

**BASES 2022**

# **CONVOCAION**



Centro  
de Iniciativas  
para la Cooperación

# XVII SOCIAL FILM FESTIVAL

## THE IMAGE OF THE SOUTH



Center for Cooperation Initiatives - BATÁ  
XVII Social Film Festival THE IMAGE OF THE SOUTH  
Call and Bases 2022  
[www.imagenesdelsur.tv](http://www.imagenesdelsur.tv)

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**“WE WORK WITH  
INITIATIVES OF  
SOCIAL CHANGE  
FROM THE EXERCISE  
OF RIGHTS”**

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## PRESENTATION

At CIC BATÁ we understand our work as part of a clear commitment to the social changes that we consider necessary for all of us to exercise our rights. Being, forming and taking part, along with other people and entities.

Our values are respect, solidarity, participation and commitment.

The Social Film Festival La Imagen del Sur is a communicative, educational and cultural project of CIC BATÁ that stimulates citizen participation. The Image of the South allows us to connect with different social situations, struggles for the exercise of fundamental rights, cultures and realities of our diverse world, with people being the protagonists of all these situations. The Film Festival La Imagen del Sur is a space for diversity to enjoy good cinema, for communication and for participation.

The Social Film Festival La Imagen del Sur creates spaces for reflection and exchange with groups and social organizations that participate in the screenings of the different films presented.

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### CONVOCATION

**CIC BATÁ CALLS FOR directors of films with a social theme to participate in the XVI Social Film Festival LA IMAGEN DEL SUR.**



Through this call, the works that will be exhibited in the 2022 Exhibition will be selected.

**Base 1a:** Characteristics and objectives of the sample The Sample The Image of the South is different for being a non-competitive event and organized in a cinema-forum format, counting for the official presentation of the sample in Andalusia with the presence of professionals from the field of realization and production, social organizations, actors and protagonists related to the projections made.

#### **The objectives are:**

- Present an attractive selection of films (documentaries and fiction) with a social theme, based on the works presented in this call. These works must be short and medium-length films and deal with some issue related to the promotion of gender equity and social justice, human rights, the environment, the protection of cultural diversity and the emancipatory alternatives and practices of peoples.
- Open spaces for debate and reflection on the social, political, economic and cultural reality that is shown through the selected films, offering the participating public a more direct communication/information channel.
- Link public and private groups and organizations from Córdoba, Andalusia, Spain and the world to the debate and dissemination of the exhibition.
- Create and disseminate the film collection made up of all the works that have been selected throughout the history of the Social Film Festival through the web portal [www.imagenesdelsur.tv](http://www.imagenesdelsur.tv), with the aim of making them known and demanded by social organisations, institutions, the media and private entities, the show acting as a showcase for this cinema in coordination with its authors.
- Promote each year a space for training, meeting and articulation in which professionals from the field of filmmaking, production, and social organizations participate in the framework of the La Imagen del Sur Exhibition.

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**Base 2a:** Criteria for selecting the filmmakers and the audiovisual works presented. Filmmakers of any nationality, whose work (documentary, fiction, animation, etc.) falls within one of the sections proposed in these rules, may participate in the selection process.

**FOR THE 2022 SAMPLE, TWO SECTIONS ARE OPENED:**

**Section 1.- Social Cinema by themes** All short and medium-length films produced between the years 2020 - 2022, which address one or more of the following themes, may participate in the selection process::

1. Environment and ecology: defense of the environment and protection of biodiversity. New development models that respect 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 communication, citizen access to the media.
3. Political struggles and social movements: leading role of popular organizations and movements in the processes of political, social and economic change. The social struggle for a political paradigm shift that focuses on people, and not on economic benefit. Participation to bring about social change.
4. Food sovereignty and empowerment processes for peasants and small producers in food production: fight against poverty, food sovereignty and new development models based on fair and equitable management of resources and respect for nature.
5. Human rights: defense of individual and collective human rights, promotion of non-discrimination.
6. Gender Equity. Feminisms. Current models for the construction of gender equality. Gender violence, masculinities. Sexual diversity, gender identity.
7. Original peoples, rights and culture of the original 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 Versus Cultural Diversity.
9. New economy, social innovation, other models such as the Social and Solidarity Economy, the economy for the Common Good, the Collaborative Economy (based on values), the Circular Economy, Fair Trade, Social Enterprises, Cities in transition or the Decrease.
10. Responsible Tourism: initiatives that favor Responsible Tourism in various parts of the world. The impacts of the current tourism development model.
11. Health. healthy cities. A society based on care.
12. The health and social crisis caused by the COVID-19 pandemic, its social, economic and environmental consequences and conclusions.
13. The construction of Peace in the world, wars and their social, economic and political consequences.



