

# NARRATIVE REPORT

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24

## PAN-AFRICAN CLIMATE STORYTELLING DELEGATION ATTENDANCE AT DURBAN FILMMART 2024



THE CLIMATE  
STORY LAB  
SOUTH AFRICA



<https://climatestorylabza.org>

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# PROJECT OVERVIEW

Durban Filmmart (DFM) is the premier annual pan-African finance and co-production market in Africa. It was created by the non-profit Durban FilmMart Institute (DFI) to support partnerships, and to further the development and production of African cinema. UNESCO named DFM 'the continent's best film market' in its 2021 Film Trends in Africa Report.

We therefore believe that it is the place to reach filmmakers, funders, distributors, broadcasters and other stakeholders from the continent and beyond with powerful climate storytelling content; and to inspire them to create and share compelling fiction and documentary films that have the potential to influence perceptions, behaviour and policy related to the climate crisis.

**To this end we brought the first ever climate storytelling delegation to DFM 2024 with support from Doc Society – Climate Story Unit, STEPS, Climate Story Lab South Africa and the UCT Centre for Film and Media Studies.**

DFM 2024 took place in Durban, South Africa from 19 – 22 July. The theme this year was "African Visions Unleashed: From Disruption to Accountability."

The 24-strong climate storytelling delegation came from 6 different countries, South Africa, Kenya, Zimbabwe, Namibia, Senegal and Nigeria. They included filmmakers, broadcasters, distributors, researchers, impact producers and funders.

We hosted 5 events in total: 3 climate-focussed panel discussions; an impact 'hackathon'; a distribution mapping roundtable; and a GIPA social.

"It's shocking how little attention is being given to the biggest threat humanity has ever faced, but we know as activists that this is often because people face many challenges that are more immediate to them. If we can use our artistry and our campaigns to, at the very least, keep people fully informed of what the climate emergency means to them, and at most, get people motivated to organise around climate demands, then we will see some serious movement. It's a thing that artists have done in the past, around vital social matters, we need to be doing it now, on steroids."

Anita Khanna, CSLZA co-director



# ABOUT THE CLIMATE DELEGATION

In a major film industry collaborative effort Climate Story Lab South Africa, Doc Society – Climate Story Unit, STEPS, and the Global Impact Producers Alliance (GIPA) presented the **Climate Focus** at this year’s Durban FilmMart which took place from 19 to 22 July in Durban, South Africa.

The **Climate Focus** included stimulating sessions to seek tangible approaches to communicate the climate-crisis through film with panel discussions, dialogues around potential impact strategies to effect change through film, brainstorming sessions, and networking opportunities for film industry participants creating content related to the climate crisis.

“This climate focus at DFM is part of Climate Story Unit’s commitment to support transformative storytelling that advances a climate just and biodiverse future by storytellers, impact producers, and movement builders. Collectively we can envision, experiment and share how an abundant world for all could look like. DFM provides an opportunity to strengthen partnerships across the information ecosystem on the continent for this work to thrive.”

Emily Wanja, Director of African Programmes at Doc Society – Climate Story Unit



# ABOUT THE CLIMATE DELEGATION

## DFM African Lab Project Showcase

We supported four documentary film projects in development to travel to DFM and take part in the **DFM African Lab Project Showcase**, a series of two hour pitching sessions spread over three mornings of the market. DFM's aim was to provide a showcase for projects in development, particularly those helmed by emerging filmmakers, who had been supported by prominent labs from or working on the content. In addition to Climate Story Lab South Africa projects, films from The East African Screen Collective (EASC), Great Lakes Creative Producers Lab, HOTDOCS Fellows, Filmmakers Collective (IBFC), and the Realness Institute were featured. Filmmakers presented their films to key financiers and festival programmers in an effort to get them on potential supporters' radar and fostering crucial connections between the filmmakers, labs, programmers and funders. DFM made sure there were high level industry representatives in the room for each pitch, including Movies That Matter, the Wickes, HotDocs and IDFA. Miki Redelinghuys and Tiny Mungwe met with the four project teams virtually before DFM and Liani Maasdorp joined them in person at DFM to prepare the filmmakers for their presentations. The quality of their presentations - which were well structured, timed, prepared and included trailers - was so good across the board that the industry representatives commented on this in the showcase and the DFM organisers after the fact.

## Climate focussed panel discussions

Filmmakers and activists discussed the role creatives play in sounding the alarm on the climate crisis, and inspiring effective action, including the building of African climate movements, in the first of 3 panel discussions, titled **Don't Stop Talking About Climate Chaos!** Nasreen Al Amin (Climate Story Lab Lagos), Kudzayi Ngwerume (UMI Fund), Pete Murimi (BBC Africa Eye), Simeon Letoole (Human Rights Activist) and Kumi Naidoo on video (Activist and former Director of Greenpeace) featured with moderators Anita Khanna (Human Rights Media Trust/Uhuru Productions) and Emily Wanja (Doc Society - Climate Story Unit).

"We don't have to be so boring when we talk about the climate crisis. Scientists and journalists focus on our brains. We want to encourage creatives to use art to speak directly to audiences' hearts and souls".

