



# Human Rights 75 Film Tour

A joint project by the International Film Festival and Forum for Human Rights (FIFDH)  
and the Office of the United Nations High Commissioner for Human Rights (UN Human Rights)



# FIFDH Genève



## Welcome !

In the name of our entire team here at the FIFDH, we would like to thank you for taking on the challenge of participating in the Human Rights 75 Film Tour. We are very proud to collaborate with UN Human Rights on this project and look forward to sharing films across the world and have them elicit fascinating discussions. To this end, we have prepared this production kit containing all the useful elements for the organisation of your event.

If you have any questions, do not hesitate to contact us at the following address:

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If you want to learn more about what we do at the FIFDH, both over the course of the Festival and during the year, feel free to check our [website](#) and/or follow us on our various social media ([Facebook](#), [Twitter](#) and [Instagram](#)).

*We wish you a successful preparation!*

For 22 years, the FIFDH has been committed to cinema and to respecting human rights. Each year, in the heart of international Geneva and in parallel with the main session of the UN Human Rights Council, the Festival presents films and debates that highlight struggles and denounce violations wherever they may occur.

Placing human rights at the center of discussions has been one of the main missions of the International Film Festival and Forum on Human Rights since its creation in 2003.

***We are convinced that a film, a voice, a story, carried by an individual or a group, can provoke a change of consciousness, arouse new ideas and commitments, leading to social change.***

The FIFDH invites activists, NGOs, professors, diplomats, artists, activists, journalists and the general public to join, exchange and discuss their points of view.

**!! A film can be a catalyst for change, and the FIFDH proves it every year. !!**

Gael García Bernal, 2016





## Why this project?

In 2017, on the occasion of the 70th anniversary of the Universal Declaration of Human Rights, the FIFDH launched its first world tour of films followed by debates. **The Human Rights Film Tour (HRFT)** was organised in collaboration with the Swiss Federal Department of Foreign Affairs and the UN Human Rights.

The tour has visited 60 countries since 2018, including Sri Lanka, Nicaragua, Pakistan, South Sudan, Belarus, Guatemala, Algeria, Bhutan and Madagascar.

### A new tour in 2023-2024

Encouraged by these positive experiences, a new collaboration will begin in 2023-2024 on the occasion of the **75th anniversary of the Universal Declaration of Human Rights**. With the same principle as previous editions of the HRFT, a renewed list of films is proposed to UN Human Rights field presences and UN Information Centers.

Seeing high quality films of the official selection of the FIFDH, asking questions to the filmmakers in person, meeting activists, exchanging and debating, offering concrete solutions... all form an extraordinary basis for the promotion of human rights in the world.



KIGALI, RWANDA

## Planning the film tour

### Key elements

The FIFDH has developed a kit to help with organising film screenings, which can be found in pages 10-14.

This to-do list lays out the steps for the organisation of events, which include the following elements:

- A welcome address by a representative of UN/UN Human Rights
- The screening of a high-quality film from the list of films curated by the FIFDH.
- A public discussion, preferably in the presence of local figures committed to the defense of human rights.
- If possible, a closing reception to encourage networking and project implementation.



TREBINJE, BOSNIA-HERZEGOVINA

## Debates conceived with local organisations

The debate should focus on one of the themes developed by the film and linked to the Universal Declaration of Human Rights. Possible themes include but are not limited to children's rights, women's rights, refugees, migration, death penalty, intolerance, impunity, universal justice.

Ideally, the debate should be co-presented with local NGOs or associations active in the field, in order to provide them with visibility but also to publicise and reinforce their work.

Students from local schools and universities should be actively invited, through promotion of the event and, at best, logistical means. The debate should be led by a journalist active in the country. Wherever possible, the film's director should be involved in the debate, which should be led by a journalist active in the country. Participants and students are encouraged to ask questions.

