

For a better karma!

11 - 17
MARCH
2013



International Human Rights Documentary Film Festival

One World Romania, the International Human Rights Documentary Film Festival, successfully closed its sixth edition. The festival has consolidated its prestige as the only human rights and documentary event in Bucharest, combining a top quality programme with a social involvement of its own and becoming a great professional meeting. It was the longest program in our (short) history, with a week of online preview, 2 days of special screenings and 7 days of festival. It was also the most consistent selection to date, with almost 60 films screened. The festival is a continued effort to raise awareness on broadly defined human rights issues through documentaries, and, as every year, it was organized by the **One World Romania Association** and the **Czech Centre Bucharest**.



ORGANIZERS: One World Romania Association & Czech Centre Bucharest

MAIN PARTNER: Rule of Law Program South East Europe of the Konrad-Adenauer-Stiftung

WITH THE SUPPORT OF: Pilsner Urquell

ENDORSED BY: The Representative of the European Commission in Romania, ERSTE Foundation, The National Center of Cinematography (CNC), The National Committee for Combating Discrimination (CNCD)

PARTNERS: Embassy of the Czech Republic, American Cultural Centre, British Council, French Institute, Embassy of France, Romanian Peasant Museum, National Film Archive and Romanian Cinematheque, Romania Film, Goethe Institute, Embassy of Israel, Embassy of the Kingdom of the Netherlands, Embassy of Sweden, Embassy of the Swiss Confederation, Royal Norwegian Embassy, Wallonie-Bruxelles Delegation, Embassy of Finland, ActiveWatch – Press Monitoring Agency, Austrian Cultural Forum, Polish Institute, Balassi Institute – Cultural Centre of Hungary, Danish Film Institute, Embassy of South Africa, CEZ Romania, Siveco, The “Elie Wiesel” National Institute for the Study of Holocaust in Romania, DocuMentor, Motivation Foundation, Romanian-American University, Faculty of Journalism and Communication Sciences of the University of Bucharest, Students’ Union of the Academy of Economic Studies Bucharest, Manifesto Film Clubs, Abis Studio, NouMax, Urbanesc

MEDIA PARTNERS: Radio Romania Cultural, Radio Romania Bucuresti FM, Radio Romania 3Net, Digi24, Ca-n filme, TVR, Cocor Media Channel, 24FUN, Radio France Internationale, Romania Libera, Dilema Veche, Academia Catavencu, Revista 22, BeWhere!, Decat o Revista, Hotnews.ro/Smilemedia, Think Outside the Box, Zelist Monitor, Filmreporter.ro, Igloo Media, Linternet.ro, Orasulm.eu, Carturesti.ro, Libraria Bastilia, Atelierul de pânză, Graphic Front

VENUES: Cinema Patria, Cinema Union, Cinema Corso, Cinemateca Eforie, Noul Cinematograf al Regizorului Român, Cinema Elvire Popesco.

FESTIVAL OVERVIEW

The opening at the Patria cinema was packed with 1000 viewers who watched the performance of the LaBomba community centre from Rahova-Uranus and the screening of the film “Little World.” We have also screened a video that One World Romania produced, with the help of several ambassadors and local personalities who agreed to try and go through our city in a wheelchair. The video received a very positive response, encouraging us to continue to raise awareness on the problems that people with disabilities face every day.

During the **7 days** of the festival we screened almost **60 documentaries in 6 Bucharest cinemas**: Patria, Union, Corso, Eforie, Elvire Popesco – for matinees dedicated to high school student – and The New Cinema of the Romanian Director at the Peasant’s Museum – for the special thematic evenings. **25 international guests** (filmmakers, producers, protagonists, festival representatives) and **30 guests from Romania** have attended One World Romania and have participated in the debates following each screening.



As each year the films presented focused on several topics and were divided into the following sections: “Hate is Bad for your Health”; “Dis/Abilities”; “Propaganda Lectures”; “Before the Law”; “Everyday Rebelions”; “Youth: Handle with Care”; “Jon Bang Carlsen Retrospective”; “Specials”. Through a selection of excellent films, all but two premiering in Romania, we have addressed crucial issues in Romania and around the world, like the growth of xenophobia, the legacy of the Holocaust and the inclusion of people with disabilities.