Kumi Naidoo, Activist and former Director of Greenpeace

In the session titled **Partnerships and Pathways to Reach Audiences**, the need for collective focus and political will to effectively address climate change was unpacked and paralleled with how the HIV/AIDS crisis was handled in South Africa. Panellists James Smart (Nation Media Group), Pete Murimi (BBC Africa Eye), Noel Kok (NEWF), Nonto Sibanyoni (Sunshine Cinema), Theresa Hill (STEPS) and Cindy Makandi (Tunga Afrika) and moderator Miki Redelinghuys (Climate Story Lab ZA) addressed how the climate crisis needs a similar collective effort from all sectors including filmmakers through innovative partnerships with funders, broadcasters, and alternative distribution models, decentralised to unlock impactful audience reach.

# ABOUT THE CLIMATE DELEGATION

“Right now it feels like we’re a giant cargo ship bottle-necked in the Suez Canal, and it requires a massive collective action to turn it around. Scientists, Activists and Civil Society are pushing, but we need the political will to bring governance that’s committed to really finding solutions and not just paying lip service to the cause.”

Miki Redelinghuys, CSL co-director

Case studies of successful impact campaigns were discussed in the **Impact Strategy in Action** panel discussion. The aim was to share insights necessary to create effective impact strategies and inspire filmmakers and impact producers with useful models relevant to different audiences and goals. Tiny Mungwe (STEPS) moderated this session which featured Emily Wanja (Thank You For The Rain Impact Producer), Rumbi Katedza (Transactions Director) and Anita Khanna (Temperature Rising Co-Director).

## Distribution mapping roundtable

In the **Who’s Watching Our Films? Alternative Distribution Mapping** roundtable Cindy Makandi of TUNGA Afrika presented a distribution mapping initiative they have started to help film industry professionals unlock existing, new and effective distribution pathways to ensure stories reach the people they are meant for. The goal is to create an open-source model that filmmakers can use to discover viable distribution partners across the continent. The roundtable format encouraged active participation, and everyone left the room inspired and bursting with creative distribution ideas.

## GIPA hackathon & social

Global Impact Producers Alliance coordinator Miriam Ayoo called on impact producers and the audience in the room to devise the foundation for an impact strategy in 45 minutes during the **Impact Hackathon**. Femi Odugbemi, producer of the feature film *The Man Died* (2024), which is based on Wole Soyinka’s prison memoir, showed the film’s trailer and spoke about his vision of using the film to mobilise audience to resist oppression and promote democratic values. Miriam then lead the panel – Emily Wanja (Doc Society), Nasreen Al Amin (Climate Story Lab Lagos), Tiny Mungwe (STEPS) and Liani Maasdorp (Climate Story Lab ZA) – and audience through a high-energy, interactive session that elevate the impact potential of the film.

“I want to say a huge thank you to everyone here for your support and amazing ideas for my project. I am really inspired and excited, and I am grateful for the opportunity to meet you all.”

Femi Odugbemi, Producer: *The Man Died*

Aspiring impact producers and filmmakers interested in impact had an opportunity to connect at a **GIPA social** that followed the hackathon, and brought the delegation’s formal participation in DFM to a close.

# REACH

According to the Durban FilmMart Institute DFM 2024 reached a cumulative audience of 3,778 people from 58 countries, of which 1,460 were delegates, 81 partners and 166 speakers.\*

<b>DFM 2024 RESULTS</b>	<b>58</b> Countries	<b>4</b> Days	<b>3,778</b> Accumulative Audience	<b>1,460</b> Delegates	<b>81</b> Partners	<b>166</b> Speakers & Panelists	<b>30</b> Projects	<b>30</b> Awards	<b>1,481</b> Alumni
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Session in person attendance:

- Don't Stop Talking **53**
- Pathways **80**
- Impact in action **70**
- Hackathon **44**

The Distribution mapping roundtable attracted **23** attendees, including Thandeka Zwana (Indigenous Film Distribution), Yolanda Ncokotwana (National Film and Video Foundation/NFVF), Moustafa (Fespaco), Mohamed Saïd Ouma (Documentary Africa), Shanna Freedman & Rene Weston (Sunshine Cinema), James Smart (The Nation Media Group, Kenya), Kudzayi Ngwerume (UMI) and most of the CSLZA team.

All the panel discussions and the hackathon (not roundtables or socials) were recorded and will be made available by the Durban FilmMart.



\* <https://durbanfilmmart.co.za/>

# REACH

## NETWORK BUILDING

DFM 2024 offered an incredible opportunity for creatives, funders, and other stakeholders from across the continent who work on the climate issue to spend time with each other, learn more about each other's work and strengthen the pan-African climate storytelling and impact distribution network.

This delegation also gave CSLZA the opportunity to add two projects that are part of the STEPS Generation Africa slate of climate-centred films - *Bargny* (Senegal) and *For Those Who Will Inherit The Earth* (Namibia) - to our 'family'; and through collaborating on this it strengthen our bonds with STEPS.

The DFM African Lab Project Showcase introduced us to further climate-focussed projects from the rest of the continent, showed us how many filmmakers are dedicating their time and energy into climate storytelling, and introduced those projects to Kudzayi Ngwerume, who joined our delegation to represent UMI Fund at the event.

