



Initiatives Centre of Cooperation -BATÁ

XIV Social Cinema Screening "LA IMAGEN DEL SUR" (IMAGE OF THE SOUTH)

Call and Bases 2017

www.imagenesdelsur.tv

Presentation

Initiatives Center for Batá Cooperation (CIC BATA) is a non-profit, non-governmental Andalusian organization, generating participatory processes for social transformation in the struggle for inclusion and social justice, sustainable development, defense of human rights and international solidarity.

The Social Cinema Screening LA IMAGEN DEL SUR (THE IMAGE OF THE SOUTH) is a communicative, educational and cultural CIC BATA action that makes it possible to connect some social situations, struggles, cultures and realities of our diverse world, in which the people and their rights, are the protagonists of this project.

"LA IMAGEN DEL SUR" echoing reality, social reports and fighting against injustice, creates spaces for reflection and exchange with groups and social organizations for the rights of peoples, who are involved in projections of various films presented. "LA IMAGEN DEL SUR" is a place of diversity to enjoy good films, for communication and participation.

CIC BATÁ convenes directors of social-themed films to participate in the XIV Social Cinema Screening "LA IMAGEN DEL SUR".

Through this call, we will choose performances to show in the screening of 2017.



1st Base: Sample's Features and objectives

"LA IMAGEN DEL SUR" is distinguished for being an event of non-competitive and organized character format cine-forum, counting on the official presentation of the screening in Andalusia with the presence of professionals in the field of development and production, social organizations and actors in related projections.

Our aims are:

- Present an interesting selection of films (documentary and fiction) about social issues, sampled from the papers submitted to this call. These works should treat any topic related to the promotion of gender equality and social justice, human rights, environment, protection of cultural diversity and alternative and emancipating practices of people.
- Open spaces for debate and reflection on the social, political, economic and cultural offered through selected films, offering the public participant a communication channel with more direct information.
- Link the discussions and disseminations of the screening to collective and public and private organisations in Cordoba, Andalusia, Spain and the world.
- Create and publicise the Film Fund made up of all works that have been selected throughout the history of the Social Cinema Screening "LA IMAGEN DEL SUR" through the website www.imagenesdelsur.tv, with the aims that are known and demanded by social organizations, institutions, media and private entities, acting as a showcase for the films in coordination with their authors.
- Promote a training space each year, for meeting and articulation in which professionals in the field of realisation, production, and social organizations participate in the framework of LA IMAGEN DEL SUR's Cinema Screening.

2nd Base Selection Criteria of those filmmakers and audiovisual works presented

The participation in the selection process may include filmmakers of any nationality whose work (documentary, fiction, animation, etc.) deals with any of the proposed topics in this call, without a limit to the number of works presented by director.



Three sections for the 2017 edition:

Section 1: Social Cinema by topic

All works produced from 2014 to 2017 which have one or more of the following topics would participate in the selection process:

1. Environment and Ecology: environmental and biodiversity protection. New models of development respectful with the environment. The fight against climate change caused by human action.
2. Communication and Citizenship: minorities and social movements. Citizen participation and active citizenship. Exercise and defense of the right to communicate, media access for citizens.
3. Political Struggles and social movements: prominence of organizations and popular movements in political processes, social and economic change. The social struggle for a change of political paradigm that focuses on people, not profit. Participation to promote social change.
4. Food Sovereignty and processes of peasant's empowerment and small producers in food production: poverty reduction, food sovereignty and new models of development based on a fair and equitable management of resources and respect for nature.
5. Human Rights: protection of individual and collective human rights, promotion of non-discrimination.
6. Gender Equity: current models of gender equality building. Gender violence, masculinities. Sexual diversity, gender identity.
7. Indigenous people, rights and culture of indigenous peoples, their cultural identity and the struggle for their territory.
8. Cultural Diversity: promotion and protection of the diversity of cultural expressions in the world. Cultural Hegemony Against Cultural Diversity.
9. New economy, social innovation, other models such as Social and Solidarity Economy, Economy of Common Good, Collaborative Econ



omy (based on values), Circular Economy, Fair Trade, Social Enterprises, Cities in Transition or Decrease.

