



# WATER STORIES

# Films for Progress

SAFE AND CLEAN WATER FOR THE POOR AND IN PROGRESS  
**MIDGIF**  
MIDGACHIEVEMENT FUND IN THE PHILIPPINES



# Message From MDGF Coordinator



Almost one in five (or 15.73 million) Filipinos still have no access to safe and clean drinking water.

Almost three in every ten of our countrymen in the poorest 30 percent of the population obtain their drinking water from unsafe sources.

As of December 2009, 319 municipalities in the country are identified as waterless.

The national government has incessantly tried to bring water to everyone. But national government cannot do it alone. Providing access to safe, adequate and sustainable water to every Filipino requires cooperation and collaboration amongst the national government, local governments, the legislators, our donor partners, civil society, the academe, and the general public.

The MDG-F 1919: Enhancing Access to and Provision of Water Services with the active Participation of the Poor is founded on this recognition. The "Water Stories: Films for Progress", which we hope to showcase to our national and local decision makers, our international partners and the general public, is a commendable undertaking as it not only gives our youth, *ang pag-asa ng bayan*, the opportunity to be involved but to also to inspire others to be involved in providing water to waterless communities nationwide.

To our partners - DILG, NWRB, UNDP and UNICEF, the Government of Spain, our student filmmakers and their mentors, and all other partners who have tirelessly supported us in this endeavor, *maraming salamat*.

Roderick Planta  
Director, National Economic and Development Authority  
As Program Coordinator – MDGF 1919



# Message From UNICEF

Our hope is to provide every Filipino child the best quality of life by creating an environment that will promote and protect their rights, and help them survive, grow, develop and flourish.

UNICEF advocates to protect the rights of every child in the country, and broaden the number of organizations involved in safeguarding and fulfilling the rights of children. We support programs that engage government, non-government partners, civil society, and children themselves.

The MDG-F 1919 aims to enhance the provision of water services with the active participation of members of disadvantaged communities, including women and children. Children have been actively involved in the information, education and communication planning process and activities of the MDG-F 1919. They have been educated on the importance of saving water, washing hands and using sanitation facilities.

Children have a right to be heard. Through the various activities of the program, including the video advocacy campaign, the stories of children from waterless communities will be heard. We are grateful to our young filmmakers for sharing their skills and talent to advocate for the provision of a healthy life for Filipino children through water and sanitation.



Vanessa Tobin  
UNICEF Philippines Country Representative



unite for children

# Water Stories: Films for Progress

It cannot be denied that film is a powerful medium for advocacy. Powerful images and stories have an unrivaled forthright authority that can help generate awareness and action when seen by the right people and at the right time and place. Film's real impact comes from transforming stories into powerful tools for promoting public engagement and change.

The exponential increase in online and mobile technology, multimedia websites, video sharing platforms, blogs, and other new forms of digital communication has made it easier than ever before, to shoot and share video in minutes. The opportunity and platforms to tell stories that would otherwise remain unseen and unheard have indeed widened. And these provide great avenues that can be used to provide information, raise awareness and advocacy.

Today, we witness the use of film in a strategic and purpose-driven manner. Through their cameras, young filmmakers are able to present realities in society, share their vision and express their concerns on water issues confronted by the country today.

In September 2010, world leaders and the developmental community gathered in New York for the MDG summit to take stock of the progress toward the Millennium Development Goals (MDGs). The MDGs represent the most important collective promise ever made to the world's most vulnerable people. Countries across the world have committed to seek to eradicate extreme poverty and hunger; achieve universal primary education; promote gender equality; reduce child mortality; improve maternal health; combat HIV/AIDS, malaria and other diseases; ensure environmental sustainability; and promote global partnership for development by 2015.

