



One World 2012

Final report

Youth Quake

20 YEARS



AND GOING ON

Organised by People in Need

Under the auspices of First Deputy Prime Minister
and Minister of Foreign Affairs Karel Schwarzenberg,
Minister of Culture Alena Hanáková
and Mayor of Prague Bohuslav Svoboda.

A Summary of One World's 14th year

In addition to **Prague**, screenings were held in **40 other towns and cities** around the Czech Republic.

The programme included **106 films from 44 countries**. Overall attendance reached 110,372. In Prague, the festival attracted **45,802 viewers (school events accounted for 11,916); 64,570 viewers watched in the regions (37,474 attended school events)**.

200 accredited Czech and foreign guests came to the festival.

In a festival first, an East Doc Platform programme was organised by the Institute of Documentary Film to support the production and distribution of Eastern and Central European documentaries. There were 230 accredited Czech and foreign guests in attendance.

Discussions with filmmakers and specialists were part of the **118 film screenings**.

Part of the programme featured **eight panel debates** with important Czech and international figures.

In Prague, there were **103 accredited journalists from Czech and foreign media**; dozens more were accredited in other festival towns and cities.

A total of **493 volunteers and temporary workers** took part in organising the festival in Prague and the regions.

Once again, a **One World in Brussels** festival was held. It ran from 14 to 23 May, screening 18 documentary films.

The festival offered **three world premieres**: Sweet Smoke of the

Fatherland (Masha Novikova), Framing the Other (Willem Timmers and Ilja Kok), Karama Has No Walls (Sara Ishaq). The Czech-produced documentary Punk in Africa (Deon Maas, Keith Jones) was screened at a **Czech premiere**.

One World espouses new media as an effective tool for civic initiatives. Through the use of modern communication technologies, 22 Czech and foreign projects took part in the **One World Social Innovation** competition.

To mark People in Need's 20th year of operation, an **online special on Czech Television's website** presented materials from the organisation's history, including **eight documentary films**. From the time of its launch on 12 February up to 28 March, the online special attracted **16,053 visitors**.

Aktuálně.cz, Rádio Česko and Rádio 1 all ran **festival specials**. The Respekt weekly published a special **festival supplement**.

In March, the festival's website attracted **187,227 visitors**. **6,937 people** liked the festival's Facebook profile – an increase of almost 2,000 fans.

The **MAG festival magazine**, featuring interviews with directors, information on films and behind-the-scenes reports at One World, was published for the first time. The 40-page edition was distributed free at the festival's start.



Petr Jarčevský and Lukáš Houdek, MCs at Lucerna.

Long Live Protests!

Films from two categories competed for the festival's main prizes:

Main Competition

Best documentaries with a human rights theme shot in the past year.

Right to Know

Investigative documentaries about previously unknown and overlooked cases of human rights abuses.

The main thematic category:

Youth Quake

One World responded to the wave of protests that took place in many countries across the globe over the past year. It not only concerned the Arab Spring, but protest campaigns in developed democracies.

The unifying element of these protests — unrest and revolt — was the determination of young people who rose up against established regimes and economic systems.

The festival's graphic visual, inspired by handmade placards as a common means of expression for various protests and demonstrations, also reflected this principal theme.

Other thematic categories:

With or Without You

Documentaries examining social relationships in today's world and the means by which families and individuals deal with external social influences, such as migration, poverty, residing in social welfare facilities and adoption.

So-called Civilisation

This year, the purview of our traditional environmental category was extended to include themes linked to lifestyle and consumption. The documentaries were chosen in collaboration with the Czech branch of the Friends of the Earth movement.

Panorama

A representative selection of documentary films that won international awards and generated interest at foreign festivals.

Czech Films

A selection of the best documentary films shot by Czech filmmakers over the past year.

Short Films

Documentaries up to 30 minutes in length presented as blocs of films.

People in Need – 20 Years

A retrospective category in the form of an online special on Czech Television's website to mark People in Need's 20 years of existence. Eight documentary films, videos and historical photographs chart the work of this organisation through the years. The online special is still accessible at the same address:

www.czech-tv.cz/oneworld

East Doc Platform: Just Do It!

The One World festival continues to focus attention on film professionals. These activities were enhanced this year thanks to cooperation with the Institute of Documentary Film (IDF), which organised the first **East Doc Platform**. During the festival, film industry professionals met with the aim to support the production and distribution of Central and Eastern European documentaries.

From 5 to 11 March at Palác Archa and the Divadlo Archa theatre, more than **160 Eastern European directors and producers** met with **70 key international television producers, buyers, distributors and sales representatives, as well as representatives of international festivals, funds and institutions**.

A collection of **88 completed films** and more than **60 works in progress** were presented. **Zvalka**, by Polish director Hanna Polak, was one of the

most promising documentaries in the development and production stage. A jury of Eastern European forum workshop tutors awarded this film the **Golden Funnel prize**, enabling it to receive extended individual support from the IDF.

