

A close-up portrait of a middle-aged man with dark hair and a slight beard, looking off to the side with a thoughtful expression. He is wearing a brown jacket over a blue and white checkered shirt.

# OUR COMMON(S)' STORY

Are you ready to embark on a  
transformative journey with us?  
Coming Soon 2022

Our Common(s)' Story is an environmental documentary episodic series on commoning practices of hope, resilience and transformation set within the cultural landscapes of the Mediterranean Basin. Each episode features changemakers from frontline communities, amplifying their voices, antidotes, and solutions to the planetary crisis, which bolster the climate movement and sustain our earth.



KARMAMOTION



Alliance for  
**Mediterranean**  
Nature & Culture

Many Paths • One Mediterranean



Global  
Diversity  
Foundation  
A world of difference

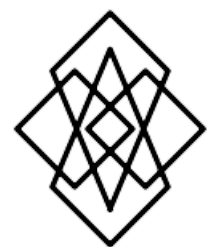






# KARMAMOTION

Karma Motion, an award winning multimodal visual anthropology collective into social & environmental films with media impact campaigns production, partners with the University of Bern (Switzerland) an **ANIMATING THE COMMONS** initiative situated at the Critical Sustainability Unit / Institute of Geography. Together with **GLOBAL DIVERSITY FOUNDATION**, works towards co-creating and bridging new narratives around regenerative action and leadership around the globe and is part of its 600 member wide **GLOBAL ENVIRONMENTS NETWORK**. Also being among the founding members of the **HOME FOR HUMANITY EARTH ALLIANCE**, KM has Influential advising bodies of prolific change makers; from policy to conservation and academic circuits advising the development of a unique planetary media impact model and methodology through affective storytelling.



# GLOBAL DIVERSITY FOUNDATION & GLOBAL ENVIRONMENTS NETWORK

GDF's global network connects more than 600 leaders who are operating at the frontlines of systemic change. We mentor, support and resource them to make their visions a reality. We incubate the most promising ideas through intensive, personalised and embedded support. We generate and disseminate case studies, lessons learned and toolkits for change that promote the replication of successful practices and ideas, tackling complexity with courage. Our efforts result in stories of transformation and practical experiences of real alternatives to the myopic status quo.









# OUR STORYTELLING APPROACH

Rooted within the arts and science of transformative storytelling , we tell **radically meaningful stories**. We strive to engage the audience beyond the screen, encouraging **millions to become agents of transformation** to ensure the continuity of our **Common(s)' Story**. Our aim as visual anthropologists is to develop and implement a **unique** and **affective storytelling methodology** enabling **deep planetary Impact** in **shifting paradigms**.



# OUR METHODOLOGY

In support of environmental and social change-makers at the front line of planetary challenges across the globe, **we spotlight** Inspiring stories of remarkable cultural landscapes and traditions still unknown or less exposed to the world. **We document** processes of life worlds and the regenerative action aimed at protecting and safeguarding humans and nature. **We connect** through Water Bear's interactive interface for wider audience outreach so to establish meaningful collaborations and partnerships. **We envision** our episodes (award winning doc films and new films) to be streamed throughout a year, will initiate social and political change from local to global scale and ignite **deep planetary impact.**



