Debbie has appeared numerous times in national print and television media outlets including *UK Guardian*, *The New Yorker*, *Wall Street Journal*, *Bloomberg*, *Forbes*, *Fox News*, and *MSNBC*. Debbie gave one of the keynote addresses at the Bloomberg Energy Finance summit in New York City in 2015.



## **GAYLE MCLAUGHLIN**

Gayle McLaughlin is a member of the Green Party and was the Mayor of Richmond, Ca. from January 2007 through January 2015. After the Chevron Oil Refinery disaster of 2012, Mayor McLaughlin bravely stood against the corporation's interests in hope of creating a new green economy, and a healthier city for her constituents.

## **INDUSTRY EXPERTS INCLUDING:**

Danny Kennedy, CEO, Sungevity; Peggy Liu, Chair of Joint US and China Collaboration on Clean Energy; Jigar Shah, US Clean Tech Entrepreneur; David Crane, CEO, NRG Energy.

# FILMMAKING TEAM

**DIRECTOR AND PRODUCER SHALINI KANTAYYA** founded 7th Empire Media with the mission to create a culture of human rights and a sustainable planet through imaginative visual storytelling. Shalini finished in the top 10 out of 12,000 filmmakers on Fox's ON THE LOT, a show by Steven Spielberg in search of Hollywood's next great director. Her sci-fi film about the world water crisis, a DROP OF LIFE, won Best Short at Palm Beach International, and was broadcast on national television in the U.S. and India. A William J. Fulbright Scholar, Shalini has received recognition from the Sundance Documentary Program, IFP Spotlight on Documentary, Jerome Hill Centennial, New York Women in Film and Television, and Media Action Network for Asian Americans. She is a Sundance Fellow, a TED Fellow, and a was a finalist for the ABC Disney | DGA Directing Fellowship.

## **EXECUTIVE PRODUCER: ADRIAN GRENIER**

Adrian Grenier is an actor, producer, director and musician best known for playing Vincent Chase on the popular HBO series Entourage. In 2006 he became interested in sustainable options for himself, which led to a partnership with Peter Glatzer and the creation of their TV show ALTER ECO for Discovery's Planet Green. The two launched SHFT.COM with the mission to convey a more sustainable approach to the way we live through video, design, art and culture. SHFT.COM won two Webby Awards in its second year.

## **EXECUTIVE PRODUCER: PETER GLATZER**

Peter Glatzer is an independent film producer with six films to his credit, including the Sundance hit THE GRAVE and the Tim Roth/Renee Zellweger thriller DECEIVER. He has made films and created television shows for HBO, Miramax, Fox, MGM and Discovery. Prior to producing, he was the Executive Director of the Hamptons Film Festival and the creator of the IFP Gotham Awards.

## **EXECUTIVE PRODUCER MEGAN GELSTEIN**

Megan Gelstein is a San Francisco-based documentary filmmaker who has produced and directed several films for PBS, including THEY MADE AMERICA for the acclaimed history series American Experience, and MARATHON CHALLENGE for the flagship science series NOVA. She won a National EMMY® Award in the Craft category of Research for her work on the six-hour PBS series AFRICANS IN AMERICA: AMERICA'S JOURNEY THROUGH SLAVERY. In addition, she has produced award-winning documentaries that have been nationally broadcast on The History Channel, ITV Network of London, and The Discovery Channel.

**PRODUCER AARTI TANDON** is a practicing attorney. She advised on a sustainable pop culture business between will.i.am and Coca-Cola called ekocycle and continues to use sports and entertainment models to develop deep consumer engagement and strong social, cultural and economic legacies. She is an Associate Producer of the upcoming feature documentary, A Survivor's Guide to Prison, directed by Matthew Cooke and executive produced by Susan Sarandon and Adrian Grenier.



# FILMMAKING TEAM

**PRODUCER CÉDRIC TROADEC** has produced feature films, commercials and documentaries, including the music video for Pharrel Williams Happy (2013), and Lebanon Summer, selected at the Hollywood International Film Festival. Over the last few years, Cédric produced the wildly popular nineteen-part HD series Madden Minute, four episodes of the NBA live games, commercials for clients like Audi, Apple and Acuvue.

**CO-PRODUCER SABINE HOFFMAN**'s credits as film editor include Rebecca Miller's Personal Velocity (Grand Jury Prize, Sundance 2003) and The Private Lives of Pippa Lee starring Robin Wright Penn and Keanu Reaves (Berlin, Toronto 2010), Rodney Evan's Brother to Brother (Special Jury Prize, Sundance 2004), Morgan J. Freeman's Hurricane Streets (Sundance 2003), Katja Esson's Ferry Tales (2004 Academy Award Nominee, Best Documentary). Sabine is an adjunct professor at Columbia University and serves on the advisory board of the Woodstock Film Festival.

