

Dear Friend,

You are cordially invited to join us for a special program on "**Storytelling For Social Change**" hosted by **FIFDH Impact Days** in partnership with the **StoryBoard Collective**.

In collaboration with Geneva Centre for Philanthropy, University of Geneva

**Date:** Tuesday 14 March 2023

**Time:** 16:00 - 17:45

**Location:** Maison Communale de Plainpalais, Théâtre Pitoëff,  
Rue de Carouge, 52, 1205 Genève

Please register [here](#)

**Immediately following the program, you are invited to attend the closing reception  
Impact Days.**

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## PROGRAM DESCRIPTION

### **Storytelling For Social Change: How Can Documentaries Amplify The Impact Of Philanthropy?**

**Presented by FIFDH Impact Days in partnership with The StoryBoard Collective.**

Great documentaries have the power to reveal injustice, highlight under-reported stories, humanise complex issues and inspire audiences. **"Impact production" puts documentaries to work moving audiences from inspiration to action.** It is a formal practice that maximises the power of documentary stories and amplifies the work of social change activists through innovative campaigns that lead to real change.

We invite you to hear about this work from international experts, see a case study on the impact campaign around "Shadow Game," an award winning documentary addressing the refugee crisis here in Europe, a philanthropist committed to impact production and have an opportunity to engage with them all.

We believe that strategic philanthropy in social impact storytelling can be a transformative force in human rights, sustainability and social justice. Please join us.

## PARTICIPANTS:

- **Laura Longobardi**, Head of Impact and Industry, [FIFDH](#)
- **Cara Mertes**, Founder and Director, [IRIS](#)
- **Impact Case Study "Shadow Game"**
  - Els van Driel**, Co-Director, "Shadow Game" and "Mind Game"
  - SK** - film participant "Shadow Game" and Co-Director "Mind Game"
  - Patricia Finneran**, Impact Fund Officer, The StoryBoard Collective
- **Mara De Monte**, Executive Director, [Geneva Centre for Philanthropy](#)
- **David Rimer**, F(o)under, [The StoryBoard Collective](#)

## ABOUT THE PRESENTERS & HOST:



**International Resource for Impact and Storytelling (IRIS)** is a donor collaborative focused on supporting creative visual storytelling and narrative analysis in the public interest internationally. IRIS is working toward a time where the work of independent storytellers—in concert with civic innovators and movements driving toward narrative shift—is widely-accepted, influential and generously supported.



**The StoryBoard Collective** is a Geneva based nonprofit dedicated to advancing social change through audiovisual storytelling. The StoryBoard Impact Fund supports the impact production ecosystem through partnerships, capacity building and direct support of documentary impact campaigns.



**The International Film Festival and Forum on Human Rights (FIFDH)** launched Impact Days in 2019 to develop cinematic storytelling as a tool for social change. The programme convenes media-makers and industry leaders, NGOs and movement leaders, foundations and impact funders and creates space for collaboration and strategic partnerships that aim to advance human rights. **Impact Days** is the Festival's Industry programme, dedicated to film professionals, NGOs, funders and media.



**Shadow Game** is a journey through the dark side of Europe with teenage refugees as our guides; it is a transmedia project by Eefje Blankevoort and Els van Driel which includes a documentary feature, a web series, an adventure game and a photo series in collaboration with Cigdem Yuksel and a social action campaign focused on the human rights and safety and security of unaccompanied minor refugees in Europe.



**The Geneva Centre for Philanthropy** was set up in 2017 by the University of Geneva, in partnership with a number of key philanthropic foundations with an international reach. Given the multidisciplinary nature of philanthropy, the Centre directly involves - and interacts with - the University's various faculties to conduct global research and teaching in this field, and to transfer knowledge to practitioners and the general public.