



# FIFDH . ORG

Press release – Geneva, 30 november 2023

## GENERAL PUBLIC, PROFESSIONALS AND SCHOOLS: THE FIFDH LAUNCHES THREE PLATFORMS OFFERING UNIQUE CONTENT ON HUMAN RIGHTS

With the launch of its new website, FIFDH is now offering three online resource platforms on cinema and human rights. These platforms make the Festival's rich audiovisual archive available to the public, providing a "resources and media" area, an educational media library for schools and a catalogue of documentaries deriving from its Impact Days programme, aimed at NGOs and members of the film industry. Through this new website, FIFDH is making its content more accessible and offering new ways of approaching human rights issues.

**FESTIVAL**



**A new website that is easier to explore,  
clearer to read and more accessible**

Aiming to be more than an annual 10-day Festival, FIFDH desires to become a comprehensive resource centre on cinema and human rights, that is accessible throughout the year to an diverse range of individuals. The three new online platforms to be launched today embody this objective; a sentiment echoed by FIFDH's editorial co-directors, Laila Alonso Huarte and Laura Longobardi, *"With this new site, the FIFDH becomes a resource centre for the use of films as a tool to promote human rights, for the general public, NGOs and schools"*.

**RESOURCES  
& MEDIA**



**For the general public: a platform with  
resources and media to strengthen the voice  
and struggles of human rights defenders**

Since its creation in 2003, FIFDH has played a unique role as an international hub for human rights. Numerous activists, politicians and artists have taken part in the Festival, including whistleblower Chelsea Manning, activist Pablo Servigne, author Chimamanda Ngozi Adichie and artist Ai Weiwei. The Festival is also the voice of human rights defenders around the world. These moments, captured through video, audio and written content, are now available to the general public on an open-access platform. The creation of this space enables users to identify - by subject, region or format - the resources and materials created by FIFDH over the years.

# FIFDH

## SCHOOLS

**For schools: a multimedia library of films and educational resources to raise awareness of human rights issues**

To raise awareness of human rights among young audiences, FIFDH is developing a digital collection of films and resources which will be available throughout the year. This educational media library offers teachers - at secondary level I and II - free online access to a selection of films, adapted to school grades, age of the students and topics covered in the school curriculum. FIFDH also develops tailor-made teaching material, produced in collaboration with subject experts which facilitates viewer's comprehension of the subjects explored in the selected film. This selection, expanded each year with new films and content, enables students and their teachers to tackle human rights issues at their own pace throughout the year.

## PROFESSIONALS

**For professionals, filmmakers and NGOs: a catalogue of films to provide new advocacy and campaign tools**

A documentary can become a tool for social change. Through its Impact Days programme, FIFDH unites filmmakers and NGOs to transform socially conscious filmmaking into a tool for promoting human rights.

This is achieved by encouraging filmmakers and producers to develop powerful impact campaigns around their films, in order to reach key players and bring about lasting change in the concerned populations. Since its inception, Impact Days has supported around a hundred documentaries, with a total of 16 film projects selected each year. FIFDH is now making these films and campaigns more visible through an online catalogue, categorised by subject, geographical region, and stage of production. This platform is primarily intended for NGOs, philanthropists, and international organisations, which can use it to find films based on their preferred themes and employ them in their awareness-raising and advocacy work.

## FIFDH

**An increasingly inclusive Festival**

These new platforms are part of the FIFDH's ambition to be ever more inclusive. The website uses tools specially adapted to improve its navigability and accessibility: varying the font size, changing the display contrast, or accessing alternative text for images. The Festival is further enhancing the user experience by structuring its content and programmes under three separate tabs, each identifiable by a distinct colour code. The overhaul of the website and its three new platforms were made possible thanks to the work of **Daisybell** (development), **Studio BAD** (design), and to the transformation fund sponsored by the **Office cantonal de la culture et du sport (OCCS)** of the State of Geneva.