

**IMPACT IS A DESTINATION.  
DISTRIBUTION IS THE MAP.**

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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



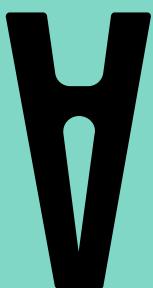
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Artistic Director of the Movies  
that Matter Festival

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

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What is a *movie that matters*?



Can a movie change the world?



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



# De vreemdeling in myn huis

Het is 'n mooi dag om te leven!

Vergeren of wraak nemen, ek is altyd 'n konse. I'm be course you are! D. Tutu  
affinitiet + Respecct Knud E. Løgstrup

A

# The Stranger in My House

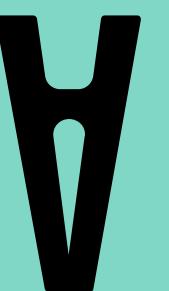
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**It's a Nice Day to Live**

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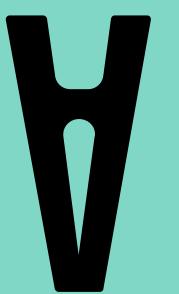
“ To forgive or to take revenge.  
There’s always a choice. ”

— Desmond Tutu



**“ I am because you are. ”**

— Knud Ejler Løgstrup



# Movies that Matter

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The world's leading human rights  
film organisation.



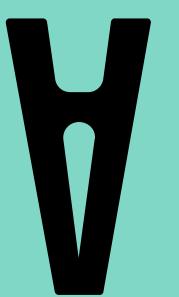
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EDUCATION

