THE WATERLINE

THE HIDDEN COSTS OF THE CRUISE SHIP BUSINESS

A journey beneath the shiny surface of the cruising world with five workers. Deep down to the most dangerous jobs and remote locations, we catch an intimate glimpse of the human cost needed for the luxurious entertainment of the few.

Documentary | Visibility Content

PRIMI PIANI © THE WATERLINE 2022

DOCUMENTARY

Subject

A cruise ship, a huge floating holiday village, is being built and soon will be ready to sail the international waters.
From the extraction of the materials to the dismantling process of the old ships, the human beings involved, whether through their workforce or as final users, find a space to confess their hopes for a better future, walking on the line between escape for survival and escapism from everyday life.

Themes

- Labour Safety and Health
- Environmental Costs
- Labour Migrations

Narrative Path: The Chain of Production

1. Extraction/transportation of materials needed for the production
2. Transportation of materials
3. Construction of the cruise ship
4. Cruise ship tours
5. Dismantling the ship

WATCH THE TEASER TRAILER →

READ THE SYNOPSYS →

SOCIAL IMPACT STRATEGY

We aim to establish partnerships with Organisations which are active in the protection of labor conditions and the environment, in order to deepen our knowledge on such complexed topic, and to contribute to the decision-making process through our production.

Goals

Given our past experience in Multimedia Production and Social Media Campaigns, we envision a communication project capable having a Social Impact through three complementary goals.

- **Grassroots Awareness**
  Raising awareness in targeted groups and creating a new community, through Call-to-Action campaigns, in order to facilitate and speed-up the Green Energy transition.

- **Companies and Investors**
  Supporting forward-thinking Companies which invest in the Green Energy transition and promote Circular Economy models, by highlighting their choices, and promoting their brands.

- **Advocacy and Change-Making**
  Supporting advocacy practices and facilitate the work of law-makers.

Outputs and Distribution

The Social Impact Strategy encloses a variety of content, for different purposes, to be used as tools for social impact.

- A **short-documentary film** (one step of the chain of production) to be shown at public and decision-making arenas, and tailored **multimedia content** (video, photo, literature).

- **Call-to-action projects** (crowd-funding, fundraising) capable of collecting funds for concrete actions in favour of the families of the workers victims of labor-related violations.

- A thorough and monitored **web-distribution**, tailored to the needs of the partners involved.

OUR PAST PROJECTS →

WE'RE LOOKING FOR...

NGOs and Foundations

Public and private entities, NGOs, association, national and international foundations, which are involved with the project's main issues and would like to support and benefit from the Social Impact Strategy.

Academicians and Experts

Individuals with knowledge and experience in the production chain, law, labor rights, and environmental care.

Stakeholders

Companies, investors and activists involved, at various levels, in the civil society and the Green Energy transition in order to promote the project and its Social Impact Strategy goals.

Production Companies

Committed producers and co-producers, who are willing to take part in the project, especially if active in the 5 locations of interest.

FOR GOOD CAUSES

Primi Piani is a collective of video-makers, photographers, creative producers and social media managers who produce multimedia content for good causes. We aim to develop a **documentary film** and a **social impact strategy** capable of engaging targeted audiences, raise awareness and facilitate advocacy practices for stakeholders on the new **Ship Recycling Regulation** to be defined at the EU Parliament in 2023.

PRODUCED BY
PRIMI PIANI FADE IN→

SUPPORTED BY
NGO SHIPBREAKING PLATFORM   Un ponte per   A.M.I.

DESIGNED BY **STUDIO Ai CHAN**

SELECTED BY ESoDoc

CONTACT US: primipiani.net / info@primipiani.net / +39 340 0785089