



**2012 - 2022**

# **SIMMA**

**A DECADE OF IMPACT**

# A LETTER FROM OUR FOUNDER



Ten years ago, I founded SIMA to champion and distribute the kind of social impact filmmaking that too often remains overlooked, that captures the authentic stories of marginalized communities in such a way that it inspires audiences to take a critical eye and stance against systems of oppression; empowering activism from within local communities. Little did I know then about the ripples of change that a screening can affect; of how local leaders are born through films that spark their imagination and affirm their vision for a better future; about what happens when educators see their students come alive with an idea and a calling to challenge the status quo and stand in solidarity with someone they've just met on the screen. From remote corners of the globe to major capitals of the world, the past ten years have proven that by investing in the ability of activists, educators and leaders to inspire dialogues, to raise questions, and to celebrate our diversity through film, change happens.

Sharing the work of courageous filmmakers and storytellers with lived experience from the front lines of today's global issues is ever more vital in a world where deep fakes and algorithms fuel the echo chambers of our social feeds and enable discrimination, bias and political doctrine to remain dangerously unchallenged. Immunity to doctrine might just be the most important armor we can build up in ourselves and future generations, and the best vehicle we have to subvert and dismantle it is the very same vehicle that reinforces it: film and media. At SIMA, we call "authentic narratives" the antidote to doctrine. The authentic storytelling we champion illuminates the dignity and resilience of people from all walks of life, and stands out in its transparency, integrity and creativity to take audiences on a journey that becomes their own. That journey into cultures and identities is fatal to prejudice and a springboard for media literacy, critical thinking, solidarity and action.

Social impact - it takes a village.

Thank you for a decade of support and partnership to invest in the ability of filmmakers to tell authentic stories, and in the ability of educators, students, organizations and changemakers to harness their transformational power to participate in this global movement called humanity.

Sincerely,

**DANIELA KON LIEBERBERG**  
Founder/CEO

# OUR IMPACT AT A GLANCE

SIMA is a 501(c)3 non-profit impact media agency that started as the first international media competition honoring achievements in the creative, human rights and humanitarian fields.

Today, SIMA's network spans over 2,500 content creators in 196 countries. With more than 86,500 students accessing our education resources, approximately 40 screening events, 30,000+ digital film viewings, and 30+ community action campaigns facilitated per year, SIMA is the most renowned global curator in the social impact space, serving the independent film, the academic and global social justice industries from the grassroots level and up.

Our nexus of filmmakers, activists, film lovers and social innovators, human rights, humanitarian, and education forums across 140 countries are as diverse as the content we celebrate, curate, screen and distribute.

## GLOBAL NETWORK STATS:

**23,000,000+ MEDIA IMPRESSIONS**

**5,000,000+ DIRECT MEDIA REACH**

**196 COUNTRIES**

**102 OUTREACH PARTNERS**

**50 BRAND AMBASSADORS**

**2,500+ FILMMAKERS**

**2,400+ EDUCATORS**

**86,500+ STUDENTS**

**600+ MEDIA ORGANIZATIONS**

# ABOUT SIMA

In 2012, award-winning documentary filmmaker and activist, Daniela Kon, founded SIMA (Social Impact Media Awards) as the first international media competition honoring achievements in the creative, human rights, and humanitarian fields. Over the past decade, the organization has set new standards of integrity and creativity in social impact storytelling by spotlighting outstanding documentaries and VR experiences that defy traditional narratives and challenge the status quo. SIMA amplifies their messages by combining film screenings with high-impact engagement platforms that transform audiences into agents of change.

Today, SIMA is the largest global nexus of social impact filmmakers, academics and activists around the world. SIMA continues to support and champion excellence in social impact filmmaking through the annual awards program as well as through global distribution platforms that maximize the power of media to foster a world that is free from prejudice, discrimination, and oppression.

## 2012

SIMA (social impact media awards) is founded as the first international media competition honoring achievements in the creative, human rights, and humanitarian fields.



SIMA launches SIMA Academy, which quickly becomes a classroom staple and leading name in Global Education.

## 2018

SIMA launches its Fiscal Sponsorship program to support creative impact projects in all stages of production and offer a springboard for artists to advance positive social change.

