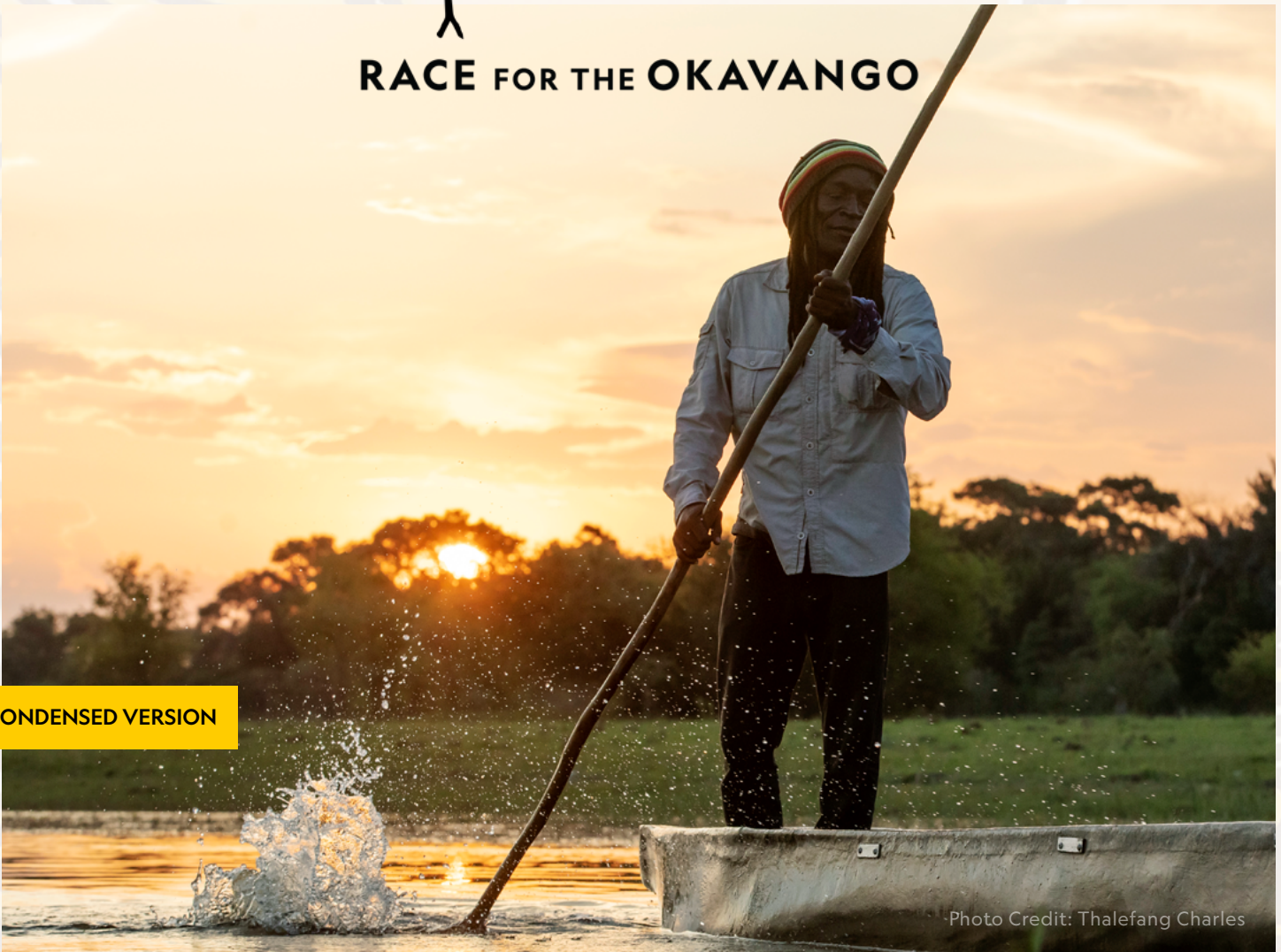


NATIONAL GEOGRAPHIC SOCIETY

STORYTELLING
IMPACT REPORT

NKASHI

RACE FOR THE OKAVANGO



CONDENSED VERSION

Photo Credit: Thalefang Charles

ABOUT THE FILM

Nkashi: Race for the Okavango follows the triumphs and challenges of three mokoro (dugout canoe) polers on their journey to compete in the annual Nkashi Classic race. It celebrates Botswana cultural heritage and illuminates the importance of protecting the Okavango Delta - one of the most unique wetlands in the world. This feature-length documentary was made by the National Geographic Society's Impact Story Lab in close collaboration with a team of Botswana filmmakers, in the local language of Setswana.