INTERNATIONAL  
SUPPORT

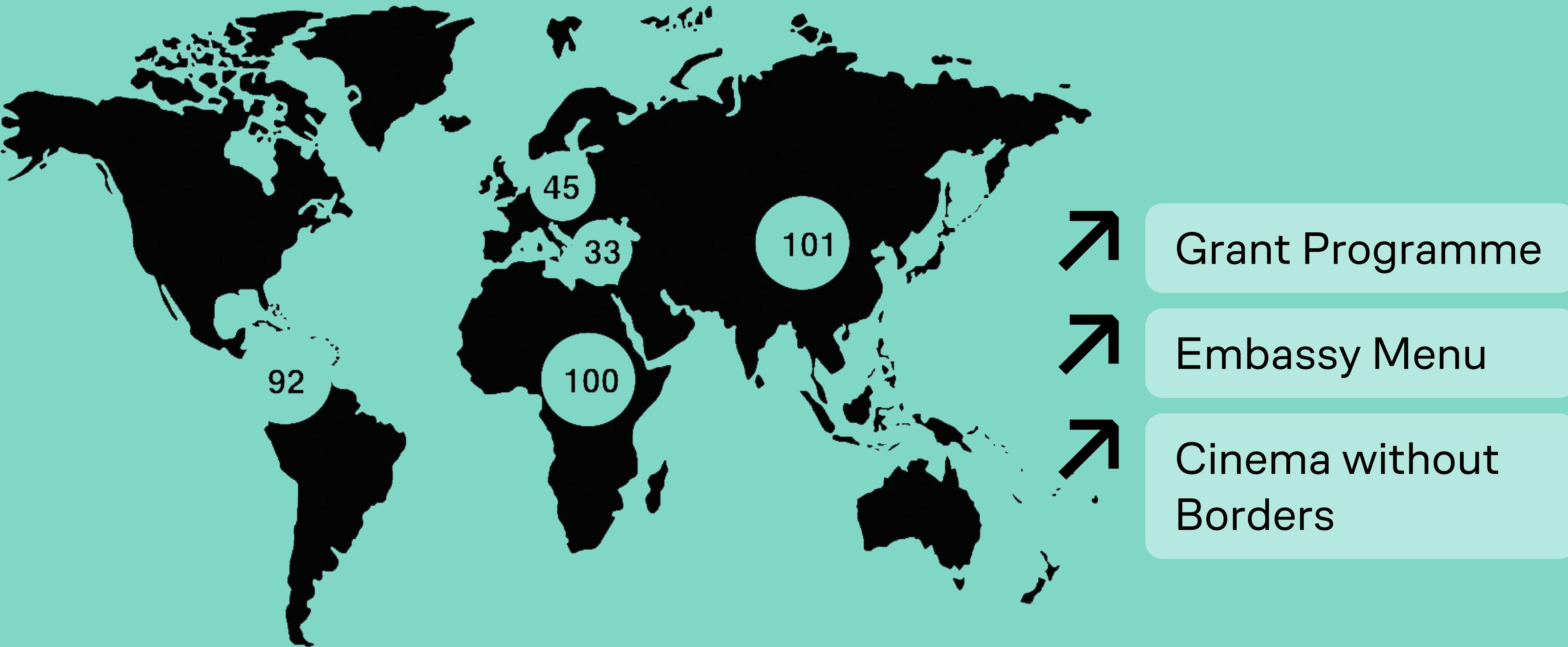
ON TOUR & EVENTS

FESTIVAL

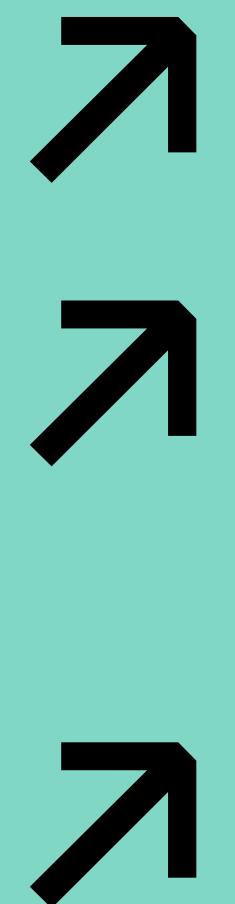


# Movies that Matter

## International Support



# Human Rights Film Network



Established in 2004

50+ independent  
film festivals

Co-founder  
and manager  
of the secretariat



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



**Festival**  
**20-28 March 2026**

**A**

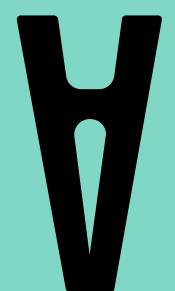
# Movies that Matter

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## 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.**

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# What Makes a Movie Matter?



- 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

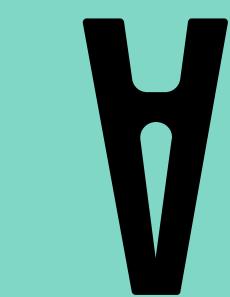
Distributors

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 cinematographic  
language



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# 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

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# 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



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# 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

