



WORLD
FOOD
FORUM

GLOBAL
YOUTH
ACTION

A Toolkit for Impact Film Screenings: Using storytelling to drive action



TABLE OF CONTENTS

Background to the World Food Forum (WFF)	3
About the WFF Youth Film Festival	4
Objective of this toolkit	5
Film catalogue	6
Benefits of hosting an impact screening	9
Pre-screening event activities	10
During the screening event	14
After the event	19

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Background

The World Food Forum (WFF), launched in 2021 and hosted by the Food and Agriculture Organization of the United Nations (FAO), is a global platform shaping agrifood systems for a sustainable future and accelerating progress towards the Sustainable Development Goals (SDGs). Through youth action, science, innovation and investment, the WFF drives local, regional and global partnerships to build sustainable, resilient and inclusive agrifood systems for all. The WFF's Global Youth Action Initiative (Youth Initiative), created by the FAO Youth Committee and facilitated by FAO's Office of Youth and Women (OYW), harnesses the passion and power of youth to transform agrifood systems, serving as a hub for youth engagement and empowerment, knowledge-sharing and innovation. It inspires youth-led solutions through various thematic programmes, including Youth Culture, which leverages film and gastronomy as vehicles to drive impact as well as safeguard, revitalize and promote food heritage.





About the WFF Youth Film Festival

The [WFF Youth Film Festival](#) highlights the power of visual and narrative storytelling to address complex agrifood system challenges and promote sustainable development. Since its inception, the festival has received over 1 750 submissions from more than 70 countries, aiming to highlight issues, challenges and solutions related to youth and agrifood systems and to empower young filmmakers to share their stories on a global stage, sparking dialogue and inspiring action. This annual competition has presented more than 20 young filmmakers with cash prizes and the opportunity to showcase their work at the WFF flagship event in Rome.

Discover our curated WFF films catalogue at the following link:
[World Food Forum | Youth Film Festival](#)



Objective of this toolkit

This toolkit is designed to complement, strengthen and localize the [WFF Youth Film Festival's](#) impact by supporting the use of film as a catalyst for dialogue, learning and action.

This toolkit is primarily intended as an instrument to support the design, organization and delivery of WFF impact screenings at the national and local levels. It aims to empower [WFF National Chapters](#) to translate the global vision, values and priorities of the WFF Youth Initiative into locally relevant, culturally grounded and action-oriented initiatives. FAO country and regional offices, partner organizations, academic institutions, civil society actors and local organizers may also use this guide as a shared reference framework to implement impact screenings. Additionally, this toolkit seeks to advance the priority actions identified at [MondiaYouth 2025](#), which recognizes the importance of cultural initiatives to promote cross-cultural dialogue and civic engagement.

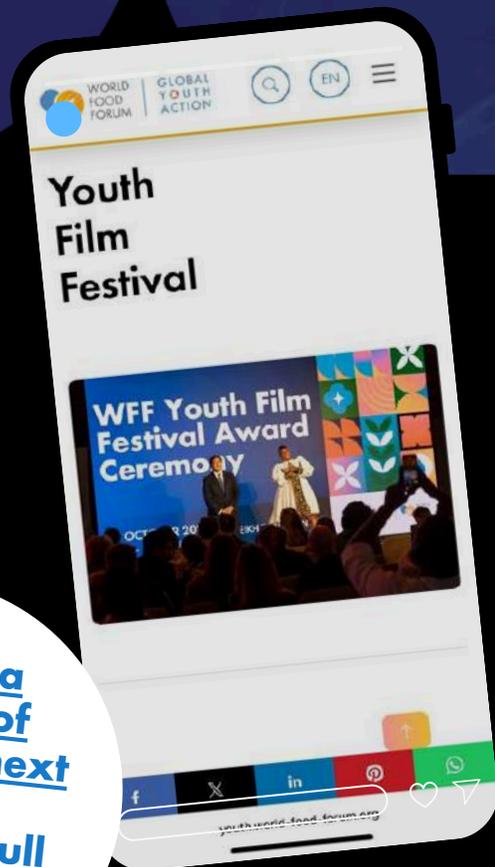
By outlining a roadmap of key steps to take before, during and after the event, this toolkit ensures that the screening will be purposeful, thematically aligned with FAO's mandate and the WFF Youth Initiative's priorities, and capable of inspiring concrete and localized follow-up actions. Importantly, this guide also aims to enable partners and organizers to adapt the Film Festival's mission to their own cultural, geographical and thematic contexts. By doing so, it aims to increase participation, strengthen partnerships, facilitate informed discussions and ultimately translate the emotional power of storytelling into real-world and locally-rooted impact.

