

FIFDH Impact Days 2023

All events will take place at the **Maison communale de Plainpalais**, Rue de Carouge 52, 1205 Geneva (except the *Softie* screening)

IMPACT
DAYS

Sunday 12th March

CAFÉ BABEL

18:00

Welcome drinks

CINELUX

20:30

Screening followed by Q&A

Softie

by Sam Soko, Kenya 2020

Monday 13th March

BAR PITOËFF

9:00 – 9:30

Registrations and welcome coffee

THÉÂTRE PITOËFF

9:30 – 9:45

Impact Days opening: 5th edition

Laura Longobardi, Head of Impact and Industry, FIFDH

9:45 – 10:45

Presentation

From global to local: the STEPS approach to impact in the African continent

Don Edkins, Executive Director, STEPS, South Africa

Tiny Mungwe, Producer of Generation Africa, STEPS, South Africa

10:45 – 11:30

Case Study

Cinema and activism with *Softie* - From festival success to active citizenship impact campaign

Miriam Ayoo, Impact Producer, regional coordinator, GIPA, Kenya

Chloé Genga, Impact Producer, Kenya

12:00 – 12:45

Case Study

The power of collectivity to #DigUpTheTruth with *To See You Again (Volverte a Ver)*

Michelle Plascencia, Impact Producer, regional coordinator, GIPA, Mexico

THÉÂTRE PITOËFF

12:45 – 13:30

Case Study

Impact film in times of war - A case in progress with the Ukrainian *Peace For Nina*

Zhanna Maksymenko-Dovhych, Director, Ukraine

Dea Gjinovci, Filmmaker and Producer, Switzerland

Elsa Taquet, Senior Legal Advisor, TRIAL

PROMENOIR

13:30 – 14:30

Networking Lunch

14:30 – 17:30

Meet the Global Changemakers

Meet your future impact partners! NGOs present their priority issues. Registration required: impactdays@fifdh.org

THÉÂTRE PITOËFF

20:30

Screening followed by a discussion with Afghan filmmakers in exile

Etilaat Roz

by Abbas Rezaie, Afghanistan, 2022

Abbas Rezaie, Director of *Etilaat Roz*

Ilyas Yourish, Producer and director

Najiba Noori, Director and journalist

Moderation - Serge Michel, Journalist, Heidi.news

Tuesday 14th March

BAR PITOËFF

8:30 – 9:00

Registrations and welcome coffee

THÉÂTRE PITOËFF

9:00 – 12:30

Public Pitching Session

The film teams of the 16 selected Impact Lab projects present their films and impact strategies

9:00 – 10:30 Part 1

11:00 – 12:30 Part 2

12:30 – 13:30

Swiss Focus

Launch of the *#JeSuisNoires* global campaign

Rachel M'Bon, Co-director and protagonist: *Je Suis Noires*, Switzerland

Kellie Shandra Ognimba, Human Rights Officer for the Anti-Racial Discrimination Section, OHCHR

Charlotte Ducos, Consultant Documentary & Marketing Strategies, Swiss Films

Nicole Biermaier, Head Swiss Distribution, First Hand Films

Moderation - Patricia Finneran, Impact Fund Officer, the StoryBoard Collective

PROMENOIR

13:30 – 14:30

Networking lunch

THÉÂTRE PITOËFF

14:30 – 17:30

Meet the GIPA

Part 1 - What Makes an Impact Producer?

PROMENOIR

Part 2 - For the Impact curious: exclusive GIPA AMA (Ask me anything!)

Registration required: impactdays@fifdh.org

CAFÉ BABEL

14:30 – 17:30

One-to-one meetings

For Impact Lab participants only

18:30

Awards ceremony and closing party

GRANDE SALLE

20:30

Screening followed by Q&A

My Name Is Happy

by Nick Read and Ayse

Toprak, UK and Turkey 2022

Reservation required: www.fifdh.org