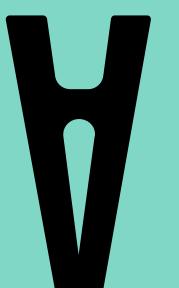
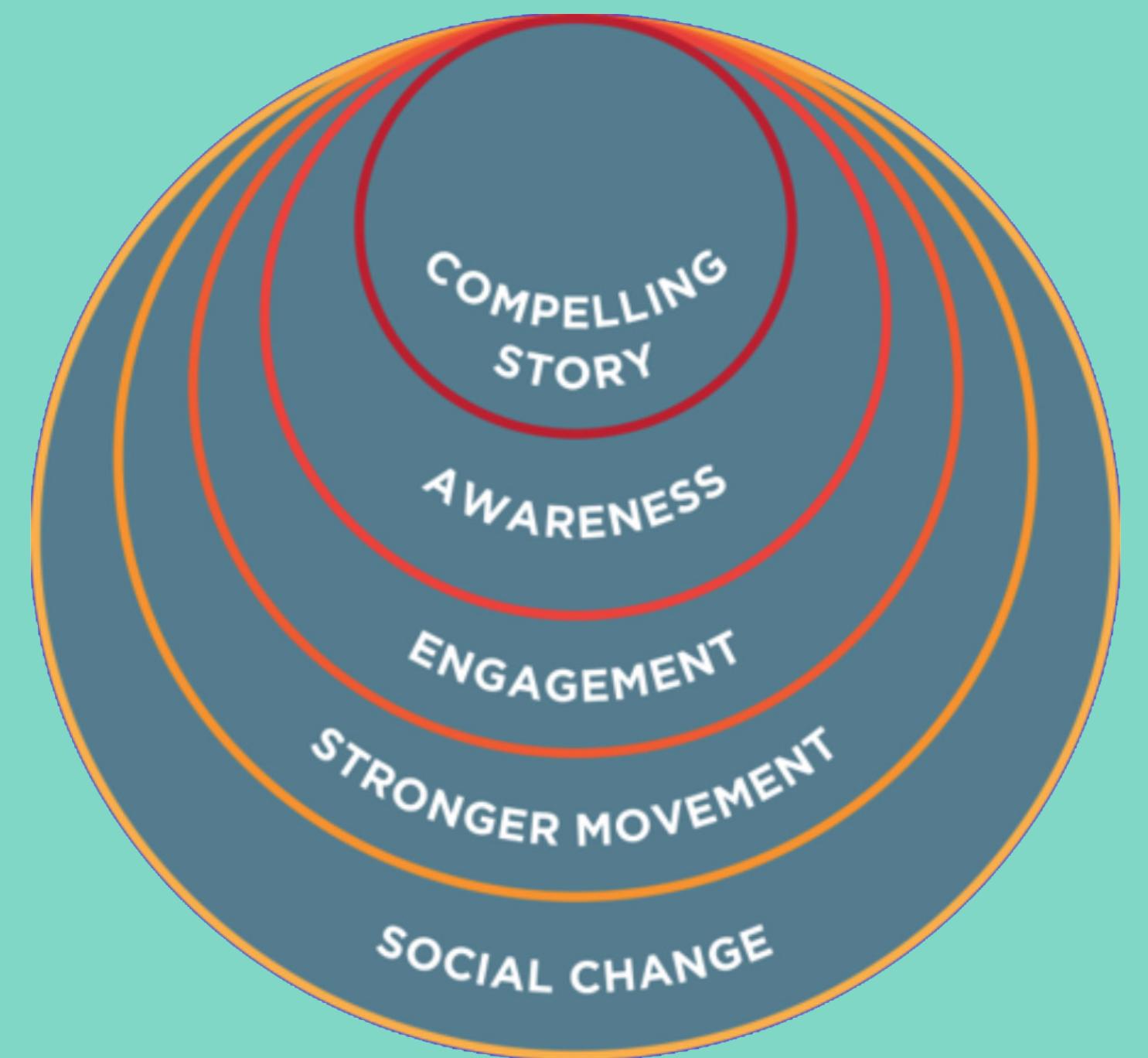
Actively mobilising people to do different not just think different

