**American Factory**

AMERICAN FACTORY, the new film from Academy Award®-nominated directors Steven Bognar and Julia Reichert, documents the revitalization of one long-shuttered factory. The film provides a startling glimpse into the global economic realignment playing out in towns and cities across the country — and the world.

**Seismic shifts in the world are changing the fundamental nature of work.**

* The film tells a powerful, personal story about how the loss of industrial jobs and incoming globalization affect workers.
* We need to hear these personal stories to better understanding their lives and ignite hard conversations among different community members about building a more equitable future of work.

**AMERICAN FACTORY can strengthen demand for a future of work that benefits all people, not just the few at the top.**

* Through the film we will build communities committed to shaping a more equitable future of work together.
* AMERICAN FACTORY will increase visibility, empathy and a feeling of connection to those whose livelihoods are threatened most.
* We aim to especially speak to strengthen the relationship between workers, employers and communities around them by giving them each a seat at the table.

**Why are we launching the campaign?**

* We are working to build support for leaders in designing ways that help the workforce adapt and thrive.
* We need to broaden the scope of who is talking about the workforce, how it’s changing and how we support workers in the process.
* By reaching out to, for example industrial workers, manufacturing workers, gig economy workers, service workers, corporate leaders and white collar professionals, we will create a platform for conversations across industries.
* We want to inspire corporate executives and business leaders to rethink the treatment of their workforce and partners to restore the social contract between employers and employees.

**What we can do together!**

* We can be a part of a movement to ensure a future of dignified work for all.
* We can build community around leaders advancing solutions.
* We bring together previously siloed conversations between diverse stakeholders talking constructively about what’s happening and opportunities to move forward.