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PRESS RELEASE

## Second edition of Lights! Camera! Impact! welcomes leading figures of socially impactful cinema at Venice's The Human Safety Net

→ Fireside Chat with award-winning “Quo Vadis Aida?” filmmaker Jasmila Žbanić and director Stephen Gyllenhaal to kick off two-day program

Venice – The second edition of **Lights! Camera! Impact!**, an evening in celebration of cinema that moves audiences beyond the screen to create real world impact, takes place on **September 2<sup>nd</sup> and 3<sup>rd</sup>** held by **The Human Safety Net at the Procuratie Vecchie** in Saint Mark Square, marking the 81st Venice International Film Festival.

This year's *Lights! Camera! Impact!* is organized as part of Impact Leaders, the international conference of Impact Europe, which brings together 150 leaders at The Home of The Human Safety Net to promote impact investing in Europe. Together with venture philanthropists and creatives, the power of storytelling as a cultural catalyst for leadership, impact and change is explored. Over two days, the Home of The Human Safety Net will host previews, talks, and workshops showcasing new works, case studies and projects in development. Featured speakers of September 2<sup>nd</sup> (from 5.00 p.m.), include award-winning Bosnian filmmaker Jasmila Žbanić (*Quo Vadis Aida?*) and veteran Hollywood director Stephen Gyllenhaal leading the conversations with professionals that include director Yasemin Samderelli (*Samia*), award-winning screenwriter Misan Sagay (*Belle*), and Amy Shepherd of Think Film Impact, who have launched the Impact Award at La Biennale di Venezia. These passionate filmmakers will share how cinema can harness creativity and storytelling to address some of the most pressing social issues of our times.

**Gabriele Galateri di Genola, Chairman of The Human Safety Net**, said: *“The Human Safety Net is proud to promote the second edition of Lights! Camera! Impact!, an event that, starting last year, we have organized with great enthusiasm and passion. We’ll celebrate the work of all those filmmakers and storytellers who have chosen to dedicate their talent and resources to a cinematic narrative that can help generate impact, thereby supporting the work of all those individuals and organizations who are active in the field to build a more just and inclusive world. This point of view is particularly important in our work on the ground as a Foundation because perception influences behaviours and behaviours influence outcomes. Particularly when it comes to sensitive issues such as that of refugee integration, parenting and early child development.”*

**Anadil Hossain, programme curator for Lights! Camera! Impact!** said: *“Being in the heart of Venice during one of the world's most prestigious film festivals is a wonderful way to recognize the power of culture to heal, inspire and drive change. This year The Human Safety Net is partnering with Impact Europe to bring together venture philanthropy leaders and storytellers to find new pathways for collaborating, so it's a unique opportunity at a critical time in the industry.”*

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Programming over the two days will include **"Cultural Shifts: Storytelling Superpower"** dedicated to industry professionals and cinema enthusiasts. The workshop will explore the potential of effective storytelling, investigate possible areas of collaboration, and analyse the challenges and opportunities within the sector. Another highlight will include a session focusing on early childhood development, a central theme in the work of The Human Safety Net. Titled "Planting the Seeds for Generational Impact: The Power of Narratives to Create Cultural and Systemic Change," the forum will explore how organizations working in early childhood, youth development, and education have leveraged the power of media and pop culture through creative initiatives and partnerships. Speakers include two-time Emmy Award-winning producer Scott Cameron (*Sesame Street*), cultural strategist, narrative change agent, and multimedia producer Ishita Srivastava of FrameWorks Institute, Artistic Director Margie de Koning of Movies That Matter and business strategy and brand development expert Christopher Keefe of Impact Guild.

All *Lights! Camera! Impact!* sessions are open to the public with free admission. The event on September 2nd will be in English with simultaneous translation into Italian. Workshop on 3<sup>rd</sup> September is by invitation only.

**For more information on The Human Safety Net, visit: [www.thehumansafetynet.org](http://www.thehumansafetynet.org)**

**For further information or attendance enquiries, please contact:**

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#### **THE HUMAN SAFETY NET**

The Human Safety Net is a global movement of people helping people. Our mission is to unleash the potential of people living in vulnerable contexts to transform the lives of their families and communities. The Human Safety Net's programmes support vulnerable families with young children (ages 0-6) and contribute to the inclusion of refugees in society through employment and entrepreneurship. We do this by joining forces with non-governmental organisations and the private sector in Europe, Asia and South America. The driving force behind The Human Safety Net is a foundation established by Generali in 2017 and active in 26 countries with a network of 77 NGOs and social enterprises as partners. To date, we have reached 490,000 people. The programmes contribute to five of the UN Sustainable Development Goals - SDGs. The programme for Families supports early childhood indicators (SDGs 3 and 4); the programme for Refugees helps to create sustainable jobs and communities (SDGs 8 and 11); and both programmes are based on the principle that significant impact can only be achieved through collaborations between different countries and stakeholders (SDG 17). The Home of The Human Safety Net is located in the heart of Venice, in Piazza San Marco, at the Procuratie Vecchie.

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