**STORY EDITOR CHRISTOPHER SEWARD** editing credits include Fahrenheit 9/11, which went on to become the top grossing documentary in history, winning the prestigious Palme D'or at the 2004 Cannes Film Festival, and earning Christopher a nomination by the American Cinema Editors Guild for Best Documentary Editor of the Year. They nominated him again in 2007, and Christopher won Best Documentary Editor of the Year for his work on the Academy Award nominated SICKO, the fourth-highest grossing documentary in history.

**DIRECTOR OF PHOTOGRAPHY STEVE ACEVEDO** has worked on numerous commercials, music videos, and award-winning short films. His credits include JACK'S APOCALYPSE, SATELLITE OF LOVE and COWBOY SMOKE. He recently completed shooting STUDENT ATHLETE, an ESPN 30 for 30 doc, directed by Ken Jeong, as well as 2nd Unit photography for the FX show, THE BRIDGE. He was nominated for Best Cinematography at the 168 Film Festival for the short film, *Stealing Home*. Steve also shot the feature length documentary *Soja: Live in Hawaii*. He recently shot the independent feature, *Cowboy Smoke*, a modern day western that screened at the Cannes Film Market.

# IMPACT TEAM

## **Shalini Kantayya - Creative Director**

Shalini Kantayya finished in the top 10 out of 12,000 filmmakers on Fox's ON THE LOT, a show by Steven Spielberg in search of Hollywood's next great director. Her sci-fi film about the world water crisis, DROP of LIFE, won Best Short at Palm Beach International, and was broadcast on national television in the U.S. and India. A William J. Fulbright Scholar, Shalini has received recognition from the Sundance Documentary Program, IFP Spotlight on Documentary, Jerome Hill Centennial, New York Women in Film and Television, and the John D. and Catherine T. MacArthur Foundation. She is a Sundance Fellow, a TED Fellow, and a was a finalist for the ABC Disney | Directors Guild of America Directing Fellowship. Her debut feature, Catching the Sun, premiered at the Los Angeles Film Festival.

## **WORKING FILMS**

### **Molly Murphy - Campaign Director**

Molly Murphy co-directs Working Films, a nonprofit that uses documentary film to advance social and environmental justice and sustainability. In her fourteen year tenure, she has planned and directed national media engagement campaigns, facilitated partnerships and coordinated coalitions centered on the use of powerful films to enhance communication, reach beyond the choir, and make an impact. Molly has designed and led dozens of trainings for filmmakers, grassroots organizations, and NGOs focused on using film and online media to effect change. She directs the Reel Engagement initiative, which positions documentary media in target states throughout the U.S. to strengthen organizing for clean energy solutions, economic justice, and democracy.

### **Tatiana McPartland - Outreach Coordinator**

Tatiana McPartland began working with 7th Empire Media as an intern during her undergraduate years at University of California, Berkeley. Since graduating in 2015, Tatiana has contributed to several film campaigns, and helped organize hundreds of independent film screenings world-wide.

# IMPACT TEAM

## LITTLE BIG GIRL

### **Chana Ewing - Social Media Strategist**

A self-described elder stateswoman of the millennial generation, Chana Ewing was raised in “inner-city” Boston on a diet of hip-pop culture fantasies, female empowerment and “you-can-do-anything” parenting. Lucky to weave early experiences, current Brooklyn inspirations and professional storytelling daily.

## FILM COLLABORATIVE

### **Bryan Glick - Director of Theatrical Distribution**

Bryan Glick is passionate about films of the highest quality that connect to underserved demographics. His average theatrical release is over 90% on Rotten Tomatoes and he is thrilled to note that in the last two years 54% of TFC releases have been directed/co-directed by women.

## THE 2050 GROUP

### **Adam Segal - Publicity & Press**

Adam J. Segal founded The 2050 Group public relations agency in 2006 and has grown his client base coast-to-coast. Adam is an expert in media relations and policy issues, which ensures a unique approach and depth to the agency’s work.

## THE LAVIN AGENCY

### **David Lavin, Director’s Speaking Agent at Colleges and Universities**

The Lavin Agency represents a select group of original thinkers, writers, and doers for speaking engagements.



