

# ONE WORLD ROMANIA 2010

17 – 22 martie 2010

– Final Report –

One World Romania, the documentary film festival on human rights successfully closed its third edition. This year, the festival was organized by the One World Romania Association and Czech Centre with the support of volunteers. The festival is a continued effort to raise awareness of broadly defined human rights issues.

**ORGANIZERS:** One World Romania Association & Czech Centre Bucharest

**UNDER THE AUSPICES:** Václav Havel, the former President of the Czech Republic

**MAIN PARTNERS:** Rule of Law Program South East Europe of the Konrad-Adenauer-Stiftung and Pilsner Urquell

**PARTNERS:** One World International Human Rights Documentary Film Festival, Embassy of the Czech Republic, The National Council for Combating Discrimination, Romanian National Film Archive, The New Romanian Film Cinema, Romanian Athenaeum, Sony

**WITH THE SUPPORT OF:** French Institute, Austrian Cultural Forum, Goethe-Institute, British Council, Embassy of Israel, Cervantes Institute, The Embassy of The Kingdom of the Netherlands, Polish Institute, American Cultural Center, Romanian Cultural Institute, Italian Cultural Institute Vito Grasso, Embassy of Sweden, Civil Society Development Foundation, The UN Information Centre in Bucharest, Freedom House, The New Romanian Film Cinema (cultural project of the Romanian Peasant Museum) DocuMentor, Athénée Palace Hilton, Kotki, Reea, ESTE'N'EST

**MEDIA PARTNERS:** TVR1, TVR Cultural, Radio Guerrilla, Observatorul Cultural, B24FUN, Think Outside the Box & Hotnews, Zoom TV, Oops Media, Cocor Media Channel, cinemagia.ro, metropotam.ro, port.ro, linternet.ro, feeder.ro, alternativ.ro, cinemarx.ro, hipmag.ro

**VENUES:** Eforie Cinema, Union Eforie, Elvira Popescu Cinema, The New Romanian Film Cinema (cultural project of the Romanian Peasant Museum)

During the 6 days of the festival we screened 32 documentaries in 4 Bucharest cinemas **New Romanian Film Cinema (MTR)** - the special thematic evenings, **Elvira Popescu, Union** and **Eforie**. Each screening was introduced and followed by a discussion with the public, moderated by international or Romanian guests/specialists.

## SECTIONS

**Global workers** - The private stories observed step by step by documentary makers, either unravel quietly and with subtlety the unknown faces of poverty, suffering and humiliation, or become an important part of their own personal biographies.

**David vs. Goliath** - Major difference of chance and powder, caught in impossible battles with victories that hardly stand a chance, are the centerpieces of these documentaries.

**Square Circles** - The past of the ones that found themselves in out of the ordinary situation don't just automatically make them fairytale heroes. But what some people call fatality, and other God's will, can throw them into a never-ending story, where the truth is once again caught in the middle.

**Training our Memory** - The history of the last 100 years is probably one of the most controversial, consistent and stressed periods. But since historical truth is still painted in many political colors, is the collective or individual memory that bravely brings forward alternatives hard to ignore or to avoid.

**Growing up** - The main characters of these documentaries are young people with childhood memories that give them something to relate to: growing up too early.

**Objection, Your Honor!** - Between the average Joe and the political or judicial authority, forevermore and anywhere in the world, there has been an ongoing and unequal battle taking place, in which the frail boundaries that separate the innocent from the guilty and the obvious from the suspicious are vanquished, and the verdicts are transformed into an actual Russian roulette.

**Special Screenings** - Each of the five films in this section depicts the contravening of at least one of the articles of the Universal Declaration of Human Rights, with mechanism and political against the deprivation of life, liberty and dignity or the disastrous effects that such essential lacks continue to produce in the first steps of the liberation and moral, social and political transition. The repressive and oppressive regime in Iran, the lack of identity and dignity of a Romanian woman in Paris, the transition from "the new type of man" to the businessman in Romania and the Republic of Moldavia, or the exploitation of the image of suffering in Congo, are pieces of the world casts nowadays, represented in its most severe cases by the trials and investigations of The Hague International Court of Justice.

## ACOMPANYING EVENTS

### **Fair trade corner**

The fair trade corner within the festival completes the message together with the screenings of documentary films and other side events. We wanted to form a thorough picture of the concept, the organizations supporting it and the impact it has on the communities engaged in the movement. All donation gathered within the days of the festival were send to the producers – the small communities that helped us in presenting this concept by sending us different products.

