Common Ground
IPL Screening Kit

Thanks to a partnership with Common Ground and Roco Films, Interfaith Power & Light is proud to offer you this inspiring film! Please find enclosed:

- IPL welcome letter
- Screening and promotion tips
- Sample promotional newsletter article and social media posts
- Promotional images from Common Ground
- Faith-based discussion questions to spur post-film conversation
- Suggested actions to take after viewing the film
Dear Friends,

Thank you for screening *Common Ground*, an inspiring film about the capacity of healthy soil to sequester legacy carbon on a large scale, thus helping to reduce climate change. Our food policies can also positively impact food justice, racial justice, and climate justice.

View the trailer, sign up with Interfaith Power & Light to host a screening for your congregation or religious organization by streaming, or purchase a DVD for your event - [here](#). This film is available for group in-person screenings only. The screening rights are free thanks to the generosity of the film team. If you want to host a screening in a movie theatre contact commonground@rocofilms.com.

At this moment in our country’s history, we are experiencing three overlapping challenges: pandemic-related social programs are ending, causing more families to go hungry, the awareness of racial injustice rising, and the climate crisis worsening. We have an opportunity to address all of these issues with one focus – our food practices.

Food is an important part of our faith traditions, and all the major faith traditions call us to care for the earth. So, how we grow our food is integral to caring for the earth and each other as people of faith and conscience.

IPL will offer a webinar in conjunction with the film, featuring film team members. We invite you and your congregants to attend. We also encourage you to consider hosting a post-film discussion with your congregants highlighting panelists from your area’s local food movement to learn about local opportunities.

As the host, consider suggesting a collective action you can do as a congregation or group of congregations. Here are a few ideas:

**Today:** Purchase your food from local growers and ask how they care for their soil.

**Next week:** Arrange for your congregation to host a Community Supported Agriculture (CSA) grower to encourage congregants to buy from local farmers who care for the soil.

**Over the year:** Find a local community garden that needs your support – financial, volunteers, equipment, more land. Can your congregation offer space for a garden? Or start a congregation-supported garden that supports food justice in your community.

Thank you for all that you do,

Sarah Paulos  
Community Engagement and Programs Director  
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Film Synopsis

*Common Ground* Documentary Inspires Action to Regenerate the World’s Soils

*Common Ground* is a new film about how regenerating the world’s soils has the potential to rapidly stabilize Earth’s climate, restore lost ecosystems, and create abundant food supplies. This film explains why transitioning to regenerative agriculture could be key in rehabilitating the planet, while simultaneously invigorating a new sense of hope and inspiration in viewers.

Running time: 87 minutes

Screening Tips

This film is only available for screening to groups in-person. You may sign up to stream the film and project it from your computer onto a wall or a screen. Or you can purchase a DVD to show the film on your congregation’s equipment at your event.

IPL will host a webinar with the film team members during Faith Climate Action Week (April 19-28, 2024) to which you and your congregants will be invited.

We also encourage you to schedule a discussion with your congregants to discuss the film after they have viewed it so you can connect to local action. Discuss the faith connection, and invite local growers or local food movement leaders to discuss their soil conservation practices. And/or ask food justice activists to speak. You can draw from the discussion questions below for your webinar. Encourage discussion about a collective action your congregation can take to support food justice and healthy soil.

Discussion Guide

As the organizer, have the discussion leader watch the film beforehand to be prepared to lead the discussion. Also, read IPL’s Faith and Agriculture statement for your tradition and print off your tradition’s statement to share with attendees or share with your congregants via email before the film. [Download it here](https://interfaithpowerandlight.org/faithclimateactionweek/wp-content/uploads/sites/4/2023/10/FCAW-24-FAITH-STATEMENTS-ON-FOOD-AND-AGRICULTURE.docx.pdf)

Questions to discuss with your congregants:

1. How do you feel about what you saw?
2. What information did you learn that is new to you?
3. What is regenerative agriculture in brief?
4. Explore the concept of regeneration in general. How is it expressed in your religious beliefs?
5. What does your religious tradition say about caring for the poor and the earth?
6. What does your religious tradition’s statement on Faith and Agriculture say? (Download IPL’s Faith and Agriculture statements [here](https://interfaithpowerandlight.org/faithclimateactionweek/wp-content/uploads/sites/4/2023/10/FCAW-24-FAITH-STATEMENTS-ON-FOOD-AND-AGRICULTURE.docx.pdf) and print off your tradition’s statement to share with attendees or your congregants via email before the film.)
7. What does your faith tradition say about food justice, racial justice, and climate justice?
8. How can healthy soil and regenerative agriculture support food justice and climate justice?
9. How does your faith inform your decisions on the food you purchase? As an individual? As a congregation?
10. How does your faith inform your views about how our farmers should grow our food?
11. What is your congregation or community already doing to encourage food practices that support healthy soil and food justice?
12. What more could your congregation or community do to encourage food practices that support healthy soil and food justice?