# MAJOR PARTNERS



powered by #DREAM CORPS



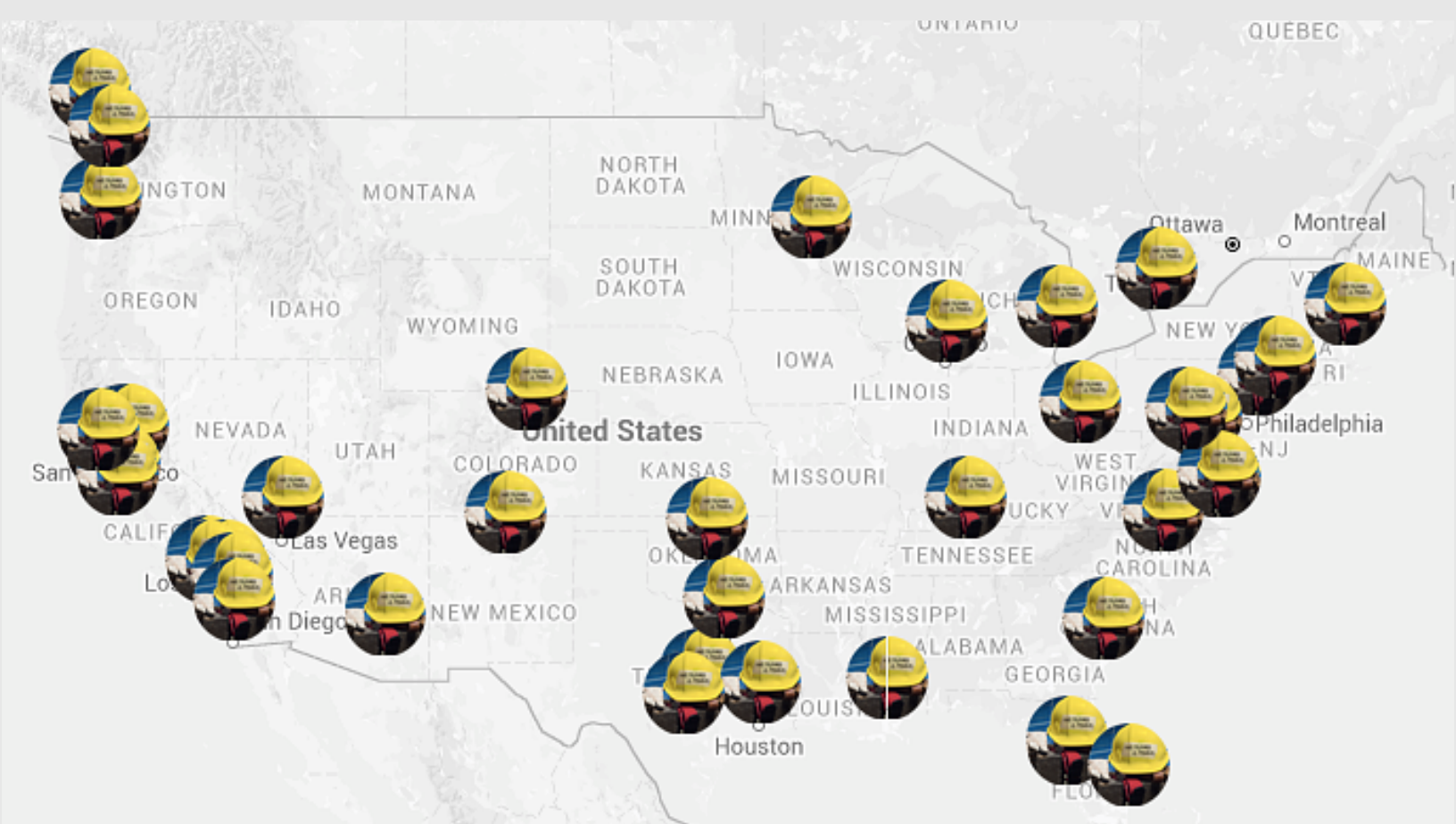
THE **SOLUTIONS** PROJECT



AMERICAN  
SUSTAINABLE  
BUSINESS  
COUNCIL

# 86 Theatrical Screenings and counting!

*Catching the Sun* was released on April 1st at Cinema Village in NYC for a one-week theatrical run. The following week, the film opened in Los Angeles. Outside of NYC and Los Angeles, 25 cities were selected, with input from our partner organizations, as priority locations for the clean energy movement. Strategically chosen, these 25 cities represent places where there is solar power infrastructure in place, there is tipping-point potential for good policies related to solar, and where there are opportunities to influence and set precedents for towns and cities across the nation.



