



**CHIWETEL
EJIOFOR**

AND INTRODUCING
**MAXWELL
SIMBA**

A NETFLIX FILM

THE BOY WHO HARNESSED THE WIND

BASED ON THE
INCREDIBLE TRUE STORY

SCREENING TOOLKIT



WELCOME

We're thrilled that you're interested in sharing *The Boy Who Harnessed the Wind* with your community. At Participant, we believe that a story well told can change the world and you are a part of this change. By screening the film for your stakeholders, employees, colleagues, community groups, or neighbors, you create an opportunity to celebrate and promote curiosity, innovation, and creativity, shine a light on programs and organizations who work on problems depicted in the film, and inspire your new audiences to get involved.

We have ended our social impact campaign for this film, however, you can still reach us at boywho@participant.com if needed.



ABOUT THE FILM

William Kamkwamba (Maxwell Simba) is a 13-year-old living with his family in rural Malawi. As growing industrialization of the land and then famine threaten to destroy his family and his community, William is thrown out of the school he loves when his parents can no longer afford the fees. William sets his exceptional mind to come up with a solution, and sneaking back into the school library, he finds a way. First, though, he must convince his father Trywell (Chiwetel Ejiofor) to allow him to use the bones of his bicycle to build a windmill to irrigate the land.

Undaunted by the many obstacles in his path, and the emotional journey that he and his father travel, William succeeds with his invention and saves his village, whilst also assuring his own bright future.

The film highlights an urgent truth: while talent is evenly distributed across the globe, opportunity and investment are not. It also reminds us that youth are a powerful force in tackling both local and global challenges and reminds us to believe in and invest in their capacity to change their communities, countries and the world for the better.

PLANNING YOUR EVENT

1. Define your target audience - who are you hoping to engage in the discussion?
2. Identify experts or leaders who can participate in a post-screening panel discussion - which themes would you like to draw out in the conversation?
 - ◇ You'll find helpful facts on a range of themes below.
3. Select the day/date/time for your event.
4. Promote your event and invite your guests using the Screening Resources provided in this Toolkit.
 - ◇ You can find an invitation example below.
 - ◇ Creating a Facebook event is a great way to keep track of who's coming, build anticipation among your friends and event attendees, and share the latest information with your network.
5. Send out a reminder. Follow-up with your guests by sending out a reminder and / or updating your Facebook event page before the screening.



LOGISTICS

You are welcome to screen from your Netflix account, and do not have to obtain any further licenses, so long as you agree to the following terms:

- You shall not perform any fundraising activities in connection with the Campaign Screening.
- The Campaign Screening must be non-profit and non-commercial. This means you shall not charge admission, solicit donations, or accept advertising or commercial sponsorships in connection with the Campaign Screening.
- You are solely responsible for all aspects of the Campaign Screening – e.g., screens, venues, organization, security, and all associated costs.
- Please do not use Participant’s, Netflix’s or the Picture’s social impact campaign’s name, branding or logos, or anything else that may indicate the Campaign Screening is “official” or endorsed by Netflix or Participant, without prior written consent in each instance.
- You are solely responsible for complying with all applicable laws, ordinances, rules and regulations with respect to the Campaign Screening. Neither Participant nor Netflix makes any representations or warranties of any kind whatsoever in connection with the Picture or the Campaign Screening.

For more information about booking William Kamkwamba himself to speak at an event, please contact his speaking agent, Danielle Kolodkin at danielle.kolodkin@harpercollins.com

SCREENING RESOURCES

- [Film Trailer](#)
- [Film Poster](#)
- [Production Notes](#)
- [Invitation Example](#)
- [Load-in Card](#)

CLASSROOM CURRICULUM

In partnership with [Journeys in Film](#), an organization leading the efforts to use films in classrooms around the world, we have created a US standards-aligned curriculum for *The Boy Who Harnessed the Wind* for middle school and high school students. You can download it [here](#).

TAKE ACTION

WILLIAM KAMKWAMBA'S INNOVATION CENTER IN MALAWI

Inspired by the work of William Kamkwamba, [Moving Windmills Project](#) was founded in 2008 to pursue rural economic development and education projects in Malawi, Southeast Africa.

Moving Windmills' latest initiative is a community hub for innovators and inventors in Kasungu, Malawi. [The Moving Windmills Innovation Center](#) (MWIC) will use machinery and mentorship to foster a spirit of innovation in Malawian youth and farmers. The model emphasizes youth involvement, participatory action, and human centered design to co-create tools that change lives, lighten loads, and increase crop yields for greater food security and economic freedom.

You can donate to the Moving Windmills Project [here](#).
For more information please contact olivia@movingwindmills.org

THE WILLIAM KAMKWAMBA YOUNG INNOVATORS SCHOLARSHIP

The [African Leadership Academy \(ALA\)](#) in Johannesburg, South Africa, seeks to transform Africa by developing a powerful network of over 6,000 leaders who will work together to address Africa's greatest challenges, achieve extraordinary social impact, and accelerate the continent's growth trajectory.

This story gives African Leadership Academy continued strength to continue along on their mission to identify, develop, and connect the next generation of Africa's leaders. The Academy is launching a fund to endow the William Kamkwamba Young Innovators Scholarship. This scholarship will be used to provide full tuition, room and board for students who come from circumstances similar to William's to attend ALA.

