

# HOW VIDEO CAN SUPPORT YOUR FORCED EVICTION CAMPAIGN

Video can be used in your forced evictions meetings and events as a tool to Expose, Pressure, Mobilize, Educate and Inspire. Video enables you to put people and their lives in the center of the room. And that can help make the change you want. This guide will show you how to integrate video into meetings and events to support your forced evictions campaigns.

## SHOW WHY FORCED EVICTIONS OCCUR

You may be focused on one particular forced eviction campaign, but forced evictions occur everywhere. Showing the global context in which your campaign exists, can change campaign targets and create solidarity among similar struggles near and far.

Showing *People Before Profit* as part of your agenda before your own campaign's videos or discussions can educate new supporters, mobilize resistance, inspire innovative alternatives and build solidarity.

## KNOW WHY YOU ARE USING VIDEO

Around the world, communities and activists have used video strategically to protect human rights. Whether you make your own video or use these examples, video can be a tool to:



**EXPOSE:** Video was presented to convince judges in Kenya to give back indigenous land.



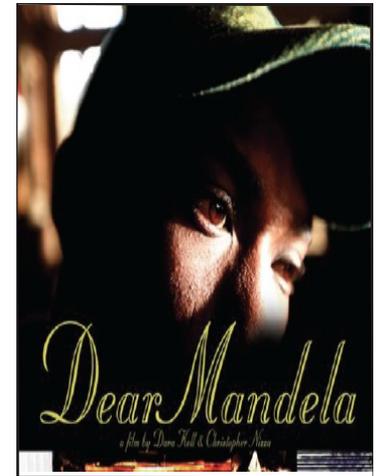
**PRESSURE:** A community in Mexico screened directly to a government official to secure his promise to halt a dam project.



**MOBILIZE:** Activists in Cambodia shared ways to resist forced evictions with communities affected.



**EDUCATE:** This video explains how a controversial housing plan in Italy has led to the forced eviction of hundreds of Roma people.



**INSPIRE:** This documentary tells personal stories leading up to a historic victory in a South Africa court.



The video *People Before Profit*, filmed by activists and communities around the world, shows the common patterns of human rights abuses before, during, and after a forced eviction, and how communities are claiming and gaining their housing and land rights.



Watch the video examples here: <http://bit.ly/14R4eye>

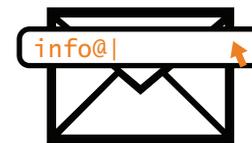
# CHECKLIST FOR INTEGRATING VIDEO INTO YOUR MEETINGS & EVENTS



## PREPARE



## PRESENT



## FOLLOW UP

### PREPARE

#### 4 WEEKS

Confirm location, facilitators & equipment. Select the right video for your overall objective & determine how to use it in your meeting agenda.

#### 2 WEEKS

If you're planning a public meeting, publicize the event, highlighting the agenda and the video. If a private meeting with decision-makers, confirm attendees, prepare and share an agenda, and assemble any needed materials for the meeting.

#### 1 WEEK

Prepare backup formats of the video. Have formats available on DVD, flash drive, hard drive to ensure video will play should any unexpected technical issues arise. If you are sharing copies of the video with the audience, prepare formats suited to how you want them to use the video.

#### 3 DAYS

Test your equipment and play the video at the location. Whether showing the video to a large or small audience, ensure anyone in the audience can easily see and hear the video and read any text or subtitles. Do not wait until the meeting to test equipment.

#### EVENT DAY

Arrive 2 hours in advance.

Move throughout the room to ensure everyone in the audience will see, hear and read text on the video.

Prep video starting points.

Be prepared to use your back-up copies should the online video not play.

### PRESENT

#### Introduce

the video briefly. explain why the video was made and why it is being shown. Are there any scenes or statements the audience should look for?

#### Afterwards

After the video – connect the main message or a particular statement to the next agenda item. Otherwise, if there is time, you could ask the audience to discuss the video's message and then connect the responses to the purpose of the meeting or event.

#### Participation

Have something concrete people can do on the spot to get involved, whether it's leave their emails for future contacts, sign a petition, join a working group or come to a follow-up meeting.

#### Availability

If you are not sharing copies of the video – let the audience know where they can get a copy or watch online.

#### Follow Up

Whether a public or private meeting, explain how you will follow up with those in attendance.

### FOLLOW UP

#### Feedback

Discuss with others what worked well and what did not with the entire meeting or event.

#### Results

Did the video meet its purpose to Expose, Pressure, Mobilize, Educate or Inspire?

#### Contact Info

If a public meeting, use the sign-up sheet to thank the audience, share notes from the meeting, next steps and any related actions to take.

#### Share

You may wish to share the meeting information to your wider networks if they did not attend.

#### Keep in Contact

If a private meeting, keep in contact with attendees, on points discussed. Send a copy of the video and the meeting notes outlining next steps and roles.