

Palestine Film Institute (PFI)

Industry Protocol in Times of Genocide

For 76 years, Israel has terrorized and aggressed Palestinians in their homeland and in refugee camps in neighboring countries. Since 1948, the intention has been ethnic cleansing and occupation of the entirety of the territory, the genocide of the population and destruction of its cultural patrimony.

[The Palestine Film Institute \(PFI\)](#), a non-profit organization based in Brussels that gathers film professionals across the world, believes that culture is a crucial front for resistance against annihilation and for the struggle for liberation. While the PFI is primarily dedicated to the struggle for dignity of the Palestinian people, we also see it as a struggle against imperial, corporatist and extractive fascism. It is not acknowledged enough, but our hearts and minds are also in solidarity with the devastating wars in Sudan, Congo and Myanmar. All these wars involve the same weapons manufacturers, the same world powers, the same disregard for people's aspirations for sovereignty and a life of dignity.

The on-going genocide in Gaza and the West Bank, compels us with the urgency to build a front of international solidarity to create pressure to stop the carnage. Cultural workers and artists from all disciplines can redress the moral compass of elected politicians, institutions, foundations and philanthropists who choose to look the other way or remain silent witnesses to massacres. We believe it is the PFI's mission to inspire and support cultural protagonists in taking actions to end and reverse complacency with the genocide.

Following the ICJ's historic ruling on July 18, 2024, that declared Israel's occupation of Palestine illegal, and Israel guilty of apartheid, the PFI calls on the film industry to respect the international regime of human rights by severing ties with Israeli institutions that are complicit in these crimes.

The points below outline PFI's demands for actions that film institutions and film festivals can implement:

Regarding freedom of speech: Defend the freedom of speech of Palestinian filmmakers and their supporters.

Regarding the protection from censorship and aggression: Provide protection and public defense to those censored, defamed or attacked for their public support for the plight and struggle of the Palestinians.

Regarding support for Palestinian filmmakers: Sponsor delegations of Palestinian filmmakers by extending funding and logistical support.

Regarding severing collaborations and bonds with institutions or individuals complicit with the Israeli state:

Adhere to the [guidelines](#) of the Boycott, Divestment and Sanctions (BDS) as well as the Palestinian Campaign for the Academic and Cultural Boycott of Israel (PACBI).

Regarding ethical funding: Refuse philanthropy and donations from corporations, foundations, funds, institutions or individuals enabling and/or profiting from the occupation and genocide of the Palestinian people.

The points below outline PFI guidance for actions that film and cultural workers can take:

Any and all of the actions listed below can serve to restore justice for the Palestinian people. We recognise that not everyone has the same privilege; therefore we call on each individual to pursue protest, in awareness of their own capacity and safety, and to be the judge of what is possible. This said, we know that collective action is by far the most effective.

Regarding withdrawing and issuing public statements: If you wish to withdraw your film from a festival, it is recommended that the withdrawal is announced publicly and explained. You can request that the festival publish your statement on their website.

Regarding protest during a screening slot: If you accept a festival's invitation, you can use the slot to protest.

Regarding expressing solidarity during the intro speech and/or Q&A: If you accept a festival's invitation, you can use the space of the introduction preceding your screening, or the space of the Q&A following it to express solidarity. Obviously, the same applies to talks, masterclasses, and panels.

Regarding requesting refunds for tickets or a pass: If during the festival you are denigrated, attacked, or aggressed, or a fellow filmmaker suffers harm, you can ask for a refund for tickets or passes purchased by providing an explanation for the request.

Regarding communicating with the festival administration: If you receive a festival's invitation, and regardless of whether you accept it or not, you can urge the administrators and the festival's board to call for a permanent ceasefire.

Regarding coordinated peaceful disruptions: You can denounce a festival's complacency or silence regarding the on-going genocide with organized actions.

We also invite film workers to re-assess the implications of their various affiliations, and implement due diligence when considering collaborating, endorsing or severing ties with them. We encourage you to investigate whether institutions you are affiliated with have contributed to perpetuating the injustice endured by Palestinians, or practiced discrimination against them, or supported Israeli institutions complicit in silencing or justifying the carnage. We encourage you to seek clarity on contractual points that can be punitive against the freedom of expression of solidarity. We encourage you to be transparent in your communications with institutions regarding solidarity with Palestine and in sharing these communications to build collective safety. We encourage you to mobilize other film workers to join the solidarity front and stand in growing numbers in the face of the repression of justice, dignity and freedom.