During a post event debrief with the DFM organisers the mutual benefit of seeing the work other labs on the continent are doing to develop and support emerging filmmakers was discussed, and it was pointed out how much a project can benefit from support from more than one lab, since different labs support filmmakers at different stages of filmmaking. STEPS Generation Africa and the Great Lakes Creative Producers' Lab support content production, Rough Cut Lab Africa helps filmmakers polish their films in post-production, and Climate Story Lab ZA helps filmmakers develop impact distribution strategies for example. DFM director, Magdealen Reddy, offered to bring representatives from the labs together virtually for a few engagements before DFM 2025 so that we can strengthen connections made at DFM 2024, share resources and keep abreast of each other's work and the projects we are supporting. Establishing a network of pan-African film labs that will hopefully engage regularly and meaningfully with each other is an incredible, unanticipated outcome of our participation. It has been proposed that the next in-person meeting of pan-African film labs is held at Fespaco in February 2025.

## BENEFIT TO FILM PROJECTS

Project creatives got the opportunity to pitch to decision makers from festivals (incl IDFA, HotDocs and Movies That Matter) and funders (including UMI Fund and The Wickers) and meet with potential partners and supporters following their pitches. Every project secured at least one (I actually think they each had min 2) meeting including (let's ask the projects who they met with and what their key take-aways are).



# THE CLIMATE FOCUS AT DFM: LOOKING AHEAD

During a debrief between the DFM and CSL teams on 21 August 2024 the DFM director extended an invitation to continue the climate focus at DFM long term. The DFM team expressed that the climate panel discussions and other sessions hosted by this delegation added immense value to DFM 2024, and that it filled a gap they had been concerned about for a number of years. They commented on the overall quality of our sessions, and how well-prepared our projects' African Lab Showcase presentations were. We were asked for our input on how to improve the African Labs Showcase, and for how to expand and strengthen the climate focus at DFM going forward.

The DFM 2024 climate delegation organising team would like to take a delegation to DFM again in 2025. We believe this market is a fertile space to bring filmmakers, distributors, festivals, markets, broadcasters and streamers from the continent together, and to expose our filmmakers and their projects to stakeholders from the rest of the world.

We believe that it is critical to continue the climate conversation in markets like this on a regular, ongoing basis. Since we are valued at DFM and they are prepared to give us a substantial platform to keep climate on filmmakers and distributors' agendas, we motivate for continuing and even expanding our collaboration with them.

For 2025 we'd like to host a 2 day lab with climate filmmakers before the market starts; to again offer a number of panel discussions on a selection of well curated climate topics; and take a bigger part in the African Lab Showcase. The hackathon was a very popular session, and we could experiment with this model further next year, perhaps hacking more than one of the African Lab Showcase climate projects in a slightly longer session. We'd also like to find ways to be more inclusive of Climate focussed organisations and activists who could offer partnerships and support to Climate focussed creative projects. We recognise that in pursuing impact, it's not just funding but strategic partnerships that can bring value to a project. Miki Redelinghuys therefore proposed to the DFM organisers that they make day passes available for free to climate activists and representatives of organisations that could partner with climate film projects.



# DFMI DAILY PROGRAMME

## THU 18 JULY

**08:30 – 18:00 SAST** | Arrivals, airport transfer to Blue Waters Hotel and Elangeni Hotel

**18:00 SAST** | WELCOME DRINKS | Blue Dolphin Restaurant – Blue Waters Hotel

## FRI 19 JULY

**07:00 – 08:00 SAST** | Yoga | On the grass area directly opposite the Elangeni Hotel, in front of the beach

**09:00 – 10:30 SAST** | African Lab Showcase | Elangeni Hotel – Suite 5

**11:00 – 15:00 SAST** | Pitch and Finance Forum: Documentary | Maharani Hotel – Congella

**15:45 – 16:45 SAST** | Don't Stop Talking About Climate Chaos! | Elangeni Hotel – Suite 5

## SAT 20 JULY

**07:00 – 08:00 SAST** | Yoga | On the grass area directly opposite the Elangeni Hotel, in front of the beach

**09:00 – 10:30 SAST** | African Lab Showcase | Elangeni Hotel – Suite 5 (*Climate Docs presenting today*)

**12:30 – 13:30 SAST** | Partnerships and Pathways to Reach Audiences | Elangeni Hotel – Suite 5

**14:30 – 15:30 SAST** | Durban Does Docs: Empowering Filmmakers – Leveraging Cross-Continental Collaborations | Elangeni Hotel – Suite 5

**20:30 – 22:00 SAST** | DFM Alumni Filmmaker Screening: MOTHER CITY | Suncoast CineCentre

## SUN 21 JULY

**07:00 – 08:00 SAST** | Yoga | On the grass area directly opposite the Elangeni Hotel, in front of the beach

**09:00 – 10:30 SAST** | African Lab Showcase | Elangeni Hotel – Suite 5

**10:45 – 11:45 SAST** | Durban Does Docs: Strategic Leadership in Documentary Organisations | Elangeni Hotel – Suite 5

**14:30 – 15:30 SAST** | Impact Strategy in Action | Elangeni Hotel – Suite 5

**15:45 – 16:45 SAST** | Meet the Festivals | Elangeni Hotel – Suits 1 + 2

**17:00 – 18:00 SAST** | Paid in Full: Social Responsibility of the Film Industry | Elangeni Hotel – Suites 3 + 4

**17:15 – 18:50 SAST** | The Battle of Laikipia Screening | Ster-Kinekor Gateway

**18:30 – 20:30 SAST** | NEFTI All Stars Competition | Maharani Hotel – Congella

## MON 22 JULY

**07:00 – 08:00 SAST** | Yoga | On the grass area directly opposite the Elangeni Hotel, in front of the beach

**11:15 – 12:15 SAST** | Who's watching our films? Alternative Distribution Mapping | North Ilanga at the Elangeni Hotel

**10:30 – 20:25 SAST** | Departures, airport transfer from Blue Lagoon Hotel to King Shaka International Airport (*please check your [flight itineraries](#)*)

