



SEE THROUGH STORIES

ANNUAL IMPACT REPORT 2021/22

See Through Stories has had an exciting 18 months since starting in Autumn of 2021. From the beginning the company has been committed to making films in an environmentally conscious and non-exploitative way. We also aim to play our part in helping to shift our industry to be more sustainable and fair. We want to make films which inspire social change with properly implemented impact campaigns.

We believe in the power of film to challenge assumptions and promote the changes required

KEEPING IT LOCAL

While shooting in Bhutan and the Philippines in the summer of 2022 we took care to plan shoots using the least carbon possible. This resulted in using predominantly local crew on our shoots and getting kit locally where possible. For our shoots in the Philippines and in Bhutan only two crew flew from the UK with 3 cases of kit we could not source in the shoot countries.

Tons of filming kit is flown around the world by production companies every year producing carbon emissions we don't believe are necessary.

As well as reducing our carbon output using local crew and kit allowed talent and resources within the countries we were shooting in to gain exposure while also allowing for greater cultural and editorial insights.

In Bhutan the two STS crew were supported again by a full local crew including DOP, Fixer and runners, all from the local area. Travelling in an electric car and eating vegetarian food, the crew had minimal impact while filming.

Not flying UK crew out also afforded us the opportunity to include local apprentices, giving them the chance to help on shoots for the first time, gaining valuable experience.



COLLABORATING BEYOND OUR SECTOR

STS is committed to working with organisations and other filmmakers that want to change the world. From the beginning we have been working with NGOs, other production companies, community groups and specialist companies to help us in areas where we can learn from others.

While planning shoots last summer we collaborated with organisations who helped us on how to film with indigenous people in a non-exploitative way. For too long the TV and film industry have not taken care in how they work with vulnerable people perpetuating colonial assumptions. We are driven by the principle that we work alongside the people we film and allow them to take the lead on how they are portrayed. Through our impact strategy we carefully gauge how we can have a positive effect on those we work with and their communities, holding meetings prior to and after shoots focussed on what is needed, most useful and what we may be able to provide.

Our 'impact filming days' while on shoots gave contributors the chance to use a full film crew and kit to shoot what they thought would be valuable to their community, for example a promotion video for a local NGO.

We continue to work with external organisations from the development stage all the way to release. We believe in using film to change dominant narratives and working with people with subject matter expertise will mean we can do this effectively. Effective partnerships mean both parties can advance together combining skills, ethics and values to reach the widest audience with a well implemented impact strategy.





SEE
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STORIES

B-Corp Impact Report

A DIFFERENT WAY OF WORKING

We are shifting power internally

With others, we recognise that historically our industry has been dominated by companies with colonial structures and unhealthy power dynamics; we are developing a different approach, seeking to afford enough time and support to devise a right fit for our circumstances, which could then demonstrate alternatives are possible in our industry. We have begun mapping both the distribution of decision-making power within the company, and the community of advisors we have been formally and informally working with, in order to gain better awareness of whose interests we serve (individually and collectively). This is to enable everyone within the company to understand and question our current situation, and to set common aspirations for the perspectives we allow to influence our work and wish to be accountable to.

We support movement building

We are experimenting with flexible and part-time work at See Through Stories (STS) in order to facilitate (either voluntary or sponsored) industry-shaping work. As such, STS is exploring how companies may allow their members the freedom to build movements for social change. Two of our team members are community leaders, as co-founder and co-organisers of Filmmakers for Future: Wildlife (FF:W), a grassroots organisation that brings wildlife film industry professionals together to encourage collaboration on ways to make more sustainable, impactful content and to move away from the traditionally extractive filmmaking model. These iterative arrangements support us to find a healthy life balance while allowing for emergent strategies in address-

IMPACTFUL STORIES

See Through Stories is committed to producing films which cover the challenges of the next century including climate change, inequality and access to nature.

Our projects in 2021/22 focussed on people's connection with nature and how we are damaging the environment for future generations.

In the Philippines we filmed with a survivor of the 2013 Typhoon Haiyan showing audiences the destructive power of climate change in vulnerable areas.



In Bhutan we brought a culture and economy to the screens which values environmental protection and has become the first net-zero country in the world.

