

IMPACT IS A DESTINATION.
DISTRIBUTION IS THE MAP.

Impact
Distribution
Lab



Successful Impact Campaigns: How to Change the World with Film

SPEAKER

Margje de Koning

MOVIES THAT MATTER

Margje de Koning

The Netherlands



Artistic Director of the Movies
that Matter Festival

Member of DAFF,
the European Film Academy
(EFA), and the Academy
(Oscars)

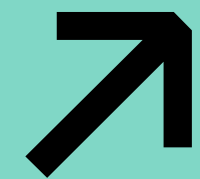




What is a *movie that matters*?



Can a movie change the world?



What can be the **impact** of a movie?



De vreemdeling in mijn huis

Het is 'n mooie dag om te leven!

vergerven of wraak nemen, er is altijd 'n keuze. D. Tutu
I'm be course you are! Knud E. Løgstrup
affiniteit + Respect

The Stranger in My House



It's a Nice Day to Live



“ To forgive or to take revenge.
There’s always a choice. ”

— Desmond Tutu



“ I am because you are. ”

— Knud Ejler Løgstrup



Movies that Matter

The world's leading human rights film organisation.



EDUCATION

INTERNATIONAL
SUPPORT

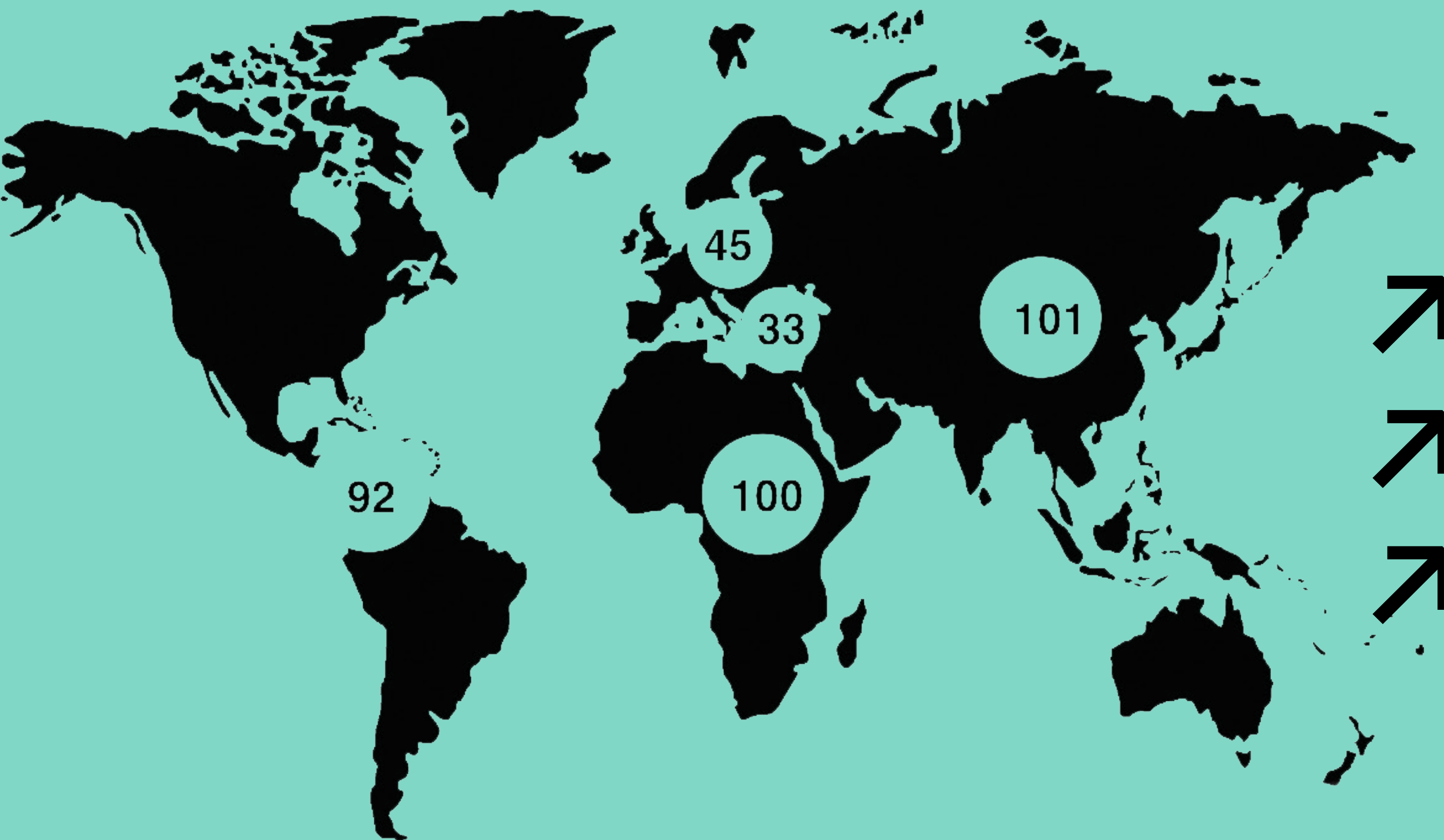
ON TOUR & EVENTS

FESTIVAL



Movies that Matter

International Support



Grant Programme



Embassy Menu



Cinema without Borders



Human Rights Film Network



Established in 2004



50+ independent
film festivals



Co-founder
and manager
of the secretariat



www.humanrightsfilmnetwork.org



Festival
20–28 March 2026



Movies that Matter



Oscar Qualifying
Festival

Example-setting
in Human Rights Film

Bringing together
the global community
of filmmakers, activists,
decision makers, and
politicians to engage
in discussions on urgent
Human Rights through
the newest, urgent films.



Through the newest Human Rights Films, we:

activate

audiences



accelerate

Human Rights
debates



build

a vibrant ecosystem
of filmmakers,
activists, and festival
representatives



to contribute to a system in which