The **East Doc Platform Award** for best documentary project in post-production went to the Italian-British co-production **The Train to Moscow**. Currently in the rough-edit stage, the project's authors will receive help from a leading international editor.

East Doc Platform's motto "Just Do It!" refers to the fact that documentaries nowadays are often created without outside help under very simple conditions.

One World welcomes professionals

In the course of the East Doc Platform and One World, a **video library** was made available to guests. It offered 309 completed documentary films from Central and Eastern Europe within the framework of the East Silver market, as well as all 106 documentaries from the One World festival programme.

Part of the East Doc Platform comprised an **open programme for accredited One World patrons**. This included lectures, film screenings, a master class, discussions and presentations of prepared documentaries.

A joint meeting for guests of East Doc Platform and One World in Lucerna Palace's Marble Hall provided an opportunity to make new connections.

Hana Kulhánková, One World director:

"Linking up with the Institute of Documentary Film allowed us to make good on our intention to extend the festival programme for film professionals. Moreover, thanks to East Doc Platform, foreign guests came to Prague who had never been part of One World's audience."

We Won't Be Silenced

A series of **panel debates with important Czech and foreign figures** was organised in Prague on the themes covered by eight films from the festival programme.

More than 700 people attended the discussions, held at the Institut Francais.

The most prominent participants in the panel discussions included:

Karel Schwarzenberg, Czech First Deputy Prime Minister and Minister of Foreign Affairs

Mohammad Abdulhadi, a representative of the underground network Doctors Coordinate of Damascus, which was awarded the Homo Homini prize

Miloslav Macela, director of the Department of Family and Benefit Systems at the Czech Ministry of Labour and Social Affairs

Jaromír Štětina, a senator and founder of People in Need

Elena Milashina, a journalist from the independent Russian newspaper Novaja gazeta

Themes of panel discussions:

The Arab Spring: The Year After

Film: Syria: Inside the Repression

We Waste, Therefore We Are?

Film: Taste the Waste

A Second Wind for Weary Europe?

Film: The Prism GR2011 – KRISIS

Development: Aid or Trap?

Film: Solar Eclipse

Adoption: The Child as a Hostage

Film: Forever Yours

Burma: Is Democracy a Game?

Films from Burma's The Art of Freedom Festival

People in Need: 20 Years in Action

Films: Epicentre and Chechen Dream

Is a Post-Soviet Spring on the Way?

Film: Belarusian Dream

Q&As with directors

After-film discussions were held in conjunction with 118 screenings in Prague cinemas, during which the filmmakers or invited Czech specialists debated on the given issue with audiences.

The chance to speak about films personally with directors is one of the festival's most popular audience events.



Noha Atef's presentation at the One World Social Innovation evening.

Yes to Innovative Ideas!

One World Social Innovation is a competition for projects by NGOs, public administrations, and individual activists who tackle traditional social problems **using modern communication technologies** – e.g., mobile applications, video-mapping, crowdsourcing, etc. **www.oneworld.cz/newmedia**

The first competition held last year was a big success. Contest winner **Gregory Asmlov**, founder of the Help Map project for coordinating rescue efforts during Russian forest fires, sat on this year's jury.

Camilla Hawthorne, manager of Digital Media Initiatives at Radio Free Europe, was another juror along with **Ondřej Zapletal**, director of the Vodafone Czech Republic Foundation.

Out of 22 projects entered in this year's competition, the jury chose the Russian **Liza Alert civic initiative**. Using the Internet and social

networks, this project mobilises volunteers to search for missing children, yielding results that put the state's security forces to shame.

www.lizaalert.org

Other projects deemed most successful by the jury:

Blow the Whistle! (USA)

Mobilising citizens to successfully put pressure on senators

www.whistleblower.org

GroundTruth Initiative (Kenya)

Fortifying a community by creating a map of the Kibera slum

www.groundtruthinitiative.org

Golos (Russia)

Civic monitoring of electoral fraud

www.golos.ru

Standby Taskforce – Somalia

International cooperation among volunteers to provide localised aid to refugees in need of assistance

blog.standbytaskforce.com/

Share it!

The announcement of the winners of the One World Social Innovation competition was preceded by TechShare – an evening of sharing and inspiration.

Selected representatives of Czech online initiatives gave speeches using Ignite Talks (a dynamic presentation format with 20 alternating slides in 15 seconds). The following projects were presented:

RozpočetObce.cz, BudováníStátu.cz, MapyHazardu.cz, Fondomat.cz, ChodciSobě.cz, DevelopmentCoffee.org, TechSoupGlobal.org, ČistěNebe.cz, SeniorInspect.cz, Paměť národa

[v mobilu \(Vodafone\), Navigace.sons.cz](http://v mobilu (Vodafone), Navigace.sons.cz) (a navigation centre for the blind)

Egyptian blogger and activist

Noha Atef gave a presentation of her TortureInEgypt.net project, which maps police violence. She also sat on the festival's Rudolf Vrba Jury.