WFF Youth Film Festival Award Ceremony

Film catalogue

Led by young film directors, since its launch in 2021, the WFF Youth Film Festival has recognized over 50 films focusing on rural transformation, climate action, biodiversity and women's empowerment.

Discover a selection of films in the next page, or consult the full catalogue here.



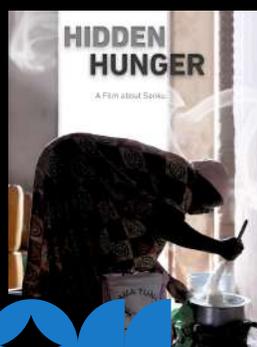
Chocolates Melting Away

[WATCH TRAILER](#)

Director: Breech Asher Harani

About the film: Filipino cacao farmers and chocolatiers combat the impacts of climate change to protect their livelihoods, revealing resilience, sustainability and innovative science-based solutions to sustain their beloved crop and the future of chocolate.

Perfect for a screening about: climate change, innovation, future of agrifood systems



Hidden Hunger

[WATCH TRAILER](#)

Director: Orit Novak

About the film: Shedding light on East Africa's hidden malnutrition crisis, Hidden Hunger centres the stories of women leading change, driving Sanku's fortified maize project to fight illness, improve nutrition, and secure a healthier future for their communities.

Perfect for a screening about: malnutrition, food security, women's leadership



Machi (Fish)

[WATCH TRAILER](#)

Director: Eoghan McDonough & Sangita Guruwa

About the film: Machi is a short poetic film told through the voice of Sangita, a Tharu woman from western Nepal. Her words reflect the strain on her culture as the river and its biodiversity decline. She speaks of fish not just as food but as sacred beings woven into daily life, health, and ceremony.

Perfect for a screening about: biodiversity, women's leadership



Mee Mue

[WATCH TRAILER](#)

Director: Chinnapat Sukchanya

About the film: "Mee Mue" captures the final days of Phimai rice noodles, a handmade tradition at risk of disappearing. Through the voices of a shop owner, an elderly maker, and a younger generation trying to revive the craft, the film explores rising costs, poor ingredients and fading interest.

Perfect for a screening about: rural transformation, food heritage

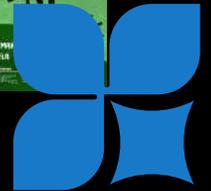
Taste of Tradition

Director: Lucas Silva Telles De Assunção

About the film: Taste of Tradition offers an intimate journey into a quilombola community, where each ingredient becomes a narrative thread and every dish tells a story passed down through generations. The film celebrates ancestral knowledge, cultural identity and sustainability through the everyday lives of women who preserve traditions while cultivating the land in harmony with nature.

Perfect for a screening about: food heritage, indigenous food knowledge, women's leadership

[WATCH TRAILER](#)



Usugilix Awakun

Director: Palmer Morse & Matt Mikkelsen

About the film: In the waters off the remote island of Iluuluġ or so-called Unalaska, Alaska, toxic algal blooms are mysteriously infecting filter feeding fish. After a community member died from eating blue mussels, a staple cultural food, Unangaġ scientist Shayla began working with her tribe to research and understand the harmful blooms and what might be done about them.

Perfect for a screening about: Indigenous women's knowledge, women in STEM, climate change

[WATCH TRAILER](#)

Millet: Fields to Meals

Director: Pranjal Joshi

About the film: Once a humble grain of the past, millets are reemerging as food for the future. From nourishing farmers with ragi soup and bajra bhakri to inspiring urban cafés with millet wraps, they embody resilience, heritage and innovation - sustaining both body and tradition amid changing times.

Perfect for a screening about: food heritage, innovation, nutrition

[WATCH TRAILER](#)



The Harvest

Director: Laura Boada

About the film: When Nina and Maria's harvest is rejected, mother and daughter enter one of Europe's largest food markets. Together they strengthen their relationship as they face this challenge.