## 2017

SIMA launches SIMA RAMA, a ground-breaking online film club that pairs award-winning impact cinema with expert panel discussions and bonus features.



## 2022

SIMA partners with VIMEO to launch the SIMA Academy OTT platform and iOS/Android App.

## 2021

SIMA Classroom was selected as a finalist of the EdTech Cool Tool Awards 2021.

SIMA partners with UNESCO-APCEIU to facilitate Teacher Training Programs for Media Information Literacy and Global Citizenship Education.



SIMA introduces the new SIMA Teacher Award.

## 2015

Out of 21,000 projects, SIMA Academy is chosen as GlobalGiving's Project of the Month.



## 2019

Anna Dudich, 2020 SIMA Teacher Award Winner

SIMA Academy lesson plans are officially aligned to the international Baccalaureate® programme.

## 2016



## 2020

# OUR IMPACT

In this section we report the impact of SIMA's work using both qualitative and quantitative data analysis to underscore reach and outcomes. We begin with an assessment of the impact of SIMA's annual awards program, followed by the organization's community cinema and educational distribution programs, as well as SIMA's international fiscal sponsorship program.

## Social Impact Media Awards

The annual juried Social Impact Media Awards (SIMA) honor the best documentaries and XR/Interactive experiences that stand out in their creativity, integrity, and global relevance. Since its inception, SIMA has accepted entries from more than 2,500 filmmakers and media artists with incredible diversity in terms of gender, age, nationality, and language spoken.

**TABLE 1:** SIMA SUBMISSIONS BY GENDER, 10 YEARS

GENDER	% OF SUBMISSIONS
WOMEN	53.3%
MEN	41.8%
NON-BINARY	1.1%

**TABLE 2:** SIMA SUBMISSIONS BY AGE, 10 YEARS

AGE	% OF SUBMISSIONS
18-25	1.9%
26-34	36.3%
35-44	28.4%
45-54	14%
55-64	5.3%
65+	1.2%

From this diverse pool of applicants, SIMA has recognized 155 prized award-winning films over the last decade whose teams represent the most cutting edge global impact storytelling of their time.

In addition to receiving cash prizes and industry accolades, winners are granted distribution via SIMA's year-round distribution channels: SIMA X, SIMA

### BY THE NUMBERS

In ten years, SIMA has received:

**2,832**  
**SUBMISSIONS**

representing

**147 COUNTRIES**  
**104 LANGUAGES**  
**6 CONTINENTS**

To date,  
SIMA has chosen:

**389**  
**FILM FINALISTS**

**273**  
**FILMS**  
**DISTRIBUTED**

**155**  
**AWARD-WINNING**  
**FILMS**

Collection, SIMA RAMA, SIMA Staff Pick, and SIMA Academy. These channels reach communities across 103 countries bringing groundbreaking films to organizations, audiences, educators, and community leaders to ignite dialogue, mobilize support for humanitarian causes, advance human rights education, and empower global community action.