# CATCHING THE SUN

## SCREENING TIMELINE: 2015 - 2016

### World Premiere

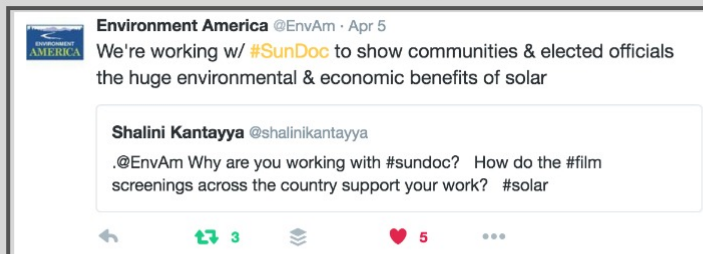
Los Angeles Film Festival  
June 2015 --

### TED Fellows Retreat

Screening of the film at TED  
Fellows Retreat  
Monterey, CA, August 2015 --

### NAACP & Katrina

Screening of Catching the Sun in  
partnership with NAACP for the 10th  
Anniversary of Katrina  
Gulfport, MS, August 2015 --



### 100% Network

Screening to over twenty organization who are  
part of 100% Network, including Solutions  
Project and Sierra Club  
-- New York September 2015

### 20+ Screenings

Over 20 screenings done by Environment  
America, including one at NYU  
-- September 2015

### Twin Cities

Official Selection, Twin Cities Film Festival  
-- September 2015

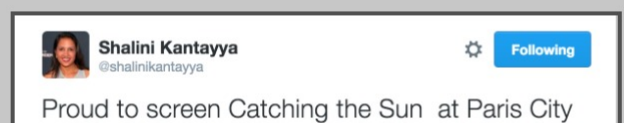
### 100+ Mayors

Screening of the film to over a hundred  
global mayors at the invitation of Secretary  
of State John Kerry at Cities@State  
-- October 2015

### Sustainability Award

Odebrecht Sustainability, Sustainability  
Awards — Screened to young innovators  
and clean tech engineers  
-- October 2015

### University Screening





## University Screening

University of Illinois at Urbana-Champaign  
**October 21, 2015 --**

## Social Ventures

Screening at Social Ventures Network  
**November 6 2015 --**

## Buenos Aires

US Embassy in Buenos Aires hosted  
by the US ambassador to Argentina  
**November 20, 2015 --**

## COP21

Screening of the film as part of COP21 at Paris City  
Hall as part of panel  
**December 2015 --**

## Minneapolis, MN

University of St. Thomas Minneapolis, MN  
**December 2015 --**

## Melbourne, AU

Opening Night, Transitions Film Festival,  
**Melbourne, AU, February 2016 --**

## Big Sky, MT

Official Selection, Big Sky Documentary Film Festival  
**February 2016 --**

## ReVision Energy

Company Screening  
**February 2016 --**

## The Rahus Institute

Private Screening  
**February 2016 --**

**Shalini Kantayya**  
@shalinikantayya

Following

Proud to screen *Catching the Sun* at Paris City Hall during COP21. [shar.es/16yZ84](http://shar.es/16yZ84) via @sharethis #COP21 #Paris

LIKES

4

12:51 PM - 10 Jan 2016



**Galactic Farms** @GalacticFarms · Feb 20

.@shalinikantayya discussing her movie, *Catching the Sun*. An inspirational Doc about #Solarpower #bigskydocfest



**TED Fellows**

April 13 · 🌐

This NYT film critic's pick, "*Catching the Sun*" directed by Shalini Kantayya, explores how solar energy is creating a brighter future, and jobs.



Review: 'Catching the Sun' Profiles Solar Energy Entrepreneurs and Activists

This documentary spotlights international efforts to build a green economy through solar power.

NYTIMES.COM | BY ANDY WEBSTER



👍❤️ 20

Top Comments ▾

**Leonardo DiCaprio**  
April 20 · 🌐

*Catching the Sun*, a documentary that shines a light on a clean energy future, debuts on #EarthDay, 4/22 on Netflix. Check it out at <http://catchingthesun.tv/>



Catching the Sun

## Enphase Energy

Company Screening  
-- **March 2016**

## BEI UAA

Academic Screening  
-- **March 2016**

## BlocPower

Company Screening,  
-- **March 2016**

## Greenpeace

Charlotte, North Carolina Office Screening

**Leonardo DiCaprio**  
April 20 · 🌐

Catching the Sun, a documentary that shines a light on a clean energy future, debuts on #EarthDay, 4/22 on Netflix. Check it out at <http://catchingthesun.tv/>

**Catching the Sun**

Catching The Sun is the upcoming documentary film exploring the international race to build a clean energy economy.