We are proud to ascertain that this year we reached a total of around 9.000 people. Massive media coverage has been another clear sign of the festival’s growth.

DEBATES AND ACCOMPANYING EVENTS

We preceded the festival with a two-day marathon with the screening of Shoah, the 9 ½ hours film about the Holocaust by Claude Lanzmann, which has never been shown before in Romania. This premiere was possible with the support of the Rule of Law Program South East Europe of the Konrad-Adenauer-Stiftung and the “Elie Wiesel” Institute.

Besides the discussions in the cinemas, this edition we organized five special debates in different universities and at the Ambulance Service in Bucharest, two masterclasses delivered by our guests Andy Glynne and Jon Bang Carlsen, a workshop on documentary filmmaking with Andy Glynne from Documentary Filmmakers’ Group (UK) – with the support of DocuMentor (Romania) and a panel on Documentary Distribution with Esther van Messel (distributor, First Hand Films), Andrea Kuhn (Nueremberg Human Rights Film Festival) and Rada Sestic (Sarajevo IFF).

“Call me Kuchu” (US) – for instance – was screened at the National School for Political Sciences and Administration, for students and faculty. The screening was followed by a debate with the directors, present at the festival, and Florin Buhuceanu, from the Accept Association, which defends LGBT rights in Romania.

We have also expanded our educational activities – by organizing not only the usual five special screenings for high school youth - but also two workshops for teachers and one for pupils, in cooperation with the Anne Frank House in Amsterdam. We have produced brochures for teachers and handed them together with DVDs of the films for further use in the classrooms.

For the first time we had a High School Students Jury that awarded the first One World Romania Prize, a box with the hand drawings of Dan Perjovschi. The award went to the Czech film “Fortress” by Klara Tasovska and Lukas Kokes, who was present to receive it on the closing night.



MASTERCLASS ANDY GLYNNE



Bafta award-winning documentary filmmaker, producer, author and clinical psychologist Andy Glynne came to Bucharest to deliver a masterclass in which he presented his work and more specifically his animated documentary project. He is the author of the critically acclaimed book “Documentaries and How to Make Them” and also the founder and chief executive of DFG – Documentary Filmmakers Group, a national organization working to promote documentary filmmaking talent and innovation in the UK. Andy is the creator and director of the renowned series of animated documentary shorts – “Animated Minds” (2003) – a groundbreaking project that aims to communicate the subjective experience of mental health problems to a wider audience, drawing on the testimony of people who have experienced mental distress. “Seeking Refuge” (2012) is another series of animated documentaries produced by Andy that explores the experiences of young refugees living in the UK. Andy Glynne is also the producer of the series “Why Poverty?” for BBC - an eclectic compilation of short documentaries taking a fresh look at poverty in the UK.

MASTERCLASS JON BANG CARLSEN

We chose Jon’s remarkable work for this year’s retrospective because it is doubled by a deep reflection on the nature of film and its relationship to reality. About this and more, Jon Bang Carlsen has spoken during his masterclass at One World Romania. He has shown excerpts from various films and explained how he works. Most of his methods – reenacting scenes with real people, using montage in an unorthodox way etc. – would seem unethical to the purists of cine verite. Yet, Jon’s films manage to be sincere, truthful and correct to their characters. Jon has pushed the boundaries of documentary, breaking many so-called rules. Jon’s work is a statement of artistic freedom. Isn’t this a human right too?



THE FILMMAKER'S DEVELOPMENT TOOLKIT

WITH ANDY GLYNNE

A workshop organized by DocuMentor (Romania), in association with the Documentary Filmmakers' Group (United Kingdom), with the support of One World Romania.

Tutored by Andy Glynne, winner of the BAFTA award for documentary film, **The Filmmaker's Development Toolkit** was a two-day experiential course that focused on project development. The 16 participants in the workshop learned how to put together a strong development strategy for their project, how to identify what makes a good idea and how to manage the main tools to get a project off the ground, namely: a well-written proposal, a great, confident and compelling pitch, a much needed tester tape, tips for working with production companies and an overview of various funding opportunities including crowd funding, and other new ways of receiving funding for both television and theatrical documentaries. Drawing on an extensive experience in mentoring new and emerging filmmakers in workshops across the world from India, Jordan, Greece, to Morocco and UK and using examples of commissioned proposals, Andy has guided the participants into conceiving a strategy for their own projects, which was discussed throughout the workshop.

