

Driving Impact & Raising Engagement on

# Diversity



Empowering Businesses Through Film & Video

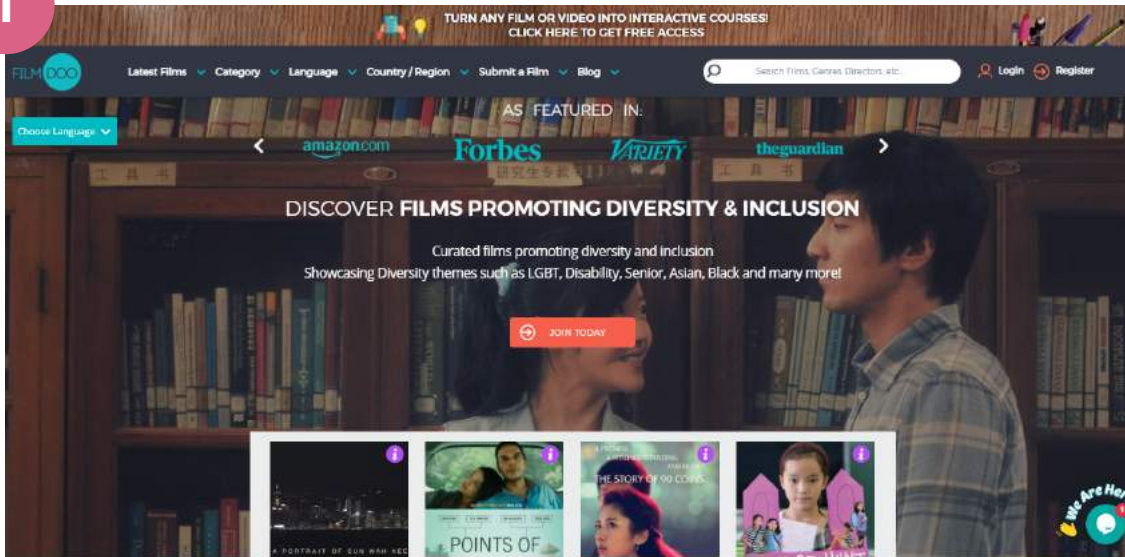




# Who is FilmDoo & What Do We Do?

[www.filmdoo.com](http://www.filmdoo.com)

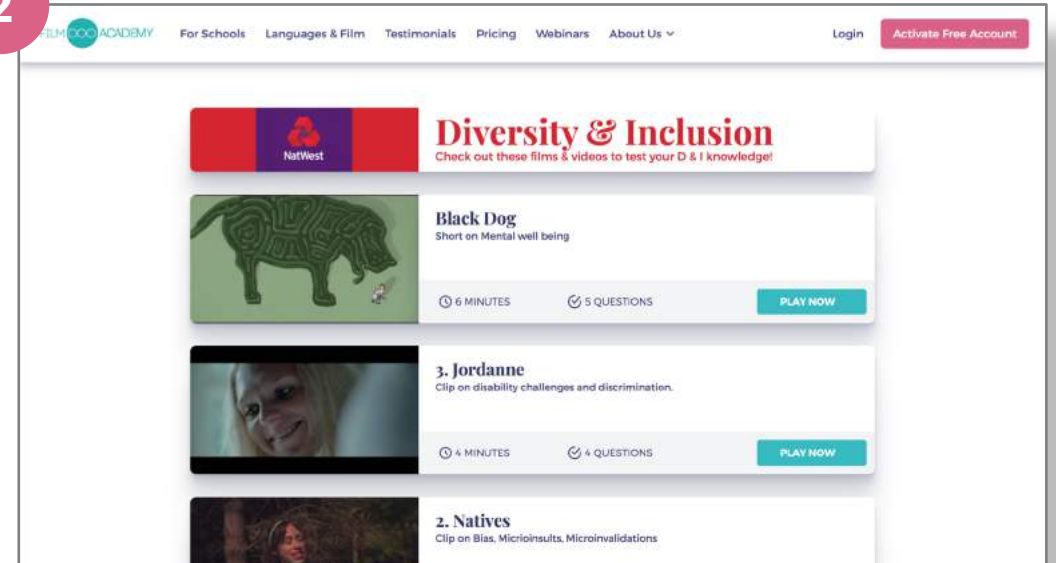
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- **Over 3,000 films** from over 80 countries
- One of the **world's largest international film catalogues**
- An extensive, growing library of films and videos across **all Diversity & Inclusion topics and themes**
- Currently in the NatWest Accelerator Programme