Questions for Panelists:

- Where do we go from here? What can we do as individuals and consumers to support and participate in the regenerative agriculture movement?
- What is the relationship between human health, soil health, and planetary health?
- What is regenerative agriculture’s relationship to nutrition, food security, and food justice?
- What should we be aware of when going to a grocery store or restaurant? What kinds of foods, and what sources of foods, are best for us and for the planet as a whole?
- How can I promote the ideas that were brought up in Common Ground in my community?
- How can we build the value of regenerative food into our community fabric? What models can we implement to help build community and the demand for regenerative food?
- What are ways that people can change policy that is currently supporting industrial chemical agriculture to that which is supporting regenerative agriculture?

Tips for a Great Q&A

- Allow time for your audience to reflect on what they have just seen and ask questions.
- Feature panelists from your community
- Select a moderator if possible, to ensure that the discussion stays on track and on time.
- 30 minutes is an optimal time frame for a post-screening discussion, leaving at least 15 minutes for questions from the audience
- Prepare questions for the panelists to engage in at the event if your guests are slow to ask their own questions. Please share these questions with your panelists at least one week in advance to give them time to prepare.
- Be ready with resources and action items! See the Call to Action Steps and Resources below

Call To Action Steps and Resources

Be sure your audience leaves the event knowing the concrete steps they can take to be a part of the regenerative community and movement. Here are some ideas:
In this election year, invite your film viewers to pledge to vote with the climate in mind. We need to elect officials at all levels of government who will consider the climate when making policy decisions. You can pledge online or print the downloadable pledge form to circulate at your event. Find both here, https://interfaithpowerandlight.org/faithclimateactionweek/get-involved/advocacy/

- Purchase food for your home and congregational events from local growers and ask how they care for their soil.
- Arrange for your congregation to host a Community Supported Agriculture (CSA) grower to encourage congregants to buy from local farmers who care for the soil.
- Find an existing local community garden that needs your support – financial, volunteers, equipment, more land - can your congregation offer space for a garden?
- Start a congregation-supported garden that supports food justice in your community.
- IPL has compiled a list of suggested study resources on food, faith, and climate included in the Faith Climate Action Week kit and also at this link. (https://interfaithpowerandlight.org/faithclimateactionweek/wp-content/uploads/sites/4/2023/10/Common-Ground-Study-Resources.docx.pdf) It includes suggested Study Guides, Books for discussion, additional films, and websites.

To learn more and get involved with Common Ground, go to www.commongroundfilm.com. They have in-depth articles on their resources page.

Promotional Tools

These resources can help you promote your event.

How to Promote Your Event

- Promote your event through your newsletter, social media, or other communication tools.
- Ask other congregations to share the event invitation in their emails
- Reach out to aligned organizations or local community groups for them to extend invitations: community gardener groups, co-ops, farmers markets, food justice activists, etc.

Sample Promotional Images

Find great promotional images from Common Ground here: Social Sharing Assets: graphics, movie posters, social media images. https://drive.google.com/drive/folders/1hgcT6Z924Zb40n6ifOfN0G2enDQrobKu?usp=sharing

Sample newsletter language:

Common Ground is a new film about how regenerating the world’s soils has the potential to rapidly stabilize Earth’s climate, restore lost ecosystems, and create abundant food supplies. This film explains why transitioning to regenerative agriculture could be key in rehabilitating the planet while simultaneously invigorating a new sense of hope and inspiration in viewers.

People are calling Common Ground “The Most Important Film You’ll Ever Watch” -- which is a really big claim. But it just may be true. View the trailer here.
We are excited to be hosting an in-person screening of this powerful film at [LOCATION] on [DATE] at [TIME]. Sign up here to attend. (LINK to your registration system)

(If you are hosting a discussion)

Join us for a discussion afterward about how our faith informs our response to food practices that support food justice and healthy soil in our community.

**Sample Social Media language you can use to promote your in-person screening event:**

**Facebook**

Join us [name of congregation] on [date, time, location] for an exclusive screening of an exciting new film! From the filmmakers of *Kiss the Ground* (Netflix) comes the follow-up documentary *Common Ground*, winner of the Tribeca Film Festival. Directed by Josh and Rebecca Tickell, *Common Ground* provides hope for future generations with concrete ways to fix a broken planetary system. The film explores how regenerative agriculture can help heal the soil, our health, and the planet. This film is not yet available widely, so see it with us!

Stay for a discussion after the film to learn how to take faithful action!

[link to register for your event]

**Instagram**

What if a simple solution could help balance our climate, replenish our freshwater supplies, and feed the world? Join us @NAMEOFYOURCONGREGATION to watch *Common Ground*, an exciting documentary about an obvious solution to climate change with @interfaithpower during #FaithClimateActionWeek. The film educates about the healing power of regenerative agriculture. Thanks to a partnership with the film team @commongroundfilm this event is free! [date, time, location] Sign up link in bio. [add the link to register for your event]

**Twitter**

Join us @NAMEOFYOURCONGREGATION to watch *Common Ground*, an exciting documentary about the healing power of regenerative agriculture. [date, time, location of your event] Register [provide link to register for your event]

**Recommended hashtags:**

#FaithClimateActionWeek #FoodJustice #ClimateJustice
#commongroundfilm #regenerativeagriculture #farmbill #soilhealth #healthysoil #climatechange #climateaction

**Recommended tags:**

FB: @InterfaithPowerandLight @commongroundfilm
IG: @interfaithpower @commongroundfilm
Twitter: @interfaithpower @commongroundfilm