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**Section 2.-** Social Cinema for children and young people. Special importance will be given to those works presented to the call that are aimed at children and young people, or that are prepared for children or young people and that are related to some of the themes proposed above.



### **Base 3a: Technical and methodological characteristics**

**1-** Audiovisual works submitted to the call that meet the technical quality required for their exhibition in theaters and adhere to the sections and themes included in the bases, whether documentaries, fiction, animation, etc., may participate in the selection.

**2-** Works carried out in any language, language or dialect may be presented as long as they have subtitles or are dubbed in Spanish.

**3-** Works with a duration equivalent to a short or medium-length film, feature films being directly excluded.

**4.-** We always propose a colloquium after the screenings with the aim of dealing with the subject presented in the film in greater depth and making possible the participation of the audience attending the room.

**5.-** We are always interested in the participation of the filmmakers or a member of the technical team on the dates of the Show, in recognition of their creative work. We don't give prizes, that's our way of saying thank you. However, this interest in the sample is subject to the availability of sufficient financing.

### **Base 4a: Copyright.**

**1.** If the work is registered, a copy of the registration must be attached. In the absence of registration, the filmmaker must complete and sign the form contained in ANNEX 1.

**2.** For legal purposes, the organization of the event considers that the audiovisuals presented in this call meet the aforementioned legal requirements and is not responsible for falsifications, plagiarism, improper and unauthorized use of material outside the person who registers it.

**3.** In case of being selected, the author assigns the projection rights for the presentation of the audiovisual material during the actions and activities planned in the La Imagen del Sur exhibition in Andalusia.

All the actions are of an educational nature and without commercial cost for the people who attend the projections.

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## **Base 5a: Registration and submission of films**

1. Registration will be made through the Registration Form available on the exhibition website [www.imagenesdelsur.tv](http://www.imagenesdelsur.tv). It is mandatory to attach (through the same Online form) the documents requested in these bases (Annex 1 or Copy of the Registration of the Work in its case).
2. The films will be sent through an Internet link using any server that allows the provisional download of the material for viewing purposes by the selection committee.

## **Base 6a: Selection and resolution process**

1. The registered materials must meet the requirements of the call, as well as having correctly completed the registration form and sent the annexes contained on the website.
2. The technical team of the XVII Exhibition, once verified that the requested documents have been completed correctly and that all the required information has been provided, will notify by means of the email provided in the form that the registration is effective.
3. The sample selection committee is made up of professionals in cinema and audiovisual communication, education and development cooperation agents, educational centres, representatives of social organisations, etc.
4. The selection committee will announce the final selection of the sample to CIC Batá. The ruling is unappealable.
5. The list of selected audiovisuals will be published between September 1 and 15, 2022 on the website [www.imagenesdelsur.tv](http://www.imagenesdelsur.tv) and on the CIC Batá website [www.cicbata.org](http://www.cicbata.org).
6. The selection of the films will be notified to the filmmakers by email in the first fortnight of August. In the same period, the invitation to the event will be notified to those designated by the organization of the exhibition (this will always depend on the financing we have in each edition). The selected films will receive the winners of the La Imagen del Sur Film Festival.

## **Base 7a: Place and Date of the XVII Shows The Image of the South**

It will be held in the second fortnight of November 2022, in Córdoba and other places in Andalusia.

## **Base 8a: Deadline for receipt of materials.**

The deadline for receiving the films will be July 15, 2022 (the date of uploading the audiovisual works to the corresponding server will be respected).

## **Base 9a: Material that must be sent by the filmmaker if selected:**

The selected filmmakers undertake to send a copy or link with sufficient quality for the projection to the central office of the exhibition in Spain, before October 15, 2022.

# XVII SOCIAL FILM FESTIVAL THE IMAGE OF THE SOUTH

“FROM THE PUBLICATION OF THE BASES WE WILL BE  
ANNOUNCING OTHER COLLABORATING ENTITIES IN  
VARIOUS COUNTRIES FOR DISSEMINATION AND  
INFORMATION ABOUT LA IMAGEN DEL SUR”

## CONTACT

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In Córdoba (Spain), June 1, 2022

The Organizing Committee of XVII SOCIAL FILM EXHIBITION - THE IMAGE OF THE SOUTH