Perfect for a screening about: smallholders and family farmers, access to land, food markets, intergenerational cooperation and generational knowledge transfer

[WATCH TRAILER](#)

Rationale

Film screenings offer a powerful and accessible format for engaging diverse audiences around agrifood systems challenges. Unlike conventional seminars or presentations, films communicate through narrative, emotion and visual evidence – elements that significantly enhance retention and deeper understanding and help shift norms and behaviours to lead agrifood systems transformation. They allow participants to experience stories of diverse stakeholders, including young leaders, women, farmers, communities and other agrifood systems actors in ways that feel immediate and relatable. Recent research on sustainability communication emphasizes the value of narrative formats in fostering deeper engagement and inspiring action.

Benefits



Support policy action and advocacy

Films can facilitate **solution-oriented dialogue** between institutions, civil society, the UN and youth on agrifood systems, creating space for young leaders – especially young women – to share priorities and drive concrete follow-up actions.



Engage new and diverse audiences, particularly youth

Films can become powerful gateways to reach a **diverse range of audiences**, including young people, women's organizations, schools and universities, experts and local communities.



Strengthen visibility and public presence

Film screening attracts communities, schools, youth groups, media and partners, enabling the organizer to connect with **key actors**, **increase awareness** and **dialogue** on key issues, and promote the mission and activities of the organizers.



Build relationships with partners

Screenings can be co-hosted with universities, NGOs, youth networks, farmer organizations and/or governments, bringing together different **partners** with common objectives.



Pre-screening event activities

Define the purpose

The planning of a WFF impact screening should start with the identification of a **priority issue** to be addressed. Priority areas may include national and regional strategic priorities, along with the Youth Assembly's thematic areas and the WFF Youth Film Festival categories.

Some examples include:

- youth engagement and pathways for young people in agrifood systems;
- young women's empowerment within agrifood systems;
- climate;
- biodiversity;
- health and nutrition;
- food processing;
- food heritage, traditional knowledge and cultural identity; and
- innovation and agrifood systems transformation.

Before choosing the film and planning the event, please contact the Youth Culture and Food Heritage team at culture@world-food-forum.org for further information about our films' catalogue and directors.

Select the film

Once the priority issue has been identified, National Youth Chapters should **select a film from our catalogue** that is clearly **relevant to the chosen theme**, with the film functioning as a facilitative tool to advance awareness, reflection, and engagement. In defining the purpose of the screening, organizers are encouraged to focus on three core elements:

- the **issue or challenge** to be addressed **within the specific national or local context**;
- the **objective of the screening**, such as awareness-raising, youth engagement, policy dialogue facilitation, partnership-building or support to ongoing FAO/WFF initiatives; and
- the **contribution of the film** in advancing discussion and action on the selected issue.

Given the growing relevance of youth participation and generational renewal in agriculture, Chapters are particularly encouraged to prioritize screenings that promote positive and forward-looking narratives on youth-led innovation, skills development, entrepreneurship and sustainable livelihoods in agrifood systems. By doing so, it is also important to **identify potential partners** (including universities, youth groups or organizations, ministries, NGOs, cultural institutions) to potentially fund or support the event.

Think about your target audience and expected outcomes

Organizers should clearly define the **target audience** (e.g. youth, students, policymakers, researchers, civil society organizations, local communities) and **tailor the screening format, facilitation approach and follow-up activities accordingly**. Furthermore, clear articulation of the expected outcomes will help ensure coherence, relevance and impact, so that knowledge is enhanced, advocacy is supported and partnerships are developed.

Build the event structure

1. **Write a concept note** outlining purpose, themes, partners, audience, format and expected impact ([download here](#)). This one or two page document should summarize:

- **why** the screening matters;
- **when** and where it happens;
- **what themes** it addresses and what the screening's objectives;
- **who** is involved (both the target audience and the collaborating partners);
- **how** the event will run; and
- **what you expect** participants to gain.

2. **Find possible locations and confirm the most suitable venue.** Prioritize accessibility, audiovisual quality, capacity and atmosphere: universities, museums, or cultural institutes often work well.

3. **Identify and engage potential panelists** – including subject-matter experts, youth representatives, cultural voices and policymakers – where a panel format is deemed appropriate. The purpose of the panel is to foster a multi-perspective dialogue, combining technical expertise with lived experience, storytelling and policy insight, in order to enrich the discussion and generate actionable reflections aligned with the initiative's objectives. When convened, the panel should aim for a balanced composition, ensuring:

- diversity of perspectives (technical, experiential, youth-led and cultural);
- gender balance; and
- geographical representation.