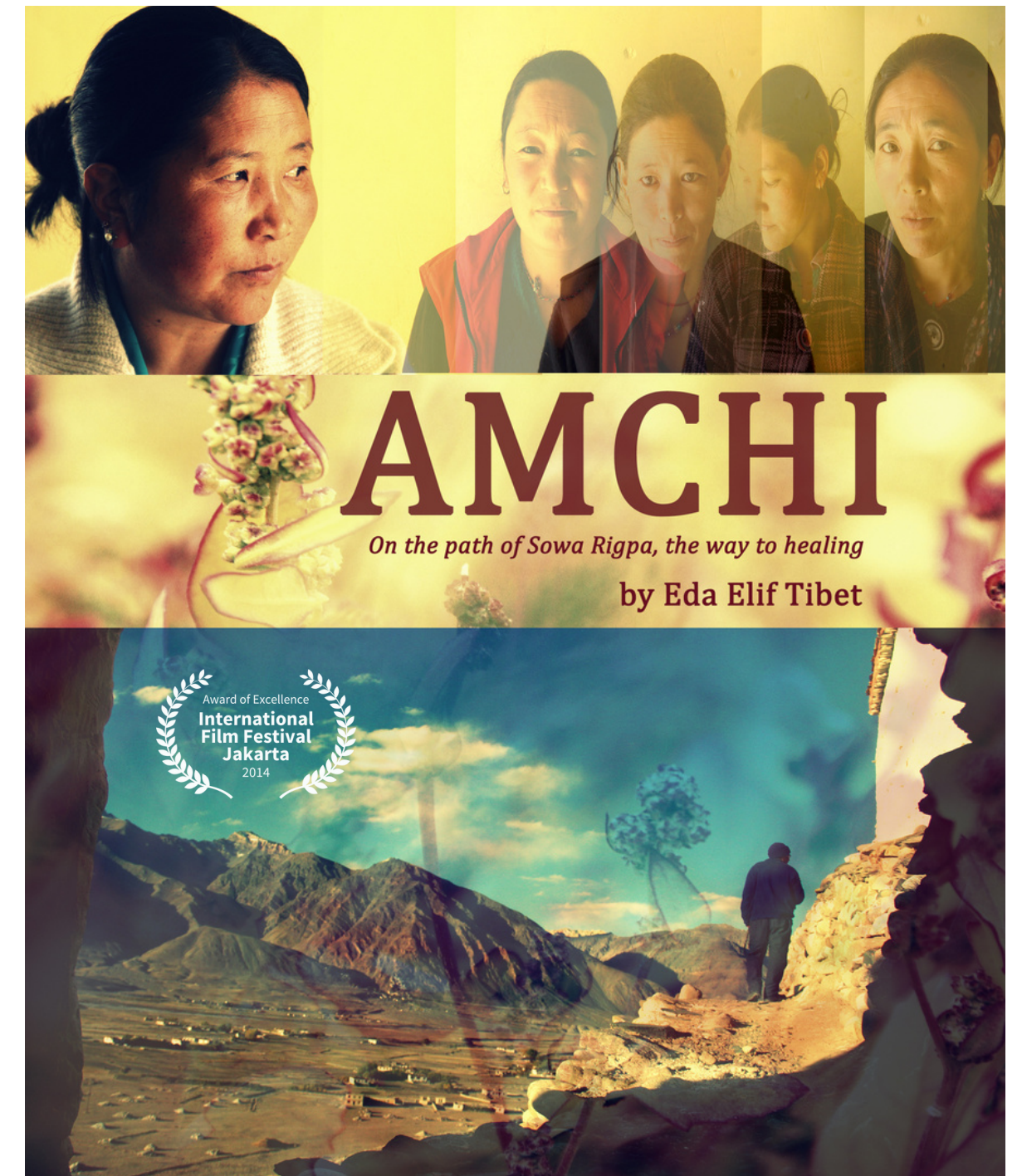








# AWARD WINNING KARMAMOTION FILMS







***“Without change something sleeps inside us, and seldom awakens. The Sleeper must awaken”.***

**Awakening a Fairy Tale** has been filmed at a UNESCO World Heritage Site in Cappadocia. The documentary tells the story of a man and his son trying to revitalise the traditional methods of vine keeping through fertilization of the volcanic ash soil with pigeon guano. A unique relationship around the commons between people, pigeons and fairy chimneys ,a sentient ecology is to be revealed in a magical yet experimental fairy tale.

The film questions what heritage and commons is to a landscape emptied by internal migration and is linked to a broader local community empowerment & storytelling impact accelerator project: **Fairy Dust Cappadocia** (incubated by GEN / GDF / KM).



# OUR COMMON(S)' STORY



1st Season : Episode 1 // Ait Atta: Nomads of the High Atlas



# AMPLIFYING THE IMPACT OF AWARD WINNING STORIES

**Ait Atta: Nomads of the High Atlas** is a complete feature film which has been lauded at numerous film festivals around the world; it is in need of an impact accelerator and impact media campaign ready to launch in 2022. Its creative excellence has been recognised by The Golden Sun Award, Best documentary film of the year by Barcelona's SUNCINE Film Festival (previously known as FICMA), Human Ecology Award by Green Planet Films, Human Rights Mention Award by the Indigenous Film Festival of Oaxaca, Mexico. It has had 20 screenings in 10 countries since its release in 2020.

