

IMPACT DAYS

IMPACT FILMMAKING FOR
HUMAN RIGHTS

RELAY

STRENGTHEN

TRAIN

CONNECT



The FIFDH Impact Days not only helped us to envision what our impact could be, it also introduced us to the people who can help turn our goals into reality.

Nadine Pequenez

A UNIQUE SPACE FOR
COLLABORATIONS
AND CONNECTIONS

IMPACT DAYS

IMPACT FILMMAKING FOR HUMAN RIGHTS

PUBLIC PROGRAMME

GENEVA – MARCH 7 & 8TH 2022

Geneva
4 – 13 March 2022

FIFDH
20th International Film Festival
and Forum on Human Rights

MON, MARCH 7

AM THÉÂTRE PITOËFF

08:30 – 9:30

Registrations, welcome coffee

9:30 – 13:00

Welcome and Introduction

Laura Longobardi, Head of Impact and Industry, FIFDH

Opening Keynote

Letter to Tomorrow: The Cultural Imperative

Cara Mertes, Founding Director, IRIS

Case Study

Shadow Game

Eefje Blankevoort and **Els van Driel**, co-directors, Shadow Game

Case Study

The Last Shelter

Ousmane Samassekou, Film director
Giulia Boccato and **Khadidja Benouataf**, impact producers
Fabrice Boulé, Media Relations Suisse Romande, Caritas

PM PROMENOIR

13:00 – 14:00 Lunch

14:30 – 17:30

Meet the Global Changemakers

A selection of NGOs and IOs based in and around Geneva present their priority issues and exchange with filmmakers working on similar themes.

REGISTRATION REQUIRED

FONCTION: CINÉMA

FILM

18:30

SHADOW GAME

De Eefje Blankevoort & Els Van Driel, Pays-Bas, 2021, 90', vo anglais/grec, st anglais

If it's a game, it's one of the most dangerous. Every day, teenagers flee war-torn countries, attempting to cross European borders, searching for a better future. A stunning coming-of-age film where lives are consumed on the clandestine roads to a fortress continent.

TUE, MARCH 8

AM THÉÂTRE PITOËFF

08:30 – 9:30 Registrations, welcome coffee

09:30 – 13:00

Masterclass

No Fire Zone: the Killing Fields of Sri Lanka

Callum Macrae, Director

Moderated by **Isabelle Gattiker**

Callum's film *No Fire Zone: the Killing Fields of Sri Lanka*, premiered at the FIFDH and at the Human Rights Council in March 2013, remains a 'case study' on how a single film, and the campaign that it carried with it, has concretely changed a position of the international community towards human rights violations of a National government.

When Impact Met Distribution – sketch show

Beadie Finzi, Director, Doc Society

Nicole van Schaik, Director of Development, Doc Society

Naomi Walker, Coordinator of Global Producers Assembly (GIPA)

Reaching Young Audiences with Impact – a conversation around Shadow Game

Eefje Blankevoort, Co-director Shadow Game

Laura Verduijn, Producer Shadow Game

Moderated by: **Margje de Koning**, Artistic Director, Movies that Matter

Introducing impact production's global players: GIPA and Impact Social Club

Khadidja Benouataf, Vice President, Impact Social Club

Giulia Boccato, President Impact Social Club

Naomi Walker, Coordinator of Global Producers Assembly (GIPA)

PM PROMENOIR

13:00 – 14:00

Lunch

14:30 – 17:30

Impact Production Matchmaking Session

Filmmakers and Impact Producers connect with each other to find the right match for a successful campaign!

REGISTRATION REQUIRED

CAFÉ BABEL

14:00 – 17:30

One-to-one meetings
With NGOs and funders
(For selected participants only)

18:00

Best Impact project
prize announcement.

Certain films have the power to make a long-lasting change in our society. To strengthen the potential of cinematic storytelling as a tool for social and cultural change, the FIFDH has created the Impact Days, a unique event bringing together filmmakers, activists and funders.