## 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

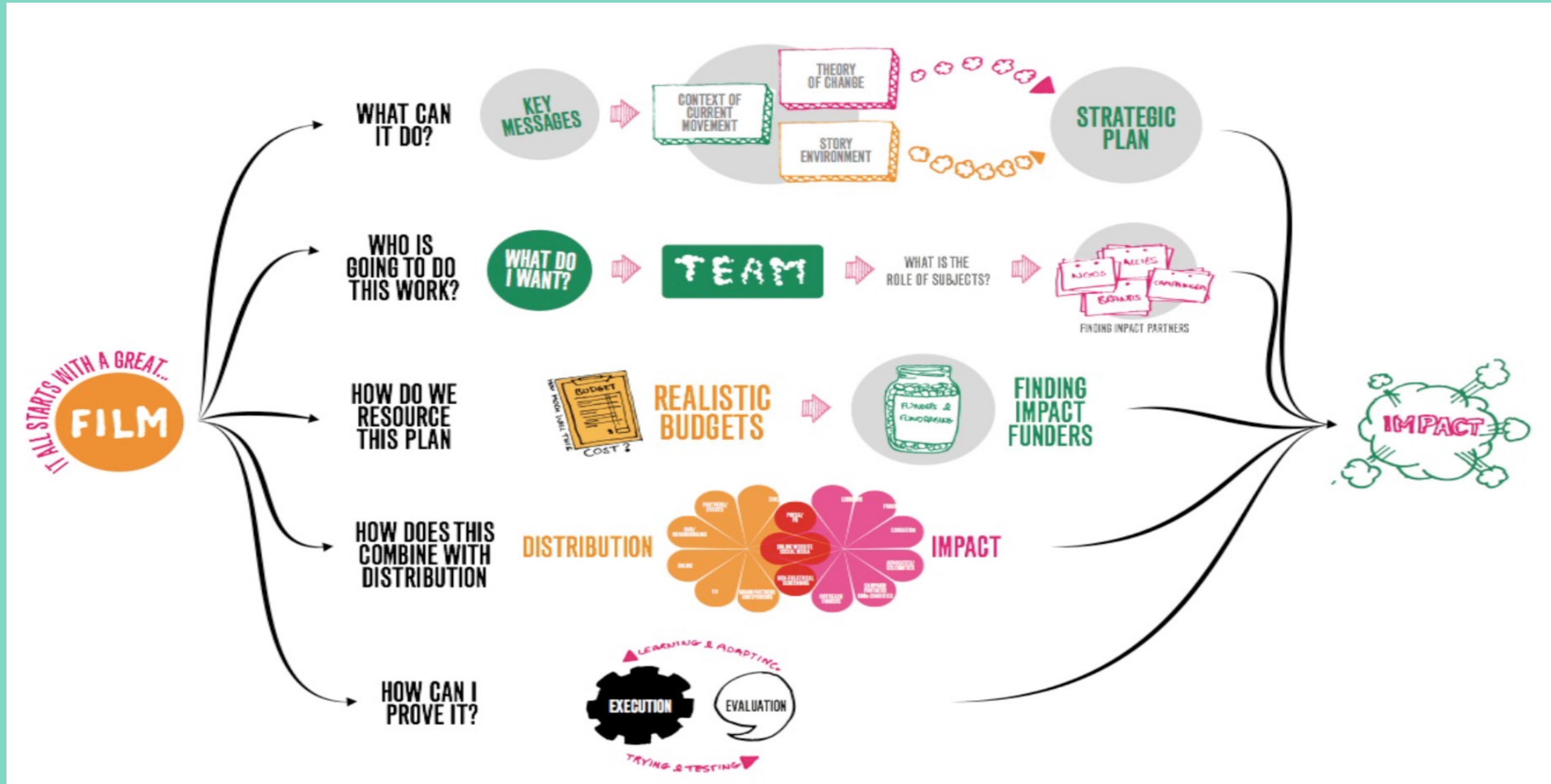
NGOs — Small (Highly Aligned)

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**

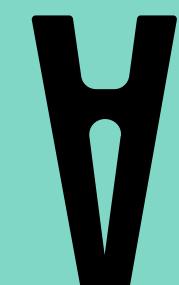
YouTube broadcast of over **113,000** views within 1 week and 5000+ comments.

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](http://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