CATCHINGTHESUN.TV

Like Comment Share Buffer

Shalini Kantayya, Molly Murphy and 5K others Top Comments

905 shares 326 comments

You Retweeted

**Van Jones** @VanJones68 · May 7

Thanks! @suncatchermovie is a great film. @shalinikantayya did an awesome job. Proud that @LeoDiCaprio backed it!

**Dustin Huff** @huffnkeen

@VanJones68 Just watched Chasing Solar! I must say thank you so much for all that you have done and continue to do! Much love brother.

8 30

## Enphase Energy

Company Screening  
-- **March 2016**

## BEI UAA

Academic Screening  
-- **March 2016**

## BlocPower

Company Screening,  
-- **March 2016**

## Greenpeace

Charlotte, North Carolina Office Screening  
-- **March 2016**

## Lafayette Athletic Association

Community Screening  
-- **March 2016**

## Nations Capitol

Official Selection, Environmental Film Festival in the Nation's Capitol  
-- **March 2016**

## One Earth

Official Selection, One Earth Film Festival,  
-- **March 2016**

## NYC Release

Week long theatrical run at Cinema Village.  
-- **April 2016**

## TUGG

Screened in 25 cities throughout the month of April  
-- **April 2016**

## Grape Solar Inc

Company Screening  
-- **April 2016**

## Greenpeace

Alberta, Canada office  
-- **April 2016**

## St Olaf College

Academic Event  
-- **April 2016**

## Associated Students of SDSU

## Los Angeles

Week long theatrical run at Laemmle's Music Hall in Beverly Hills  
**April 2016 --**

## SPower

Company Screening  
**April 2016 --**

## Ecoserveis

Private Screening  
**April 2016 --**

## Pensaclola CAN

Academic Event  
**April 2016 --**

## Climate Action Alliance

Private Screening

Private Screening <b>April 2016 --</b>	Associated Students of SDSU
Beautiful Business LLC	Academic Event <b>-- April 2016</b>
Company Screening <b>April 2016 --</b>	Lake Macquarie City Council
Cool Davis Foundation	Community Screening <b>-- April 2016</b>
Fundraising Event <b>April 2016 --</b>	Sierra Club
Tucson Solar Punk	Private Event <b>-- April 2016</b>
Fundraising Event <b>April 2016 --</b>	Best Feature
Vestal Residents	Best Feature at the San Francisco Green Film Festival <b>-- April 2016</b>
Private Screening <b>April 2016 --</b>	Packard Collegiate Institute
EDF RE	Screening at College Preparatory School in Brooklyn, NY <b>-- April 2016</b>
Private Screening <b>April 2016 --</b>	Green Festival
Hanwha Q CELLS	San Diego State University Green Festival <b>-- April 2016</b>
Company Screening <b>April 2016 --</b>	MSEIA
Conservation Consultants	Screening for Board of Directors of the Mid-Atlantic Solar Energy Industry Association <b>-- April 2016</b>
Company Screening <b>April 2016 --</b>	NETFLIX RELEASE
Washington DC	Available to 70 million viewers globally <b>-- April 22, 2016</b>
Inter-American Development Bank <b>May 2016 --</b>	TUGG
Taitem Engineering	Four events throughout May & June <b>-- May / June 2016</b>
Company Screening <b>May 2016 --</b>	California State University
Daemen College	Academic Event <b>-- May 2016</b>
Academic Event <b>May 2016 --</b>	NV Nuclear Waste Task Force
Transitions Film Festival	Private Screening <b>-- May 2016</b>
Subsequent Screening <b>May 2016 --</b>	Mexico City, Mexico
Shanghai, China	MIREC WEEK: Mexico's Leading Renewable Energy Congress <b>-- May 2016</b>
SNEC PV POWER EXPO 2016 <b>May 2016 --</b>	Guangzhou, China
Sierra Club	Guangzhou International Documentary



SNEC PV POWER EXPO 2016  
May 2016 --

### Sierra Club

Private Screening  
June 2016 --

### Belmont College

Academic Event  
June 2016 --

### Ithaca College

Academic Event  
June 2016 --

### Concordia College

Private Screening  
July 2016 --

### Mathews Film Society

Private Screening  
July 2016 --

### Tennessee State University

Private Screening  
July 2016 --

### American Film Showcase

Official Selection, American Film Showcase - will screen at US Embassies and diplomatic missions around the world over the next one year.  
July, 2016 --