# Roles and organisation

## FIFDH

- Proposes a selection of international films
- Negotiates and pays for the rental of the print
- Takes care of the transport of the print
- If necessary and if the budget allows, takes care of subtitling the film in the local language
- Sends offices/units a practical guide to organise their screenings
- Checks that the office/unit has all the necessary information
- If possible, puts them in contact with the filmmaker and checks that he or she is available
- Is at the office/unit's disposal in case of problem
- Requests a photo and text report from the office/unit

## UN Human Rights field presences and UN Information Centers

- Picks the most appropriate film
- Rents the screening room and checks the copy
- Produces the flyer for the event based on the model provided by the FIFDH
- Communicates about and promotes the event, including among the youth and students
- Organises a debate including 2-3 people from local civil society, moderated by a local journalist
- If possible, organises an aperitif following the screening
- Send the FIFDH its final report upon completion of the event, including quotes and pictures.



THIMPHU, BHOUTAN



## Human Rights 75 Film Tour objectives

### Connecting local networks

who defend human rights by linking each screening with NGOs active in the field, as well as national human rights defence networks.

### Promoting human rights

and the message of the Universal Declaration of Human Rights and propose discussions, through the network of the OHCHR and their partners.

### Educating and raising awareness among young people

through close collaboration with schools and universities in each country visited by the Tour, giving a voice to young people each step of the way.

**Showcasing the best of cinema** dedicated to human rights defense and promotion, particularly in areas with limited access to such screenings.

### Protecting human rights defenders

who are under pressure or whose lives are threatened, by publicising their work and enabling them to explain their actions.

### Rekindling the Universal Declaration of Human Rights

and show the ways it meets the needs of our time while advancing its promise of freedom, equality and justice for all.

# How to organise your HRFT event

## Step 1: Planning your event

### Choosing a date

The Tour will take place between November 2023 and May 2024.

UN Human Rights Field presences are naturally free to choose their preferred date. It is recommended to take into account school and university holidays, and notably avoid the summertime, during which potential audiences' interest might be reduced.

Before setting the date, we kindly ask you to make your choice in coordination with Agathe Le Vaslot who will ensure that different steps of the Tour are spaced out in order to facilitate their coordination by avoiding congestion and overlaps.

### Choosing a film

You have the opportunity to choose from a selection of high-quality films, all available with English (and French for most of them) subtitles. Subtitles in other languages may be available, or exceptionnally created, subject to budget availability.

A screening link will be made available upon request, for you to watch the film before selecting it (please note that some films may not have a screening link). **For reasons linked to distribution rights, we ask that these links remain strictly private, and that you therefore refrain from sharing them with anyone else.**



KINSHASA, RDC



## Obtaining film rights

Once you have selected the film you wish to screen during your event, please let Agathe Le Vaslot know about your choice by providing the following information:

- Title of chosen film
- Subtitle language (if needed)
- Available screening infrastructure (film theatre or projection space, BluRay, DVD, computer file)
- Contact information of the UN Human Rights person, to include in our exchanges with distributors

The Festival will take care of contacting the distributor in order to obtain screening rights (these are covered by the FIFDH, as well as the delivery charges).

UN Human Rights Field presences are integrated in the exchanges with the distributors, notably for issues regarding receipt and dispatch of the film copy.

Please note that a distributor may refuse to offer the rights for a given territory. We recommend that you also provide a second choice !



DHAKA, BANGLADESH

## Step 2: Promoting your event

### Crafting promotion material

Promotion is essential to the success of your project! Your communication department will know how best to publicize this event. To help you in this task, you will find along with this kit a modifiable flyer, photos of the film as well as logos.

Below are a few criteria for your communication and that of your partners when promoting your event, geared towards ensuring graphic consistency between the various events throughout the Tour:

- Try and limit yourself to a single photo per communication material (ideally a still photo from the film). The image should not be deformed.
- Any communication material (printed or digital) must contain the logo of the FIFDH, and include the following mention: “A travelling event organised by the International Film Festival and Forum on Human Rights (FIFDH) and the United Nations Human Rights”.
- Remember to mention clearly that the event is free and open to the public. If relevant, you may also indicate that the event will be followed by a cocktail.