Human Rights are better protected.



What Makes a Movie Matter?



GAGARINE (2020), DIRECTED BY FANNY LIATARD,
JÉRÉMY TROUILH, PRODUCED BY HAUT ET COURT



Choosing a subject
for a film



Vision



Authenticity



Style



Impact



Creating impact through film



- Tool or weapon to change and influence opinions
- Impact: grassroots from game changers to politics
- Influencing from local to international politics
- Embracing film to break down barriers

PARTNERS ↙

NGOs
Funds
Distributors
Impact producers
Broadcasters
Philantropists
Foundations



The Whistleblower Filmmaker



They are heroes. Why?



They show of a raw reality of our societies around the world.



They need and deserve full international support of organisations and funds.

Broadcasters and filmfestivals around the world ↙

Show the film!

The impact
is a long period
of time

Beware: content
is prior to cinematografic
language



FLY SO FAR (2021), DIRECTED BY CELINA ESCHER,
PRODUCED BY PRÅMFILM AB



What Can This Handbook Help Filmmakers With?

Safe + Secure by Doc Society



SOFTIE (2020), DIRECTED BY SAM SOKO, PRODUCED BY LBX AFRICA, WE ARE NOT THE MACHINE, EYESTEELFILM



What Can This Handbook Help Filmmakers With?

Looking after yourself, your team, and your contributors better

Telling a story without getting sued for it

Getting better legal help earlier — which helps keep legal bills lower overall

Improving your chances of reasonable E&O insurance

Getting the training that you need and deserve

Getting the additional funding you need to pay for your security needs

Having a wider team of funders and partners around you sharing the risk and looking out for you



What Can This Handbook Help Film Festival Organisers With?

Setting Up a Human Rights Film Festival, vol. 2
by Movies that Matter



What Can This Handbook Help Film Festival Organisers With?