### Guangzhou, China

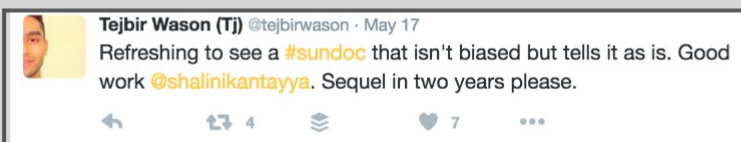
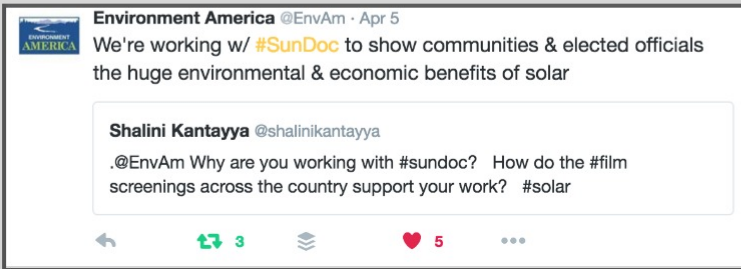
Guangzhou International Documentary Film Festival, China  
-- June 2016

### First Unitarian Church

Community Screening  
-- June 2016

### Appalachian Voices

Private Screening  
-- June 2016



### Dominican Republic

Dominican Republic Environmental Film Festival (DREFF)  
-- September 13 - 18, 2016

### Bioneers

Bioneers is a non-profit that promotes practical and innovative solutions to global environmental and bio-cultural challenges  
-- October 21, 2016

### Green Spark Award

American Conservation Film Festival  
-- October 23, 2016

### 30 Campus Tour

Academic Campaign Kickoff  
-- Fall 2016

catchingthesun.tv

# LEVERAGING THE RELEASE

7th Empire Media partnered with Working Films to lead partnerships for the impact campaign. NGOs and grassroots groups, think tanks, and solar industry partners worked with us to leverage the theatrical, Netflix, iTunes, and Vimeo Release. Through outreach, promotional, and engagement resources produced by the *Catching The Sun* impact team, our partners put a spotlight on solar energy and connected audiences to meaningful take action opportunities to advocate for and access renewable power.

**89** Frontline Partners

**16** NGO Partners

**32** Industry Partners

**78** PROMOTIONAL PARTNERS  
NGOs, Grassroots Groups, Industry

Allied organizations, grassroots groups, and solar companies throughout the United States participated in promoting screenings of *Catching The Sun*, spreading word about the film and screenings on their websites, in newsletters, and on social media.

# WHAT OUR PARTNERS ARE SAYING

**“The number of screenings and the fact that they were so well attended, rallied people in the industry at a very important time.”**

-- Dan Whitten, Solar Energy Industries Association

**“The screenings were a great opportunity to engage the public, decision makers, experts, key constituencies whom we are organizing around the 100% vision. What better way to get people in a room to talk about the issues than a film like this?”**

-- Bret Fanshaw, Environment America

**“The screening attracted community members that have been looking for ways to get involved with organizations doing this work.”**

-- Jordan Bresson, Conservation Colorado

**“Being able to promote this informative and useful presentation of the renewable energy solution and contribution to multiple domestic and global issues was rewarding.”**

-- Mark Domine, MMA Energy Capital

**“The movie makes such a strong impact - you could see the pride in our team for being part of the green energy movement, and it's a good reminder of what we are working towards.”**

-- Lowell Burton, REC Solar

**“The audience discussion surfaced a gaping hole in grassroots advocacy in our state... Climate will not, cannot be solved until the solutions a) work economically, and b) multi-partisan understanding and support for enabling and empowering clean energy markets becomes widespread from the local to national level.”**

-- Ivan Urlaub, NC Sustainable Energy Association



# TAKE ACTION STRATEGY

Each theatrical screening of *Catching The Sun* was tied to a locally appropriate and meaningful action. We worked with our local hosts to determine the Take Action for each event. Online, at [catchingthesun.tv/takeaction](http://catchingthesun.tv/takeaction), the campaign points visitors to our partner, Sierra Club's READY FOR 100 campaign. This action enables residents across the country to reach their own representatives at the local and state level, where decisions related to renewable energy are being made.



Take Action -- Join the global movement for 100 percent clean and renewable energy!