Social Innovation Camp Brno

One World became a partner of the Social Innovation Camp Brno, held from 16 to 18 March. Based on a British concept, people with ideas and capabilities have 48 hours to turn innovative concepts into viable projects.

The event was organised by Respekt Institut o. p. s.

More information can be found at: **www.inovaceprospolecnost.cz**

Merit Badges for a Better World

This year, festival audiences again had the opportunity to take part in interactive tasks inspired by the stories of film protagonists. Audience members were able to hunt for human rights merit badges in all seven festival cinemas (NOTE: merit badges are known as “little beavers” in the Czech milieu).

Hundreds took part in the beaver hunt. Jakub Čejchan was drawn as the winner of a crystal beaver tail from the workshop of designer Bořek Šipek. He hunted beavers the previous year as well.

Hunger Merit Badge

The unequal distribution of food in the world

Indomitable Migrant Merit Badge

The problems foreigners encounter in our society

Samizdat Merit Badge

Copying a book on a typewriter

Shopping Merit Badge

Responsible consumer behaviour

Socioeconomic Merit Badge

The difficult climb up from the bottom of the social ladder

“On a Mission” Merit Badge

Getting one’s bearings in different cultures

Homini Merit Badge

Winners of the Homo Homini human rights prize

Other Parts of One World

One World took part in the **DOX BOX Global Day** campaign to support the fight for democracy in Syria. On 15 March, a year after the eruption of the Syrian uprising, international festivals screened films from Syria’s DOX BOX festival, which did not take place this year because of the political situation in the country.

The winning films from Burma’s **The Art of Freedom** festival were presented in a special screening in support of democratic changes in that country. One of the festival’s organisers, director Min Htin Ko Ko Gyi, was in attendance.

As in previous years, **screenings for senior citizens** were held at the Lucerna cinema.

Screenings of short documentary films for children were offered

at Municipal Library and the Atlas cinema.

Festival audiences were treated to a **concert by The Chancers** at Lucerna Music Bar on 13 March.

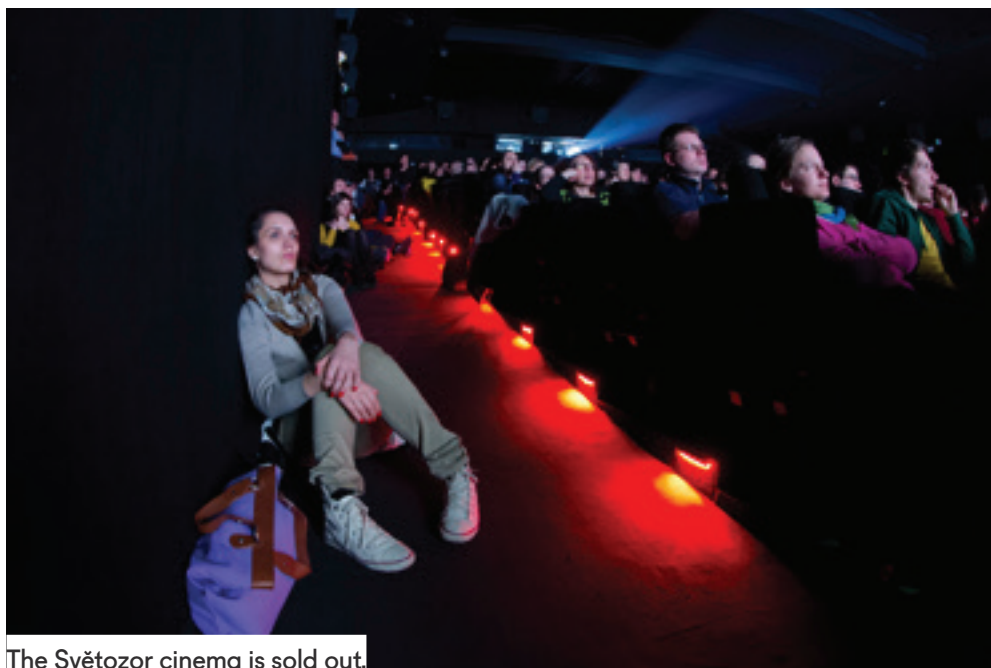
Student **Do-It-Yourself** festivals took place at five Prague university locations: University of Economics, Czech University of Life Sciences, Charles University’s Faculty of Arts and Faculty of Science, and Charles University’s Jinonice campus.



A stamp for completing a merit badge task.



Participants in an after-film discussion.



The Světozor cinema is sold out.