These goals set an ambitious agenda for improving the human condition by 2015, including reducing by half the proportion of people without sustainable access to safe drinking water and sanitation. While the UN reports this year that the world is on track to meet the drinking water target, there are still 884 million people in our world who do not have access to safe drinking water and 6 thousand people, mainly children, who die every day as a result of water-related illness. In addition, half of the developing regions' population (2.6 billion people) is still without adequate sanitation, meaning the 2015 MDG sanitation target appears to be out of reach.

In the Philippines, access to potable water remains to be a challenge that needs to be addressed as approximately 16million Filipinos still have no access to safe drinking water. Achieving the MDGs for water and sanitation is clearly urgent and a priority.

By showing these films, we hope to generate greater support from various stakeholders (government, private sector and civil society) to address these enormous challenges. We do not only want to create an emotional reaction from the audience. More importantly, these films provide the audience with some way that they can find out more information, get involved and take action. The ultimate objective of these water stories is to motivate and change attitudes and practices UNDP would like to challenge everyone to continue supporting initiatives like this and to ensure that these water challenges presented here are met with concrete programs and activities supporting the progressive realization of the MDG water targets.

I wish to acknowledge the cooperative efforts of the Department of Interior and Local Government, National Economic and Development Authority, United Nations Children's Fund, filmmakers, artists, civil society organizations, national and local government agencies and many others who worked hard to make this film festival a reality. We are truly inspired by your resolve, dedication and commitment to making this advocacy for better water governance a successful one. I salute you all for your hard work and continuing commitment.



**Renaud Meyer**  
COUNTRY DIRECTOR  
United Nations  
Development Programme



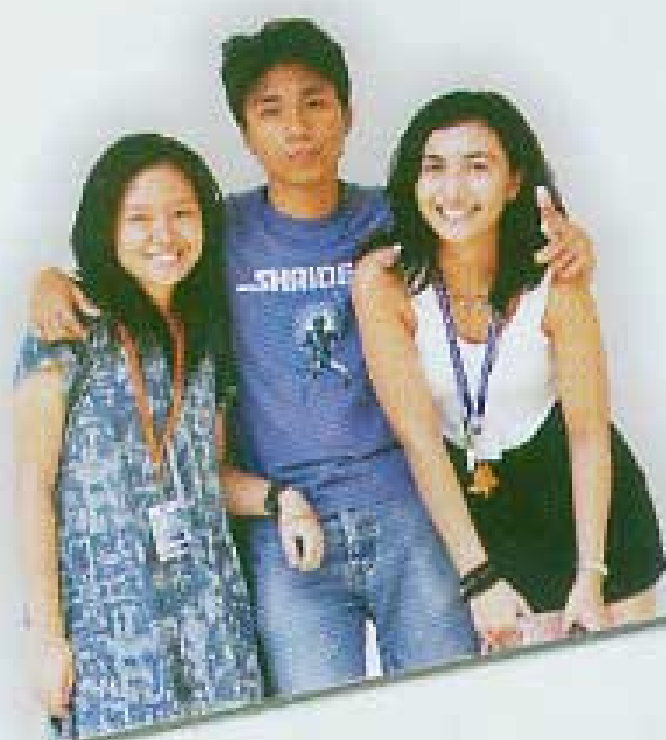
Philippines



## BAKAS NG PAG-ASA

ASSUMPTION COLLEGE PK Katigbak, Pau Omila and Kae Carandang

PK, Pau and Kae share a love for photography. The Water Stories campaign is the first project that they did together as a team. "We wanted the audience to experience a real life scenario of the true state of our country. Several waterless communities aren't addressed by the government. Our inspiration is the real people who are in need of safe and clean water. We want to share our voice to them so that the major problem with water will be solved." Clearly, the passion for faith-based action that is the hallmark of an Assumptionista reflects strongly in their work. "We want to help people make a stand and have a voice so that their problem about water will be addressed by the government. We also want to be part of this transformation wherein people wouldn't anymore be apathetic about others. We want to help make a change in our country and diminish the indifferences among people. Change isn't impossible. It lies in our hands and together, we can revolutionize and reform our country."