STS believes in the power of storytelling to promote ideas which will change the world and the values we hold. We are committed to using our resources to make films which aid campaigns, share new ideas and challenge assumptions.



MAKING CARBON COUNT

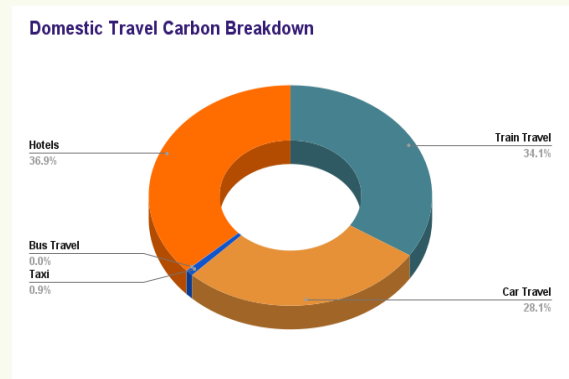
Over the past year we have gone above and beyond the [Albert](#) carbon monitoring requirements for filmmaking. Every staff trip, courier, hotel booking or taxi is logged and feeds into our overall carbon calculations.

Before working with suppliers we will assess a company's environmental policies and whether they have strategies in place to reduce their carbon emissions. Where possible we have worked with suppliers which share our world view and are serious about doing business in an environmentally conscious way.

Tracking our carbon emissions since the founding of the business has allowed us to see where we have saved carbon through our decisions and where we can still improve. While furnishing our office we used exclusively second-hand equipment and when planning shoots our 'Environmental Impact Assessment' meant planning each variation of travel with associated carbon emissions before booking.

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Amount of carbon saved through laying out travel and crew options for the Philippines



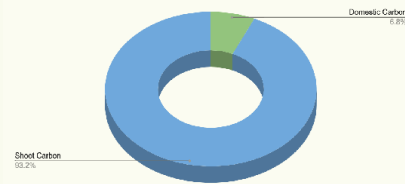
SEE THROUGH STORIES

ANNUAL TARGETS

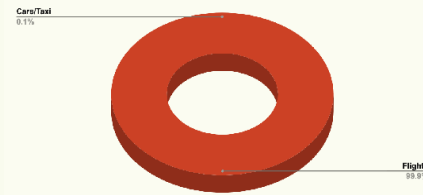
Carbon Emissions Breakdown 22/23

Our carbon emissions from financial year 22/23 show the challenge filming abroad poses to reaching our carbon reduction targets. It is clear that flights for shoots take a huge percentage of our total emissions, this is something we will be aiming to reduce in the future through alternative travel solutions. Due to the nature of the industry we will be tying carbon reduction targets to a ratio of Co2/revenue. This will keep a constant metric and account for changes in filming intensity or funding.

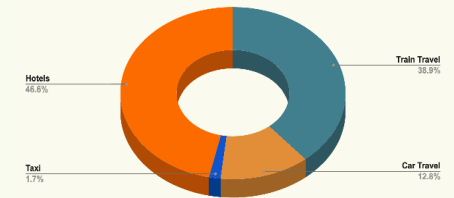
Total Carbon Breakdown



Shoot Carbon Breakdown



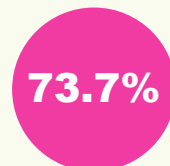
Domestic Travel Carbon Breakdown



Carbon/Revenue Ratio: 68.16

Social and employment targets are important for promoting standards in our sector and providing employees or freelancers with good working conditions. In 22/23 STS was able to offer staff 5 training opportunities including emergency first aid and sustainable production.

Following our staff survey in September of last year we were able to gauge satisfaction and collect suggestions for improving our workplace.



22/23 Staff Satisfaction

Throughout 22/23 STS worked with many different third-party stakeholders and organisations. This included collaboration with research, advice for avoiding exploitation in filmmaking or improving our sustainability.

The anonymous survey will now take place annually with the results shared publicly aiming for a target of 90% satisfaction.



Target Staff Satisfaction

STS is committed to continuing this in the future as it is built into our company model and how we want to create films. Our engagement should be effective and ethical, taking into account different stakeholder types and their needs.



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2023

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