

THE NEW BREED

The rise of the social entrepreneur

PRESS ENQUIRIES

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SHORT SYNOPSIS

THE NEW BREED documents the rise of a new type of business person - The Social Entrepreneur. The film captures the journey of three compelling millennials as they start businesses to tackle social and environmental issues; including Poverty, Homelessness and Environmental Pollution.

Kohl, co-founder of KNOWN SUPPLY, an apparel company based in Costa Mesa, California, empowers women in Uganda and Peru through education, mentorship and a steady income to rise out of poverty. Janna, founder of BONFOLK, a one-for-one sock company based in New Orleans, Louisiana, donates a pair of socks to someone in need with every pair of socks sold and Ben, David and Kevin, co-founders of BUREO, a plastic recycling company based in Ventura, California, collect discarded fishing nets off the coast of Chile and transform them into functional new products like skateboards, surf fins and eyewear.

THE NEW BREED is a hybrid documentary with no talking heads, no interviews and no voice-overs. All dialogue comes from authentic meetings each entrepreneur has with their stakeholders around the world. Short sketches throughout the film, led by comedians, musicians and academics, illuminate the global forces that have triggered this movement, tackling topics like colonialism, inequality and 'the history of poverty' in simple, fun and easy-to-understand ways.

The project itself is a social enterprise, proceeds from the film will provide film equipment and training to young filmmakers from disadvantaged backgrounds around the world.

GENRE // Documentary

RUNTIME // 80 Minutes

RELEASE DATE // May 01, 2020

THE SUBJECT

Less than a decade ago, few change-makers around the world saw themselves as part of a growing movement. This all changed in 2006, when Muhammad Yunus won the Nobel Prize for his work in micro-finance and Blake Mycoskie launched his one-for-one business model, bringing these diverse innovators together under a single banner for the first time.

Social Entrepreneurship is now one of the most sought after courses at leading universities like Stanford, Oxford and Berkeley and new social entrepreneurs are emerging every day, tackling issues as far reaching as climate change and homelessness, but their stories are largely unreported and the movement remains poorly understood and under appreciated.

THE NEW BREED captures this exciting movement as it prepares to go mainstream. The film helps define what it means to be a social entrepreneur and celebrates the key players shattering the status quo to push this movement forward.

DIRECTORS LETTER

As a young filmmaker, I blamed big business for society's greatest ills, like poverty, inequality and environmental destruction.

My first project out of film school was a web-series called INDIE CITIES, which celebrated young artists living outside mainstream corporate culture in Europe. In 2014 this project was picked up by CHANNEL 4 (UK) and turned into a short-form TV series called MAKERS, giving me an opportunity to travel the world and continue my search for answers to economic inequality and social injustice.

Some of the entrepreneurs featured on the show had social or environmental impact built into their business models and for the first time in my life I started to think that business could be reengineered to be the solution, rather than the cause of the world's biggest problems.

I've spent the past four years researching the social enterprise movement and meeting hundreds of social entrepreneurs and I'm now totally convinced that transforming business into a force for good is a great way to make this a more equal, healthy and peaceful planet.

The primary goal of THE NEW BREED is to make social entrepreneurship mainstream, to encourage a new generation to consider social entrepreneurship as a career option and excite all of us to be more conscious about the products we buy and the businesses we support.

THE ENTREPRENEURS

KOHL CRECELIUS // KNOWN SUPPLY

When KROCHET KIDS started life way back in 2006, the founders had never heard of the term Social Enterprise. They now employ over 200 women in Uganda and Peru and have a unique business model that provides mentorship, education and micro-finance to disadvantaged women, empowering them to start their own businesses.

THE NEW BREED travels with Kohl as he launches a new t-shirt brand called KNOWN SUPPLY. We follow him as he directs the brand's first fashion photoshoot, collaborates with fellow ethical apparel brands in Los Angeles and attends an emotional graduation ceremony in Gulu, Uganda.