It is important to note that a panel format is not mandatory for all activities. Depending on the objectives and audience, alternative approaches – such as interactive workshops or facilitated dialogues – may be more effective in achieving the desired outcomes.

4. **Design a detailed flow of the event.** Building a clear run-of-show ([download here](#)) ensures that the event is coherent and engaging and transitions are smooth and time-bound.

5. **Assign a moderator.** The moderation script needs to be prepared in advance. For instance, it could include:

- opening remarks (welcome, housekeeping rules);
- film introduction (context, director, year, theme);
- guest introduction (if applicable); and
- transition to screening; or
- post-screening discussion prompts.

Promote the event

1. Develop a clear communication strategy

Before announcing the event through your social media channels, you should define:

- **What message you want to convey** (e.g., “Film screening on sustainable agrifood systems”, “Youth voices for climate action”, “women's role in preserving food heritage”).
- **Who the promotional content targets** (students, youth groups, researchers, local communities, national and sub-national government, policymakers).
- **Which channels are most effective** (social media, institutional newsletters, partner networks, direct email).

2. Create engaging promotional materials

Prepare visual materials that capture the essence of the film and the purpose of the screening (you can [download some templates here](#)). Examples include:

- **Event poster or save-the-date** (e.g. static Instagram post or website page), with title of the event and of the film, date, time and venue of the screening.
- **Social media stories** (examples may be: film stills, short thematic quotes from it, introductions/interviews of the speakers or director).
- A **teaser video/reel/TikTok** showing film’s trailer and a save-the-date slide (with title of the event and of the film, date, time and venue of the screening).
- **Countdown posts** (e.g. “save the date!”, “3 days to go!”).

COMMUNICATION TIPS

Ensure the materials:

- highlight partners (if applicable), title of the event, venue, date and format;
- include a clear call-to-action (e.g., “Register here”) and use a simple registration tool (e.g. Microsoft Forms) to track attendance, understand the profile of participants and their background and send reminders and updates about the event.

After registration, you may send:

- a confirmation email with event details; or
- a reminder one or two days before.

You can
[download some
useful templates
from our
Communication
Package here!](#)



During the screening event

- Introduce the film, themes and purpose of the screening at the beginning**
Set the tone: explain why the film matters and how it connects to WFF/FAO's work.
- Mention partners, collaborators and the broader WFF/FAO context**
Acknowledge the institutions involved and show how the screening fits into global efforts.
- Create a safe, respectful and inclusive environment where all participants feel encouraged to express their perspectives.**
- Organize a pre-screening structured dialogue**
A short, facilitated discussion or guided reflection prior to the film screening itself can help participants frame the key issues, clarify concepts and align expectations. This may include a brief introduction to the thematic focus, guiding questions, or local context-setting to support more informed and meaningful engagement with the film. Avoid heavy theoretical openings. Help participants connect emotionally and actively by:
 - referring to a local or lived experience;
 - opening with a personal or reflective question;
 - linking the film's story to everyday experiences and/or food or consumption choices; and
 - involving the audience through interactive tools such as Mentimeter or Slido for live polls, word clouds or simple icebreaker questions related to women in agrifood systems.
- Capture quotes, photos, short video moments and audience reactions.**
This helps document the event, extends its reach and gives visibility to participants.
- Share real-time updates through social media (if appropriate)**
Live content can enhance engagement and create a sense of collective experience.

ACTIVITY 1:

Panel discussion



OBJECTIVE

Create a space for collective reflection and dialogue, helping the audience identify possible solutions, actions or follow-up initiatives related to the film's themes.

PREPARATION

Identify and invite panelists with diverse and relevant perspectives, linked to the film's themes (e.g. a policymaker, an educator, a student, a youth organization's representative, an entrepreneur).

Prepare a concise set of two or three open-ended questions to guide the panel discussion (please find some suggestions in the next page. First, identify the main film theme you wish to focus on, then consult the question bank below, organized by thematic cluster.

Ensure the panel discussion concludes with a solution-oriented question that encourages participants to reflect on concrete follow-up actions.

POTENTIAL FORMAT

Short panel

Invite the panelists to reflect more deeply on the film's themes and key takeaways. The thematic clusters in the next page will help you reflect on the topics that most closely align with the film and structure the discussion around the event's main thematic cluster.

Audience reflections

Give the floor to the audience. Emotional and personal questions are a powerful way to open the conversation and capture immediate reactions after the screening.