## 2022 SIMA HIGHLIGHTS

### SOFTIE

Kenya  
Best Documentary Feature

### THREE SONGS FOR BENAZIR

Afghanistan  
Best Documentary Short

### WRITING WITH FIRE

India  
Best Director & Cinematography

### INVISIBLE HEROES

Singapore  
Impact Video, Humanitas

### A THOUSAND CUTS

Philippines  
Best Editing

### VIDEO VISIT

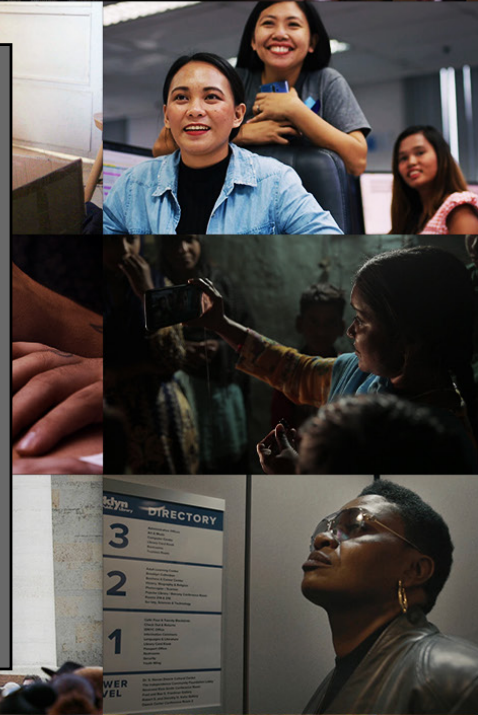
USA  
Impact Video, Innovation

### FROM THE WILD SEA

UK  
Best Sound Design

### A QUIET RIPPLE

Singapore  
XR/Interactive, Immersive Impact



## TESTIMONIALS

“[SIMA films are] visual storytelling that can affect your mind, body, and soul.” – **David Craig, Assistant Professor at USC's Annenberg School for Communications and Journalism**

“SIMA is quickly becoming the gold standard for social impact films, and the genre is quickly becoming our planet's truest form of journalism. The content SIMA draws is jaw dropping.”  
– **Trevor Hall, President of Open Roads**

“Necessary viewing for anyone concerned with international affairs and human rights issues.”  
– **Andrew McGregor, Founder of Tiziano Project**

“Watching these films was like school of the best, most expansive and inspiring kind.”  
– **Patricia Billings, Co-founder of Milet Publishing**

“Abandon the cultural conditioning of the ‘Do-Gooder Industrial Complex’ with each and every SIMA Film.” – **Shawn Humphrey, Professor, Innovator & Development Consultant**



# Community Distribution

SIMA is the most renowned global curator in the social impact space in part because of our numerous community screening and distribution channels.

International organizations at the forefront of 21st Century Education, such as UNESCO-APCEIU, have integrated SIMA film screenings into their programming to celebrate and discuss the current issues of Violence Against Women, Oceans, Youth, Indigenous Rights, Democracy, and Education. Utilizing SIMA films to make professional development trainings more diverse and relevant, our joint community screenings have engaged over 5,000 educators and changemakers.

Our virtual screenings with partners, including Human Rights Watch Los Angeles, Human Rights Watch Chicago, U.N. Women Los Angeles, Downbeat Entertainment, PeaceBoat U.S., Air Amber Singapore, QS-World Merit, Another Way Now, and UNDP, engaged over 25,000 virtual participants.

## **SIMA X**

SIMA X refers to screenings hosted by SIMA Ambassadors and Partners (local advocates and organizations) that bring communities together around social issues and mobilize support for local causes. We facilitate 50+ film screenings across 26 countries a year.

## **SIMA Collection**

SIMA Collection is an online catalog and showcasing platform for SIMA features, shorts, impact videos, and VR/360 available for in-person bookings and virtual screening events via SIMA RAMA.