**13:15 – 14:15 SAST** | Impact Hackathon | Elangeni Hotel – Suite 5

**14:30 – 15:30 SAST** | GIPA Social | Elangeni Hotel – Suite 5

## TUE 23 JULY

**08:05 – 08:30 SAST** | Departures, airport transfer from Blue Waters Hotel to King Shaka International Airport (*please check your [flight itineraries](#)*)

**Details about the Durban FilmMart (DFM) full programme can be found on their website [here](#).**

**Details about Durban International Film Festival's (DIFF) full programme can be found on their website [here](#).**

# Durban Filmmart 19th - 22nd July 2024

## Climate Storytelling: The crisis and the opportunity

By Climate Story Lab ZA, Doc Society (Climate Story Unit), STEPS & GIPA

Reflecting on **Ben Okri's article Artists must confront the climate crisis – we must write as if these are the last days** - *The Guardian*.

Members of the public are worried.

The world's largest ever survey on the public opinion on climate change by UNDP shows 65% of the people believe that climate change is a global emergency and the majority are calling for a wide range of action from their governments.

Our communities are experiencing first hand, the existential crisis that is climate change. We know it, through droughts, floods, cyclones, hunger, loss of livelihoods and culture. Governments are stretched to capacity by post pandemic economic stressors, rising external debt, political upheavals and a global social economic system that's struggling to adapt to the complexity of the crisis. As a confluence of challenges unfold, Africa is continually portrayed as a victim. We know these types of narratives too well. They do not define who we are.

So what are the stories we must tell to meet this moment? Where must these stories be seen and experienced to shift the narrative? What is our vision of a climate just future? Collectively our work shapes imagination and influences culture. As custodians of public interest media at varying levels, are we doing enough in our storytelling and programming to reflect the struggle, hopes and aspirations of our communities grappling with this crisis?

We have curated four sessions that will unpack climate narratives production, programming and unconventional routes to audiences.

*In collaboration with, Climate Story Lab ZA, Doc Society - Climate Story Unit, STEPS & GIPA*

# DFMI CLIMATE STORYTELLING DETAILED DAILY PROGRAMME

## ARRIVAL DAY

**TITLE:** WELCOME DINNER

**Venue:** Blue Dolphin Restaurant - Blue Waters Hotel

**Date:** 18 July 2024 (Thursday)

**Time:** 18:00 SAST

### Description:

We take great pleasure in inviting you to an intimate welcome gathering at the Blue Dolphin Restaurant. Join our team and delegation as we break bread together before the official 15th Durban FilmMart commences.

This will be a chance for everyone to unwind after their travel day, and a chance to meet everyone before the official DFM program starts. There will be a selection of drinks and soft drinks available as well as a selection of different pizzas. Please join us for what is sure to be a lovely evening of connecting and conversing.



# DFMI CLIMATE STORYTELLING DETAILED DAILY PROGRAMME

## DAY 1: SESSION ONE

**TITLE:** DON'T STOP TALKING ABOUT CLIMATE CHAOS!

**DURATION:** 45 MIN

**Venue:** Elangeni Hotel – Suite 5

**Date:** 19 July 2024 (Friday)

**Time:** 15:45 -16:45 SAST

### **Run of show Link here**

**Description:** At two minutes to midnight, what is the role of creatives in sounding the alarm? The climate crisis is an existential threat that is extremely deadly for our communities on the continent. What timeless power do storytellers have to shift narratives, challenge the status quo and inspire change? Come join us for a soapbox style discussion, led by award winning filmmakers and activists as we take stock of the crisis. We will dare to envision an abundant future seeded in justice through narratives that resonate with our realities and agency.

### **Speakers:**

Nasreen Al Amin – Director Surge Africa & Climate Story Lab Lagos

Kudzayi Ngwerume – Communications & Engagement Manager UMI Fund

Pete Murimi – Development Executive Producer BBC Africa Eye

Simeon Letoole – Human Rights Activist & Protagonist: Battle for Laikipia Film

Kumi Naidoo – Climate Activist and former Director of Greenpeace

### **Moderators:**

Anita Khanna – Director | Producer : Uhuru Productions

Emily Wanja – Director of African Programmes : Doc Society



# DFMI CLIMATE STORYTELLING DETAILED DAILY PROGRAMME

## DAY 2: SESSION TWO

**TITLE:** PARTNERSHIPS & PATHWAYS TO REACH AUDIENCES

**DURATION:** 45 MINS

**Venue:** Elangeni Hotel – Suite 5

**Date:** 20 July 2024 (Saturday)

**Time:** 12:30–13:30 SAST

**Description:** In the early 2000's the world and in particular the African continent was staring down the barrel of the HIV/AIDS pandemic. Miscommunication, denialism and fake news was hampering efforts to tackle the problem, Sound familiar?

It was through the collective will of scientists, activists, political leaders, civil society, innovators and the media that we turned the tide on HIV/AIDS related deaths.

We need to harness the same kind of collective focus and political will to address the climate crisis. Film-makers can only create impactful content with the support of funders and broadcasters who take the threat serious enough to prioritise climate content. This ship cannot turn itself around. We need conscious decisions with regards to programming and we need the funding to support the work. In this interactive discussion, we invite funders, broadcasters, alternative distributors and content creators to share innovative partnerships to reach audiences for impactful climate communication.

