

**VALUES**

**MISSION**

**VISION**

At FILMFEST HAMBURG, we firmly believe in the unique power of film. Our goal is to create an inspiring and open experience that helps people understand one another better and fosters a sense of togetherness. Respect and empathy are especially important to us. Our values are at the heart of our mission, are reflected in everything we do, and help us realise our shared vision.

RESPONSIBILITY

We stand by what we do and take responsibility for our actions. At the same time, it is important to us to keep learning and improving things step by step, drawing on experience and looking openly towards the future.

We provide an open-minded space that welcomes new ideas, perspectives, and cultures, and we encourage exchange and collaboration across borders.

OPENNESS

# VALUES

Fun and humour are an integral part of our daily work – they are a source of inspiration and creativity.

JOY

TRUST

We are committed to open communication, reliability, and trust, both within our team and in our relationships with our partners. We keep our promises and communicate clearly and transparently.

# MISSION

1

We harness the power of film to reflect on social issues, stimulate debate, and inspire positive change. We advocate **tolerance, equality, diversity**, and social **justice**, and we support films that convey these values.

2

We are open to **new ideas, innovative formats**, and **experimental approaches in film**. We encourage filmmakers to break with convention, embrace new technologies, and be bold in exploring different forms of storytelling and expression.

3

We are committed to making the festival accessible to everyone through **inclusive formats, affordable ticket prices**, and **events held in different parts of the city**. We are dedicated to **sustainability** in all areas of the festival. We aim to minimise our ecological footprint, use resources responsibly and efficiently, and promote environmentally conscious action.

4

Our work is based on **honesty, transparency**, and **loyalty** – both in our collaboration with one another and in our relationships with filmmakers, partners, and audiences. We are reliable partners, offering carefully planned events and professional festival organisation.

5

We maintain **close partnerships** and **collaborations** with other cultural institutions, film festivals, companies, non-profit organisations, and public bodies. In doing so, we strengthen the film industry network, promote cultural exchange, and create synergies to achieve shared goals.

6

We warmly welcome our guests and create a **warm and inviting atmosphere** in which everyone feels valued and respected.

**We believe in the power of film to promote cultural diversity** and bring people from different backgrounds together. Our festival is a platform for films from around the world that present a wide range of perspectives, ways of life, and stories.

We are committed to high artistic quality and present films that stand out through their originality, fresh perspectives, and craftsmanship. Our goal is to showcase the **best of contemporary cinema and support talented filmmakers.**

We foster dialogue and are committed to open and respectful communication. **Filmfest Hamburg is a place of exchange** where creatives, industry professionals, audiences, and the media come together to discuss films, share ideas, and make new connections.

We are dedicated to ensuring that our festival is an **attractive meeting place for film lovers, industry professionals, and creatives from around the world** – distinguished by quality, innovation, and atmosphere.

# VISION