



Information-Media for Progress
Alternative Communication
Technologies (IMPACT), Inc.

Social & PROGRESS
Economic Development

INFORMATION

COMMUNICATION

ICT

HEXAMEDIA

TECHNOLOGY

information, education & communication
HEXAMEDIA ONE-STOP SHOP

ADVOCACY

ORGANIZATIONAL BRIEF

WHO WE ARE

IMPACT, INC., a non-government social media enterprise organization, is envisioned and committed to pursue advocacy and assist organizations, communities and enterprises in the effective implementation of Information, Education and Communication (IEC) campaigns, social marketing, and social development initiatives/projects utilizing popular and effective media channels and formats for a well-informed, educated and progressive nation.

Our core is composed of mass media and creative communication practitioners as well as management consultants and researchers. IMPACT collaborates with a wide array of creative media practitioners, contract service providers, affiliate consultants and organizations.

WHAT WE DO BEST

Media Advocacy Services is the strategic use of media as a resource for advancing social or public policy initiatives. Our particular focus is digital video advocacy, the use of video in various presentation formats like documentary, feature film, infomercials, e-magazines and short films/tele-dramas whereby mixing information with entertainment to reach out target audience and effectively advocate for a cause or express a viewpoint.

We believe educational videos should be engaging and entertaining, as well as informative. People need to remember the information conveyed, and they can only do so if the program offers some sense of memory recall - something that sticks in folks' minds or with an emotionally moving presentation.

We produce popular multi-media materials, but our goal is to use them to advance a particular set of social issues or messages; and empower people through information and education.

COMPLETED PROJECTS

- **Emag –magazine on Video (2003 Most Innovative Magazine Concept National Consumer's Awards)**

- Documentary/Feature Films on Socio-economic Development and Environmental Issues



- Action Research Documentary – ***Puno ng Buhay*** a Non-traditional Approach to Reforestation

Project of Gen. Victor Corpus, Sec. Mike Defensor (DENR) and FG Mike Arroyo presented in Malacanang Heroes Hall



- **IEC PRESENTATION FOR National Anti-Poverty Commission– CAMBODIA CONFAB**

- **Emag Tourism Promotion – Where to go in the Philippines**

- Documentation Support for Organizations (Government and Socio-civic) with programs in-line with our mission.

- DTI – ROG (5-day event)
- METRO MANILA BUSINESS CONFERENCE –MMCCI
- PCCI

- Documentation support to **CLIMATE CHANGE MANAGEMENT** of U-ACT-PCCI

- Technical Support to Philippine Federation of Credit Cooperatives (PFCCO), National Confederation of Cooperatives (NATCCO) & Philippine Cooperative Centre (PCC) for their **Philippine Co-op Journal Maiden Issue 2005**

- **LINKING MIGRATION TO DEVELOPMENT: A SOCIAL MARKETING PROGRAM & IEC SUPPORT FOR OFWS**
- **ADVOCACY FILM: INA...ANAK,PAMILYA-A TRIBUTE TO OFWS & THEIR FAMILIES**



2006 TOP FAMILY PRODUCT & SERVICE AWARDS FOR MOVIE

NATIONAL CONSUMER AFFAIRS FOUNDATION

- **BEST PICTURE FINALIST**

IN THE 29TH CATHOLIC MASS MEDIA AWARDS



- **PRESS CONFERENCE – JULY 7, 2006 CABALEN REST., SM MEGA MALL- 80 PRESS PEOPLE/MEDIA**



- **PRINT MEDIA PARTNERS: MANILA BULLETIN, MANILA TIMES, JOURNAL GROUP, MOD, YES MAGAZINE, DAILY TRIBUNE, STAR, MANILA STANDARD**

- **ONE HOUR TV DOCUMENTARY:**

OFWS: MGA BAYANING PINOY – RPN 9 JUNE 10, 2006

PROJECT PARTNERS: SMART COMMUNICATIONS, JESUIT COMMUNICATIONS FOUNDATION, DUTY FREE PHILS. , CEBU PACIFIC, GARFIELD, ETC.