IMPACT GOALS

Goal 1

Strengthen pride in community traditions in order to preserve Indigenous knowledge and the Okavango Delta for future generations.

Goal 2

Raise awareness about sustainable livelihoods in order to secure a prosperous future for the Okavango Delta and the people who live there.

Goal 3

Produce the film in collaboration with local storytellers in order to tell the most authentic stories possible and build the local filmmaking industry.

Goal 4 (Supporting Goal)

Inspire more people to attend the Nkashi Classic event in order to raise awareness about the benefits of using mekoro and other traditional practices, educate people about the opportunities for sustainable livelihoods, and celebrate community pride.

IMPACT OVERVIEW

Nkashi: Race for the Okavango was inspired by the people of the Okavango Delta in Botswana. Though many natural history films have been created in the Delta, historically those films did not include the people of Botswana - in front of or behind the camera - nor were they shared with Botswana audiences.

After clearly defining our impact goals our strategy was to create a film that would showcase the natural and cultural heritage of the Delta, celebrate the people who seek to conserve it, and bring the film to the people of Botswana in a variety of ways, including local premieres, broadcasting via Botswana Television, and a 13-community roadshow within the Okavango Delta.

In order to evaluate the success of the film in conveying key messages and contributing to social and behavioral change, we conducted pre- and post-film screening surveys with 249 community members throughout the Delta, as well as focus group discussions. Overall, the film was successful in contributing to a positive change in perceptions and attitudes towards the Okavango Delta as well as increasing the understanding of the linkages between local traditions, sustainable livelihoods, and the conservation of the Okavango Delta.

KEY RESULTS

Increased awareness of the need to preserve Indigenous knowledge.

Communities across the Okavango Delta understand why the mokoro is important and why new generations should continue to learn these traditional skills.

Increased interest from community members to learn poling skills and pursue job opportunities.

In particular, 68% of women are inspired by the female characters in the film after learning that women could also access this profession to build a sustainable livelihood.

Strong community support for the creation of locally produced films, made in local languages.

Audiences consistently express interest for more media to be made in this way, and acknowledge that a film in their local language helps elders relate to the story and contributes to self-identity for younger generations.

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The film taught me that I can benefit from natural resources and mekoro to build an income and fight unemployment.

- Female
Maun, Botswana

IMPACT IN NUMBERS

2 BOTSWANA PREMIERES

WITH KEY AUDIENCE MEMBERS INCLUDING THE **PRESIDENT** AND **FIRST LADY** OF BOTSWANA

DISTRIBUTED IN 100+ COUNTRIES

THROUGHOUT AFRICA, EUROPE, AND MIDDLE EAST VIA **BOTSWANA TV**, **NAT GEO WILD** AND **DISNEY**

13 COMMUNITY SCREENINGS

WITH CLOSE TO **4500 ATTENDEES** DURING COMMUNITY ROADSHOWS

1.4 MILLION PEOPLE REACHED

ON **NAT GEO WILD** IN SOUTH AFRICA

9 FESTIVAL AWARDS

INCLUDING:
JACKSON WILD, TELLY, ANTHEM, AND PRIDELANDS WILDLIFE FILM FESTIVAL

15 BATSOWANA STORYTELLERS

INVOLVED IN THE PRODUCTION OF THE FILM, PLUS **18 LOCAL STORYTELLERS TRAINED** IN AN IN-COUNTRY WORKSHOP

157% INCREASE

IN ATTENDANCE AT THE NKASHI CLASSIC IN 2023

151 MILLION READERS

FOR PRINT, ONLINE AND SOCIAL MEDIA COVERAGE



This is a great film. I was emotional from the opening to the very end. It took me through a whole journey. Not only did it showcase the Delta but the people who live in the Delta and how engaged and involved with their environment they really are... There is a symbiotic relationship and it's real, not just perceived. Like, people who live in the Delta love their environment. They appreciate it for what it is.

- Male
Maun, Botswana



LEARN MORE ABOUT
IMPACT STORY LAB