10. Responsible Tourism: initiatives that promote responsible tourism in various parts of the world. The impacts of current tourism development model.

11. Migration and intercultural relations. Migrant and refugee movements. Racism and xenophobia in response to the placement of people fleeing war, poverty or political persecution. Intercultural and caring societies.

12. Health. Healthy cities. A society based on care.

Section 2 Social Cinema for children and young people

Special importance will be given to those papers presented in this call that are aimed at children and young people, showing some of the topics described in Section 1.

Section 3 Spot on social issues

This section is open to short audiovisual productions (spot with a maximum duration of 2 minutes), in which some of the topics discussed in Section 1 are reflected and claimed, excluding materials self-promotion, marketing or membership recruitment via public and private entities.

3rd Base: Technical specifications

1- Participation in the selection Audiovisual works submitted to the call must meet the technical quality required for display in theaters and adhere to the proposed topics, whether documentary, fiction, animation, etc.

2- The work done in any language or dialect whenever it has subtitles or dubbing in Spanish may be submitted.

3- The works have to be with an equivalent duration as short-medium-length films, feature films will be excluded.



4th Base: Copyright

1. If the work is registered, you must attach a copy of the record. In the absence of registration, the director must complete and sign the form contained in Annex 1.
2. For legal purposes, the event organisation believes that the audiovisual works presented in this call must meet the above legal requirements and is not responsible for counterfeiting, plagiarism, misuse and unauthorized use of foreign material of the person who enrolls.
3. If selected, the author assigns the rights for public screening for the presentation of audiovisual material for the actions and activities under the Social Cinema Screening "LA IMAGEN DEL SUR" in Andalusia. All actions are educational and non-commercial cost for people who attend the screenings.

5th Base: Registration and sending films

1. Registration will be made through the Registration Form available on the website of LA IMAGEN DEL SUR (<http://www.imagenesdelsur.tv/>). It is mandatory to attach, (through the same form online,) the documents required by these rules (Annex 1 or copy of the record of the work if applicable).
2. The films are sent over the Internet using any server that allows provisional discharge of the material for the purpose of viewing by the selection committee.

6th Base: Selection process and resolution

1. The registered materials must satisfy the requirements of the call, and have successfully completed the registration form and the appendixes to the website.
2. After the XIV edition technical team checks that the requested documents have been completed correctly and that all required information has been provided, they will notify via the email provided in the record that the registration becomes effective.
3. The selection committee includes specialists in cinema and audiovisual communication, education agents and development cooperation, representatives of social organisations.



4. The selection committee shall elect a spokesperson responsible for writing, publication and dissemination of selected films. The ruling is final.

5. The list of selected audiovisuals will be published in the first half of September 2017 in the www.imagenesdelsur.tv website and on the website of CIC Batá www.cicbata.org

6. The selection of the films will be notified by e-mail in the first half of September. In the same period, the event invitation to those designated by the organization of the sample will be notified.

7. Audiovisual materials that are not selected for LA IMAGEN DEL SUR can be published on the website of the programme "IMÁGENES DEL SUR" as long as the director or the director's authorization in writing appears in the FILMOTECA of the web.

Base 7th Place and Date of XIV Social Cinema Screening "LA IMAGEN DEL SUR"

It will be held between 15 October and 15 November 2017 in Córdoba, Andalusia and elsewhere.

Base 8th Deadline for receipt of materials

The deadline for receipt of films will be July 1st, 2017 (the date of posting of audiovisual works to the corresponding server will be respected).

9th Base: Material that should be sent by the director if selected

The selected filmmakers undertake the sending of a DVD navigation project or a copy of the original master of their film (in any storage format) to the central office of the Social Cinema Screening in Spain, before the September 30th, 2017. Shipping costs are paid for by the organisation of the event.



DELIVERY PLACES

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Further publication of the bases will be announced by other partners in various countries for dissemination and information about SUR IMAGE.

Córdoba (Spain), May 2nd, 2017

The Organizing Committee of the XIV Social Cinema Screening - "LA IMAGEN DEL SUR"