

PROGRAMME

**IMPACT**  
**DAY**

---

GENEVA MARCH 10<sup>TH</sup> 2020

---

# Tuesday 10<sup>th</sup> March

## Programme

The event will be held in English

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 Day, a unique event bringing together filmmakers, activists and funders.

### AM Espace Pitoëff

---

#### THÉÂTRE PITOËFF

**8:15 – 9:15**

Registration, welcome coffee

**9:15 – 13:00**

#### Welcome and Introduction

Laura Longobardi, Head of Impact Day

#### Opening Keynote

##### Letter to Tomorrow:

##### The Cultural Imperative

Cara Mertes, Project Director, Moving Image Strategies, International Programs, Ford Foundation.

#### Case Study

##### The Power of Film & Finding partners

Ilse van Velzen, Impact producer & Filmmaker, and Iolanda Jaquemet, World Organization Against Torture (OMCT).

#### Case Study

##### The Silence of Others: Impact Case Study

Almudena Carracedo, filmmaker and producer The Silence of Others

#### Presentation

##### The Art (and Ethos) of Collaboration: the Ecosystem of Change

Ellen Schneider, Active Voice Lab

### PM Espace Pitoëff

---

#### LE PROMENOIR

(in front of the “Grande Salle”)

**13:00 – 14:30**

Lunch

#### THÉÂTRE PITOËFF

**14:30 – 15:30**

##### Cinema as Human Rights Practice: the Skylight model

Paco de Onis, co-founder of Skylight Pictures

#### LE PROMENOIR

(in front of the “Grande Salle”)

**15:30 – 17:30**

##### Meet the Changemakers

International NGOs and institutions present their work and priority issues and connect with filmmakers working on similar themes.

#### CAFÉ BABEL

**14:30 – 17:30**

##### One-to-one meetings

With NGOs, institutions and funders (Only for pre-selected projects)

**18:00 – 19:00**

Closing cocktail and Best Impact project prize.



**IMPACT DAY** an event organized by

6-15 March 2020

**FIFDH**

18<sup>th</sup> International Film Festival and  
Forum on Human Rights

**Laura Longobardi**

HEAD OF IMPACT DAY

+41 (0)22 809 69 00 | +41 (0)79 797 0271

[www.fifdh.org](http://www.fifdh.org)

**Ana Castañosa**

IMPACT DAY PROJECT MANAGER

+41 (0)22 809 69 00 | +41 (0)78 681 5822

[www.fifdh.org](http://www.fifdh.org)

**Karolina Johansson**

IMPACT DAY PROJECT MANAGER

+41 (0)22 809 69 00 | +41 (0)79 958 0451

[www.fifdh.org](http://www.fifdh.org)

[www.fifdh.org](http://www.fifdh.org)

FONDATION FIFDH  
16 RUE GENERAL DUFOUR  
CP 5251 | CH-1211 GENEVE 11

In collaboration with Doc Society, AROPA, Fonction:Cinema, Skylight Pictures, Nordisk Panorama and Fipadoc



With the support of the Federal Office for Culture (FOC), MEDIA Desk Switzerland, Suissimage, the Fonds culturel de la Société Suisse des Auteurs (SSA), le Fonds Smile Wave de la Fondation Philanthropia, the Fonds Culturel Sud, Fondation FOCAL and Geneva Center for Security Policy (GCSP)