### Speakers:

James Smart – Managing Editor, Nation Media Group

Pete Murimi – Development Executive Producer, BBC Africa Eye (Confirmed)

Nonto Sibanyoni – Producer, Sunshine Cinema (Confirmed)

Theresa Hill/Tiny Mungwe – Deputy Director, STEPS

Cindy Makandi – Founder | Director, Tunga Afrika

Noel Kok – NEWF

### Moderators:

Miki Redelinghuys Co-director, Climate Story Lab ZA, Filmmaker



# DFMI CLIMATE STORYTELLING DETAILED DAILY PROGRAMME

## DAY 3: SESSION THREE

**TITLE:** IMPACT STRATEGY IN ACTION

**DURATION:** 45 MINS

**Date:** 21 July 2024 (Sunday)

**Time:** 14:30-15:30 SAST

**Venue:** Elangeni Hotel – Suite 5

Run of show preparation for the speakers: [Check on this link](#)

**Description:** Using three case studies from the continent, this session aims to empower impact producers by providing them with the tools and insights necessary to develop effective impact strategies for their films. Our panel will explore key issues such as identifying target audiences, setting measurable goals, leveraging partnerships, and using media and outreach to maximise impact. By delving into real-world case studies and sharing best practices, we aim to equip you with practical knowledge and innovative approaches to amplify your film's social, cultural, and environmental influence.

### **Speakers:**

Emily Wanja – Thank You For The Rain Impact Producer

Rumbi Katedza – Transactions Director

Anita Khanna – Temperature Rising Co-Director

### **Moderator:**

Tiny Mungwe – Producer, Deputy Director, STEPS



# DFMI CLIMATE STORYTELLING DETAILED DAILY PROGRAMME

## DAY 4: SESSION FOUR

**TITLE:** IMPACT HACKATHON

**DURATION:** 45 MIN.

**Date:** 22 July 2024 (Monday)

**Time:** 13:15 -14:15 SAST

**Venue:** Elangeni Hotel – Suite 5

### Description:

The Global Impact Producers' Alliance (GIPA) and Climate Story Labs invite selected projects to participate in a blitz impact design and idea sharing session with impact strategists from the continent. This promises to be a high energy, interactive and inspirational session that will benefit all attendees, not just the creatives behind the selected projects.

### Impact Producers:

Liani Maasdorp - Co-director, Climate Story Lab ZA

Emily Wanja - Director of African Programmes : Doc Society

Tiny Mungwe - Producer, Deputy Director, STEPS

Nasreen Al Amin - Director Surge Africa & Climate Story Lab Lagos

Femi Odugbemi - Filmmaker & Producer

### Moderator:

Miriam Ayoo - Co-Coordinator, Global Impact Producers Alliance (GIPA)





# DFMI CLIMATE STORYTELLING DETAILED DAILY PROGRAMME

## DAY 4: ADDITIONAL

**TITLE:** WHO'S WATCHING OUR FILMS? ALTERNATIVE DISTRIBUTION MAPPING

**DURATION:** 45 MIN.

**Date:** 22 July 2024 (Monday)

**Time:** 11:15 -12:15 SAST

**Venue:** North Ilanga at the Elangeni Hotel

### Description:

Filmmakers in Africa have a hard time reaching audiences. Traditional distribution models often have challenges connecting our stories with those who need to see them. The industry is riddled with gatekeepers and access to decision makers is limited. What can we do about it?

Our goal is to create an open-source model that filmmakers can use to discover viable distribution partners across the continent. Would you like to be part of this initiative? We will be at this year's DFM and we would like to meet you. We will also share a sample of the mapping we are putting together.

### Moderator:

Cindy Makandi - Founder Tunga Afrika



# DFMI CLIMATE STORYTELLING DETAILED DAILY PROGRAMME

## DAY 4: ADDITIONAL

**TITLE:** GIPA (GLOBAL IMPACT PRODUCERS ALLIANCE) MIXER

**DURATION:** 45 MIN.

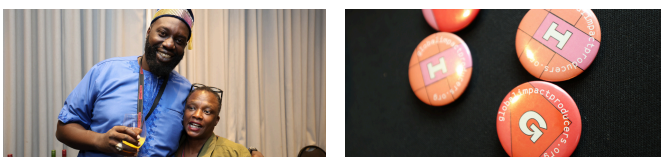
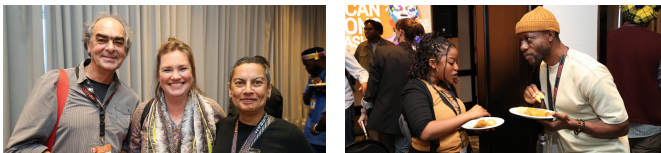
**Date:** 22 July 2024 (Monday)

**Time:** 14:30 - 15:30 sast

**Venue:** Elangeni Hotel – Suite 5

### Description:

Are you someone who uses film and storytelling to contribute to and maximise social change? If so, GIPA is for you! With over 500 hundred members, from over 50 countries, GIPA is an ever-growing community that nurtures the work of the unique, often overlooked, but powerful community of impact producers. Over drinks and bitings, come connect with African based GIPA members, and learn more about how to join this awesome collective.



# ABOUT THE DELEGATION

Biographies of the delegates below can be found [here](#).