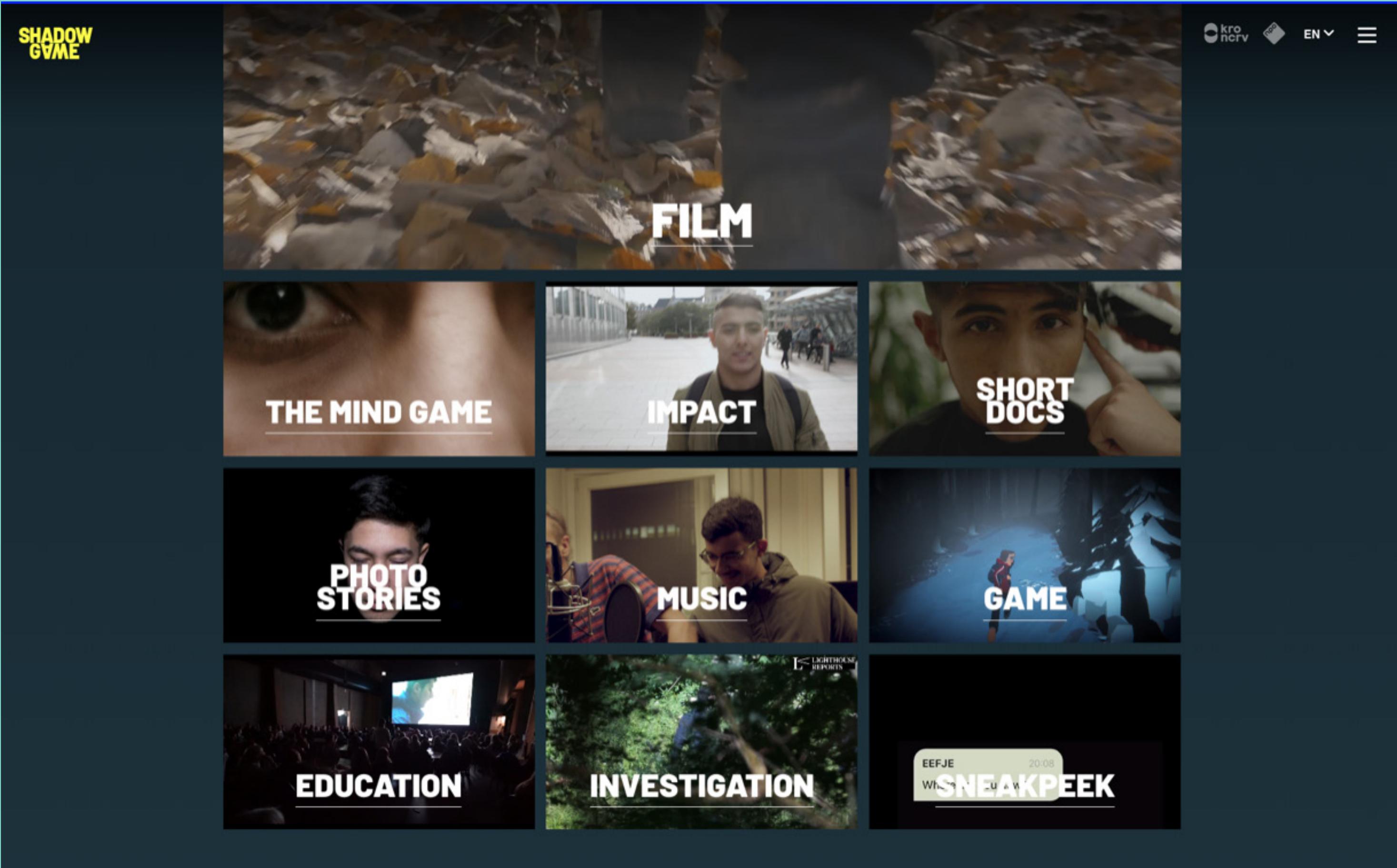
Els van Driel

Laura Verduijn

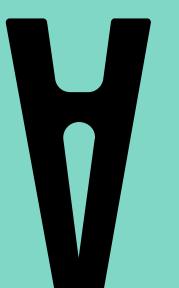
Eefje Blankevoort



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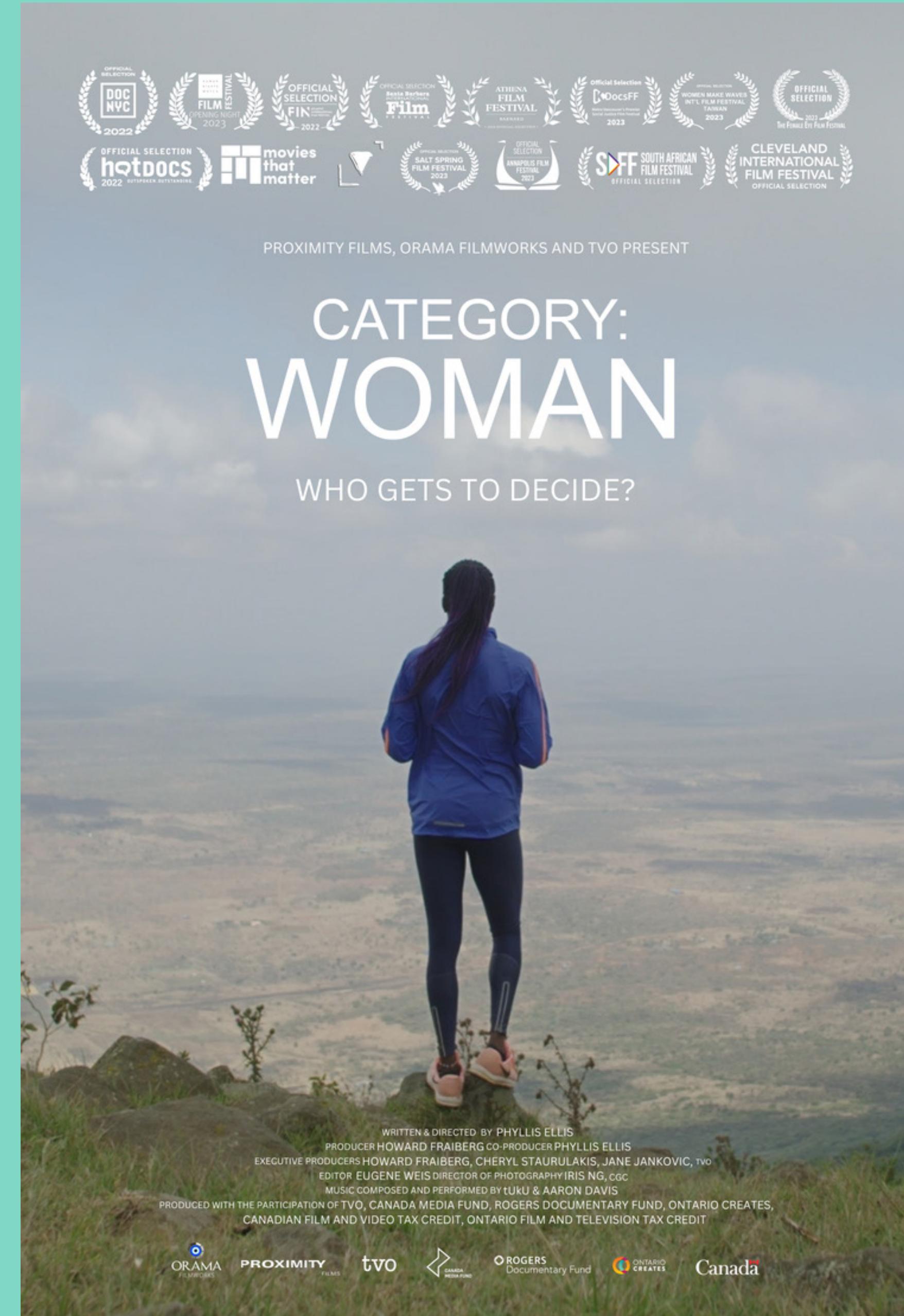
SHADOWGAME.EU



# Category: Woman

Director  
Phyllis Ellis

Impact Production  
Cheryl Staurulakis



W

# Legislation

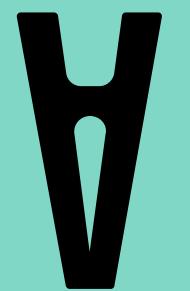
“The lawyers for the March hearing at the European Court of Human Rights Caster Semenya vs World Athletics, requested private screening of *Category: Woman* as research and evidence. There are hearings approaching with international athletes and our film will be part of the package, and utilized and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



CATEGORY WOMAN / VIA X (@CATEGORYWOMAN)

# Events & Screenings

- ↗ Sports & Chance Forum
- ↗ Council of Europe
- ↗ International Olympic Committee
- ↗ NGOs requested screenings

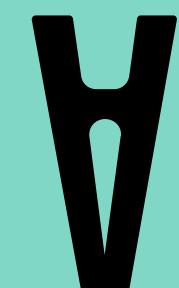


# Lessons learned from the event



EVANGELINE MAKENA. NGONG, KENYA

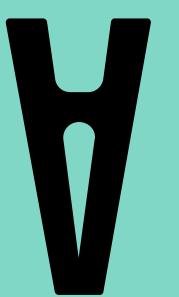
1. Our film is contributing to the international conversation about gender discrimination in sport and we have many opportunities to contribute and impact change.
2. We should charge more for our screenings based on interest and impact, especially if one of us or some of us are participating in talkbacks/Q&A's.
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 human rights, women's rights, athletes rights and LGBTQI 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

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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 craftsmanship and creativity — it always will reach audiences and maybe change a few things in this world for the better.





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# Thanks for joining!

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