## IGIB

ATENEEO DE MANILA UNIVERSITY  
Mel Pante, Guada Tagalog, Hallsy Al-Taie

Mel, Guada and Hallsy are AB Communication seniors in the Ateneo de Manila University. All three are into the field of production but they have never worked together as a group. Hallsy and Guada were co producers in their production class in 2009 while Mel and Guada have been working together in various projects since they were freshmen. Guada was initially invited by the Communication Department chair, Mr. Sev Sarmenta. Guada, having had a good working relationship with both Mel and Hallsy, invited them to form a team, and poof! A crazy combination of three hyper, water loving, and passionate people was formed.



## ANG TANKE

COLLEGE OF ST BENILDE

Gino Santos, Raymon Rivera, John Dominguez

Gino, Raymon and John are all 3rd year students taking up Digital Filmmaking. Gino has been attending workshops since he was 15 years old in schools like Asia Pacific Film Institute, Marilou Diaz-Abaya Film Institute, and recently in the New York Film Academy conducted in Kyoto, Japan. Raymon Rivera (Assistant Director) has been an active member of Dulaang Filipino for 3 years now. Raymon has been acting in theatre and in short films for quite some time and is very enthusiastic about acting and directing. John Dominguez (Director of Photography) is not only passionate about film, but also into photography and music. "We were inspired by the Disney movie Beauty and the Beast, and the children's show Batibot. Our team wanted to showcase something charming and vibrant as well as use comical elements similarly presented in the said show or feature film. We decided to make a musical short film that would not only be entertaining but also pleasing for all ages."



# HUKAY-PIHIT

COLEGIO DE SAN JUAN DE LETRAN

Jancy Nicolas, Angela Suarez, Princess Dianne Oliza

When true friends work together, they form an invincible team bound to make things happen. That applies to Jancy, Angela and Cessxy. "We are simply best friends who effortlessly formed a team hoping to represent our dear Alma Mater in a worthwhile endeavour." The inspiration behind their film was the I-Witness documentary, "Paraisong Uhaw" by Kara David. "We were moved by a scene in the documentary wherein children have to dig the ground for hours under the heat of the sun just to have access to water that is not even potable. We want to reach out to people, particularly teenagers like us, who are fortunate enough to have an easy and abundant access to potable water so we made it sure that a part of this film would depict such scenario. Water is an indispensable part of life. We are supporting this advocacy to let more people realize that water is a blessing that we should value. That way we can somehow help the water-less communities in the country solve their problem one step at a time."





## RASYON

MAPUA INSTITUTE OF TECHNOLOGY  
Hans Espiritu, Gem Garcia, Michael Pampiona

Hans, Gem and Michael have long been friends in school so teaming up for the project was a breeze. Each one aspires to have a successful career in the creative industry either as a cinematographer, a 3D film director or a motion graphics artist. "Our film was inspired by different footages of water shortage problems in our country that we saw in the news.

Saving water is the best way for youth to contribute to the provision of clean, safe and sustainable water for all."



## SALOK

POLYTECHNIC UNIVERSITY OF THE PHILIPPINES  
Elmdcar Visaya, Lorain Celdan, Jobelyn Bonifacio

Elmdcar, Lorain and Jobelyn are Mass Comm students who come from different majors, but became good friends after working on their video. "We were all strangers at first but because of this project, we became friends and we all used our specialties to create our unique concept."

The team drew inspiration from children and they wanted to show a film that explains the lack of access to water through the eyes of a child. "For obvious reasons, we all need water to survive. But since it was always there, we tend to take it for granted. I support this advocacy, even more now that I have actually seen families living without water in some parts of our country. We wanted to be part of that change; we want to help in giving accessible and safe drinking water to the needy in any way we can. And with this film advocacy, I believe we can achieve that change."