FESTIVAL GUESTS

In 2013, One World Romania was proud to host **25 international guests**. In addition, with the help of the Rule of Law Program South East Europe of the Konrad-Adenauer- Stiftung, the American Cultural Centre and different other partners, **30 guests from Romania** joined the festival.

The American guests at the sixth edition were very visible filmmakers, that have accompanied very strong films: Alison Klayman, director of "Ai Weiwei: Never sorry" (Sundance awarded film about the famous Chinese artist-dissident), Malika Zouhali and Katherine Fairfax-Wright – directors of "Call me Kuchu" (one of the most successful and impactful films of the year, on homophobia in Uganda) and Caveh Zahedi, author of "The Sheikh and I", (a much debated film on the subversive role of art). Interviews with both Malika Zouhali and Katherine Fairfax, as well as with Alison Klayman, were broadcast on several TV channels.

The other guests came from the Netherlands, Switzerland, Czech Republic, France, UK, Norway, Israel and Denmark.

One of the most important aspects of One World Romania are the discussions that follow each screening. We believe that for a better understanding of the topics presented it's crucial to be able to discuss with specialists upon watching the films. This is the reason why at each screening the audience has the opportunity to meet with directors, producers and protagonists of the films, specialists in the fields of human rights or representatives from the film industry. For instance, the screening of "Ai Weiwei: Never sorry" was followed by a debate between the director and Dan Perjovschi, one of the most prestigious Romanian artists.

THE FESTIVAL IN NUMBERS and MEDIA COVERAGE

As audience, this year we reached a total of **9.127 people**. The festival was presented in more than **700 various TV and radio news, articles and online posts** (including in the international press, like Corriere della sera and in materials covered by Agence France Press).

During the festival, we have done **50 live or recorded interviews** for TV (Digi24, TVR), radio (Radio România Actualități, Radio România Cultural, RFI, București FM, Radio Guerrilla) and for several printed and online media (Dilema Veche, Revista 22, Think Outside the Box, Decatorevista.ro, Graphicfront.ro, Veioza Arte). A daily broadcast on the first channel of the public television, TVR1, has been presenting news from the festival and interviews with guests.

For full media coverage, please read the attached Media Report.

For this year's edition of the festival we printed 2 500 catalogues, 1 000 posters, 4 000 brochures, 4 000 stickers, 300 T-shirts, 500 bags. Together with one of our media partners, 24FUN, the most accessed infotainment guide in Bucharest, we published a media supplement of 16 pages, 20 000 copies, with free distribution in Bucharest – cinemas, cultural centers, museums, galleries, pubs, bars, clubs.

We had promo ads in 24Fun magazine, Romania Liberă newspaper, and in Academia Cațavencu and Revista 22 magazines.

We posted for three weeks web banners on our media partners websites Hotnews.ro, Orasulm.eu and FilmReporter.ro, and many bloggers wrote about our festival.

Daily newsletters were sent to our data base (3 700 people) and different other lists (around 70 000 prospects).

Several outdoor banners were posted: on the Czech Centre facade, on the University of Bucharest, Cinema Union, Cinema Corso, in front of the Romanian Peasant Museum and of the Bastilia Bookstore. Billboards promoting the festival were posted in 10 subway stations and 20 bus shelters, for 3 weeks.

Our website had reached **26 912 visits**, **14.199 unique visitors** and **124 460 visualisation per page**, between 1 February and 1 April 2013. Our Facebook page reached **6 699 fans**, seeing a growth of more than 2500 fans since last year.

Our posted messages reached more than 95 000 users on Facebook. On Twitter we had **1 200 fans** and 200 posts during the festival.

The festival's spot was **viewed 2 200 times on YouTube and 700 times on Vimeo**.





WHAT WE REACHED

Feedbacks from our audience and the reactions of the press and our partners have confirmed that the 6th edition continued the success we achieved during the past editions. Influx in the cinemas and participation at side events show that One World Romania has a faithful audience that continues to grow from year to year. It is a special public, on the one hand cinephile, passionate about documentaries and curious and involved in social issues that today's world faces, on the other hand. This feature of our public has become apparent during the debates that follow the screenings, which were more animated than last year.