[www.filmdoo.academy](http://www.filmdoo.academy)

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- Our film- and video-based edtech platform allows users to **turn any film & video into an interactive game or lesson** in minutes
- FilmDoo Academy provides an effective way to **increase trainee engagement** while connecting to the modern learners



# FilmDoo's Diverse & International DNA



**Weerada Sucharitkul**  
*CEO & Co-Founder*

10+ years in Digital Strategy and Consultancy. **Dutch-born Thai. Speaks English, Thai and French. Learning Japanese and Mandarin.** Life goal is to help everyone become a Polyglot.



**Rob Sutcliffe**  
*Head of EdTech & AI*

12+ years in Programming and EdTech. Grew up in Africa. **Taught English in South Korea.** Most recently Principal Engineer at **Hitachi and Oracle AI team.**



**Rainie Liu**  
*Head of Research & Linguistics*

In-house Linguist. **Speaks Chinese, English, Korean and Spanish.** Experience in curriculum design.



**Julio Marmol Corbacho**  
*BD & Diversity Manager*

Film Director and Linguist. Oversees diversity partnerships. **Speaks English, Spanish, French and Portuguese.**



**Dave Page**  
*Head of Diversity & Inclusion*

17+ years in Sales & Partnership. **Passionate about Diversity & Inclusion.** Dad to an amazing 12-year old son.



**Christina Learmonth**  
*Head of Content & Marketing*

Oversees **content and marketing.** Resident **English Literature scholar.** Creates the best film trailers.



**David Pountain**  
*Data Analyst & Editor*

Oversees content marketing. Studied **Mathematics.** Highly analytical with strong passion for **writing and content marketing.**



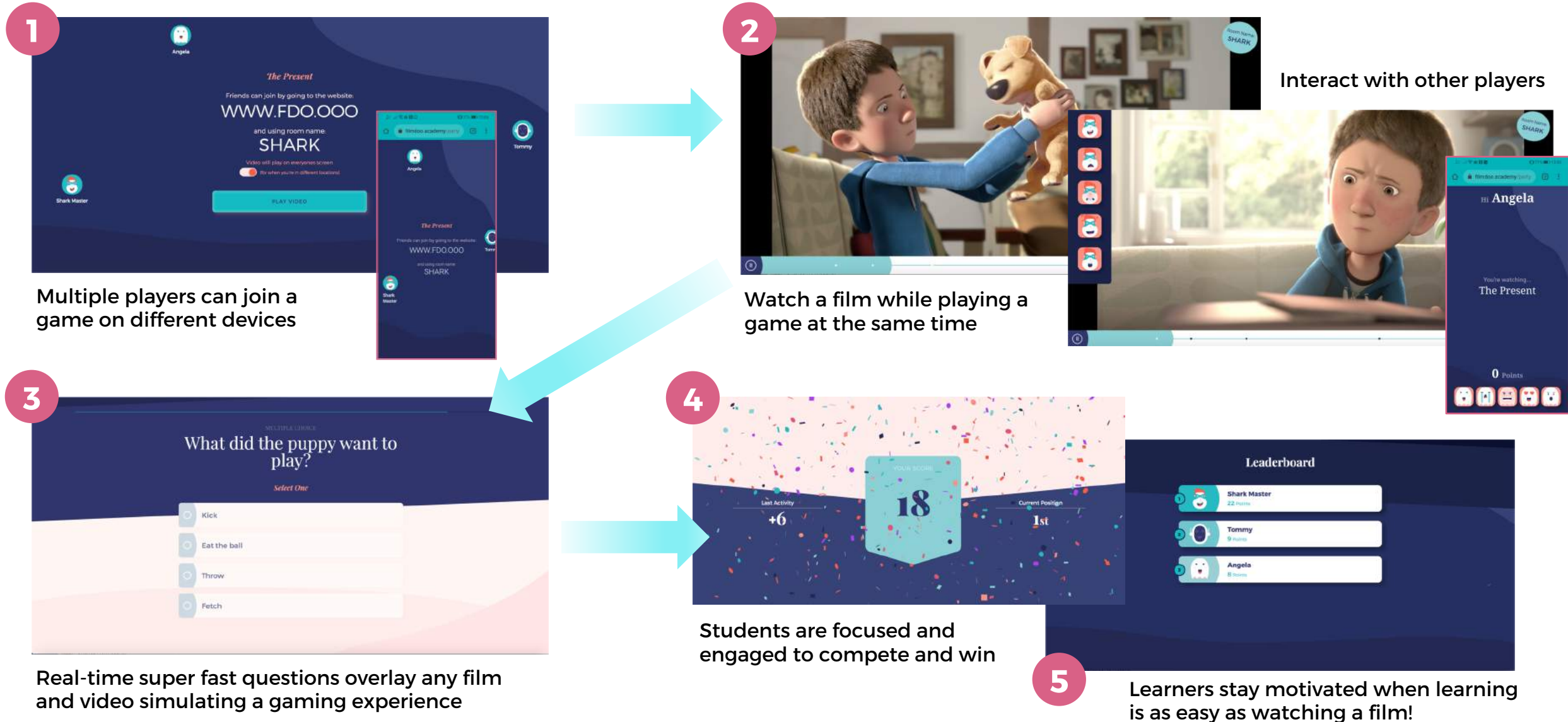
**Charles Normsaskul**  
*Content Producer & Marketing*