Did you Know: Maxwell Simba, the talented young actor who plays young William in *The Boy Who Harnessed the Wind* will be joining ALA's incoming Class of 2019.

You can donate to the William Kamkwamba Young Innovators Scholarship [here](#).

For more information please contact Tinacho Chitongo at tchitongo@africanleadershipacademy.org

SPREAD THE WORD

Please share pictures of your event using the hashtag **#BoyWhoHarnessedTheWind**, and tag **@participant / @netflixfilm / @netflix**

FILM FOCUSED EXAMPLE POSTS:

- Academy Award® Nominee Chiwetel Ejiofor makes his directorial debut with **#BoyWhoHarnessedTheWind**. Based on the best-selling book, the film is based on the true story of a young boy who becomes the hero of his Malawian village.
- **#BoyWhoHarnessedTheWind** tells the story of a young boy who, against all odds, invents an unconventional way to save his Malawian village from famine. Based on the best selling book and true story of William Kamkwamba.
- At 13 years old, William Kamkwamba saved his Malawian village from famine by building windmills that would provide water and electricity. See his incredible story of ingenuity and determination in the film **#BoyWhoHarnessedTheWind**, directed by Chiwetel Ejiofor.

IMPACT / ORGANIZATIONAL MESSAGING:

- Chiwetel Ejiofor's directorial debut **#BoyWhoHarnessedTheWind** is an inspiring reminder that while potential is widespread, opportunity is not. We must work toward a future where every child has access to the education they deserve.
- Don't miss the **@participant** film **#BoyWhoHarnessedTheWind**. It's an inspiring, and beautiful film which is meaningful to our work here at [INSERT ORGANIZATION HANDLE] where we [INSERT ORGANIZATION LANGUAGE/CTA].



THEMES AND FACTS

CLIMATE/ENVIRONMENT:

- Cyclone Idai, which just hit Malawi, Mozambique and Zimbabwe – is an example of what happens when disasters hit vulnerable people. It's estimated that this devastating cyclone has affected close to 2 million people.¹
- World Bank research shows that disasters like Idai hurt the poor and vulnerable the most and losses are worsening:
 - ◊ Between 1995 and 2014, close to 90% of storm-related fatalities were in lower-income countries, even though these countries experienced just 26% of all storms.²
 - ◊ And, over the past 30 years, more than 2.5 million people and almost \$4 trillion have been lost to natural disasters, with global losses quadrupling from \$50 billion a year in the 1980s to \$200 billion in the last decade.²



AGRICULTURE/FOOD SECURITY:

- Globally, 65% of poor working adults relied on agriculture for their livelihoods in 2016.³
- According to 2017 data, farming generates about 68% of rural income in Africa.³
 - ◊ Under current trends, analysis shows that the food systems in Ethiopia, Malawi, Mozambique, Tanzania, Uganda and Zambia will provide more than 70% of total jobs in 2025 (in Sub-Saharan Africa).³

¹USAID Fact Sheet, 2019

²Disaster Risk Management - World Bank, 2019

³Food System Jobs - The World Bank, 2018

EDUCATION/YOUTH:

- Less than half of students in developing countries meet minimum educational proficiency standards. Globally, we are more educated than ever but there are dramatic differences in how much children are learning.⁴
- About 263 million children, adolescents and youth worldwide are out of school globally -- a figure that has barely changed over the past five years. Sub-Saharan Africa has the highest rates of exclusion, with one in every three children, adolescence and youth out of school.⁵
- Nowhere in the world are children more central to a continent's future than in Africa, where they account for almost half (47%) of all inhabitants.⁶
- More than half of global population growth between now and 2050 is expected to occur in Africa.⁷
- By 2050, 40% of the world's children under 18 will live in Africa, and by 2100, 50% of the world's children under 18 will live in Africa.⁶



⁴[World Bank](#), 2018 from their [Human Capital Project database](#)

⁵[Education Data Release: One in Every Child, Adolescence and Youth is Out of School](#) - UNESCO, 2018

⁶[Africa 2.0: Prioritising Investments in Children to Reap the Demographic Dividend](#) - UNICEF, 2017

⁷[World Populations Divison](#) - United Nations

RURAL ELECTRIFICATION:

- Energy is inextricably linked to every other critical sustainable development challenge - health, education, food security, gender equality, poverty reduction, employment, and climate change, to name a few.⁸
- The majority of the world's poor and vulnerable population lives in rural areas. Rural population account for 45.3% of the world's total population, but 70% of the world's extremely poor population.⁹
- Cities generate 80% of global wealth, but they consume close to two-thirds of the world's energy and account for more than 70% of global greenhouse gas emissions.¹⁰
- Electricity access has been accelerating since 2010, with 40 countries achieving universal access since 2010. But roughly 1 billion people – or 13 percent of the world's population – still live without electricity, with the biggest gaps in Sub-Saharan Africa and Central and South Asia.¹⁰
 - ◊ However, the world is not moving fast enough to reach its universal electricity access goal by 2030.¹⁰
- Almost 87 percent of the world's population without electricity live in rural areas.¹⁰



⁸ [State of Electricity Access \(SEAR\) Report](#) - World Bank, 2017

⁹ [2019 Global Food Policy Report](#) - Global Donor Platform for Rural Development, 2019

¹⁰ [Year in Review: 2018 in 14 Charts](#) - World Bank, 2018



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