### Communicating about the event

Make use of your social networks, website and flyer to reach for audiences. Additionally, we suggest you send out a press release about the event. You may also send a few personal invitations to key radio, television or written-press journalists.

Upon contacting event partners (NGOs, associations and panel members) to solicitate their participation, remind them to promote the event within their respective communication channels and social media.

In order to include and raise awareness among young people, we strongly encourage you to contact nearby university and schools to alert them of the existence of the event. Ideally, you could ensure their active participation by arranging transportation for them.

## Step 3: Organising your event

Here, we suggest a structure around which to build your event. It goes without saying that you are entirely free to suggest variations: exhibit, entertainment, or any other original ideas can all be included!

### Welcome

A representative of the Field presences may say a few words of welcome to introduce the event and the Tour, to talk about the work of the UN Human Rights, announce the night’s program and thank the partners. Try and keep it simple (one key message) and brief (3 minutes at the most): attendees are eagerly waiting for the film to begin!

## Screening of the film

**Lights out!** Make sure you have checked the format of the film and the subtitles prior to the event date. To ensure that everything runs smoothly, be sure to systematically call on professionals for any technical and logistical questions. Their experience and expertise will prove invaluable and will considerably offload the people responsible for the organisation of the rest of event.

## Discussion after the film

It's up to you to decide on the topic of the discussion, based on your chosen film, own preferences, the audience and the local realities. Don't hesitate to be incisive!

We recommend that you co-present the event with local NGOs and associations that work in the field. This will allow you to reach a very wide audience and help shed light on their work. Feel free to also include agencies such as other UN organisations, renowned international NGOs, or even Embassies!

Pick charismatic panellists and favour those who need exposure or protection, those who do fieldwork or who possess great expertise on the local reality. Try and find complementary personalities to liven the discussion! For example, you might invite a scholar, a field activist and a NGO representative.

We strongly recommend that you respect parity between men and women on the panel, with at the very least one woman. Be sure to favour young and emerging figures.

We recommend that you limit the number of panellists to two or three people, so that everybody can get a chance to speak.

Don't forget to find an excellent moderator. An active journalist, from radio or television, should prove capable of moderating a lively debate, and could also help you garner coverage by the local media.

## Give the floor to the audience!

Remember to set aside 20 minutes for questions from the audiences, as the discussions they trigger can often be quite lively and riveting! Encourage the moderator to favour questions from young people and students: they are often not assured enough to spontaneously speak in public but often make excellent comments.

## Closing cocktail (optional)

Once the discussion has ended, we encourage you to offer a few drinks alongside a small and simple buffet. This casual end to the event allows for a moment of exchange to share and engage in networking which can prove essential to the success of your event.

## Step 4: Event report

Congratulations! You have succeeded in organizing a wonderful event, opened doors, allowed people to express themselves and spread the word of human rights defence.

We look forward to hearing how it all went and to hear your impressions. This final step will allow us to create an exhaustive report of the Human Rights 75 Film Tour as a whole!

In the days following the event, we would like to receive the following information:

- Name of the event's partner institutions, NGOs and/or associations
- Topic of the discussion
- Number of participants (including audience)
- The event flyer
- What was the most striking part of the event?
- What was your greatest challenge and how were you able to surmount it?
- A memorable quote from a participant
- Would you be interested in organising an event of this sort again? What improvements would you suggest?
- Any coverage from the press and media
- 5 to 10 pictures of the event. Ideally, arrange for a professional photographer to be present! A variety of photos is encouraged: the whole room, close-up of panellists (with information on who they are), casual pictures from the cocktail.

Should you have any questions, do not hesitate to contact us.

*Congratulations and many thanks again for your trust!*



CHISINAU, MOLDAVIE

“*Watching this film, we realise once again the power of words, which can truly restore victims' lives.*”

Mr Hasina Ratsimivony, Head of the Department of Preparation for Reintegration and Re-education at the Ministry of Justice of Madagascar, during a discussion about restaurative justice in March 2023



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