**Anita Khanna**  
Temperature Rising  
Co-Director



**Cindy Makandi**  
Director, Tunga Afrika



**James Smart**  
Managing Editor,  
Nation Media Group



**Kudzayi Ngwerume**  
Urban Movement Innovation Fund (UMI Fund)  
Communications & Engagement Manager



**Liani Maasdorp**  
CSLZA  
Co-Director



**Mamadou Hady Dia**  
Producer.



**Mame Woury Thioubou**  
Director



**Miki Redelinghuys**  
CSLZA  
Co-Director & Filmmaker



**Miriam Ayoo**  
GIPA Impact Strategist &  
Cultural Producer



**Nasreen Al Amin**  
Director Surge Africa &  
Climate Story Lab Lagos



**Noel Kok**  
Filmmaker



**Nadine Cloete**  
Filmmaker



**Nontoko Sibanyo |**  
Sunshine Cinema Media  
Coordinator



**Omelga Mthiyane**  
Director & Producer



**Pete Murimi**  
Director & Producer



**Rumbi Katedza**  
Director



**Sara Chitambo-Hatira**  
Filmmaker



**Simeon Ipanisi Letoole**  
Human Rights Activist &  
Protagonist: Battle for Laikipia Film



**Siza Mukwedini**  
Film & New Media (XR)  
Content Producer



**Sophie Haikali**  
Producer



**Theresa Hill**  
STEPS  
Deputy Director



**Tiny Mungwe**  
Producer,  
STEPS Deputy Director



**Emily Wanja**  
Director of African Programmes,  
Doc Society - Climate Story Unit



**Femi Odugbemi**  
Filmmaker & Producer

# 2024 AFRICA LABS SHOWCASE

In its ongoing commitment to advancing African cinema, DFM proudly showcases projects from 10 distinguished film labs: Doc Society, DocA, East Africa Film Collective, FIDADOC, Great Lakes, Hot Docs, IBFC, Impala, Realness, and Yaoundé Film Lab. These labs represent the pinnacle of talent development and innovation across the continent. By featuring these projects, the Durban FilmMart not only highlights the diverse storytelling and creative prowess of African filmmakers but also reinforces its role as a key platform for nurturing and elevating African cinematic voices on the global stage.





## IMVULA

On the 22nd of April 2022, Nomandla Nqakula received a WhatsApp message from her community group that read, "Don't go to sleep. The river is rising. There's more rain on the way. Be ready to evacuate." She was at her home in Quarry Road, situated on the banks of the Palmiet River in Durban. Nomandla, an environmental activist, had partnered with UKZN's School of Environmental and Development Studies to develop early weather warnings. After the floods, as the community rebuilds, this partnership continues. Nomandla is also collaborating with the Centre for Environmental Rights, embarking on a journey to hold accountable those responsible for carbon emissions contributing to the climate crisis.

The 2022 floods are considered the most catastrophic natural disaster yet recorded in KwaZulu-Natal. Nomandla lost everything

during these floods and is now rebuilding her life, believing that resilience is the ability to bounce back. For Nomandla, rebuilding means incorporating climate adaptation as the crisis continues to bear its ugly fruits. She is interested in teaming up with relevant stakeholders to ensure this happens.

The School of Built Environment and Development Studies at the University of KwaZulu-Natal is led by Cathy Sutherland, who works with communities in Quarry Road, Durban, to co-produce knowledge and create climate adaptation strategies. Nomandla worked closely with Prof. Sutherland to develop weather warnings for the community, which led to the timely evacuation during the 2022 floods. Although she lost her property, she was able to evacuate in time with her son.

### DIRECTOR/PRODUCER STATEMENT

The floods of April 2022 affected many people in Durban, and as a filmmaker from this area, I feel a need to tell these stories as we are still grappling with the climate crisis. Nomandla and her community help tell the story of resilience as she addresses the issues they face while taking care of her son.

### DIRECTOR/PRODUCER PROFILE

**Kethiwe Ngcobo** works at the intersection of broadcasting, film and TV production, story development (feature films, TV series, and documentaries), and audio-visual education. She is the founder of Fuzibox Entertainment. She has produced seven drama series, directed and produced six documentaries, and directed a feature documentary. She has also produced another feature documentary and five feature films. Currently, she is focused on developing a slate of feature adaptations. In addition, she serves as a guest lecturer and mentor for various institutions globally and locally.

**Omelga Mthiyane** has directed and produced several documentary films for the South African Broadcasting Corporation (SABC), ETV, BBC World, and Al Jazeera.

### COMPANY DETAILS

Algemo Pictures has produced award-winning documentaries, including *Lefu*, which tackles the issues of burial rites during COVID-19.