"Film festivals with Guts: security and censorship", page 47

Being informed about laws for film screenings in your country

Making a proper security analysis with input from your local partners, lawyers, and journalists

Developing a security plan to mitigate risks

Being careful in the composition of your film programme

Considering what effect films about sensitive subject can have



Impact Dynamics

Changing Minds

Building awareness of an issue or shifting how it is perceived

Changing Behaviors

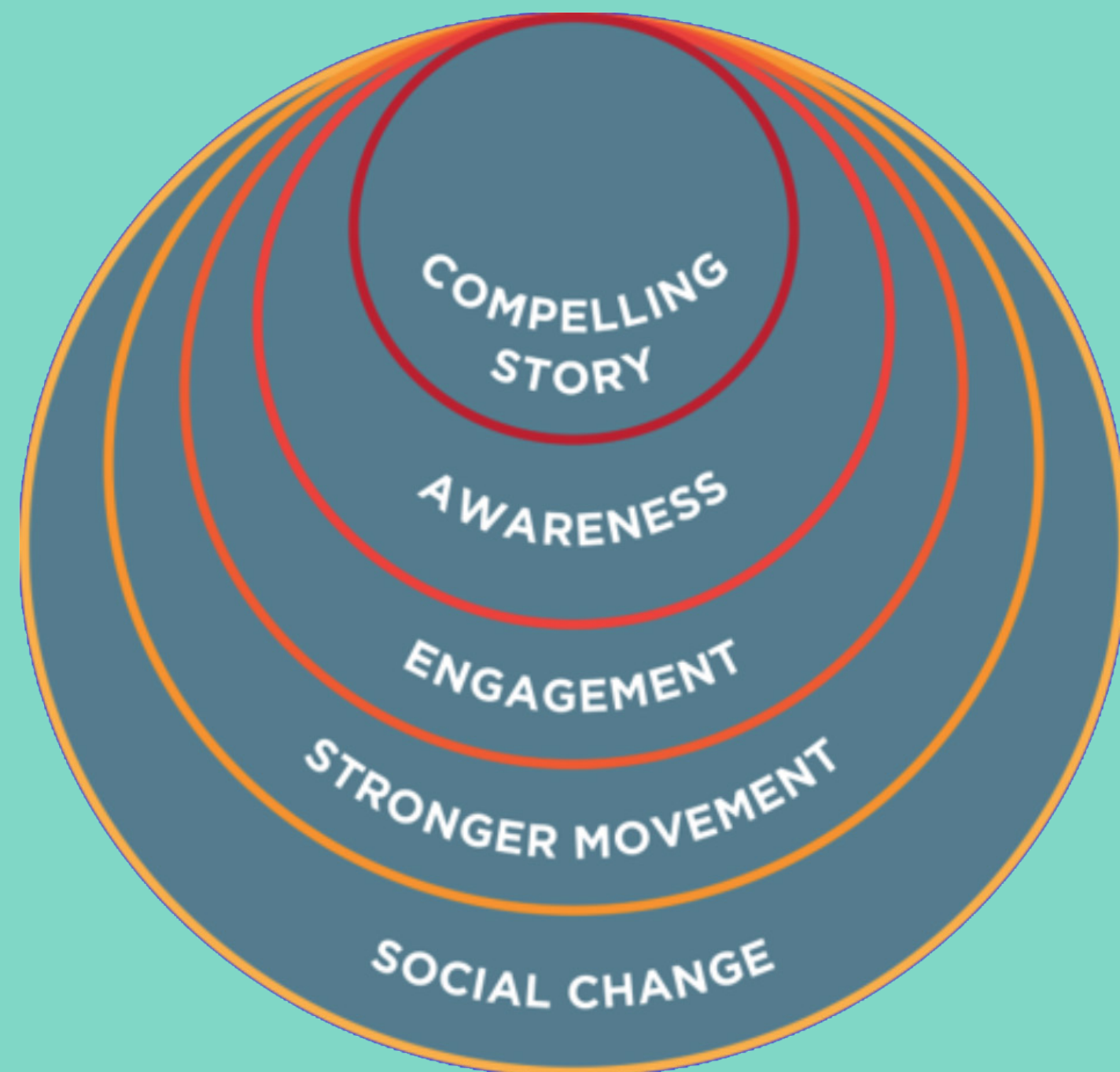
Actively mobilising people to do different not just think different