The week before the festival, we have also offered an online preview of our programme by streaming 5 of our films on the popular European platform, DocAlliance.com. This was a unique showcase for a Romanian festival and is a partnership that we plan to continue.

The prestige of the festival in professional circles, its connection with the documentary community (both local and international) has grown. For the second year we had a famous special guest, Jon Bang Carlsen. The success of Jon's master class and the attendance at the retrospective of his films has added a lot to the image of our festival. The Documentary Film Workshop – now at its 5th edition – grew and benefited from the collaboration with Documentary Filmmakers' Group (UK) and DocuMentor (Romania). We'd like to mention another initiative in support of the professional community: a group of Romanian filmmakers accompanied by the foreign guests of the festival have participated in a demonstration for the rights of the documentary film, on April 16, at the Romanian Film Board. They handed a petition to the director of the CNC (Romanian Film Board).

Quality guests, the fact that we invited not only filmmakers, but also human rights activists, festival selectors and distributors, completed our festival's profile, one of an active force, able to generate topics of social dialogue.

We believe that through its sixth edition, One World Romania has entered a new stage, transcending the borders of a cultural or cinematographic event. We have not only confirmed our status of a human rights event, but the festival has become a lively presence in the Romanian civil society.



WHAT WE LEARNED

In 2013, One World Romania continued its tradition from past years and proved itself to be indeed visible, on the one hand because we invested in street display, but also because our presence in online media and social networks started more than a month before the opening of the festival. We succeeded in perpetuating the model initiated last year, in order to communicate news about the 2013 edition very much in advance. The partnership with TVR and DIGI24 contributed to a better media presence; therefore we seek to build a lasting relationship with TV channels, such as the public broadcaster or niche televisions.

The fact that we extended the format, starting Monday both with a concert and a film, and scheduling more projections, also proved a good thing. The evening of March 11th launched the festival and managed to animate the public and to communicate a clear message. We hope to find a formula as successful for the next edition.



WHAT FOLLOWS

One of our goals, that we believe we are on the right track to accomplish, is for One World Romania to be more present throughout the year and for our films to reach the public in various places and ways. We will maintain constant contact with our audience – both through screenings and through online access and DVD publishing. We will continue to develop our educational program, together with Active Watch and the Wiesel Institute, in order to foster the use of documentaries in the teaching process. New workshops of this kind are in planning.

Since the first week after the festival, we managed to organize screenings of some of the films from the 6th edition of the festival at the Czech Center and the Representative of the European Commission in Romania.

During “Scoala Altfel” – the educational week for high school students - we had a day dedicated to our festival in the “Week of the Festivals” project organized by our Association in collaboration other three film festivals – NexT (International short and medium length film festival), Transylvania International Film Festival, Anim’est (International animation film festival) – and the Czech Centre.

We are also planning other special events with the films from our selection. One of them will be of “The Human Scale”, a Danish film about urbanism. We plan to screen “The Human Scale” to a specific audience, targeting the 6 + 1 mayors of Bucharest, NGO’s and professionals from the architecture field.

This autumn, “One World Romania on tour” will reach its sixth edition. This program is our answer to the growing interest from other regions towards the topics presented at the festival. In October-November 2013, we will go on tour with part of the festival’s selection in more than 10 cities in Romania – Braşov, Cluj, Timișoara, Miercurea Ciuc, Tîrgu Mureş, Craiova, Galati, Sighetul Marmăției, Iași and Chişinău, Republic of Moldova. We are also preparing a series of events and screenings during the second part of our project “Learning about Holocaust Era Through Films”. This will take place at the Romanian Peasant’s Museum and will include a re-run of Shoah, Claude Lanzmann’s epoch-making film.

We are preparing to launch the second part of our DVD Collection, which will be released at the same time with the beginning of our “on tour” program. Initially we published in the autumn of 2012 five of the films selected at One World Romania in recent years. So far, we have completed the agreements with the broadcasting rights-holders of the films and we have gathered all the necessary materials – we are now looking for funding for the completion of the project. We are publishing this collection in order to reach a particular film loving audience, for which the offer that the Romanian film “market” has is absolutely insufficient and too commercial. We plan to add new titles to the DVD Collection each year. Both initiatives (online access and DVD collection) are unique in Romania for a film festival.