- **CINE FORUM: STRONG FAMILIES FOR GLOBAL FILIPINOS**
- **WITH DEPED NCR, CALABARZONE ENDORSEMENTS TO CONDUCT FILM SHOWS IN SCHOOLS**
- **FILM FOR A CAUSE** IN PARTNERSHIP WITH ECMI-CBCP AND VARIOUS DIOCESES. THROUGH THE FILM, WE ARE ABLE TO REACH OUT MORE THAN 60,000 OFW FAMILY MEMBERS, ORGANIZATIONS AND LGUS IN METRO MANILA, ANTIPOLO, PAMPANGA, BATANGAS, LIPA, AND CEBU
- **INTERNATIONAL ROADSHOWS: BRUNEI DARUSSALAM & SINGAPORE**
 - ASIAN TOUR ON JUNE ONWARDS: HONG KONG, SINGAPORE, MALAYSIA
 - EUROPEAN COMMISSION INVITATION: DUBLIN, IRELAND
 - EUROPE ROADSHOW ON SEPTEMBER 2008 ONWARDS SWITZERLAND, LUXEMBURG, COLOGNE, HAMBURG, ROME/ITALY, ETC.
- **FINANCIAL SUPPORT TO THE FORUM FOR PHILCOMDEV ORGANIZING CONFERENCE (JANUARY 4, 2007, AIM)**



IMPACT ON-GOING PROJECTS

- **DOCUMENTARIES ON MIGRANT RIGHT'S ADVOCACY-**
 - THE SHELTER – PLIGHT OF DOMESTIC WORKERS IN SINGAPORE
 - DOMESTIC WORKER'S CAMPAIGN ON "DOMESTIC WORK IS WORK NOT SLAVERY"
 - MGA BAYANING NASA DEATHROW
- **AS MEDIA ADVOCACY PARTNER OF UACT-PCCI**
 - DOCUMENTARY RESEARCH ON POLITICAL VIOLENCE AND ECONOMIC IMPACT – A (NATIONAL ECONOMIC DEVT AGENCY) NEDA AND U-ACT INITIATIVE
 - DOCUMENTATION OF THE POLICY STUDIES ON CLIMATE CHANGE MANAGEMENT VIS A VIS THE ECONOMIC ENVIRONMENT – NEDA, U-ACT AND SAMASA
 - PROMOTION OF BIOFUELS AS ALTERNATIVE ENERGY SOURCE THRU MULTI-MEDIA INCLUDING WEB DEVELOPMENT AND DOCUMENTATION

PROGRAMS IN THE PROJECT DEVELOPMENT STAGE

■ **ONE GLOBAL FILIPINO E-MAGAZINE**

The said magazine shall be an "enter-ed" (entertainment-educational) magazine supplement where it shall feature heartwarming, fun and made easy-to-understand articles that can help Overseas Filipinos develop themselves like topics on forward planning and savings, entrepreneurship, business opportunities, OFW family matters and values formation among others.



- **PDOS REINTEGRATION VIDEO – PROMOTION OF SAVINGS, ENTREPRENEURSHIP AND INVESTMENT**
- **INFORMATION NEEDS ASSESSMENT, DATABASE MANAGEMENT, POLICY STUDIES AND ADVOCACY**

■ **SAVINGS ADVOCACY & VALUES EDUCATION PROGRAM FOR FILIPINOS**

INITIAL PROJECTS



1. **SOCIAL MARKETING MATERIALS**

- a. 30 SEC. SOCIAL MEDIA & AVP/DOCUFILM
- b. FLYER/BROCHURE
- c. POSTER/TARPULINE

2. **FINANCIAL EDUCATION MODULE**

- a. IN SCHOOLS (WITH DEPED NCR)
 - i. VIDEO PRESENTATION BASED ON DEPED'S 3 MODULES (WITH ENHANCEMENT)
 - ii. PRINT COMPONENT (WORKBOOK/HANDOUTS)
 - iii. TEACHER'S TRAINING/GUIDE
- b. IN WORKPLACE (WITH PCCI)
- c. FOR OFWS & THEIR FAMILIES

3. **SAVINGS PROGRAM FOR KIDS/TEENS**

- a. SAVE PINOY KID'S CLUB

■ **YOUTH EMPOWERMENT THROUGH MEDIA LITERACY *-(NOW ON-GOING)**

Summer 2008.

■ **MSME Empowerment through Dissemination of Information and Advocacy. M.E.D.I.A.**

- i. Feature film- *Entrepinoy diaries*
- ii. Documentary on Policies and enabling environment for entrepreneurs
- iii. Emag on Business and Trade –a mini-documentary series compiled in a tele-magazine format in support of entrepreneurial development.
- iv. Distance learning – video (telecourse)

• **Entrepreneurship promotion**

- v. Feature Film- *Sideline*
- vi. Documentary of Best Practices and Policy Advocacy against pyramidizing scams – a project with the Direct Selling Association of the Philippines

GOVERNMENT PARTNERS:

DOLE –NRCO , NATIONAL YOUTH COMMISSION

CHURCH-BASED/ NGO PARTNERS:

ECMI-CBCP, JESUIT COMMUNICATIONS FOUNDATION, U-ACT-PCCI, ECODOME FOUNDATION and SAMASA

INTERNATIONAL NGO PARTNER: HUMANITARIAN ORGANIZATION FOR MIGRATION ECONOMICS (H.O.M.E.)