



# Solar Development Story

MITSUBISHI POWER & 12 STARS MEDIA

## **PURPOSE STATEMENT**

When people watch this film, they should feel inspired to support and advocate for similar renewable energy projects in their own communities. They should experience a sense of urgency and responsibility to take action, whether by leasing land, supporting local initiatives, or spreading awareness. They will feel this way because we show them the tangible benefits and heartfelt stories of the communities already transformed by these projects.

## SYNOPSIS

Filmed in the heart of America's farmland, this short documentary captures the essence of rural life in Dunbar, Pennsylvania.

Our audience will meet a farming family who has chosen to lease their land for 35 years, securing a predictable income and protecting their heritage from the unpredictability of farming. They will also hear from local community members who will speak to how this project has not just not only brought jobs and tax revenue but a renewed sense of hope and stability to shrinking communities.

Through intimate interviews and immersive visuals, this film will showcase the deep bonds of trust and stewardship that drive these initiatives. This will be a story of how solar projects are not just an investment in energy but a lifeline for the land and the people who call it home, ensuring a sustainable future for generations to come.

This story is a heartfelt tribute to the enduring spirit of farmers and the transformative power of community-driven renewable energy.





## KEY MESSAGING

**Legacy and Heritage:** Farmers often view their land as more than just property; it's a legacy passed down through generations. Emphasizing how renewable energy projects can secure this legacy for future generations creates a powerful emotional connection.

**Stewardship of the Land:** Farmers take great pride in being stewards of their land. Showing how solar projects align with sustainable practices and help protect the land from overuse or natural disasters will resonate strongly.

**Resilience and Security:** Farming is fraught with risks like market volatility, weather, and natural disasters. Highlighting the guaranteed, predictable income from leasing land for solar projects as a way to hedge against these risks will appeal to farmers' need for security and resilience.

**Community and Trust:** Emphasizing the relationship-driven nature of these projects and showcasing testimonials from a farmers and local leader who have successfully integrated solar projects will build trust and demonstrate a community-supported initiative.





## STORY EXAMPLES



Humana Foundation - Tornado Recovery



Siemens - City of Redding

## BUDGET & TIMELINE

### Total Budget: \$-----

Development and pre-production including pre-interview calls with our characters, location management, and logistical planning. Production entails travelling to Dunbar and three consecutive days of filming to capture the visuals and interviews to effectively tell this story. And, finally, post-production will include the editing together of the visuals, sourcing music, and color grading.

### Timeline Milestones

- Characters and Story Identified - July 26
- Filming Window - August 19-22
- First Cut - September 11
- Final Cut - September 18

