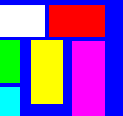
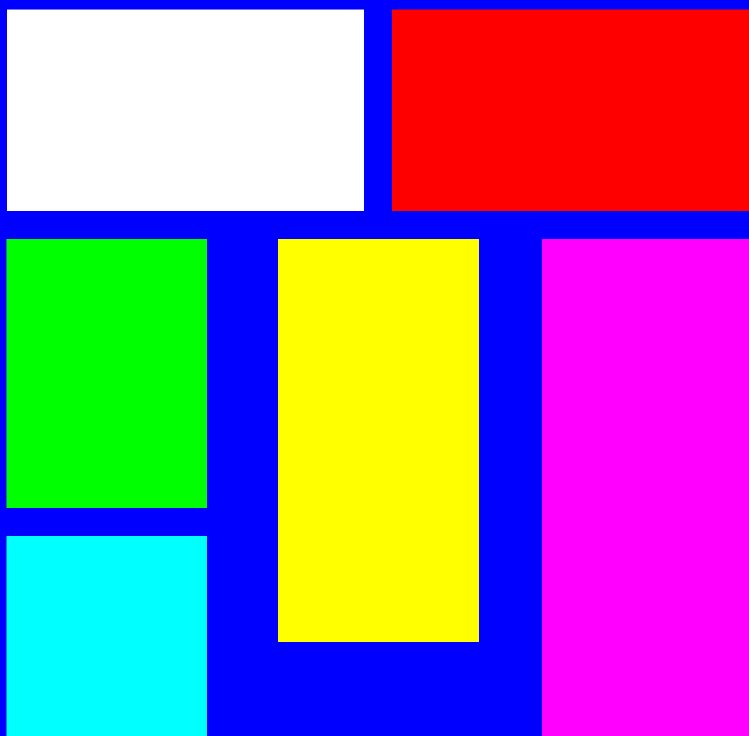


# Movies that Matter: Film and Impact

Margje de Koning

Artistic Director Movies that Matter





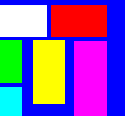
**movies  
that  
matter**

**Education**

**International  
Support**

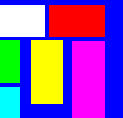
**On Tour &  
Partnerships**

**Festival**

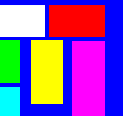




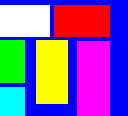
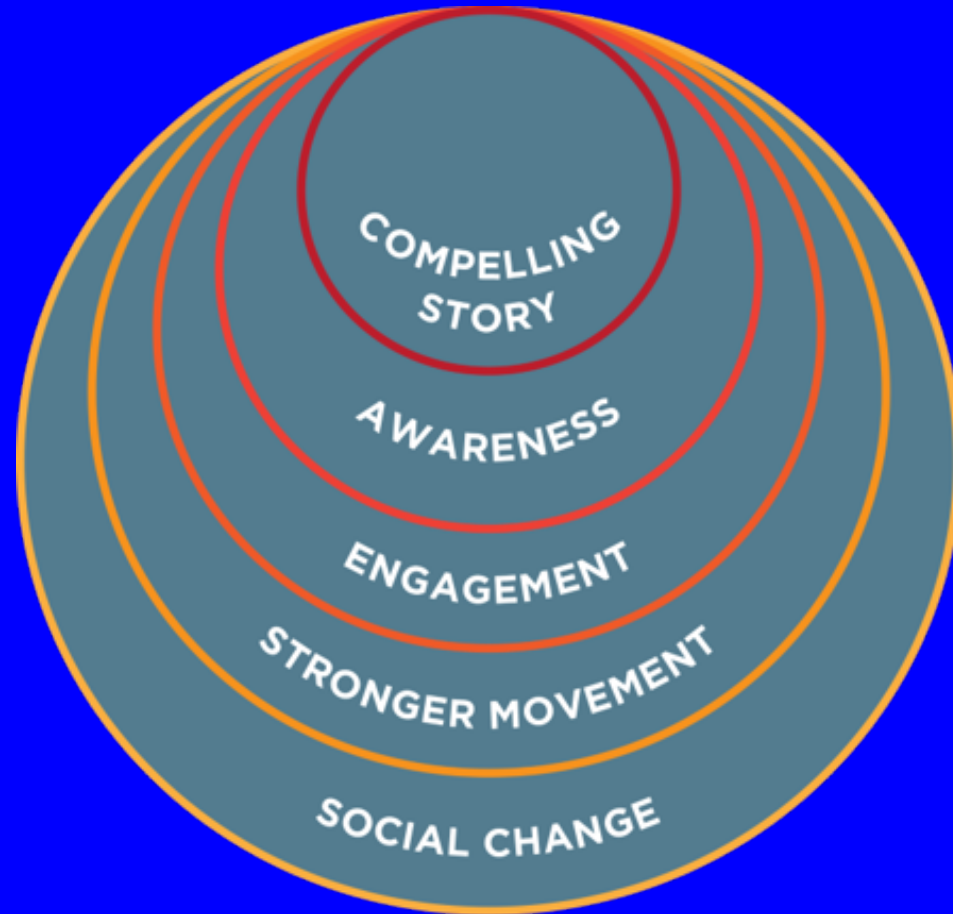
# Creating Social Impact