Building Communities

Bringing people together around a cause

Changing Structures

Influencing law or policy



Research and Mapping the Issue

Research political,
social, and cultural
context, power
dynamics

Books, articles, other
films, key events, facts,
statistics

Braintrusts

Meeting of relevant
stakeholders

Tapping into
already existing
movements



Target Audience

Communities represented in the film

Experts and Academics

Brands and Companies

Campaigners and Advocates

Funders and Philanthropists

Politicians and Policy Makers

Press and Media

Messaging and Framing Experts

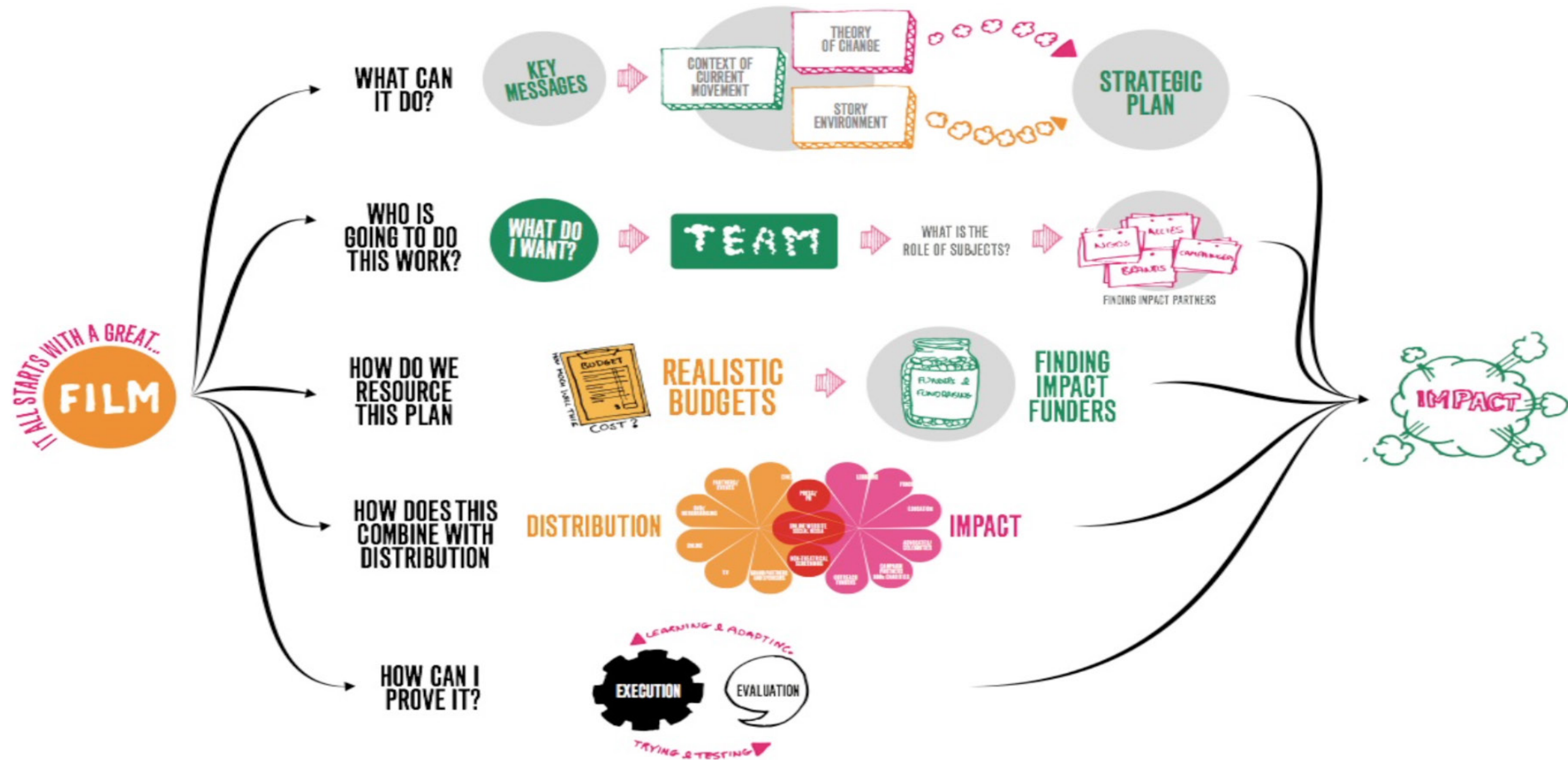
NGOs — Small (Highly Aligned)