Omelga Mthiyane  
DIRECTOR



Kethiwe Ngcobo  
PRODUCER

### PROJECT INFORMATION

**Project Type:** Documentary Feature Length

**Country:** South Africa

**Production Company:** Algemo Pictures

**Running Time:** 90 minutes

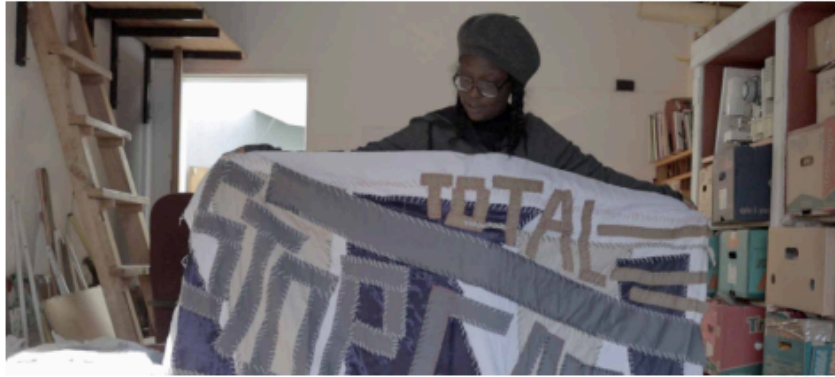
### FINANCING PLAN

**Total Budget:** 163 599 USD

**Finances Committed:** 545 USD

### GOALS AT DFM

- Meet Local And International Decision Makers
- Funding
- Co-Production



## TO THOSE WHO WILL INHERIT THE EARTH

Ina-Maria Shikongo is a Black Namibian female activist and artist who has emerged as a prominent voice in the fight for climate justice and social equity. Born in 1979 in Kalulu, Angola, Ina-Maria's early years were marked by displacement and adversity, as her family actively fought apartheid in Namibia and had to seek refuge. She embodied the spirit of activism from a young age, driven by a deep-seated desire to fight against injustices and advocate for change. Today, Ina-Maria dedicates her life to challenging the exploitation of land and resources by multinational corporations in her home, Namibia. Through her artistry and activism, she amplifies the voices of marginalised communities and tirelessly advocates for a more equitable and sustainable future. Ina-Maria's activism extends beyond local initiatives, as she is actively involved in international climate movements such as Fridays For Future.

The film follows the turbulent life of 42-year-old Ina-Maria, known prominently for fighting against the Namibian government and multinational mining companies to protect the Okavango World Heritage site from fracking. We experience Ina-Maria's life as she navigates threats to her security, food and money shortages, and mental instability. As she balances activism and strives for mental and physical wellness, Ina-Maria embarks on a new project to curate mural art with indigenous women in the Okavango Delta. Through her activism, the film exposes the intricate web of power, capitalism, and exploitation, ultimately questioning the sacrifices Ina-Maria has made as an activist and the value of her struggle. The central conflict revolves around the tension between her desire to protect the environment and her commitment to her family's safety and mental and physical well-being in a relatively wealthy country with great disparity along racial lines.

### DIRECTOR/PRODUCER STATEMENT

This documentary's essence lies in the profound bond with the community we are portraying, centred around Ina-Maria Shikongo and the impact of her activism on her personal life and mental health. Observing Ina-Maria's painful personal journey and the evolution of her advocacy has deeply moved me as a filmmaker; this film is a testament to her inspiring activism.

### DIRECTOR/PRODUCER PROFILE

**Sara Chitambo-Hatira** is an accomplished filmmaker renowned for her expertise in crafting emotionally resonant and authentic narratives. Sara's portfolio includes award-winning productions such as *Intersexions* and *MTV Shuga*, which have garnered critical acclaim for their impactful storytelling and social relevance. Sara has just had the world premiere of her debut feature documentary about mental health in Africa at the New York African Film Festival.



Sara Chitambo-Hatira  
DIRECTOR



Sophie Haikali  
PRODUCER

### PROJECT INFORMATION

**Project Type:** Documentary Feature Length

**Country:** Namibia, Germany

**Production Company:** Joe-Vision

**Running Time:** 52 minutes

### FINANCING PLAN

**Total Budget:** 65 000 USD

**Finances Committed:** 3 000 USD

### GOALS AT DFM

- To find co-production partners and potential collaborators who can help us find additional funding required to produce the film.



## THE CONSERVATIONIST

*The Conservationist* is a feature-length documentary that tells the story of Moreangels Mbizah, a Zimbabwean conservationist who is working to restore the balance between rural communities and nature, so people and wildlife can coexist regardless of farmland development and wilderness areas that need to be preserved. As she works to increase food sustainability within communities, the ever-looming threat of mining companies is growing.

Moreangels is determined to restore the balance between rural communities and nature by promoting coexistence between humans and

wildlife, so farmers can thrive and lions and other wildlife can be protected. However, with human-wildlife interactions on the increase as animals enter villages in search of food and water, retaliatory killings are on the rise. During a year with one of the worst droughts on record, she has to continue to innovate to find new ways to protect the environment.

Told through poetic narration by Moreangels, the film relates a story of a love for a very complicated country that is beautiful on the one hand, but fraught with corruption, economic challenges, and hyperinflation on the other.

### DIRECTOR/PRODUCER STATEMENT

I want to tell this story of innovation in adversity with the beauty and dignity it deserves. It is the story of a complicated love between Moreangels, the communities she works with, the wildlife she protects, and the son she is raising, in the country she is battling to preserve while under threat from climate change and encroachment by corporate entities.

### DIRECTOR/PRODUCER PROFILE

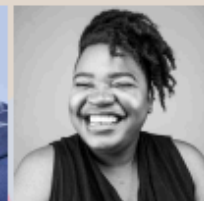
**Rumbi Katedza** is a Harare-based filmmaker and writer who produces independent fiction and documentary content through her production company, Mai Jai Films. Her recent documentary *Transactions* won Best Zimbabwean Documentary at the Zimbabwe International Film Festival, was Runner-Up in the Best African Documentary section at Encounters International Documentary Festival, and was nominated for the German Grimme Prize and for Best Documentary at the African Movie Academy Awards.