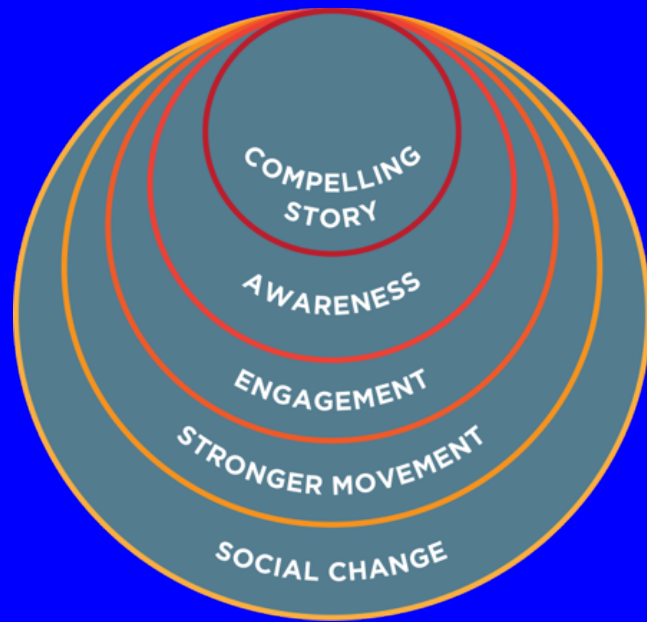
**What is a movie that matters?**  
**Can a movie change the world?**  
**What can be the IMPACT of a movie?**



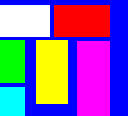
# Fledgling Fund Dimension of Impact



# Impact Dynamics



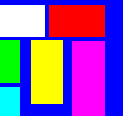
- Changing Minds - building awareness of an issue or shifting how it is perceived
- Changing Behaviours - Actively mobilising people to do different not just think different
- Building Communities - Bringing people together around a cause
- Changing Structures - Influencing law or policy





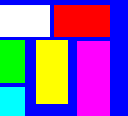
# Research and Mapping the Issue

- 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



IT ALL STARTS WITH A GREAT...  
**FILM**

WHAT CAN  
IT DO?

KEY  
MESSAGES

CONTEXT OF  
CURRENT  
MOVEMENT

THEORY  
OF CHANGE

STORY  
ENVIRONMENT

STRATEGIC  
PLAN

WHO IS  
GOING TO DO  
THIS WORK?

WHAT DO  
I WANT?

TEAM

WHAT IS THE  
ROLE OF SUBJECTS?

NEEDS  
RESOURCES  
CAPABILITIES

FINDING IMPACT PARTNERS

HOW DO WE  
RESOURCE  
THIS PLAN

BUDGET  
COST?

REALISTIC  
BUDGETS

FLAVOURS &  
FUNDING

FINDING  
IMPACT  
FUNDERS

HOW DOES THIS  
COMBINE WITH  
DISTRIBUTION

DISTRIBUTION



IMPACT

HOW CAN I  
PROVE IT?