DAVID STOVER, KEVIN AHEARN & BEN KNEPPERS // BUREO

Ben, David and Kevin are three surfing buddies who hate seeing plastic pollution in the ocean. In 2014 they started BUREO, a company dedicated to collecting discarded fishing nets (10% of all ocean plastic pollution) and transforming it into functional products like skateboards, eyewear and surf fins.

The film journeys to Concepción, Chile to see Ben work with local fishing communities to create positive solutions to harmful plastic waste and educate students on the importance of recycling. We then travel with David and Kevin up the west coast of the USA, as they scale their impact beyond skateboards by encouraging other brands to incorporate recycled fishing nets into their own product designs.

JANNA BLACK-HART // BONFOLK

After learning that over half a million people are homeless every night in the USA, Janna quits her corporate job in fashion and starts a one-for-one sock company. For every pair of socks that she sells a second pair is donated to someone in need.

THE NEW BREED documents Janna's journey to expand the BONFOLK brand into California and captures her authentic meetings with the founders of L.A. Social Enterprises; THE GIVING KEYS and THE GOOD TRADE. We also see an Instagram photoshoot in Echo Park and a sock donation at a New Orleans homeless shelter.

THE FILMMAKERS

PETE WILLIAMS // DIRECTOR

Pete was born in Adelaide, Australia and moved to London in 2006 to attend Met Film School. He won some awards for his early commercial work and in 2014 created a successful short-form TV series called MAKERS for Channel 4 (UK), which celebrates independent craftspeople around the world. Pete has dedicated the past four years to researching, fundraising, shooting and editing THE NEW BREED and is excited to share it with the world.

VINCENT VITTORIO // PRODUCER

Vincent is the founder of LIFE IS MY MOVIE ENTERTAINMENT, a company built on his ambition to elevate the documentary genre through visionary means of development, production and distribution. Under Vincent's leadership, LIFE IS MY MOVIE ENTERTAINMENT continues to grow and has assembled a team of vested partners to facilitate the influx of interest from filmmakers, collaborators and audiences.

KYLE WESTAWAY // CO-WRITER

Kyle is the author of PROFIT & PURPOSE and writes on social entrepreneurship, innovation and start-ups for the Guardian, Wall Street Journal, Fast Company, Harvard Business Review, Stanford Social Innovation Review and the Huffington Post. He's the managing partner of WESTAWAY, a boutique law firm counselling entrepreneurs and is a lecturer at HARVARD LAW SCHOOL, where he co-teaches a course on social entrepreneurship.

SOCIAL IMPACT

Stories and perspectives from low-income communities have historically been under represented due to a lack of capital and resources. So we've dedicated 25% of the films net proceeds to purchase film equipment and deliver film training to aspiring young filmmakers from marginalised communities to bring their stories to life.

The inspiration for this social impact plan came from Patrick, a deaf man we met while filming in Gulu, Uganda. Photography is his primary source of income, but when we met him in 2017 his camera was old and had a cracked screen. The film's first small social contribution was a new camera for Patrick.

PRODUCTION CO.

STAY GOLD //

STAY GOLD is a small-batch film production company dedicated to tackling serious topics in fun, engaging and aesthetically pleasing ways. STAY GOLD specialises in commercial-quality factual content around the subjects of youth culture, social justice, ethical business & human progress.

www.petewilliams.tv

LIFE IS MY MOVIE ENTERTAINMENT //

LIFE IS MY MOVIE ENTERTAINMENT is a documentary studio developing, producing, acquiring and distributing captivating non-fiction films. Our team of filmmakers & producers believe in the positive influence a motion picture can have on society. We are committed to producing films of compelling, real-life stories that are easily and readily consumed by audiences around the world. Our films remain relevant over the years and continue to shape political and social conversations that truly impact a diverse population worldwide.

lifeismymovie.com

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TRAILER // <https://youtu.be/7QLThV6dXSA>

WEBSITE // <https://newbreed.tv/>