



From Ground Zero - A tribute to Project NOT 2DAY!

Professional Development



Submitted by
Rtr. Kaumini Mapa (Secretary)
from the
Rotaract Club of Colombo Fort
Sponsored By
Rotary Club of Colombo Fort
Held on
May 19th, 2025
at the
UN Compound & CCC Scope
Cinema

Secondary Avenues

- Membership Development and Retention

Description

'*From Ground Zero*' was a two-phase Professional Development initiative in collaboration with the Free Palestine Movement Sri Lanka. The project was a direct continuation of the club's previous advocacy-based Professional Development initiative, **Project NOT 2DAY (RI Year 2023–24)**, which trained 30 youth advocates through a 2-day bootcamp. '*From Ground Zero*' sought to extend the legacy of that program by putting advocacy into action.

Phase 1 featured a **peaceful protest in solidarity with Gaza**, where club members, youth advocates, and artists gathered to raise awareness of the humanitarian crisis.

Phase 2 was a **special one-time screening** of the Oscar-shortlisted documentary *From Ground Zero*, executive produced by Michael Moore. The film, presented by the Free Palestine Movement Sri Lanka, offers a raw, powerful look into life in Gaza through the lens of its local filmmakers. All proceeds were directed to supporting the filmmakers.

Objectives

- Promote youth advocacy and civic engagement in global humanitarian causes
- Provide a platform for storytelling and voices from conflict zones
- Bridge professional development and activism by engaging youth in public awareness campaigns
- Extend the impact of Project NOT 2DAY through actionable initiatives

Goals

SDG Goals

- 16 - Peace and Justice Strong Institutions
 - 16.10 Ensure public access to information and protect fundamental freedoms.
- 17 - Partnerships to achieve the Goal
 - 17.17 Encourage effective partnerships.

Rotary Area of Focus

- Basic Education and Literacy
- Peace and Conflict Prevention/Resolution

Other focus Areas

- - Youth Development - Media for Social Impact - International Solidarity and Advocacy

Project Chair

Name	Volunteer Hours
Ahmadh Booso	60 Hours (Appox.)

Project Committee

Name	Volunteer Hours	Committee Role
Mahdi Namiz	37 Hours (Appox.)	Project Secretary
Kevin Rodrigo	24 Hours (Appox.)	Visual Content Editor
Rashaad Riyadh	20 Hours (Appox.)	Project Coordinator
Zahara Miftha	20 Hours (Appox.)	Project Coordinator
Yazeed Ahamed	16 Hours (Appox.)	Admin Assistant
	Total Hours	177 Hours

Club Participation

Club Name	Count
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Other Organization Participation

Organization Name	Organization Type	Count
Free Palestine Movement	other	87
General Public	other	56

District Steering Committee Participation

Name	Designation
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Budget

Income

Description		Amount
Tickets		300000 LKR
	Total Income	300000 LKR

Expenses

Description		Amount
Donations Given		-300000 LKR
	Total Expense	300000 LKR
	Total	0 LKR

Project Planning

Planning began in early May 2025 with two clear deliverables:

1. Host a safe and peaceful protest with strong youth participation (UN Compound)
2. Coordinate a high-impact screening at a prime venue (Scope Cinemas)

Key actions included:

- Engaging with Free Palestine Movement Sri Lanka
- Securing film rights and screening permissions
- Coordinating logistics with Scope Cinemas
- Ticketing, fundraising, and digital payment setup
- Volunteer recruitment and ushering plan
- Post-screening engagement and reflection space for attendees

Public Relations Plan

Given the sensitivity of the project's focus area and the club's position on refraining from involvement in geopolitical matters, the public relations strategy was intentionally limited.

PR outreach was primarily managed through:

- **Partner social media accounts**, including Free Palestine Movement Sri Lanka
- Word-of-mouth and direct communication within advocacy networks

The Rotaract Club of Colombo Fort did not publish promotional content on its own channels, maintaining a neutral stance while supporting humanitarian awareness and youth advocacy.

PR links

https://www.instagram.com/p/DJeYTg3lntk/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==

Benificiaries

- Youth Advocates from Project NOT 2DAY
- Palestinian filmmakers

Partners

- Free Palestine Movement Sri Lanka
- Scope Cinemas
- Oscar-shortlisted filmmakers

Outcomes

Short-Term Impact:

- Mobilised youth around a global issue
- Funded Palestinian filmmakers and raised awareness locally
- Continued the legacy of Project NOT 2DAY with purpose-driven action

Long-Term Impact:

- Strengthened Colombo Fort's position in youth activism
- Inspired participants to take on future roles in civic leadership
- Built bridges between local and global advocacy networks

Areas of Improvements

- Larger seating capacity could have allowed for greater participation
- Earlier coordination with the cinema could have helped reduce costs
- Enhanced documentation and media coverage could improve future visibility

Gallery