We're at a tipping point for clean energy -- recently, the 8th largest city in America, San Diego, led by a Republican Mayor, committed to getting 100% of the city's energy from clean and renewable energy sources by 2035. Joining international cities, like Vancouver, Paris, and Sydney, as well as twelve other U.S. cities, including San Francisco, CA, Burlington, VT and Aspen, CO, who have all made similar commitments. Showing that not only is 100% clean energy the new standard for climate leadership, it's the new standard for leadership. Period.

Additionally, wind power generation has more than doubled in the past four years, and solar generation has increased by a factor of five. Which means that solar is one of the fastest growing industries in America, with more than 200,000 workers in every state in the Union. In fact, solar is the fastest-growing industry in the world. It's a \$100 billion industry -- on the way to being a trillion-dollar industry. Which means that supporting clean energy is not just about leadership, it's also about supporting our local economies, jobs, and the health of our communities.

## Your Information

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By taking action, you will also receive periodic communications from the Sierra Club. You can unsubscribe at any time.

## Your Message

Subject  
We're #ReadyFor100 percent clean energy! Are you?!

Message  
Dear Mayor,

Across the nation, people in both red states and blue states are realizing that modernizing our cities with 100% clean and renewable energy will help create jobs and boost local economies. Cities like Aspen, CO, Georgetown, TX, and Burlington, VT, have already achieved 100% clean energy. And internationally, Vancouver, Paris, and Sydney are also going all-in on clean energy.

A recent economic study estimated that a transition to clean energy will add 1 million jobs in the U.S. by 2030 and increase household disposable income by

[I'm Ready!](#)



# SOCIAL MEDIA STRATEGY

Social media was used to promote the theatrical release, increase ticket sales and attendance, energize the film's base of solar and clean energy supporters, and establish *Catching the Sun* and filmmaker Shalini Kantayya as a resource for the solar community. The two primary channels of the campaign online are Facebook and Twitter.

The social media team created screening promo cards, filmmaker and film participant quote cards and established two distinct hashtags to promote the film, #SunDoc (official film hashtag) and #GoingSolarFor (advocacy hashtag to complement a digital and offline campaign).

The #GoingSolarFor experience enabled audience members at screenings and at home to make and share their personal commitment to renewable resources. The experience included a webpage on [catchingthesun.tv](http://catchingthesun.tv) that included downloadable cards with the “I’m #GoingSolarFor...” prompt; pre-populated answers included “more green jobs, national security, clean energy...” A fill-in the blank card was also available for film fans to write-in a unique response.

Noteworthy celebrities and ongoing advocates on social media included Executive Producers Leonardo DiCaprio and Adrian Grenier, Van Jones, Mark Ruffalo, Jigar Shah, SEIA, Sierra Club, and GRID Alternatives.

During the month of April, which included the theatrical release and Netflix premiere, live events were produced including twitter chats with national and screening partners and two thunderclaps. Activity in that period generated 298k impressions and 551 new followers (4x as many as the previous month).

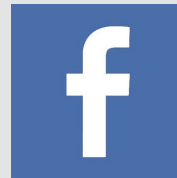
**SOCIAL MEDIA STRATEGIST: CHANA EWING**

**SOCIAL MEDIA MANAGER: DOR DOTSON**

# SOCIAL MEDIA STRATEGY



Twitter: 1,041



Facebook: 2,149

SOCIAL MEDIA STRATEGIST: CHANA EWING

SOCIAL MEDIA MANAGER: DOR DOTSON

# PRESS ATTENTION

# The New York Times



“Solar power is not only a cleaner alternative to fossil fuels but can also effectively curtail unemployment.”

## LA FILM FESTIVAL

“Directed by award-winning filmmaker and activist Shalini Kantayya, *Catching the Sun* inspires the environmentalist in all of us; by teaching a group of people a skill that betters the community and the planet, everyone wins.”



“In the global race to a cleaner energy system, solar is poised to play a huge role, not only in generating electricity, but also in creating jobs and reducing energy costs. A new documentary shines a light on how this is playing out in both the US *and* China.”

# **FiLM** **iNDEPENDENT**

"*Catching the Sun* raises awareness on an important environmental issue while also capturing the human experience of those working on the ground to enact change."

## **takepart**

"This fast-paced and compelling new documentary...follows a diverse group of job seekers, activists, politicians, and entrepreneurs as they tap into the world's growing solar power economy."

## **what (not) to doc**

"The doc... sees hope in grassroots initiatives that change local behavior and create demand among the people that will prove harder and harder to ignore."

