



MARCHÉ DU FILM
FESTIVAL DE CANNES

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THE MARCHÉ DU FILM EXPANDS ITS impACT PROGRAM WITH impACT LAB WORKSHOPS

TOP INDUSTRY LEADERS COME TOGETHER TO HELP THE NEXT GENERATION OF PRODUCERS MAKE FILMS WITH AN EMPHASIS ON DIVERSITY, INCLUSION, REPRESENTATION, SUSTAINABILITY AND EQUITY

Paris – 21 April 2022 – The **Marché du Film** is pleased to announce an expansion of its **impACT** program with a brand new series of workshops for the 2022 market: **impACT Lab**.

Launched in 2021, impACT is a transversal program that focuses on diversity, inclusion, representation, sustainability and ethics at every stage of the filmmaking process. The impACT Lab will bring together a small group of producers hand-picked by the Marché du Film's partner institutions for a series of workshops focusing on these themes in order to help the next generation of industry professionals make more impactful films. The impACT Lab was designed specifically to help these emerging producers develop essential skills needed for the ideal positioning of their projects in the global marketplace.

ABOUT THE WORKSHOPS

Each workshop will feature emerging producers from partnering institutions and will focus on a different theme such as the evolution of funding in the current climate, the transition to sustainable production practices, and inclusion in every stage of production from script to screen and beyond, for example: "Creativity & Funding strategies," "The Value of Impact," "Sustainable production practices & certification" and "Tricks & Tips for Surviving Cannes and other events."

The sessions will provide insider tips on how to best approach potential partners and create innovative funding opportunities to give these impactful projects greater scope on an international scale.

The program will mainly feature group sessions that will focus on topics such as sustainable market strategies and the definition of impactful content in the film industry and how it is evolving as time goes by. The goal of the workshops is to help emerging producers master the skills needed to get their impactful projects off the ground and better position co-production projects, all to produce higher quality films and build up a network of sustainable content producers across the globe.

The workshop series will begin with virtual encounters ahead of the festival then continue in person in Cannes to offer professionals an opportunity to exchange ideas, reflect on the current industry climate, engage in constructive debate and focus on the values inherent in a diverse film industry with content that speaks to all audiences.

MEET THIS YEAR'S IMPACT LAB LEADERS

Alessandro Groppiero is the head of international relations of the FVG Audiovisual Fund. Over the past 15 years, he has managed a variety of initiatives such as When East Meets West, Ties That Bind and Re-Act. He is an EAVE graduate and Italian national coordinator, board member of EuroDoc,



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member of the European Film Academy, and in 2021 he joined the team of the Venice Film Critics' Week.

When East Meets West (WEMW) brings together more than 700 film professionals from over 60 countries every year. The program is based on an annual East and West double focus and includes several activities: a pitching forum, a slate market, works in progress sections, a lab for films in editing phase, a showcase of short projects and a series of inspirational labs.

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Tamara Tatishvili is currently Head of MEDICI – The Film Funding Journey and acts as Strategy Lead for European Women's Audiovisual network who combines film funding knowledge with hands-on industry experience. She previously acted as Director of the Georgian National Film Center, leading its full institutional reform and she also served as Director of "Independent Filmmakers' Association - South Caucasus."

EWA Network is a pan-European organization advocating for gender equality in the European audiovisual sector. It acts as an international community that globally connects women audiovisual professionals. At the core of EWA Network's strategy is the fight for gender equality with the approaches of inclusiveness and intersectionality in the European audiovisual industry.

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Ludovica Chiarini has been working as a sustainability manager on film sets for several years, researching and fostering the implementation of sustainable practices, tech and policies among film institutions and the industry. Consolidating her path as project manager for EcoMuvi, she is responsible for the protocol's most recent upgrade and application on various features and audiovisual projects.

EcoMuvi, created in 2013, analyzes all phases of production and works to concretely implement proactive measures of impact reduction for each department and activity. These measures are tailored to each production's needs and logistically carried out with the help of an experienced EcoMuvi manager.

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Danielle Turkov Wilson is the Founder & Executive Director of Think-Film Impact Production. Her creative vision, strategic thinking and passion for social change provide the vital thread for Think-Film's success. Danielle's recent film credits include The Territory (NatGeo 2022), The Scars of Ali Boulala (Sisyfos Film 2021), The Cave (NatGeo 2019), Dark Waters (Participant Media 2019), iHUMAN (UpNorth 2019).

Think-Film Impact Production is a market-leading impact media company working at the cutting-edge intersection of art & policy to bring measurable, lasting change to global situations. Her workshop will focus on embedding impact through the entire production chain to not only attract new markets and audiences, but create a legacy that will endure.

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Ada Solomon has worked on over 70 films such as the Golden Bear winners "Bad Luck Banging" by Radu Jude & "Child's Pose" by Calin Netzer or Maren Ade's Academy Award-nominated "Toni Erdmann." Executive President of EWA Network, Deputy Chairwoman of EFA, EAVE national



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coordinator, ACE Network board member, founding member of the Alliance of Romanian Producers and winner of EFA European Co-production Award – Prix Eurimages.

EAVE is one of the leading producers' training programmes in Europe with a unique network of over 2300 producers. Over the last years, EAVE has been revising their existing training programmes and creating new workshops to continuously strengthen European independent production. With this, EAVE aims to contribute to its sustainability and competitiveness by reinforcing the producer's creative, managerial and financial capacity in order to compete successfully in European and global markets.