**Thai-British** who also creates our **French** courses. Produces **marketing videos.** Drives online marketing.

**A Diverse, Multi-Gender, Multi-Cultural Team That Understands What It Takes to Raise Diversity Engagement**

# How It Works: Watch a Film Together While Playing an Engaging Game

Learners are much more engaged while having fun and in a low anxiety environment



# Film Is The Best Diversity & Inclusion Technique

Using 'real' situations  
evokes stronger emotions

Assists with  
"converting the unconverted"

Fun & modern  
way to learn

Creates a  
Talking point

Resonates with the viewer

Engaging



# Background to our Successful D&I Training & Events with NatWest Champions

- FilmDoo Academy held two 1-hour sessions with the NatWest D&I Champions (21<sup>st</sup> and 29<sup>th</sup> April 2021)
- During the session, we:
  - Presented a Short Intro to FilmDoo Academy
  - Introduced our video-based platform
  - Played a number of different interactive D&I games
- At the end of the session, there was:
  - A short survey was conducted
  - An opportunity for the D&I Champions to give their comments and feedback



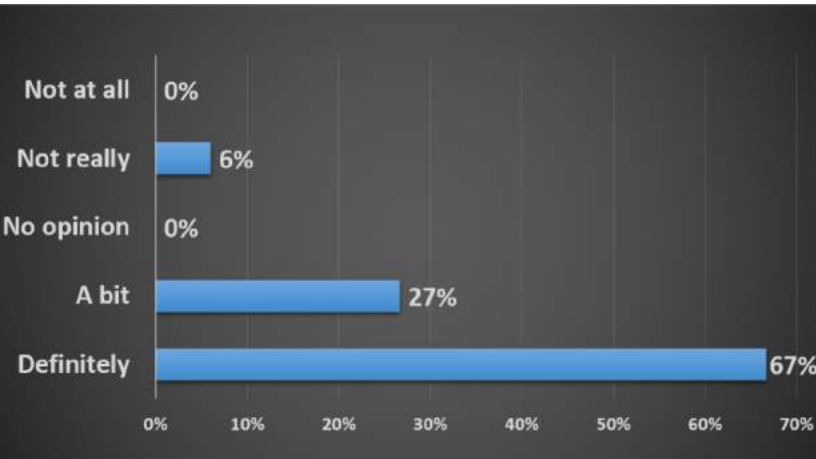
A modern game-based edtech platform that raises engagement and transforms learning outcomes using films and videos



