

# Impact Amplifiers : If it's worth doing, show it!

Quick, affordable videos, podcasts, social media and crowd-funding for the international development sector

We are a network of visual media professionals and topic specialists in humanitarian aid, helping organizations create videos and campaigns, as expected by today's donors.

We create project-based communities of talent and producers, and join them with your field staff to make magic happen!.



Our rapid-response professional photographers, video-journalists and development specialists generate the media you need for your aid program documentation, training and promotion in the languages you need:

- Shooting on-site footage with your beneficiaries,
- Creating films for your campaigns, from the field and interviews,
- Building project web portals based on visual media and podcasting,
- Launching your social media presence,
- Crafting crowd-funding campaigns with your staff.



OUR MISSION: We believe all good causes deserve to be seen. We're part of a growing global movement boosting visual media capability for the 100,000s of organizations working in the international development sector.

## Project evaluations

**REPORT** Vietnam 14.08. - 18.08.2017

20km from the church. They (about 12 households) are considered the most vulnerable local group, and a focus of this water project. Traditionally, they boiled well water for drinking. Now many collect their bottled water after Mass and transport it home via motorcycle.

One deep bore well (100m, ~~reference flow~~ excellent quality) directly in the Ede village belongs to the Diocese. ~~hesitant~~ to consider opening it for drinking water use.

16.08. Wednesday

Wednesday began with a visit to a lake which had been the water source for 200 Ede families until discoloration and smell convinced them to dig wells at their homes. The new 1m wide hand-dug wells mostly are finished with a cement ring, but below 0.5m are mud-walled. 20m is a typical depth.

We then visited a small shop which sells food and hardware, and 20L commercial bottled water (12.000 to 15.000 Dong) and the 'church' water (6.000 Dong, 15 pieces per week).

Then we visited a small spring directly in a rice field from which many local families collect drinking water. We collected samples for coliform testing. ~~distributed~~ some Sawyer hand pumps donated by the American. They were handed out free-of-cost as a first step in a product-testing and feedback process.

Back near the church, in an urban neighborhood, we visited the home of one family and heard anecdotes about the high rates of cancers (lung, throat, stomach, liver) here and the assumption that groundwater contamination from agricultural chemicals from rubber plantations (40 years ago) could be the cause. Water testing had apparently never been done here, so we took samples and tested them that evening for total dissolved solids (TDS), which indeed showed a level 20x the recommended safe level.

Finally, we met members of the local project committee. After discussions of the strategies for health promotion and product marketing, we organized a small double-blinded taste test with water of two competing brands.




## Documentary films



Fighting Malnutrition in Modern Nepal  
YouTube

<https://youtu.be/PtvRoPlwew4>

Contact us: [info@impactamp.org](mailto:info@impactamp.org)

**WE OFFER:** Finally, revolutions in equipment, translation technology, and video-networking make it possible for project-based teams of aid professionals and media freelancers to generate high-quality media at prices that non-profits can afford, collecting footage on-location with minimal travel costs. Flat referral marketing with incentives for our providers, and discounts for referring customers is our initial promotional strategy. We also train NGO staff in production, using mobile technologies and content-crowd-sourcing.

### LANGUAGE S:

- German
- French
- Arabic
- Hindi
- Nepalese
- Chinese
- Spanish
- Russian

### CURRENT SECTORS:

- ✓ Health,
- ✓ Women's rights,
- ✓ Agriculture/nutrition,
- ✓ Electricity/lighting



**DO YOU NEED HELP WITH A PROJECT?**  
Describe your needs, and we'll get the right person in touch with you! [info@impactamp.org](mailto:info@impactamp.org)

**DO YOU WANT TO GET INVOLVED?**  
We are a growing community, and every new member brings special experience and talents! Let us know about you, and we'll be in touch: [recruiting@impactamp.org](mailto:recruiting@impactamp.org)

