



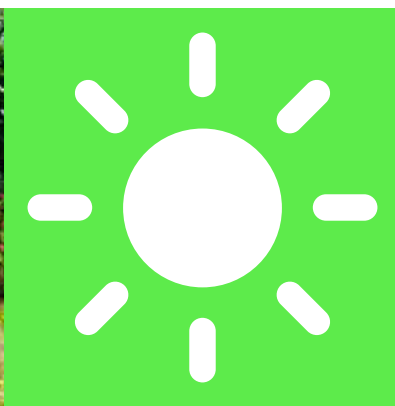
The Climate Connection

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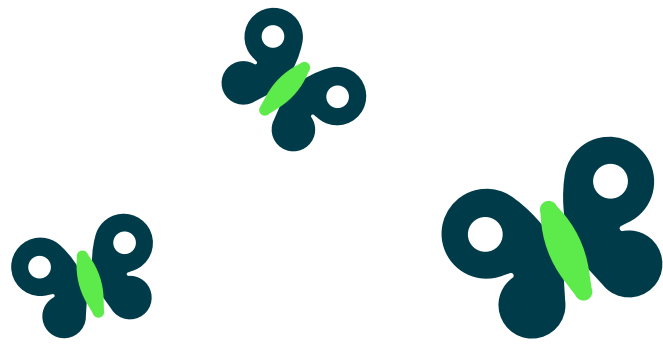
Green careers guide

Baby Ruth Villarama
Philippines



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What did you study?

I studied Film marketing and distribution Birmingham City University under the Chevening programme of 2015-2016.

What inspired you to study your subject at university and to work in the green industries?

As Asian stories and voices strive to find its path to be heard and seen, I chose to study film distribution and marketing so we can tell our message the best way we can and to as many people as possible. I also want to understand how green technology can empower stories that matter to connect people and culture beyond labels and skin colours.

Why does climate change matter?

Climate change is not an abstract word exclusive alone to vulnerable communities. It is each and everyone of us. The vicious cycle of consumerism contribute to the unseen rumblings beneath our feet, and if we don't pay attention to the warnings, no amount of money and high walls can protect us. People seated on the decision table must simply stop the greed and push for a greener tomorrow.

How did your studies help you get into the career you're in today?

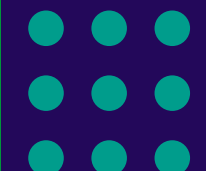
Audience engagement is a deep strategy. Effective impact storytelling can alter human behaviour in choosing what is best for them. My studies gave me the tools on impact distribution to enhance the culture of reciprocity, and address some social gaps in the shallow noises of public communication.

What other experiences and support have you had along the way?

Studying in the UK created the needed bridge for my stories to find its way to the hearts of people. There is nothing more potent than the power of networking and lifetime friendship with fellow change makers who are fighting with you to challenge the status quo and help create a better situation for everyone.

What do you do now – what does your role involve?

I am a co-founder and a resident artist of a film creative hub called Voyage Film Studios. We produce short and feature films for entertainment, education, and impact. I spend my days creating, brainstorming and assisting fellow artists make their dream stories come true, as well as supporting important policies for the film community as part of the Directors' Guild of the Philippines. I also give lectures by invitation, and I watch several films for the Academy under the documentary branch at the moment. In my free time, I'm also working on my next film that explores on finding yourself in the most unusual places and situation. I am also a work in progress in advocating for self-care, mental health, and kindness.





What exciting projects have you been involved in?

We just recently concluded a documentary film festival called Daang Dokyu to celebrate the 100 years of Philippine Cinema — in documentary style. Due to the pandemic, we got cancelled last March 2020, but using the tools we've learned in our studies and harnessing what green technology can offer, we mounted the festival online in partnership with the NCCA, UP Film Institute, the British Council, print and TV networks, DepEd, private schools, fellow filmmakers, critics, historians, and friends in the media. The coming together of all these networks has managed to mobilise some 1.4 million viewers nationwide across sectors. Not bad I guess for a first edition. We are currently doing an online show that will challenge censorship in the country and hopefully bring stakeholders again together to figure out what's next for us. It will be launched early next month.

Do you have any tips for people looking to pursue a career in your sector?

If you wish to pursue a career in documentary filmmaking or any career for that matter, just answer this question: What are you willing to sacrifice to achieve your dream? If your answers are all worth it, then do it, and make it count for others.