Consequently, after all these activities, the 7th edition of One World Romania, which will take place between March 17 and 23 2014, will be the culmination of a year round effort for awareness and education in human rights. We have many other ideas to increase the effects of One World Romania – especially towards integration of documentary films in education – but all of this also depends on you, our partners, and on identifying additional sources of funding.

ONE WORLD ROMANIA 2014 - 7TH EDITION
MARCH 17TH-23TH 2014 / BUCHAREST

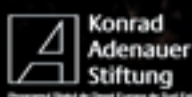
ONE WORLD ROMANIA | FOCUS: HOLOCAUST

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ONE WORLD ROMANIA | FOCUS: HOLOCAUST LEARNING ABOUT THE HOLOCAUST ERA THROUGH FILM

Summary of the project

The history of the 20th century has scarcely been present in the school curricula since the fall of the Communist rule. As a consequence, a grand majority of Romania's youth has very little information on the socio-political reality of the 20th century. As schools offer no education on such topics, students form a frail and often mismatched view of important past events, which leaves them vulnerable to prejudice and to extremist ideologies. Using documentary film as an education tool for teaching history is one of our leading preoccupations. We believe that documentaries are an eye-opener and can contribute to a modern and livelier form of education. In a social context where ethnic problems are still a pressing issue, knowing more about the past could give students a boost to see a clearer future. Romania is a place where, between 1938 and 1989, three dictatorships have blocked in different ways the access to the past. The fact that Romania had extermination camps is often neglected. Ion Antonescu (the Romanian fascist leader during the Second World War) is perceived as a hero who fought Communism, and is honored by statues erected throughout the country. "Learning about the Holocaust Era Through Film" could be a small but significant step in the inclusion of documentaries as part of the educational process, but also of the inclusion of Holocaust studies in the high school curricula. Proper education of the younger generations is the best insurance against the danger of an extremist resurgence; good documentaries provide a different approach that can trigger an emotional understanding.

Between March 2013 and October 2013, the One World Romania Association presented a larger scale project on this topic. This included several screenings, workshops for teachers and high school students and an exhibition.

Activities

The activities of the project were divided in two blocks – one connected to the One World Romania Human Rights IDDF, which took place in March, and one stand alone and more specific event that took place in October.

In **March 2013**, we included a special section of screenings and events in the annual One World Romania festival.

Screenings

On the 9th and the 10th of March, we organized a special screening of the 9 and ½ hours film Shoah by Claude Lanzmann. This screening was the first time this film about the Holocaust was presented in Romania, even though it was made in 1985 and is widely considered one of the most influential works in the world of documentary making.

Workshops

- **“Learning about the Holocaust”** was a workshop dedicated to history, social sciences and civic education high school teachers. The goal of this workshop was to familiarize teachers with the advantages of using documentary film in education, and to identify the resources and means of integrating these films in the classroom. Moreover, we wanted to emphasize the importance of talking in class about discrimination and the Holocaust in Romania.

The tutors of the workshop were Vlasta Vyčichlová (People in Need) and Alexandru Solomon (One World Romania Association). The workshop consisted in a case study based on the film *Charging the Rhino*, by Simcha Jacobovici. At the end of the workshop, all the participants received a DVD copy of the film and a booklet to be used as course support.

- **Free2choose** was an educational debate programme on conflicting human rights that was designed to encourage young people to think about the crucial importance of fundamental rights. In Free2choose young people discover their own human rights, such as freedom of expression, freedom of religion and the right to privacy. Why are these rights so important? Are there limits to human rights? And what happens when these fundamental rights come into conflict with each other?

‘Should a police officer be allowed to wear a turban?’ ‘Should a religious leader be allowed to describe homosexuality as an illness?’ ‘Should neo-Nazis be allowed to hold a demonstration in front of a synagogue?’ These are some of the controversial questions that are dealt with in the Free2choose debate programme.

