



THE SHADOW OF GOLD

EVENT IMPACT SNAPSHOT

APRIL 21ST EARTH WEEK SCREENING

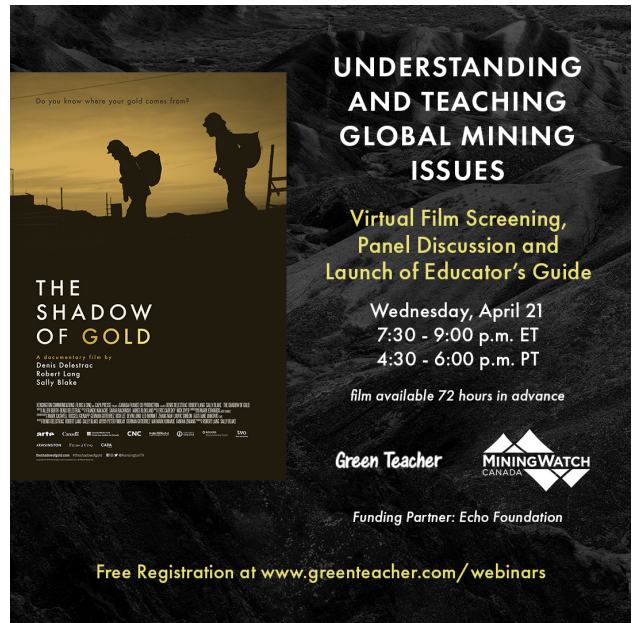
Prepared by Ring Five Impact Docs

Snapshot of event prep + success

The event

To launch the new *Shadow of Gold* Educator's Guide, we decided to host a free screening as a strategic promotional event during Earth Week on April 21st 2021. We partnered with Mining Watch Canada and Green Teacher to host, promote and draw in educator's from across North America.

The attendance levels and engagement exceeded our expectations for a virtual screening.



Success by the numbers

302

Total Registered

90

Total Attended

170

Total Views on the Film

608

Total number of *Shadow of Gold* website and educational landing page views from April 14 - April 28

Post-event sales included:

Kindergarten-Grade 12 Licence - Peterborough Catholic School Board
Post-Secondary Institutions Licence - University of Regina

Audience Feedback

"Each speaker was unique in their knowledge and experience, it was really lovely to hear from them."

- Amnesty International Member

"I thought it was well-done for its target audience. I work in the local government sector in NL and will be thinking about what kinds of local government action can be taken in relation to mining more generally."

- Municipalities Newfoundland & Labrador Member

"It was a nice way to see a resource but more importantly hear from the people who created the resource. This was my first time being on a webinar of this nature and it was very well done."

- Reginald Hartwick, Grade 9 Geography; Grade 12 FNMI/World Issues

"...in my opinion, the reality is dire in the sense that the global mining industry — including and especially the practices of companies based in Canada, and operating in Canada — is very, very under-regulated. State governments are captured to a large extent. The "hope" here is for more public awareness and education. I agree with Ugo, Payal, and Nuskmata that it's imperative that mining companies honor human rights and Indigenous sovereignty—and need to be regulated by democratically elected governments."

- Audience Member, Heather Hardcastle

"Here in BC some of our major hurdles in K-12 public education remain a pervasive lack of adequate funding for resources (includes hard copy, and reliable access to digital) and enough time to meaningfully engage with the materials, knowledge and balanced information."

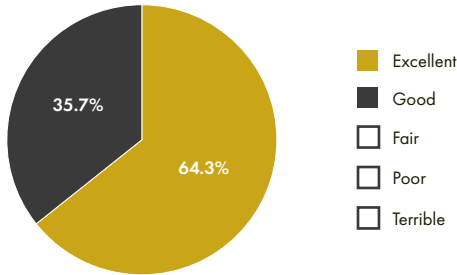
- Audience Member, Kari

"The challenging part is to provide the students with the economic benefits of mining and then show all the negative impacts mining has on the environment and people. This is good that we have something to use to show the negative side not only in Canada and the world....This is a great venue to see resources we can use in our classes. Well done."