ALL ABOUT OUR PARTNER INSTITUTIONS AND THEIR SELECTED PRODUCERS:

The Norwegian Film Institute is a public institution operating under of the Ministry of Culture. NFI is the government's executive body for the film sector and its advisor on film policy issues. In 2019 NFI launched an action plan for inclusion and representativity where the objective is to improve the quality, increase relevance, and strengthen the sustainability of Norwegian films in the future.

Their selection:

1. Renée Hansen Mlodyszewski, True Content Entertainment

Educated at Norwegian National Film School, Renée has worked in the film and television industry for 10 years on productions and has produced several short films. Most recently she worked as a producer for Oslo Pictures, notably on "The worst person in the world" by Joachim Trier.

2. Elisa Fernanda Pirir, Mer Film

Elisa Fernanda Pirir produced her first feature film, "Dive", at the age of 23. After graduating from film school in 2016, Elisa started full-time at Mer Film as a producer. An EAVE Puentes and EAVE graduate, she has among other projects worked as associate producer for Ciro Guerras' "Birds of Passage» (Director's Fortnight in Cannes 2018) Flee by Jonas Poher Rasmussen (Cannes 2020);

3. Khalid Maimouni, The End - Álgu Film

Khalid Maimouni is a distinct voice in the public debate for more representation and inclusion in the Norwegian film industry. An EAVE graduate, Maimouni has worked on documentaries for cinema and television since 2005. He founded the Oslo-based production company The End in 2013. He launched his career as a film producer with Izer Aliu's award-winning feature film debut, Hunting Flies.

German Films Service + Marketing GmbH is the national information and advisory center for the promotion of German films worldwide and the official external representation for German films appointed by the federal government of Germany. The work focuses on increasing the level of awareness of German films abroad by providing information services as well as initiating PR and marketing measures.

1. Alisa Berger, FORTIS FEM FILM

Alisa Berger's diploma film and fiction feature debut The Astronauts' Bodies was nominated for the Max Ophüls Prize and for the FIRST STEPS Award of the Deutschen Filmakademie, and was the recipient of the Best Film Award for New Directors at Int. Film Festival Uruguay and the Screenplay Award of H.W. Geißendörfer. In 2019 Alisa founded the film production company FORTIS FEM FILM.

2. Saralisa Volm, POISON GmbH

Saralisa Volm is a filmmaker, writer and producer. With her company POISON, she produced, among others, the film BEDBUGS (D: Jan Henrik Stahlberg), which was successfully released



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in German cinemas in 2017 as well as her feature film debut THE SILENT FOREST, which premiered at the Berlinale 2022. She is developing the series DRAG (D: Marco Kreuzpaintner) in collaboration with Warner Bros. ITVP

Telefilm Canada is dedicated to the success of Canada's audiovisual industry, fostering access and excellence by delivering programs that support cultural resonance and audience engagement. With a lens of equity, inclusivity and sustainability, Telefilm bolsters dynamic companies and a range of creative talent at home and around the world. With the support of the Indigenous Screen Office and the Black Screen Office.

1. Nyla Innuksuk, Mixtape VR Inc.

Nyla Innuksuk founded Mixtape VR which produces film, VR and AR content. A writer for Marvel Comics, she co-created the character of Snowguard, a superhero from Nunavut, and a member of Marvel's Champions League. In 2020, she was asked by UN Women to represent Canada in discussing the future of emerging technologies in G7 countries. She is an ambassador for the Northern Indigenous Film Fund.

2. Tamar Bird, Sunflower Studios

Tamar Bird's goal as a producer is to help create art that alters perception, opens dialogue for change and gives more power to people deemed powerless. Her most recent work is a two-part short film Marathon and Black Bodies. Black Bodies was awarded the inaugural TIFF Changemaker Award presented by the Shawn Mendes Foundation, took part in Sundance 2021 and won a Canadian Screen Award.

The British Film Institute is the UK's lead organisation for film and the moving image. As a distributor of National Lottery funding and a cultural charity we work with Government and industry to make the UK a creatively exciting and prosperous place to make and enjoy film. Our International Fund supports UK film exports, co-production and cultural exchange, alongside the UK Global Screen Fund which is now in its second year.

1. Chi Thai, Last Conker Limited

Chi Thai is a British Vietnamese independent producer who works across features, documentary, animation & immersive. She has been a Cannes Lions finalist three times, is a BFI Vision awarded producer and Screen Star of Tomorrow

2. Veronica McKenzie, Reel Brit Productions

Starting off in the Story team 'CORONATION STREET, (BAFTA 2004), Veronica completed the Producers Certificate, UCLA (2008), before co-producing 'THE LAST SUPPER' (2011). She directed/produced 'UNDER YOUR NOSE' (2017), 'MONICA LOOSE ON A CRUISE' (2019) and 'NINE NIGHTS', winner of a Pan African Film Festival Director Award (2019). 'PROPER CHARLIE' recently won the JETS Initiative for the UK.



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For more information on impACT:

[impACT \(marchedufilm.com\)](http://impACT.marchedufilm.com)

About Marché du Film - Festival de Cannes

The Marché du Film, the business wing of the Festival de Cannes, welcomes participants from all over the world every year and represents the largest international gathering of professionals in the film industry. As the key stepping stone in the creation, production and distribution of films around the world, the Marché is proud to bring together 12,500 industry professionals (including 3,840 producers, 3,300 buyers and distributors and 1,187 festival programmers) from 121 countries to network, seize opportunities and make deals — all in one unique setting!

www.marchedufilm.com

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