### COMPANY DETAILS

Mai Jai Films is a creative boutique production company from Zimbabwe working through collaborative projects and co-productions with partners around the world.



Rumbi Katedza  
DIRECTOR



Siza Mukwedini  
PRODUCER

### PROJECT INFORMATION

**Project Type:** Documentary Feature Length

**Country:** Zimbabwe

**Production Company:** Mai Jai Films

**Running Time:** 72 minutes

### FINANCING PLAN

**Total Budget:** 252 560 USD

**Finances Committed:** 1 900 USD

### GOALS AT DFM

- Access to Funding
- Pitch Development
- Gaining Market Knowledge



## BARGNY

Bargny is located some thirty kilometres from Dakar. Situated on the edge of the ocean, it has a population of around 70,000. Fishing is the main activity for men, while women are involved in the processing of fish products. For some years now, Bargny has been suffering from the fury of the Atlantic Ocean's waves. Periodically, houses are destroyed, cemeteries submerged, and populations are forced to move. Wedged between the sea and the main road, the commune has lived with pollution since the Sococim cement plant was installed in 1948. Over the last few decades, pollution problems linked to the installation of this plant have exploded, and residents are constantly calling for measures to be taken.

Since then, new threats have been added to the people's ordeal. The coal-fired power plant, built by the Senegalese government with financing from a West African bank, didn't last long. After just a few years in operation, it is destined to be shut down as a result of the

actions taken by the people, in particular, the complaint lodged against BOAD. This bank, after declaring the complaint admissible, dispatched investigators to take a look at the situation and draw the consequences. This victory for the people against the state and private investors strengthened the commitment of the associations. Today, other threats hang over Bargny, including the mineral port and the steel plant.

Cheikh Fadel Wade has distinguished himself in the fight against the plant. He was at the forefront of the fight, and today is one of the leading figures in environmental activism. He will be the main character in the film. Climate change is a reality that the African continent is experiencing head-on. And according to some studies, Bargny is particularly threatened. In this small commune on the outskirts of Dakar, Cheikh Fadel fights daily to halt the peril threatening his neighbourhood.

## DIRECTOR/PRODUCER STATEMENT

Bargny is a commune on the outskirts of Dakar, just 30 kilometres from the Senegalese capital, on the shores of the Atlantic Ocean. Seventy thousand souls live in this land of fishermen, market gardeners, and others, in a city lifestyle with a social organisation of neighbourhoods that were villages not so long ago.

## DIRECTOR/PRODUCER PROFILE

**Mame Woury Thioubou** began her career in 2009. Eager to reflect the struggles of Senegalese society, she embarked on the production of her first medium-length film, *Agora Braille*, about the inclusion of the visually impaired in the school system.

**Mamadou Hady Dia** is a young Senegalese producer. With six years of experience as a general manager and production manager in the film industry, he joined Karoninka as a producer in 2020. In 2022, he set up his own production company, Malaka Studiolab, based in Senegal.

## COMPANY DETAILS

Malaka Studiolab is a Senegalese film and audiovisual production company. We develop projects that enrich us, both in terms of the people we work with and the subjects we deal with.



Mame Woury Thioubou  
DIRECTOR

Mamadou Hady Dia  
PRODUCER

## PROJECT INFORMATION

**Project Type:** Documentary Feature Length

**Country:** Sénégal

**Production Company:** Malaka studiolab

**Running Time:** 70 minutes

## FINANCING PLAN

**Total Budget:** 130 107 USD

**Finances Committed:** 31 036 USD

## GOALS AT DFM

- Partners
- Co-Productions
- Distribution



# FILMS AT DFM & DIFF 2024

## Mother City

Miki Redelinghuys & Pearlie Joubert | South Africa | 2024 | 103 min | English | 13 L P V

*Mother City* charts a defiant war against government and property developers in one of the world's most unequal cities. Known as the Mother City, Cape Town lies resplendent between the iconic Table Mountain and the icy Atlantic ocean. In 2016 government sells prime land, earmarked for affordable housing, to a private developer. This careless disregard of the desperate housing needs of Capetonians gave birth to a social justice movement, "Reclaim the City". Through the deeply personal story of activist, Nkosikhona Swartbooi, *Mother City* follows, over 6 years, the David and Goliath battle in a city still disfigured by spatial apartheid. Beautifully observed, the film is a riveting look at the politics of urbanism from a deeply human perspective. In partnership with Durban FilmMart.

Screening

20 July 20:30 Suncoast CineCentre 6

RSVP required [here](#) by Tuesday 16 July

## The Battle of Laikipia

Daphne Matziaraki, Peter Murimi | Kenya, United States, Greece | 2024 | 94Min | Swahili, English, Samburu | 10-12 PG V

For centuries, Kenya's Laikipia region has been a grazing route for Indigenous pastoralist communities. It is also home to white ranchers and conservationists who settled during the British colonial era and stayed after Kenya's independence in 1963. The pastoralists, the ranchers, and conservancies all rely on Laikipia's grasslands to sustain their cattle and the wildlife. Since 2017, they have been filmed as they confront the ravaging effects of climate change. When drought and elections collide, conflict erupts. The filmmakers explore identity, the complicated legacy of British colonialism, and the intersection with climate change at the planet's most fragile moment

Screenings

21 July 17:15 Gateway 9

24 July 19:00 Suncoast 8

More details [here](#).

THE CLIMATE STORY LAB SOUTH AFRICA



<https://climatestorylabza.org>