We aim to launch a four year impact campaign (2022-2026) for the film, with a goal to strengthen and consolidate the work initiated by Mediterranean communities around the commons.

It will be followed by five more documentary films set within the Mediterranean basin, which are in the later stages of editing and post-production. Our vision is to support and strengthen existing climate-resilient transhumance and agrarian communities, to mobilize and shift the narrative with audiences around the world, and to ultimately bring solutions from frontline communities higher up on the global climate change discourse. The episodic series will attract higher interest into our theme around the Commons and advance climate justice globally.



# OUR TARGET AUDIENCE

**Policy-makers** to react and vote for our advocacy campaigns. For example; the International Year of Rangelands and Pastoralists with our mobile pastoralism series.

**Urbanites** who are highly concerned with systemic imbalances but often feel trapped. They will be encouraged to transform their lives and to become more aware and mindful in supporting local producers, shepherds and farmers.

**Youth** to become pioneers of regeneration and ENVIRONMENTAL change-makers.

**Local communities** such as mobile pastoralists, herders, agro-foresters, farmers, "bio-shop owners" , "ethical and environmental retailers" and their voices & knowledge to be amplified.

**NGOs & Charities** who will become part of the broader community, and with whom we will establish collaborations and partnerships.



# OUR IMPACT VALUE

We will be able to measure our impact concretely through an analysis of how many people has seen and reacted to the suggested impact directions. We will be able to acknowledge if any potential funding comes up through the viewing of our episodes to us , to our partners. We will be able to spot if any policy shifts (of our target) or introductions happen through an adaptation or recognition of the distinct narratives we are to bring forward. Our partners will receive great **visibility** throughout a whole year as they play a crucial role in strategizing for effective impact campaigns by **bridging narratives**. They will be able to reclaim the impact value reached with all the episodes. They will be supported with additional multi modal medias and digital assets for further **media amplification**.



# MULTI MODAL IMPACT

- **IMPACT KITS :** For reporting and documenting stages of achieved impact goals and other achievements.
- **E-STORY ENGAGEMENT BOOKS :** Evocative online, downloadable and printable story books on behind the scenes and testimonies for further community engagement as guidelines and toolkits to initiate conservation and action.
- **TRAILERS & FILM CLIPS:** Trailers and film clips ready to be used by academic institutions to action groups.
- **PHOTOGRAPHS:** Cinematographic, exhibition quality images for further media amplification.
- **TRANSLATIONS :** To be accessible and understandable by every part of the world.



# EVENTS-SCREENINGS-ACTIVITIES-PARTNERSHIPS

We take part in countless events to share our content to bigger and diverse audiences. They allow us to engage in important dialogues and deepen our understanding of the issues we continue to pursue in our impact campaigns through screening events, incubations and other cultural, policy gatherings.

We will organize at least 50 community screenings in Morocco and over 20 countries and distribute 200 educational licenses for our feature film "Ait Atta: Nomads of the High Atlas". We will have thousands of downloads available for educational lesson plans across the Mediterranean.

We will then look for theatrical bookings, and international distributors like Autlook, Icarus, Docs Barcelona. We will look for broadcasters; ZDF-Arte, UR, Afridocs, NRK, Al Jazeera as currently we have an independent TV Sales agent in the Netherlands who is working on the process.

Our Education distributor could be Doc Academy, Blueshift Education or Baobab. To accelerate the impact, we will be seeking to further establish partnerships with influential bodies like the; Climate Justice Resilience Fund, British Council, EU Media/Creative Europe, European Institute for Innovation and Technology (EIT), Bertha Britdoc Connect, Heinrich Böll Foundation, 350.org.



# WHY THE COMMONS?

Through a sustained scientific and artistic connection around the entanglements of transformation and hope around the commons, our episodes will explore how transformation is co-created, experienced, and negotiated in particular contexts starting within the Mediterranean basin. We will look into the revolving modalities of transformation around desired futures. We will be asking; what is 'in common' ?