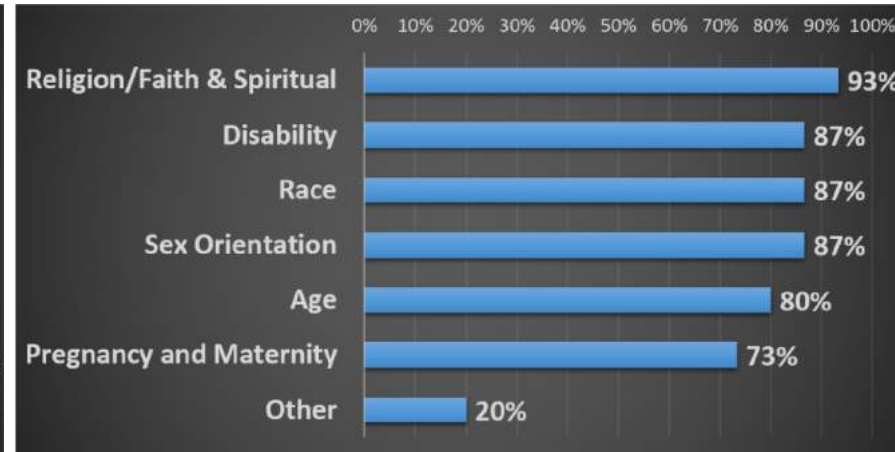
# Survey Results: Hear What the NatWest D&I Champions Have To Say!



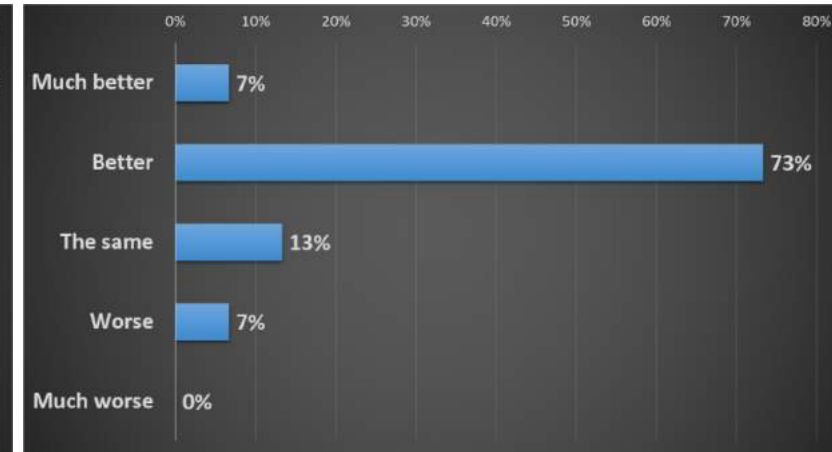
**Q1. Does video-based learning and used in this way help with understanding complex subjects like that from D&I and help to get the message across?**



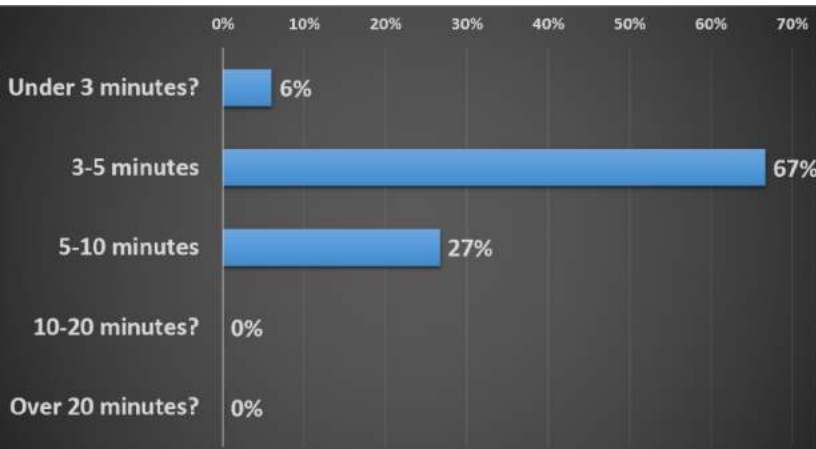
**Q2. What specific topics would you like to see demonstrated and talked about using the tool?**