The discussion was based around concrete dilemmas. With the use of film clips, young people were challenged to express their opinions and formulate good arguments. The workshop was held by Tali Padan of the Anne Frank House.

In **October 2013**, between the 14th and 19th, we presented the second part of this project, which included a greater number of screenings, workshops and an exhibition.

Screenings

We screened 6 films at the New Cinema of the Romanian Director. All the screenings were free and they were followed by discussions with special guests. For the screening of *Odessa*, director Florin Iepan was again present to talk about the film with the audience, in a debate moderated by Ioana Avadani from the Centre for Independent Journalism. A very special guest was mr Dumitru Tranca, who at age 8 was deported in Transnistria. He was present at the debate that followed the screening of *Hidden Sorrows: The Persecution of Romanian Gypsies During WWII*, along with the film’s producer, Alexandru Alexe. Historians like Adrian Cioflanca, scholars specialized in discrimination issues like Aurora Martin and media activists like Mircea Toma have participated in the debates.

Odessa (director: Florin Iepan, Romania/Germany 2013, 55’)

The Turner Film Diaries (director: James T. Hong, The Netherlands/Taiwan, 2012, 26’)

Purity Beats Everything (director: Jon Bang Carlsen, Denmark, 2007, 52')

Hidden Sorrows: The Persecution of Romanian Gypsies During WWII (director: Michelle Kelso, USA/Romania, 2005, 2012, 52')

Charging the Rhino (regia: Simcha Jacobovici, Canada, 2007, 52')

The central point of our film programme was the second screening of *Shoah*, which was divided and shown in three separate nights. The film was introduced by award-winning Romanian filmmaker Radu Jude.

Workshops

Over the course of the week, we offered 2 more masterclasses and one workshop for students.

- Florin Iepan (director) and Alexandru Florian (Elie Wiesel Institute) presented a masterclass for history and civic studies teachers about the Romanian Holocaust, starting from Iepan's film "Odessa". This masterclass was a follow up on the spring workshop "Learning about the Holocaust" and has offered the teachers the necessary pedagogical tools for using the film in class. Several teachers have since asked for the film to be able to follow these activities during their classes.

- „Representations of the Holocaust in documentary films" with Alexandru Solomon. The seminar focused on the analysis of the evolution of Holocaust representation in films starting right with the liberation of the camps till nowadays, and screening excerpts from several important films that dealt with the topic between 1945 and today. The audience was formed of media scholars, historians and high school teachers.

- After a very successful first edition, we decided to organize the **Free2Choose** workshop for high school students again. It was coordinated by Tali Padan (Anne Frank House / Mellem Education). More high school students have participated ?? *aici nu stiu, ca n-am fost*

Exhibition

Together with The "Elie Wiesel" National Institute for the Study of Holocaust in Romania we brought to Bucharest the exhibition "Destine Întrrupte. 70 de ani de la pogromul de la Iași". The opening of the exhibition had good attendance and Virgil Nitulescu (director of the Peasant Museum), Thorsten Geissler (KAS – Rule of Law Program), Alexandru Florian (director of INSH-EW), Adrian Cioflanca (historian, coordinator of the exhibition) delivered speeches. The exhibition was presented for the first time in Bucharest and, apart from the regular visitors of the museum, was viewed by the participants of the workshops who took place in the same room.

Public attendance and media coverage

Both the March and October screenings were very well attended. As part of the One World Romania festival, Shoah was screened in March at the Elvira Popescu cinema in 3 parts and had We have presented the media coverage of our 6th edition in our annual report. For the "Focus| Holocaust" event in October we had the following media

partners: Hotnews, RFI, 22, 24FUN, Liternet.ro. The event was also covered by tv stations like TVR and DigiTV and radio stations (Radio Romania).

The workshops were organized for high school teachers and students, who had to register in order to participate. All of them were full, with 20 participants per session. Most importantly, we have already created a pool of teachers and high school students with which we keep in touch, inform them about our educational activities and will be part of our programs in the future.

Partners

- Rule of Law Program South East Europe of the Konrad-Adenauer-Stiftung – Czech Centre Bucharest - The 'Elie Wiesel' National Institute for the Study of Holocaust in Romania - National Council for Combating Discrimination - The Anne Frank House – Mellem Education – National Museum of the Romanian Peasant.