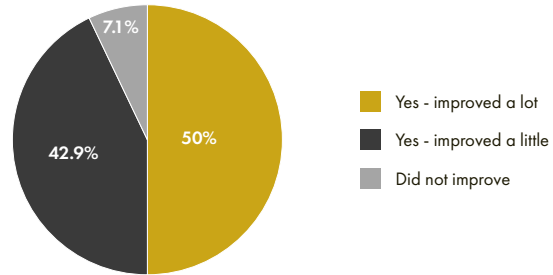
- Reginald Hartwick, Grade 9 Geography; Grade 12 FNMI/World Issues

Post-screening survey results

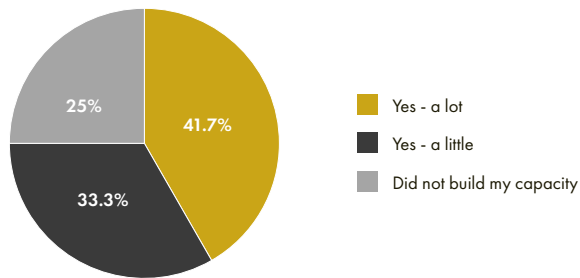
How would you rate the content of this webinar?



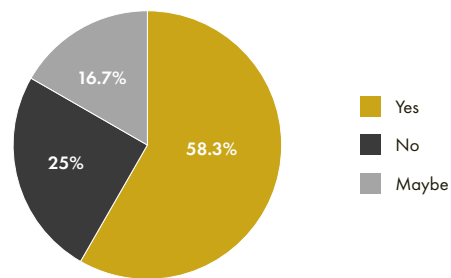
This event improved my understanding of global and Canadian mining issues.



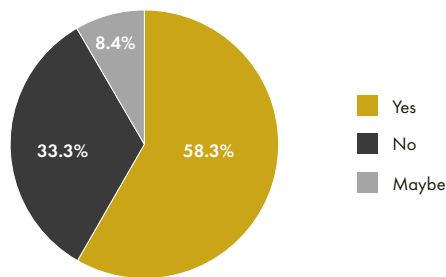
This event improved my capacity to educate and teach my students about global and Canadian mining issues.



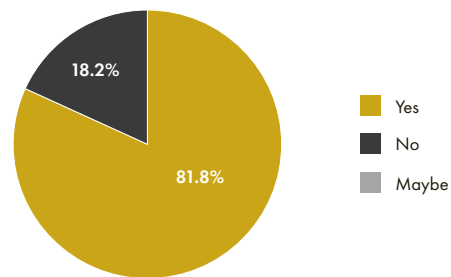
I plan to screen *The Shadow of Gold* for my students in the future.



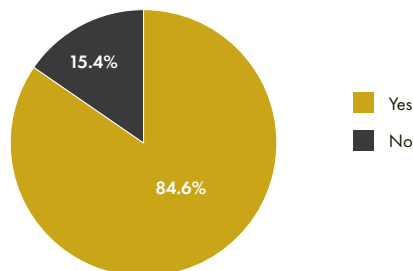
I plan to use *The Shadow of Gold* Educator's Resource Guide.



I plan to reference *The Shadow of Gold* website for clips and information.



I plan to recommend this film and resource guide to my colleagues.



Event Partners

Green Teacher



RING FIVE
IMPACT DOCS

KENSINGTON

Event Team

Planning + Promotion

Jackie Garrow, Lindsay Fitzgerald, Julia Ostertag, Ian Shanahan, Jodie Venema, Jamie Kneen,
Ugo Lapointe, Robert Lang

Panelists

Robert Lang, Co-director, Shadow of Gold

Payal Sampat, Mining Program Director, EarthWorks

Ugo Lapointe, Canada Program Coordinator, MiningWatch Canada

Julia Ostertag, Educator, BEd & PhD

Nuskmata Mack, Consultant on mining and indigenous rights and title in Canada