### **Photo exhibitions**

#### ***The Women's Sewing Co-op by Jana Videira***

This project started in June 2009 with three women, hand-sewing beach bags from a copy Elie Losleben, one of their supporters, brought for them. Since then, they have grown to 15 women and sew beach bags, hand bags, yoga mat bags and aprons by hand from local West Africa fabric called 'lapa'. They use this money to support their families, buying medicine, paying school fees and creating savings.

#### ***Namibia by Jan Mrkvička***

Namibia landscapes, slums in Keetmanshoop and members of the Wake Center workshop, initiated in 2004 by the non-profit organization People in Need. There are more than 50 employees, among which single mothers, foster parents of the orphans and people in families affected by HIV/AIDS. These people produce handmade toys, decorations, fashion accessories and jewelry, so that they make ends meet.

### **Seminar on documentary film**

With the help of DocuMentor we invited young Romanian filmmakers and film producers, some of them at the beginning of their carrier, to a two-day session on developing and producing documentaries in Europe. From writing a script to funding production and distribution, the international and Romanian tutors shared their experience and consulted individually with the participants. The capacity of the space was fully booked and feedback was very good, confirming the need of organizing such workshops in the region.

### **Jagged lines. Vision of our own world.**

Festival related programs included a selection of Cristian Movila`s work, a six screen multi-media installation presented the most exciting and provocative images photographed by Cristian Movila in the past 5 years.

## GUESTS OF THE FESTIVAL

- 1. Directors and producers:** Beata Dziañowicz – Kites; Boris Mitic – Goodbye, How Are You?; Carlos Munoz – Bagatela; Juliane Grossheim – Children Of The Commune; Katharina Copony – Oceanul Mare; Laure Vermeersch – Japan: A Story Of Love And Hate; Nicola Rondolino – Me, My

Gypsy Family and Woody Allen; Raffaele Brunetti – Hair India; Stan Neumann – Apparatchicks Et Businessmen & Language Does Not Lie; Stefan Weinert – Facing The Wall; Tereza Reichova – The Circle – A Portrait Of A Demonstration; Vanina Vignal – Stella

2. **Protagonist:** Jakub Hradilek – Auto\*Mat, Shen Xiaao Ming and Li Jianhua – Oceanul Mare.
3. **Fair Trade Corner:** Martina Novotná – People In Need, Anamaria Pop - Koala Fair Trade
4. **Developing and producing documentaries in Europe:** Stefano Tealdi - Documentary in Europe; Leena Pasanen - YLE Facts and Culture, Finland.
5. **The Czech Center:** Jitka Stavínohová – Programme director, the Czech center Prague; Martin Bonhard – director of the Czech Center in Paris
6. **Guests speakers at the opening event and in discussions:** Vasile Timis – State Secretary; Petr Dokladal - Ambassador of the Czech Republic to Romania; Stefanie Ricarda Roos - Director Rule of Law Program South East Europe - Konrad-Adenauer-Stiftung; Karin Cervenka – Director Austrian Cultural Forum; Julie A O'Reagan – Cultural Affairs Officer American Cultural Center; Petra Dobruska - Czech sociologist; Corina Rebegea – Rule of Law Program South East Europe - Konrad-Adenauer-Stiftung; Doru Toma – Rule of Law Program South East Europe - Konrad-Adenauer-Stiftung; Iulia Vaida, Oana Iosif – CNCD; Mirabela Gradisteanu - Vice-President Salvati Bucurestiul); Cosmin Budeanca (ICCR); Iulian Comanescu; Florin Dumitrescu; Magdalena Matache; Alice Iancu; Mihnea Berindei; Andrei Oisteanu; Alex Balasescu; Remus Cernea; Adelin Petrisor; Luca Niculescu; Magor Csibi.

## FINANCING OF THE 2010 EDITION

The third edition of the festival One World Romania was made possible by the substantial support and a sufficiently early confirmation of the two main partners, the **Rule of Law program of the Konrad Adenauer Stiftung** contributing with 5,400 euros in 2009 and 10,000 euros in 2010, and **Pilsner Urquell**, contributing with 12,000 euros. Other partners, cultural institutes and embassies contributed with smaller sums, mainly supporting filmmakers and films from their respective countries.

Same as last year, most of the services and necessary equipment were bartered or provided by volunteers. This includes locations, production work, translations, design, some printing costs, guest service, flights and accommodation of the guests, food and refreshments, technical assistance and others.

The actual value of the festival, together with the factual value of the bartered services for the 2010 edition is around **100,000 EUR**.

## THE FESTIVAL IN NUMBERS

For the festival we printed **4.500 catalogues, 3.250 posters/programs, 800 invitations** to the opening event, **3.000 stickers, 400 t-shirts** and **1.100 bags**. This edition, we printed more diverse materials and a bigger quantity.