SUSTAINABLE *Business.com*

"Produced by Leonardo DiCaprio, the film shows how solar can address both climate change and income inequality, and how people can take power generation into their own hands. And it offers a glimpse into the future of energy."





"The people that are clinging to last century's technology are on the wrong side of history. It's about showing that what's good for the polar bears is also good for the working class." - Kantayya



"Liberals and conservatives both make appearances, as do people of color and international activists. If we would only all work together, the film seems to suggest, we could enact a green revolution of global proportions."



"Unfortunately, most U.S. lawmakers and pundits don't seem to know that race is being run — thanks to the influence of petro-plutocrats and those beholden to them. The film watches sadly as astroturfers Americans for Prosperity fight cap-and-trade measures. But even when looking at entrenched energy companies, it finds reasons for optimism."



"The film offers a glimpse into the challenges and opportunities that are coming up as we try to build a renewable, low-carbon energy future, and explores the potential for solar energy to be a positive force in the arenas of justice."



"Filmmaker Shalini Kantayya has more accolades than a summer movie premiere has paparazzi - from finishing in the top 10 out of 12,000 in FOX's "On the Lot" filmmaking competition produced by *Steven Spielberg* to being a TED and Sundance Fellow."

## The Epoch Times

"Energy power is social power. Fairer, cleaner, lower-cost power literally and figuratively puts the power in the hands of the people."

## EDGEMEDIA NETWORK

"From 'Catching the Sun,' we learn of the sun's immense power: One hour of sunlight equals the power used by everyone on earth in one year and, unlike fossil fuels, sunlight will not run out. Energy security is a matter of national security, says one commentator, and the only way to achieve it is through renewable energy."



"It's time to rewire the world: It will be both cheaper and cleaner. Green jobs will grow exponentially as we convert. Van Jones wants to restore America's greatness, but as the world's #1 producer, not the #1 consumer."



"[Kantayya's] film does an admirable job of illustrating not only how two countries see an opportunity for developing a nascent technology that has yet to reach its potential, but also educating the audience on solar power in layman's terms."

**Save The Culture Music + Movies**

"Director, Shalini Kantayya, delivers an important message that focuses not only on the ways of which solar power is more clean and efficient, but also touches on political and social aspects that it effects."





"The filmmakers forge a compelling case of making the industry look attractive to even the most staunch capitalists; there are large amounts of money to be made in the solar industry. The solar industry is there for the taking if our leaders choose to honestly, and openly, embrace it."



"For my solar peers, let the film serve as a reminder of just how amazing and important our industry is. For the casual fan of solar or the new arrival to the party, know that the film is a good way to dip your toes in solar"



"Catching the Sun is a poignant and visionary documentary about the new economy and jobs in solar energy."

**WHAT'S NEXT** Now that the film is globally accessible to 70 million people in 35 countries, **Catching The Sun** can be used as a tool to move the dial towards a 100% clean energy future.

### **On College and University Campuses**

The SUNCATCHER campaign is rallying and resourcing the leaders of tomorrow: students and young professionals. We've identified over a thousand college and university departments across the United States whom we will involve in hosting campus screenings of *Catching The Sun* in Fall 2016 and Spring 2017. Events will seed and support efforts to strengthen renewable infrastructure on campuses and in the communities where they are located. We will partner with networks of student organizations and young professionals working for a clean energy future, including the vibrant student affiliates of our dozens of NGO and solar industry partners.

### **Key States for Clean Energy**

In partnership with Vote Solar, Climate Nexus and Environment America to coordinate a series of screening events and online media campaigns in states where Net Metering rules are under review and at risk of being eliminated. Net Metering gives energy consumers the opportunity to generate their own energy with solar power. Utility companies have lobbied to eliminate these incentives, and in doing so, threaten the future of affordable renewable energy in the U.S.

Through consumer advocacy and civic engagement, screenings will be held in states where utility companies have pending rate cases to increase the fees applied to renewable energy customers. The film will be used to inform and mobilize residents to speak out at critical policy and regulatory moments.

### **Frontline communities**

This fall, *Catching The Sun* will screen in Richmond, California, the post-industrial city where much of the film is set. The feature film and new shorts will support programs and advocacy that are offering pathways to economic opportunity and access to renewable energy. In partnership with Asian Pacific Environmental Network, Solar Richmond, and the California Environmental Justice Alliance, we will use the film to convene residents and allied organizations with industry stakeholders and decision makers. *Catching The Sun* in Richmond will offer a model for other frontline communities to utilize the film within environmental justice organizing, and to push for affordable clean energy options and green jobs.