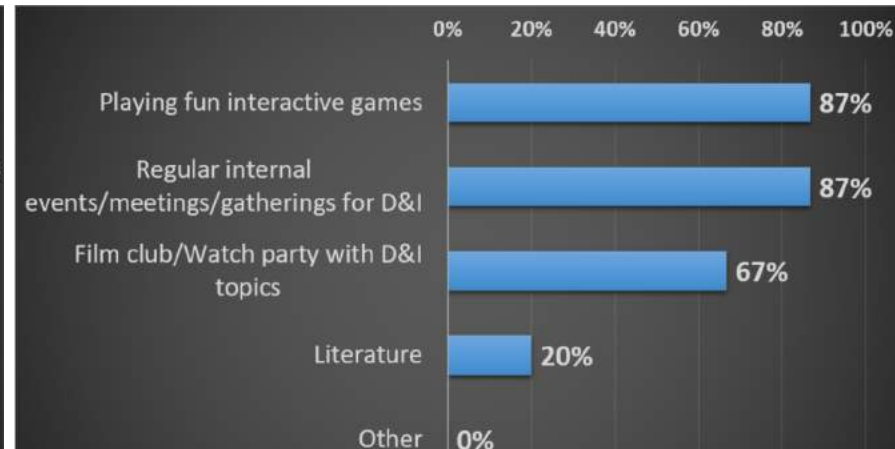
**Q3. How is this method of D&I awareness, training & teaching compared to traditional methods & classroom activities?**



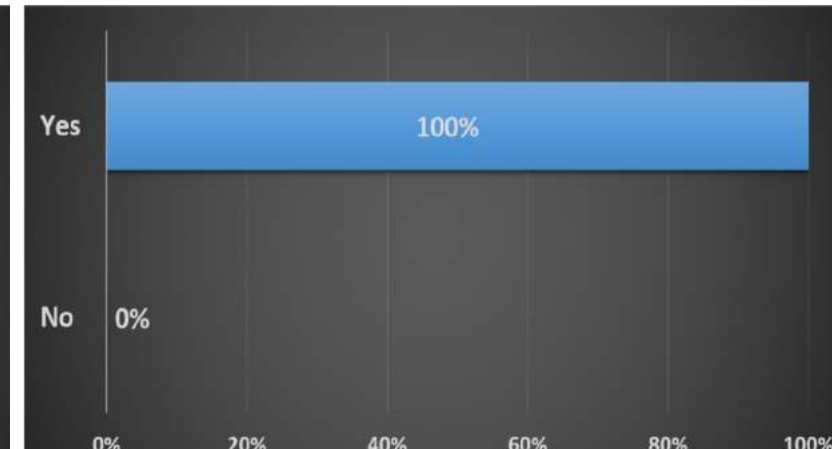
**Q4. What would be the optimum length of the film clips like what you saw today?**



**Q5. Is there something you feel would help promote and help with awareness of certain D&I topics within the workplace?**



**Q6. Would this tool help you in your role as a NatWest D&I champion, and spread awareness of related topics?**



*"I think trans issues and also preferred pronouns would be good to have :)"*

*"Fun tool"*

*"Great session, thank you"*

*"Fantastic session really powerful and a great way of learning - is there any way this can be considered for GPL/Learning session on Workday?"*



**NatWest**

# **What the D&I Champions Tell Us**

*"Thanks both, good luck!"*

*"Great session, thank you all so much!"*

*"Thank you so much for the session"*

*"Neuro diversity as an extra topic to include"*

*"Just a brilliant engaging session - thanks so much for putting this on"*

*"Good fun and I personally learned loads"*

*"Agreed, Nicki!!!"*

*"This would be a great part of our regular reading/learning program"*



# Conclusions & Findings from Our D&I Activities



100%

**Of Participants**

Joined in with the interactive D&I game – showing a willingness to participate and the ease at which to access the game



94%

**Of Participants**

Agreed that the FilmDoo Academy helps with understanding of complex D&I issues and gets the message across



80%

**Of Participants**

Said that this method of D&I video-based learning is better than current/traditional D&I training and activities



100%

**Of Participants**

Agreed that the FilmDoo Academy video-based learning platform would help them in their current D&I role

**There was also a strong desire across all the D&I Champions to see more D&I subjects covered by FilmDoo Academy.**

**Overall, our programme was a huge success with the NatWest D&I Champions and they have expressed an enthusiasm and interest to use FilmDoo Academy in their roles as D&I Champions.**

# Our Unique Ability To Enhance & Enrich Current D&I Training



## **Award-Winning Films & EdTech Platform**

We have the films, technology and experienced team to provide an unrivalled, all year round, D&I video-based training packages for businesses.