Example of questions you can ask:

- Which image from the film stayed with you the most?
- At what moment did the story feel close to your home?
- How would you describe the film in two words?

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15.

SAMPLE QUESTIONS FOR A PANEL DISCUSSION

ACTIVITY 1: Panel discussion

THEMATIC CLUSTER	SAMPLE QUESTIONS
General agrifood systems	<ul style="list-style-type: none">• Which actors in the agrifood system appear to have the greatest influence and which remain underrepresented?• How accurately did the film capture the complexity of real-world agrifood systems?• What systemic barrier would be most difficult to change in practice?
Climate	<ul style="list-style-type: none">• In your experience, who tends to adapt first to climate change and who is most at risk of being left behind?• Where do you see the biggest gap between climate policy and lived reality?• What kind of resilience – social, economic, ecological, or institutional – is missing most in current agrifood systems?• Did the portrayal of climate change in the film feel abstract or close to your experiences?• What climate-related change in food systems feels unavoidable to you? And what actions can be taken to address it?
Youth engagement	<ul style="list-style-type: none">• What structural barriers limit meaningful youth participation in agrifood governance and decision-making?• How can institutions better translate youth innovation and activism into long-term systemic change?• What skills or forms of knowledge will be most critical for young people shaping future food systems?
Women in agrifood systems	<p>Are you planning to organize a film screening about women in agrifood systems? Please consult our Film Screening Toolkit for Women's Empowerment.</p>
Food heritage	<ul style="list-style-type: none">• How did the film address the relationship between food heritage and modern agrifood systems?• Can food heritage coexist with innovation and sustainability, or are there inherent tensions?• In what ways can safeguarding food heritage contribute to resilience and local development?• How do globalization and industrialization threaten or transform traditional food practices?• What role can food processing play in safeguarding food heritage while meeting modern production needs?

ACTIVITY 2:

From challenges to solutions

OBJECTIVE

Help participants identify concrete solutions to the challenges raised in the film and explore synergies for local action within their own communities.

TIME
20–30 minutes (Option 1)
45–60 minutes (Option 2)

AUDIENCE

A workshop-style format is optional and it works perfectly for screenings involving audiences such as schools, youth organizations, community groups, educational associations, and organizations operating in the agrifood sector.

POTENTIAL FORMAT

Option 1: Solution-focused discussion (20–30 minutes)

Recommended if you have limited time.

Use guided questions to help the audience reflect and propose possible actions. Encourage short, concrete responses and capture ideas on a flipchart or shared document.

Suggested guiding questions:

- Did this movie inspire you to organize an activity to address one of the issues discussed? If yes, what kind of activity?
- Is there an action you could realistically organize within your community (school, university, church, scouts, youth group, association, etc.)?
- Who could be good partners or allies for this action (NGOs, local authorities, teachers, parents, youth groups)?
- What is one small but achievable step that could be taken in the next three months?

ACTIVITY 2: From challenges to solutions

Option 2

If you have more than 30 minutes, opt for a workshop format.

Step 1: Group formation

Divide participants into working groups of 10–15 people maximum.

Step 2: Assign a challenge

Each group receives one key challenge related to the film's themes (e.g. climate resilience, women's empowerment, safeguarding and revitalising food heritage).

Step 3: Solution-oriented exercise

Ask each group to design an activity they could realistically organize themselves, using the following guidelines:

- What problem are you addressing?
- Who is your target group?
- What concrete action will you organize?
- Which local partners or stakeholders could support this initiative?
- What resources are needed (space, people, materials)?
- What would success look like?

Step 4: Sharing and wrap-up

Each group briefly presents its idea (two–three minutes).

Identify common themes, overlaps and opportunities for collaboration.



After the event

Document and amplify

Write a recap article/press release summarizing the event, key messages, audience reactions, panel insights and photos. This creates institutional memory and can be shared with partners or online.

Consolidate insights

Gather feedback from the audience, panelists and partners.

Please ensure that, during the event, the audience completes the [impact-assessment surveys](#) to help us track audience's feedback and measure the event's immediate impact. Also, we kindly encourage you to share a feedback about the event by emailing culture@world-food-forum.org.

Follow-up actions

Identify next steps: partnerships, youth engagement opportunities, thematic follow-up, future screenings.

Examples include:

- collaboration with a school/university;
- launching a workshop series; or
- developing climate/agrifood campaigns.





If you are interested in hosting an impact screening, contact us at:
culture@world-food-forum.org