IMPACT



## CHANGING STRUCTURES: *THE INVISIBLE WAR*

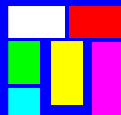
### IMPACT VISION: END RAPE IN THE US MILITARY

#### PRIMARY IMPACT DYNAMIC: CHANGING STRUCTURES

The one politically achievable reform that could dramatically reduce sexual assault was to remove adjudication of these crimes from the chain of command. No bottom-up change would ever be sustainable without this shift.

#### IMPACT PLAN (hypothetical)

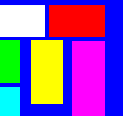
FILM'S MESSAGES	IMPACT GOAL	KEY AGENTS	IMPACT DYNAMIC	IMPACT TASKS
Rape cases are judged from within a chain of command that is part of the cultural problem	Bring in specific legislation to remove adjudication from the chain of command	High level political elites – Pentagon, Joint Chiefs of Staff, President	Changing structures	Get the President, Secretary of Defense and Joint Chiefs of Staff to see the film – ideally attended by filmmakers Build relationships with key leaders (especially Republicans in House of Representatives) to champion cause Use content of film to remove any possible loopholes for avoiding new legislation
Rape is ignored/tacitly accepted in the military	Create a conversation in the military, breaking the silence	Senior military figures at all levels	Changing structures	Ensure film is framed as pro-military Establish film as training tool within the military
There is no public pressure on the issue	Dramatically raise public awareness about the epidemic of Military Sexual Assault (MSA)	Journalists, other media outlets	Changing structures	Achieve mass coverage of issue (not necessarily of film) in all key media channels Develop and maintain personal relationships with key journalists Motivate other journalists to investigate
Survivors have nowhere to turn and lives are often ruined	Build a national community of active survivors	Survivors	Changing structures	Provide impetus for creation of community Facilitate funding for national community



# Softie

Director: Sam Soko

Impact Production: Miriam Ayoo







# SOFTIE



## 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 screening 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

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,

Built an active online community of  
**23,000**

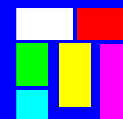
National TV Broadcasts in  
**49**  
countries across Sub-Saharan Africa

**1,034**  
unique visits to the film's website:  
[www.softiethefilm.com](http://www.softiethefilm.com)

Impact Report  
Softie

AN LBX AFRICA FILM IN ASSOCIATION WITH WE ARE NOT THE MACHINE AND EYESTEEL FILM  
PRESENT: SOFTIE. FEATURING: BONIFACE MWANGI & NJERI MWANGI. WRITTEN AND DIRECTED BY: SAM SOKO. EDITOR: MILA AUNG-THWIN. RYAN MULLINS. SAM SOKO.  
CINEMATOGRAPHERS: JOEL 'INGO' NGUI. SAM SOKO. CHRIS RHYS HOWARTH. SOUND DESIGN: CORY RIZOS. MUSIC BY: OLIVIER ALARY & JOHANNES MOLFATTI. LOCATION SOUND: EDWIN AHENDA. BRIAN MUNENE.  
COLLABORERS: HAMED 'ED' ALEALI. SAMANTHA NEBOSCHIZKI. ASSOCIATE PRODUCER: KATIE MCKAY. EXECUTIVE PRODUCER: EDMUND DUFF. PRODUCTION MANAGERS: MATRIDI NYAGAH. LOLA KARISA.  
LINE PRODUCERS: RUTH MUNTIRI. VALERIE SHAMASH. EXECUTIVE PRODUCERS: BOB MOORE. MILA AUNG-THWIN. DANIEL CROSS. SANDRA WHIPHAM. MARJON JAVADI.  
JESS SEARCH. JUSTINE NAGAN. CHRIS WHITE. BRAMWEL IRO. MANDY CHANG. PRODUCED BY: TONI KAMAU. SAM SOKO.