In two seasons we will explore extraordinary stories of resilience and fortitude as we will look into those change-makers and regenerative pioneers and leaders among community members. We will learn from the courage, determination, wisdom and endurance of those shepherds, herders, the transhumance, mobile pastoralists, farmers, holistic healers, seed entrepreneurs, local cooperatives, healers, activists, scientists, artists, musicians, merchants and more.



# ONE OF THE CORE NARRATIVES FOR OUR IMPACT CASE

“A global phenomenon seen as the best custodians of dry land environments with a variety of different cultural lifestyles, nomads hand their large body of expertise over from generation to generation. Millions of people depend on mobile pastoralism for their food. Mobile Pastoralism plays a vital role on the frontline of climate action.. A traditional practice, it is a pathway for securing global net zero and to tackle climate change. Supporting mobile pastoralism for ending the fossil fuel era is a must”.

## STREAMINGS FOR :

Supporting the IYRP

\*\*Reach out to the community that has joined UN Climate Change Conference UK 2021 COP 26, 2021 events.





Although their stewardship is undermined by inappropriate policies and high competition over natural resources, international environmental organizations increasingly recognize their local knowledge and foster global networks to increase the recognition and transmission of local knowledge on mobile pastoralism, which are at the heart of our advocacy work as filmmakers.

While in Morocco issues of land rights, lack of access to resources and conflict between the settled farmers and mobile pastoralists are at stake, in Turkey, Greece, Spain, Lebanon and Italy; mobile pastoralists (particularly the transhumance) live and operate in a controversial arena. Romanticisation of their mountain agriculture and support on one hand, economic pressure and legal restrictions on the other, they are increasingly being criticized in political discussions for their financial performance seen to be inefficient and too cost intensive. It is argued that mobile pastoralism should be understood in the context of a dialectical relationship between the state and the peoples and as well as seen to be providing some of the greatest solutions in mitigating climate change and in preserving biocultural diversity and in preventing wildfires within the Mediterranean as well as around the globe.

By doing so, we will contribute to a global learning on the importance of mobile pastoralism as a form of local production, affected and influenced not only by local, national but as well as by global policies. Our series aim to shift these policies and support the designation of the **International Year of Rangelands and Pastoralists** on 2026 by the UN (with a list of 300 organizations around 38 countries supporting worldwide).



# EPISODIC THEMATIC COVERAGE

- **Our Common Heritage:** Traditional Practices in Mediterranean Cultural landscapes and how they shape biodiversity, ecosystems and cultural heritage with different cases.
- **Resilience:** From despair to hope, climate change resilience lessons from Mediterranean crops.
- **Soul Food:** How cultural landscapes and traditional practices of the Mediterranean region are good for our health, the Mediterranean diet; in Menorca and Lesbos Islands.
- **Transhumance:** How mobility shapes our world and makes it livable in Morocco and in Turkey.
- **The Cedar and Oak Tree:** Livelihoods, well being and economic sustenance in Lebanon and Tunisia

**Spain, Portugal, France, Lebanon, Algeria, Turkey, Tunisia, Morocco, Greece ....**



Alliance for  
**Mediterranean  
Nature & Culture**

Many Paths • One Mediterranean



# More...

- *Menorca Virtuous mosaic, Spain*
- *Mandra System of Lemnos Island, Greece*
- *Maintaining Cultural Landscapes for Biodiversity and Wellbeing in the Moroccan High Atlas*
- *Enhancement of cork oak cultural landscape values in favour of local community development in Kroumirie Mogod, Tunisia*
- *Strengthening the ecological and socio-economic resilience of West Bekaa and Mount Lebanon Hima Sites through sustaining its cultural practice*
- *Building the ecological and socio-economic resilience of the Shouf Mountain Landscape*
- *Mobile Pastoralism in Turkey*



# Links

- [Karma Motion](#)
- [Water Bear Network](#)
- [Animating the Commons, University of Bern](#)
- [Home for Humanity, Earth Home Alliance](#)
- [Global Diversity Foundation](#)
- [Global Environments Network](#)
- [Alliance for Mediterranean Nature and Culture](#)
- [Moroccan Biodiversity and livelihood Association](#)
- [Shouf Biosphere Reserve](#)
- [Medina](#)
- [SPNL](#)
- [WWF Tunisia](#)
- [Yolda](#)
- [GOB Menorca](#)



## Our Partners



euRONATUR



Funded by