NGOs Large (With Resources)

Public Figures



Turning Film into Impact



Softie



Director
Sam Soko



Impact Production
Miriam Ayoo



Impact at a glance

A theatrical viewership of over
5000,
making it the largest Kenyan theatrical debut of 2020, and the most watched Kenyan documentary in theaters ever

Over 40 community screenings in 6 counties in Kenya reaching an audience of
4,000

Included in
58
festivals globally

Won 8 awards, including **Best Documentary Editing** at Sundance and **Best Documentary** at Encounters

Broadcasted on national channel, KTN, to a viewership of over
1.5m

YouTube broadcast of over
113,000
views within 1 week and 5000+ comments.

Built an active online community of
23,000

National TV broadcasts in
49
countries across Sub-Saharan Africa

1,034
unique visits to the film's website:
www.softiethefilm.com

Through the audience survey,
61.5%
of viewers surveyed said they felt more strongly that they should support activists in their community after watching Softie,
60.6%
said they felt more strongly they should think about the candidates before voting



Shadow Game

Directors



Els van Driel

Eefje Blankevoort

Impact Production

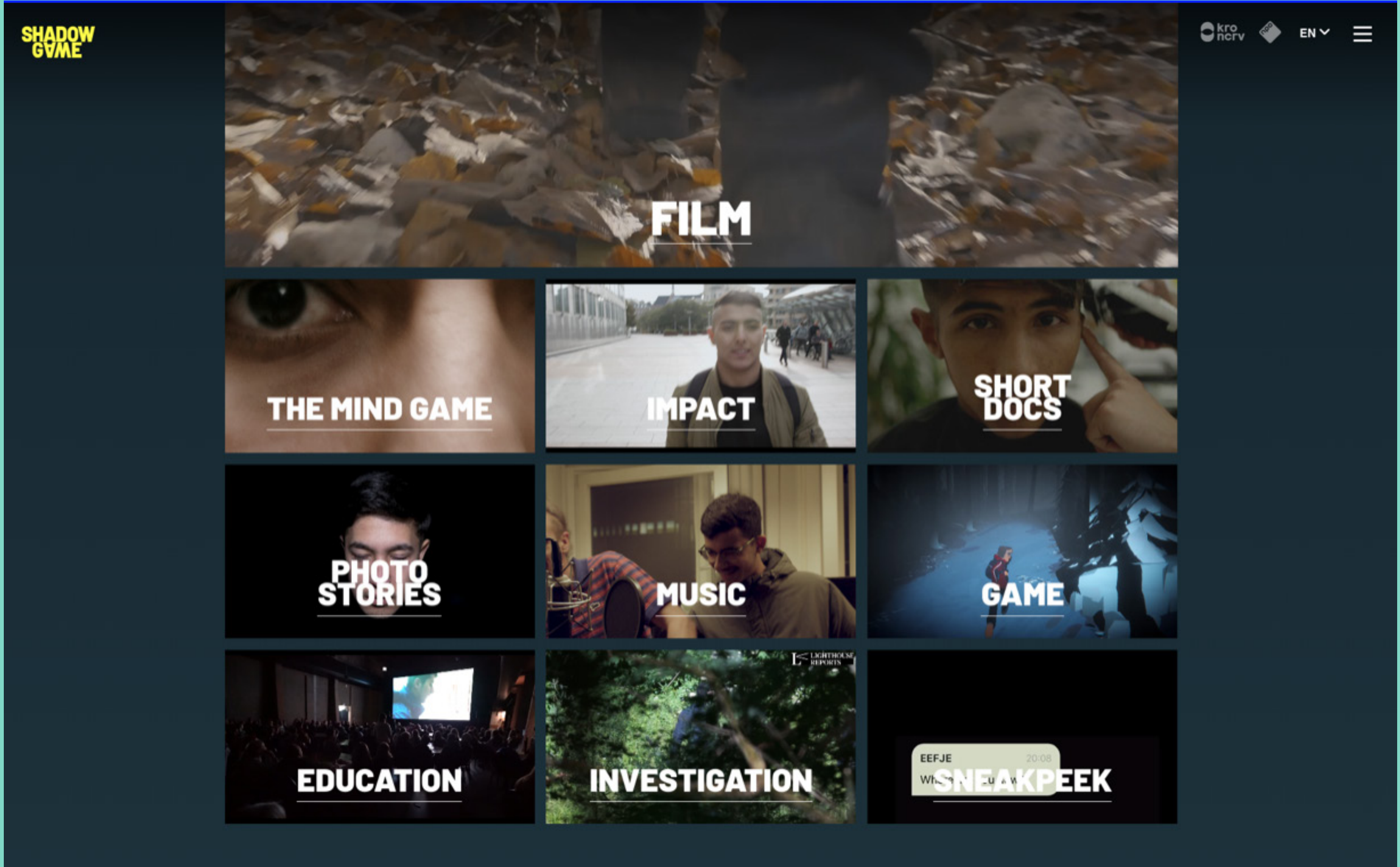


Els van Driel

Laura Verduijn

Eefje Blankevoort



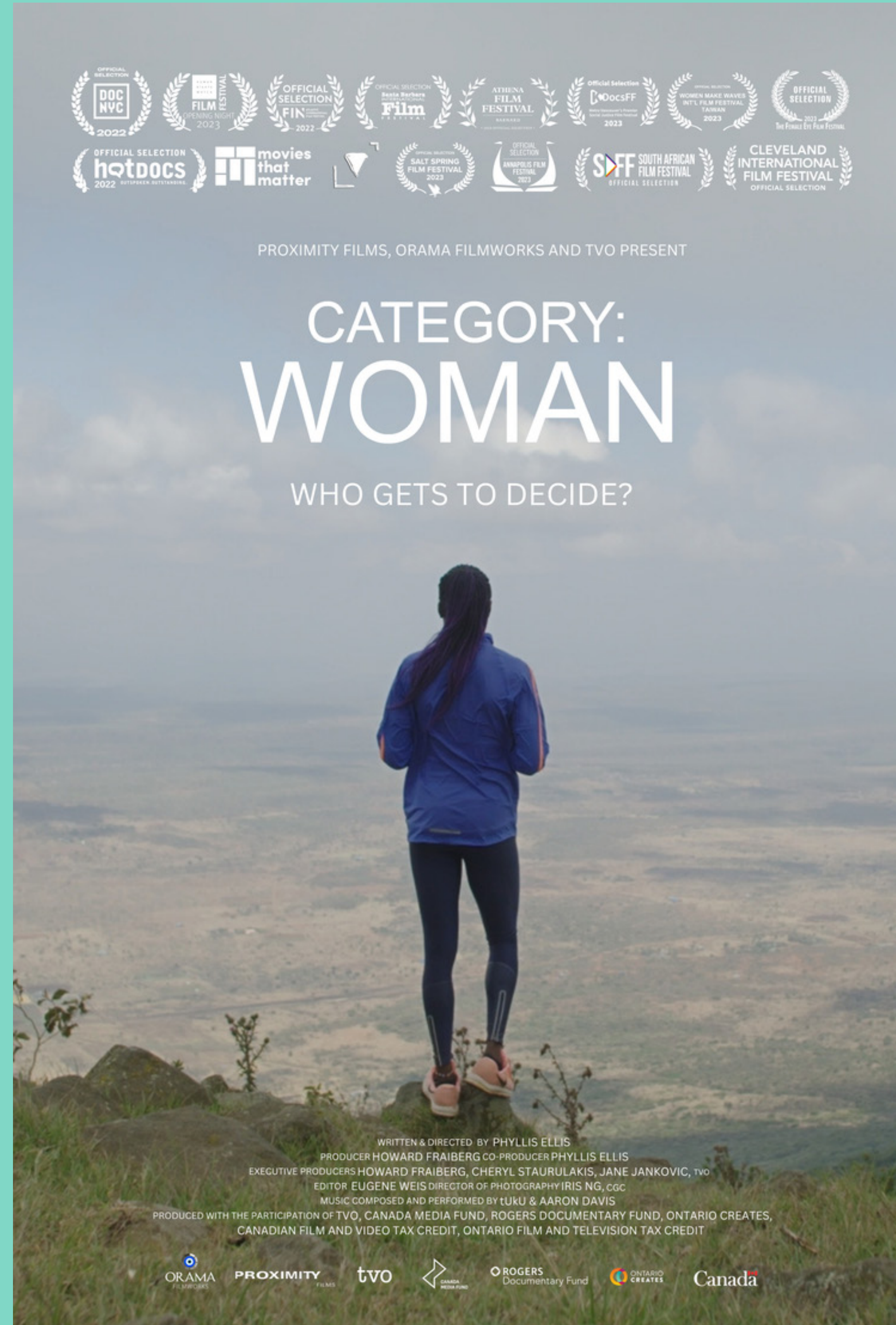


Category: Woman

Director
Phyllis Ellis



Impact Production
Cheryl Staurulakis



Legislation

“The lawyers for the March hearing at the European Court of Human Rights Caster Semenya vs World Athletics, requested private screening of *Category: Woman* as research and evidence. There are hearings approaching with international athletes and our film will be part of the package, and utilized and screened for the arbitrators.”



CATEGORY WOMAN / VIA X (@CATEGORYWOMAN)



Events & Screenings



Sports & Chance Forum



Council of Europe



International Olympic Committee



NGOs requested screenings



Lessons learned from the event



EVANGELINE MAKENA. NGONG, KENYA

1. Our film is contributing to the international conversation about gender discrimination in sport and we have many opportunities to contribute and impact change.
2. We should charge more for our screenings based on interest and impact, especially if one of us or some of us are participating in talkbacks/Q&A's.
3. The film remains relevant regardless of our completion date especially as Paris approaches.
4. We will research every conference, sport and otherwise related to humanrights, women's rights, athletes rights and LBGTQI rights organizations, festivals and university programs internationally.
5. We should have budgeted more for translation, for international screenings.
6. In-depth research is needed to present well in the Global South and Payoshni Mitra and the athletes should take the lead in these conversations and debates.
7. Conferences need at least 6 months advance notice to take full advantage of the opportunities.
8. More money is needed in an impact budget for press and outreach.
9. I wish we had partnered with an impact production company sooner.
10. The film is received beautifully in every venue and with diverse audiences.



My Statement

It doesn't matter how big or small the topic, when you, the filmmaker, believe in your films, make this happen with heart and soul, with craftship and creativity — it always will reach audiences and maybe change a few things in this world for the better.





Thanks for joining!

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newsletter at

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