Together with one of our media partner 24FUN, we printed a 16 page magazine supplement in **20.000** copies, which was distributed free in Bucharest, being the most used going out guide. In comparison to the previous edition we doubled the number of copies printed, reaching more people this way.

The ad of the festival was published in **3** editions (once half a page, twice full page) of the weekly magazine 24FUN that comes out in **60.000** copies / week. The ad of the festival was also printed in **1** edition of the weekly newspaper Academia Catavencu that comes out in **75.000** copies / week and **2** times in Observatorul Cultural that comes out in **15.000** copies/week.

The TV spot of the festival was aired **104 times** over a period of 7 days on five of the national tv stations – TVR 1, TVR 2, TVR 3, TVR Cultural and TVR International.

The radio spot was aired **89 times** over a 15 days period on Radio Guerrilla, the most important radio channel for our audience. During the program "Guerrilla Logout", we had for 5 days contests for winning festival passes, t-shirts and bags.

A 10 seconds video spot of the festival appeared **every 12 minutes for 6 days** on Cocor Media Channel with a total of **720 screenings**. The news about the festival appeared more than **120 times** for **13 days** on Zoom TV. A3 ads were displayed in the **Oops Media** locations (media in toilets) starting from February until the end of the festival.

An **outdoor banner** was visible on the National Theatre Bucharest for about 2 weeks.

The official website had **12.564 Visits, 7.152 Absolute Unique Visitors** and **60.069 Page views** from 9<sup>th</sup> of March to 9<sup>th</sup> of April.

Facebook Page reached **1.297 fans** from 30<sup>th</sup> November to 9<sup>th</sup> April, **196 wall post, 770 likes** and **198 comments**. On Twitter we had **682 followers** and **147 tweets**. On Myspace we had **446 friends**. On YouTube we had **19 videos**.

As audience, this year we reached a total of **5.000 people**: 3.100 people in the cinemas, 1.200 at the opening event, 300 at Fair Trade Corner and 400 at our side event "Jagged Lines. Visions of our own world".

During the festival, we have done **7 live interviews** (3 for the TV and 4 for the radio) and **28 recorded interviews** (2 for the TV, 7 for the radio, 19 for various printed and online media).

The festival was presented in more than **500 various news, articles and**

For media coverage see the attached Media Report

## WHAT WE LEARNED

After two festival editions organized by the Czech Centre, this year, the newly founded association One World Romania was the main organizer. The founders are the organizers of the previous editions and some of the volunteers. The support of the Czech Centre was of great importance, giving this new association credibility and providing us with the experience of the last editions.

As years go by, we can see more clearly our target: to bring as many relevant topics presented in high quality documentary movies to as many young people as possible. The documentary movies can build participation models; discussions can evolve in communities of interest. Working with the youngest public is the most effective investment in the future development of the society.

This year, with the help of our partners, we were able to cooperate professional staff instead of depending on volunteers only. This was a big step in the direction of professionalizing the festival and having a team working throughout the year in accompanying events.

## WHAT WE REACHED

After the first two years, we developed an audience, movie fans and people concerned about the world they live in, who are ready to discuss and at some point get involved, both emotionally and politically. In addition, the film selections of the first editions raised the standard of the festival quite high. This led to the third edition of the festival to be expected by the public.

In 2010 we substantially increased our public, through Internet presence and alternative promotion – like Cocor Media and Oops Media. One World Romania was also represented and active in most of currently used networks and discussion groups, such as Facebook, Twitter, Myspace etc. Announcements of the movies and events connected to the festival were discussed on blogs and websites.

In the 2010 edition, we kept and developed relations to partners from cultural institutes, embassies and non-governmental organizations. In addition, in the field of documentary movie we developed many contacts, which can lend support to future editions.

## **WHAT FOLLOWS**

One World Romania on tour is also at its third edition. In the fall of 2010 we will go on tour with several movies from the festival to 6 cities from Romania.

The 2011 edition of the festival will continue the direction of the first editions, focusing on excellent, award-winning documentary movies and on a young public. We want to stress the need for discussion and continue the search for relevant Romanian and international speakers and personalities to participate.

We aim to professionalize the festival, by finding a stable framework for the association One World Romania. The documentary film festival on human rights would be then the high point of a yearlong activity in the domain of public awareness and education. All this requires a budget increase. This will not be easy at a time of global financial crisis, but we hope to keep our current partners and find enough new partners and supporters, who will understand the crucial need for such an event as One World Romania.

***One World Romania team, 14<sup>th</sup> of April 2010***