## **SIMA RAMA**

SIMA RAMA is a virtual cinema platform where filmmakers and organizations can

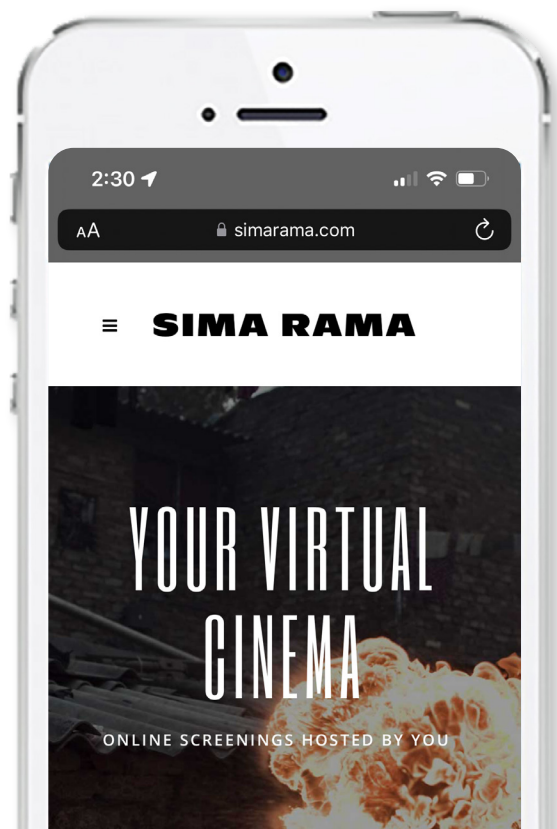
### **BY THE NUMBERS**

**215**  
**FILMS DISTRIBUTED**

**108**  
**SCREENING PARTNERS**

**25,000+**  
**VIRTUAL SCREENING PARTICIPANTS**

**91,000+**  
**FILM & VIDEO VIEWS**



book elegant virtual screening events, fundraisers, or film clubs using their own films, acquired films or SIMA Collection titles. Each screening space is uniquely capable of offering a multitude of rental opportunities and services.

### **SIMA Staff Pick**

Staff Pick is a free monthly online screening of one hand-picked, eye-opening SIMA award winner, typically aligned with the UN Calendar or current political climate, for a global audience free of charge. SIMA Staff Pick's are used to engage over 10,000 community members across 31 countries in conversations around global issues ranging from plastic pollution and indigenous land rights, to homelessness and the war in Afghanistan, to name a few.

### **BY THE NUMBERS**

SIMA Staff Pick  
has engaged

**10,000+**  
**COMMUNITY**  
**MEMBERS**

across

**31**  
**COUNTRIES**





# 2022 COMMUNITY SCREENING HIGHLIGHTS

**The 49 Percent**, a female-led media company using women's storytelling to advocate for sustainable change based in Israel, continued to host a monthly Feminist Film Club with a powerful and unique line-up. In 2022, a global audience enjoyed the films **A THOUSAND GIRLS LIKE ME**, **A FIRST FAREWELL** and **EQUAL PLAYING FIELD**.

**Air Amber**, a social enterprise based in Singapore that works to positively impact communities through impact education, screened SIMA Collection film, **THE JUDGE**, to explore topics of resilience and human connection.

**Human Rights Watch's Film Club** in Los Angeles offers digital film screenings and live discussions to its audience. In 2022, they featured **THE NEW CORPORATION: THE UNFORTUNATELY NECESSARY SEQUEL**, a cry for social justice, democracy, and transformative solutions.

**SIMA Staff Pick** has been bringing impact storytelling to a global audience free of charge, for the love of impact cinema. In 2022, we virtually screened **NOBODY DIES HERE**, a short documentary about the Perma gold mine in Benin; **BEYOND THE PIPELINE**, a film showing the struggle of indigenous peoples for their land and the world's biodiversity; and **GOODWILL DUMPING**, a film showcasing the journey that discarded pieces of clothing make, and what kind of impact this has on local industries. More than 450 people enjoy these eye-opening stories.

This year, purpose-driven organizations such as **LightHouse Studios** and **Formidable Joy** have hosted screenings as fundraising strategies for their respective impact projects.

## TESTIMONIALS

"SIMA RAMA provides the perfect connection between social impact filmmakers and audiences interested in pressing social issues. It is a really intuitive platform with easy access to all the resources required to transform viewers into social agents for change."

– **Jaime Otero Romani, SIMA RAMA Member**

"Most of the speakers were already working on a few environment related projects and this event was a platform to allow youth to network with these people and actually get involved and start actively taking action."

– **Sama El Ford, Hosted Silent River screening in Rabat, Morocco**

"I became a SIMA x Ambassador to raise awareness about issues I care about. Changing the world is easier if you start by changing opinions in your own community."

– **Vuk Višnjic, SIMA Belgrade Ambassador**

"SIMA advances social movements by creating film distribution platforms that serve as catapults for creative projects to inspire change." – **Kristi Manning, SIMA Board Member**

"These are films I might never have seen, stories I might never had heard, and issues I might never have understood had it not been for SIMA." – **Prof. David Craig, USC Annenberg**

# Educational Distribution

## **SIMA Academy**

Launched in 2015 as a fast track to global citizenship education, SIMA Academy (formerly SIMA Classroom) is the “Netflix of global impact education”: an online, global, ever-current, and expansive streaming platform featuring select finalists and winners of the Social Impact Media Awards, distributed for educational purposes.