## **Extensive Range of of D&I Content, Training Material and Activities**


We have an extensive and diverse range of interesting D&I content, training material and activities which can be provided to businesses to help them meet their D&I goals and aspirations.



## **Flexibility To Tailor D&I Content and Activities Based on Your Requirements**


We are create bespoke D&I content and tailor activities, events and classes according to specific requirements from our clients.

# Check out our Example Ready-To-Use Diversity Games & Lessons Today!



## Diversity & Inclusion


Try these sample video courses...



### "My name is Jennifer" - Diversity & Inclusion

Pronouns and the workplace/ Trans Issues / Gender identity / Discrimination. Explicit demonstration of discrimination and trans issue at the workplace, as well as pronoun use in the workplace.


🕒 2 MINUTES    📄 5 QUESTIONS    [PLAY NOW](#)



### "Bellatrix" Course

Portuguese language learning game created for The Language Flagship program. THEMES: Gender, Sexuality, Diversity SYNOPSIS: Bellatrix is the name of a constellation star of Orion and means Warrior. Laura (Elisa Heidrich) begins to wonder about the political positions she has seen on TV. From there, she goes to researchers and people working the gender issue to discuss and better understand the social differences between the sexes we observe daily. Inside her mind, Laura finds her Bellatrix version.


🕒 8 MINUTES    📄 7 QUESTIONS    [PLAY NOW](#)



### The Sky is the Limit

Down Syndrome education through the eyes of an incredibly talented artist.

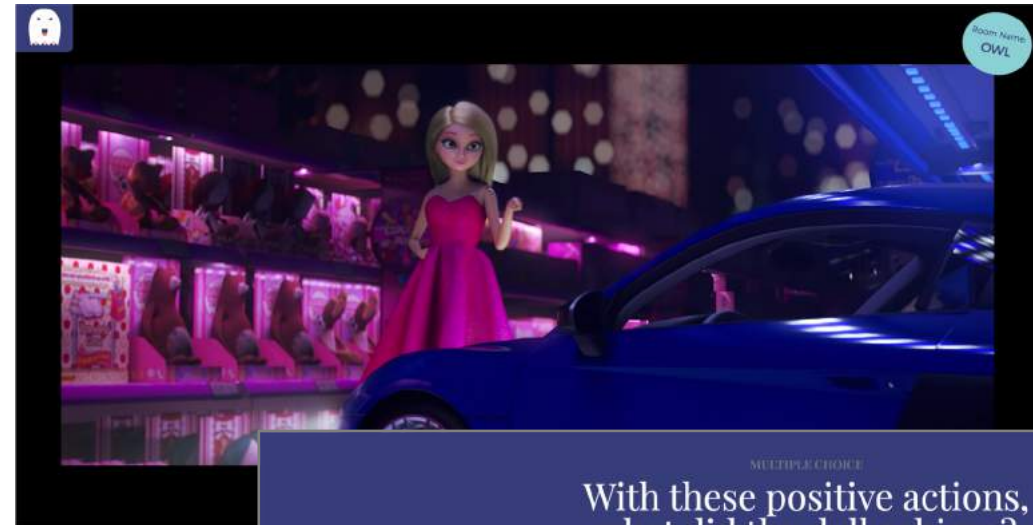
🕒 7 MINUTES    📄 8 QUESTIONS    [PLAY NOW](#)



### "Stereotypes"- Diversity & Inclusion

On gender issues.

🕒 5 MINUTES    📄 4 QUESTIONS    [PLAY NOW](#)



MULTIPLE CHOICE

With these positive actions, what did the doll achieve?

Select One

- To establish her goal regardless of the imbalance of opportunities she was given
- To affirm her position and intention within this goal (to drive).
- To fight prejudice and inspire her peers while doing it.
- All of the above.

Find out more at: [www.filmdoo.academy/sample/diversity](http://www.filmdoo.academy/sample/diversity)

# Think Differently About Diversity

Businesses embracing the diversity mindset will be the ones to make their mark on the world

[www.doodiversity.com](http://www.doodiversity.com)

Let's go! Next steps?

FILM DOO ACADEMY



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