## PIPELINES

PAMANTASAN NG LUNGSOD NG MAYNILA

Richard Mike Clara, Mary Crisxia Miranda, Kenneth Yamat

Richard, Crisxia and Kenneth share a love for making films and videos. "As peers we enjoy watching film and the usual virals found on YouTube and other social media. We decided to join the challenge of getting a message that is close to our hearts, across to the masses. The opportunity to tell our story and maybe inspiring those who are in position to act upon the malady of water shortage surpasses all the acclamations that we may earn from the endeavour."

Their water story is inspired by the idea of a viral video. "The 10 minute viral, Big Bang Boom jumpstarted our concept. The video is an over the top stop motion clip that chronicles evolution. Utilizing drawing of walls, tubes an every ubiquitous object one can think of and meticulously made it move. The technique was visually unique from the usual regular film rate videos. Taking off from the idea, we played around with the concept and made a flexible interpretation where we could best interpret the advocacy."



# OVERFLOW

SAN SEBASTIAN RECOLLETOS  
Marvin Perol, Justin Idio, Jaycie Loresto

Marvin, Justin and Jaycie all aspire to work in the TV and film industry as directors, but they also nurture interests in sports and the performing arts. Marvin is a member of the table tennis varsity team. Jaycie has been swimming since high school while Justin is into singing and dancing. "Each of us has a strong passion for film and we want to use that dedication to help the advocacy for waterless communities. We looked at a lot of videos about water and we were inspired by the work of other advocacy filmmakers; it made us more aware about the issue and pushed us the courage to make our own."





# THE IRONY OF APO ISLAND

SILLIMAN UNIVERSITY

Hannah Leah Pa-a, Florence Vi Santos, Hyacinth Ann Antonio

Hannah, Florence and Hyacinth have built a strong rapport from working together in college activities for video presentations and shows. "We were inspired by our MassComm family because of their utmost support to us. We want to help aid the problems of our own local communities with simple ways like video advocacies and forums to inform them on how they can help. Water is life, nobody owns it because it is for everyone, yet it is attached to the word "limited". We support water advocacy because we are aware how essential it is in our lives. We also care for the availability of water for people and how potable it is for drinking. In Dumaguete City, there is no problem with the amount of water, yet its quality is questioned. The irony on Apo Island is also one of the reasons why we want to support this advocacy, we want to help them and treasure the tourism of the island. On the other hand, Philippines has many waterless communities which people should be concerned about."



## KALOS

XAVIER UNIVERSITY

Kanru Cabanatan, Marie Gil Migullas, Arrabail Caracho

For the Xavier University team, working together means having a strong sense of teamwork and personal determination. Marie is the creative force of the group, Arrabail is the efficient production manager while Kanru works the camera and handles editing. "We were deeply immersed in the condition of the growing population of people who don't have access to water, particularly the people who live in our filming location, Sitio Midkiwan. As Development Communication students, we are inspired to make use of our communication strategies within this film in order to effect positive changes within our audiences. After being exposed to their conditions, we feel strongly about the need to tell people how hard it is to live in an environment where you walk more than ten kilometers just to fetch water for cooking, drinking, taking a bath and other daily needs."



De La Salle-  
College  
of Saint  
Benilde

## DE LA SALLE-COLLEGE OF SAINT BENILDE DIGITAL FILMMAKING PROGRAM

The Digital Filmmaking program of De La Salle-College of Saint Benilde School of Design and Arts is the newest, the first of its kind, and only the second degree program in film in the country. It takes the time-honored techniques and traditions of motion picture production, combines it with modern digital technology, and endeavors to create the cinema of the future. The curriculum features a combination of technical, theoretical, artistic and creative courses. It engages students in the art and craft of filmmaking from a foundation in film history, to extensive hands-on productions, to the management and marketing of film projects.

SDA  
School of Design and Arts



It is in the spirit of creativity, camaraderie and collaboration that the Digital Filmmaking program challenges its students to tell their story, shoot their film, and fill their screen.