In addition to providing access to a carefully curated collection of over 200 award-winning short documentaries and Virtual Reality films, SIMA Academy offers learning resources and participatory skill-building lesson plans that are designed in collaboration with leaders in the non-profit, civic engagement, and education fields. Lesson plans focus on media literacy, sustainability, and social entrepreneurship, and align with the GCED + Global Competency Framework, US Common Core Standards, and the International Baccalaureate® (IB).

SIMA Academy’s impact is far reaching. To date, the platform has been used by 2,490 educators, 86,531 students, and 1,044 institutions globally.

## **BY THE NUMBERS**

Since 2015, SIMA Academy has reached

**86,531**  
**STUDENTS**

**2,490**  
**EDUCATORS**

**1,044**  
**EDUCATIONAL FORUMS/  
INSTITUTIONS**

**103**  
**COUNTRIES**



## **Students using SIMA Academy have shown the following characteristics:**

- Greater awareness of international issues
- Greater self awareness and open mindedness
- Heightened critical thinking abilities
- Enhanced communication skills
- Increased openness to collaborate across cultures
- Heightened attentiveness to diversity
- Increased desire to seek out and challenge social injustices
- Increased desire to proactively participate in civic actions

# 2022 SIMA ACADEMY HIGHLIGHTS

This past year was a big one for SIMA Academy which has now debuted with all films streaming in optimum speed and quality via our **new OTT platform**. Now accessible across all devices and including a new recommendation algorithm, instant queue features, and thematic search functions for keywords, subject areas, locations, and more. SIMA Academy is here to serve 21st century literacy, global citizenship education, and cross-cultural teaching with dynamic and engaging 1st class storytelling resources.

In 2022, SIMA renewed the partnership with the Asia-Pacific Center of Education for International Understanding under the auspices of UNESCO to bring back **The SDG Challenge**. We celebrated the courage and changemaking spirit of 30 educators from 6 different countries who unlocked the power of film to take their students beyond school walls, inspiring them to be media and information literate global citizens and active contributors to a more equitable and sustainable world. The second edition of the challenge, engaged over 160 educators from across the globe, called **Advancing Media Information Literacy and Global Citizenship Education Through the Power of Film**. This edition activated over 500 students from middle school, high school and college in Sri Lanka, Canada, Japan, Nigeria, India, Bhutan and the Philippines who designed and implemented 26 youth led advocacy campaigns to advance the 2030 agenda in their schools and communities, engaging over 3,000 individuals.

We celebrate the expansion of our collaboration with **Inspire Citizens**, extraordinary partners spreading the love for SIMA Academy at conferences in Europe and Asia, as well as integrating the platform as a resource to enhance their own work with school partners in areas of humane technology, eco-media, and civic literacy.

## TESTIMONIALS

“My students greet me every class now with the question: Are we learning more about SDGs today?” – **Educator, Nagisa Koen Elementary School, Hiroshima, Japan**

“The inspiring and powerful films introduced by SIMA Academy have reminded us of our roles and responsibilities as global citizens, calling for our actions in solidarity. It is our pleasure to have SIMA Academy as our partner to help our educators to expand their perspectives, to teach global citizenship using media, and to motivate them to take actions as global citizens.”  
– **Dr. Hyun Mook LIM, Director, UNESCO-APCEIU**

“From a teacher’s point of view, I couldn’t have asked for a more engaging process. I’ve never seen a class so motivated and inspired...The conversations about the films and the subjects didn’t stop when they left my classroom. They continued throughout each student’s life and crossed over into other classes. Seeing this impact is absolutely inspiring as an educator. It helped strengthen their studentship skills, broaden their perspectives, enlightened them, and educated them in various subjects. Collaborating with SIMA helped inspire my students to become responsible, global citizens who are now motivated to get involved.”  
– **Educator, New Roads High School, Los Angeles, USA**

“SIMA Films are a powerful tool not only for developing listening and speaking skills and vocabulary but also a great way to develop students’ global competence, empathy and leadership skills.” – **Educator, Taras Shevchenko Himnazia High School, Kropyvnytskyi, Ukraine**

# Fiscal Sponsorship

In 2018, SIMA launched the Fiscal Sponsorship program to support creative impact projects in all stages of production and offer a springboard for independent filmmakers, producers, innovators, and artists actively working to advance positive social change. Open to all international content creators whose projects aim to create positive change in the world, the program supports a wide range of work (e.g., feature films, documentaries, film festivals, health education campaigns, VR experiences, and technology) by allowing participants to seek grants and solicit tax-deductible donations with the oversight and endorsement of SIMA. Since its inception, SIMA's Fiscal Sponsorship Program has received over 120 applications, and supported 65 new projects in 15 different countries.

