



**MARCHÉ DU FILM**  
FESTIVAL DE CANNES

PRESS RELEASE

## **NEW IMPACT PROGRAM AT CANNES' MARCHE DU FILM FEATURING MICROSOFT**

PARIS, FRANCE: 07 June 2021 -

**Cannes' Marché du Film** is proud to launch in 2021 its new program, "**impACT**", zooming in on **diversity, inclusion, representation, sustainability, responsible and ethical data use** in the film industry.

Cannes' Marché du Film is thrilled to have the support of **Microsoft** to create the first edition of this key program.

impACT builds a pioneering showcase and platform connecting creativity and social change at the world's leading film festival market. It aims to spark dialogue about the topics shaping today's cinema climate and give industry pros the knowledge and tools to make informed decisions and take action to make changes that will influence the sector in years to come.

Top-tier creatives, experts and visionaries will explore how to drive great impact – both social and economic and how impact drives and shapes entertaining, meaningful creative content. The outcome-oriented program will empower participants on how the ripple effect of impact can change both the future of storytelling and the film industry itself.

This program has been designed by Marché du Film's team in partnership with **Think-Film Impact Production**.

Jerome Paillard, Cannes' Marché du Film Executive Director, said:

*"The Marché du Film is proud to be embracing the importance of social impact throughout our creative industries in an even deeper way."*

Julie Brill, chief privacy officer at Microsoft Corp., said:

*"Future innovations in the film industry will be driven by digital transformation and insightful data analysis. Microsoft is proud to collaborate with Cannes' Marché du Film and Think-Film Impact Production on the importance of privacy and responsible data use in creating the future of cinema."*

Danielle Turkov Wilson, Think-Film Impact Production Founder and Executive Director, said:

*"It is crucial to unlock the impact value in the film industry to advance social issues. We are truly excited to help the film industry realise its impact potential."*

**impACT** is an extension of the Festival de Cannes' and Marché du Film's investment in corporate social responsibility that will dictate how the market and companies operate today and tomorrow.

**impACT** is designed to reflect on the film industry's new reality. Each event will be an opportunity for industry professionals to exchange ideas openly and freely, reflect on the current climate, ask questions, engage in constructive debate and focus on the values aligned with a diverse film industry with content that speaks to all audiences. This transversal initiative will overlap with several of the Marche's existing programs and add new perspective.

**impACT** will examine every stage of the filmmaking process to explore how to incorporate diversity, inclusion, representation and sustainability not only on the screen, but behind the camera in all stages of production.

Running through all the already existing Marché events and programs, **impACT** will offer inspirational speeches, round tables and master classes. The initiative aims to foster more meaningful storytelling and give the industry the insight and tools to achieve equality at different levels of filmmaking from script to screen.

## **Press Contact**

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## Notes

The [Marché du Film](#) is THE annual rendez-vous for professionals across all walks of the global film industry from producers to distributors, buyers, programmers and more. With a team of 300 dedicated staff, the Marché du Film provides the top echelon of the entertainment industry with a forum to conduct business throughout the twelve days of the Festival de Cannes. The event provides business opportunities, reinforces international visibility and puts the industry players in the prime location to discover all of the latest innovations in our rapidly changing industry. It is today the primary gathering place and source of information for more than 12 000 registrants. The Marché du Film is also responsible for cinando.com, the year-round Internet service for professionals, for Producers Network, a program for producers of feature films, as well as Cannes Docs, Cannes NEXT and Cannes XR, meeting places dedicated to documentary films and new models.

[Microsoft](#) (Nasdaq "MSFT" @microsoft) enables digital transformation for the era of an intelligent cloud and an intelligent edge. Its mission is to empower every person and every organization on the planet to achieve more.

[Think-Film Impact Production](#) is a unique European and global social impact company that harnesses the power of visual storytelling to drive forward political and social change. Winner of the 'World in 2050 Innovation Olympics, Artistic Visions Category', Think-Film has a proven track record in bringing compelling stories to people in positions of power, connecting with national, regional and international policy agendas in dynamic new ways and driving forward concrete decisions, commitments and outcomes that bring measurable, lasting change to global situations.

Think-Film impact campaigns have, among other achievements, advocated for Syria peace-building through platforming heroic medical leader Dr. Amani with international human rights prizes (Oscar-nominated "The Cave" National Geographic 2019), accelerated European chemicals protection to a full PFAS ban ("Dark Waters" Participant Media 2020), changed the European conversation on artificial intelligence to a human-centred approach ("iHUMAN" 2019) and removed toxic solvents from Apple's smartphone production ("Complicit" 2015).