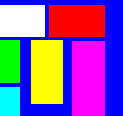
POV Just Films EYE LUMINATE AFRICA hot docs Quebec hot docs first look



# Shadow Game

Directors: Els van Driel, Eefje Blankevoort

Impact Production: Els van Driel, Laura Verduijn,  
Eefje Blankevoort







SHADOW  
GAME

kro  
ncfv



EN



FILM

THE MIND GAME

IMPACT

SHORT  
DOCS

PHOTO  
STORIES

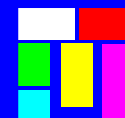
MUSIC

GAME

EDUCATION

INVESTIGATION

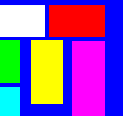
EEF-JE 20:08  
What's new  
SNEAKPEEK



# A Story of Bones

**Directors: Joseph Curran, Dominic Aubrey de Vere**

**Impact Production: Annina Van Neel**





# Serving the *community*

Making African Heritage  
Accessible to All

Impact Report  
A Story of Bones  
by the Tiekie Box Project

	Projects	Details	Outcome
5	Film accessible in English and 5 additional African Diasporic languages	Worked with translators and AI companies on the continent to translate subtitles and discussion guide	Film subtitles available in Swahili, Spanish, Isizulu, Portuguese and French Discussion guide translated to French and Swahili
23	Community Screenings in 20 different countries	23 live Community screenings with panel discussions and QNA	Activists and Dutch Embassy screenings around the world
+500	Activists 'Home' Audience	More than 500 in Activists' audience	With screenings in Albany, Georgia and Swakopmund and Windhoek, Namibia

Impact summary

+60,000  
online  
views

12 Global Partners

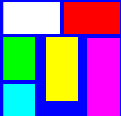
15 African communities engaged

## \*Acknowledgements

The community screenings could not have been made possible without the generous support and contribution of our partners and sponsors  
[www.tiekieboxproject.com](http://www.tiekieboxproject.com)

☀ Contact us

+264813780531  
[Info@tiekieboxproject.com](mailto:Info@tiekieboxproject.com)



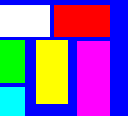
# Creating Impact through Film

- Films as tools or weapons to change & influence opinions
- Impact: grass roots 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

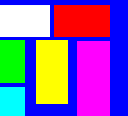


# Impact Statement

The joint effort of film, NGOs, funds and impact-production can create a huge power from grassroot to the highest political bodies.

Film can be your 'tool' to reach your goal.

Film and (your) impact will always reach audiences and maybe change a few things in this world for the better.

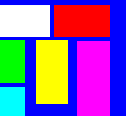


# Take on Film & Impact at MtMF

A stated mission to channel the power of documentary film as a tool for concrete social and policy change.

Over the course of three days, documentary creatives will unite with NGOs, governmental organisations and philanthropists, and other interested parties, to determine the impact strategies that will help effect meaningful change both in societal and policy terms.

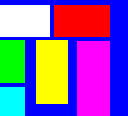
Film has this power to bring us to places where we would never go and discover things we would neither think of nor even know about. And we bring that point of view and that power of storytelling to an already very active ecosystem of different synergies that are working towards the protection and the advancement of human rights.





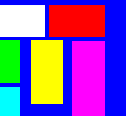
# Find out more

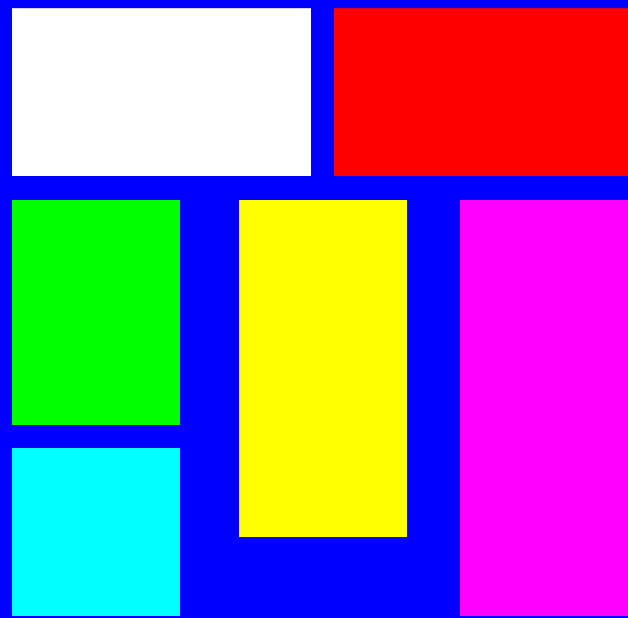
Stay for a deep dive into this years selection of film projects  
working on impact  
17:00 - 17:30



# Thank you for your attention!

m.dekoning@moviesthatmatter.nl  
[www.moviesthatmatter.nl](http://www.moviesthatmatter.nl)





**movies  
that  
matter**