## BY THE NUMBERS

**\$1,980,790**  
**RAISED TO SUPPORT**

**65**  
**NEW PROJECTS**

**IN BHUTAN, CANADA, CHILE, GERMANY,  
GREECE, HUNGARY, ISRAEL, ITALY,  
RUSSIA, SOUTH KOREA, SPAIN,  
SWEDEN, UNITED KINGDOM,  
THE UNITED STATES, AND URUGUAY**

## 2022 FISCAL SPONSORSHIP HIGHLIGHTS

Recent additions to SIMA's growing fiscal sponsorship community:

- **Blurring The Color Line** follows director Crystal Kwok as she unpacks the history behind her grandmother's family, who were neighborhood grocery store owners in the Black community of August, Georgia during the Jim Crow era.
- **Floating Away** is a heartfelt story about a loss of childhood innocence and love letter to the deep affection and commitment rooted in sibling bonds.
- **The Uraon Culture** is a documentary film about the Uraon tribal culture in Bhutan that is losing its identity with urbanization.
- **ICONIC** explores how the issues of mental health and homelessness are both intrinsically linked and stigmatized in mainstream media. The film examines how easy it is to crumble from the top tier of our society into oblivion, following the story of Rose, an iconic and offbeat beauty industry "celebrity."
- **Futurism: Comparative Genomics** is a four-part animated documentary series about scientists working to solve one of the greatest challenges facing humanity in the twenty-first century: how we age well in the future.
- **Distilled** is a documentary following Asmir Hadzibeganovic, a Bosnian war refugee, who is now an entrepreneur living in Berlin.

# OUR TEAM

DANIELA KON LIEBERBERG | Founder & Executive Director  
VIRGINIA PITTARO | Director Global Partnerships  
ERINN SULLIVAN | Chief Marketing Officer  
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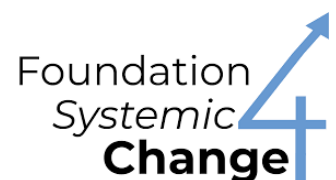
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Educator, Innovator, Development Consultant

**A HEARTFELT  
THANK YOU  
TO SIMA'S  
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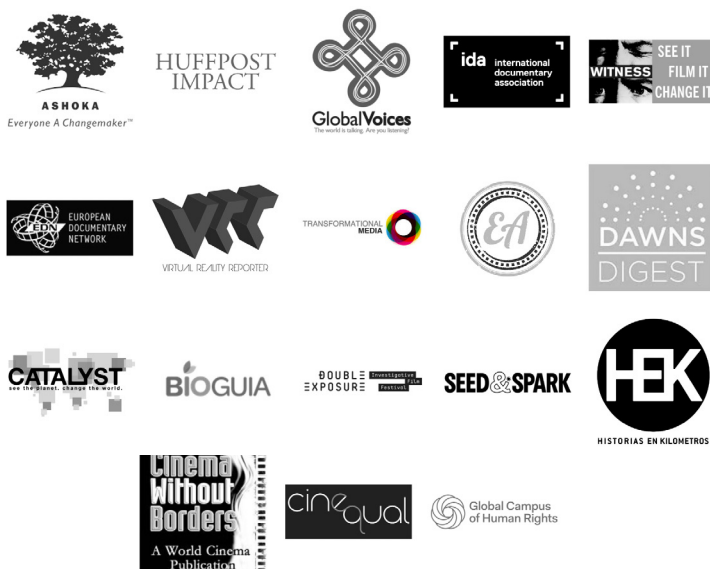


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# NETWORK PARTNERS



# MEDIA PARTNERS



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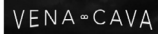
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