A concert by The Chancers at Lucerna Music Club.



A representative of Doctors Coordinate of Damascus collected the Homo Homini Award.

One World 2012 Has Started!

On 6 March, the One World festival was launched in three locations: At the **Prague Crossroads**, for the announcement of the winner of the Homo Homini Award, and at Prague's **Lucerna** and **Světazor** cinemas.

The opening film of the 14th annual festival was the documentary **Back to the Square** by Canadian director of

Czech origin Petr Lom. The film's content was directly related to the festival's main theme — the protests, unrest and revolt taking place in various parts of the world. Back to the Square shows how the fall of the Mubarak regime impacted upon the lives of Egyptians.

During the opening evening at the Lucerna cinema, the winners of the

student literature competition

Normal Normalisation were also announced. This contest was organised by People in Need's One World in Schools education programme in cooperation with the Respekt weekly.

The best **video clips on the subject of "Češinci,"** i.e. foreigners living in the Czech Republic, were also

presented. The competition was organised by the People in Need foundation's Migration Programme.

The opening film in the Lucerna, Back to the Square, was also shown in the **Světazor cinema**, which was sold out. This was followed by a debate with the director.

We Express Support for Syrian Doctors

The Homo Homini human rights prize, awarded yearly by the People in Need foundation, was presented at the Prague Crossroads venue.

This year, it recognised the work of an **underground network of Syrian physicians operating under the name Doctors Coordinate of Damascus**. Members risk their lives to provide medical care to demonstration

participants, who often are in danger of being arrested or killed if they were to go to official hospitals.

The prize was personally accepted by a representative for the organization who, after being arrested in Syria, fled the country upon his release.

"For a long time, the people of Syria have felt left by the wayside in

comparison with other Arab nations," the representative said in an interview with Radio 1. "This award is a great honour and also gives us psychological support."

In March, People in Need sent aid from its Club of Friends to Syria to enable the distribution of medical materials and equipment to 10 mobile physician teams. Other funds were

provided to help Syrian refugees in Jordan. An "SOS Syria" public collection was launched in the Czech Republic.



H. Kulhankova, right, converses with director M. Sauloy while producer M. Jangard looks on.

They Came to Show Their Support

Hundreds came to One World to present their films, debate issues concerning today's world, participate in juries and make new contacts.

The Grand Jury had four foreign members and one Czech from the ranks of film professionals. The Rudolf Vrba Jury was composed of five foreign personalities active in the field of human rights.

Representatives of **15 international film festivals** also came to One World from Europe and places as far as Jordan, Kyrgyzstan and Burma.

230 Czech and foreign professionals involved in the production and distribution of documentary films visited the East Doc Platform organised by the Institute of Documentary Film.

Overheard among the crowds

I was impressed by the crowds and young spectators who have come to see the films and the attention during the discussions after the screenings. (I made this nice experience with my own film and I profit to praise my translator, who was very competent and friendly.)

Claude Muret, coach script and editor for the winning film Special Flight

I liked almost all the films I saw. As for the film categories, quite various, very contemporary (Youth Quake), sometimes very ambitious (With or Without You). Unusual sometimes: – the Environment category seems sometimes annoying, but it's much funnier and more interesting with films like Detroit Wild City in it.

Sandra Benecchi, This Human World Film Festival, Austria

I think it was well done, so the visitor could find and follow easily the screenings of the films he likes. It facilitates the process [for people] to find films they were interested in, plus it gives them an opportunity to be among attendees and filmmakers from the field.

Noha Atef, Egyptian journalist and blogger, member of the Rudolf Vrba Jury

Very diverse, a lot of very good cinematography, and also films with a subject more than a style, but that's interesting to promote diversity.

Florent Tillon, director of French film Detroit Wild City

Did not choose films by categories, just used my fuzzy logic ;-) and randomly got the best films.

Jaana Tootsen, director of Estonian film The New World

It was my first time to visit the festival. It was very well organised and I was happy to see that so many people were interested to watch documentary films. You can see from the amount of audience and fluent organisation that the festival has found its form and gathered experience to make everything work so well.

Mervi Junkkonen, director of After Life – 4 Stories of Torture

Just wanted to send a big THANK YOU for showing Radioactivists at One World 2012 and inviting us and taking great care of us while we were in Prague. We are very happy to have been at One World and will try to return to future editions.

Julia Leser + Clarissa Seidel, German directors of the film Radioactivists – Protest in Japan since Fukushima

A Selection of Accredited Guests

One World – film competition juries

Noha Atef (Egypt), Willy Fautré (Belgium), Susanna Harutyunyan (Armenia), Naung Latt (Burma), Petr Lom (Canada), Elena Milashina (Russia), Paul Radu (Romania), Sara Rüster (Sweden), Ali Samadi Ahadi (Germany) and Robert Sedláček (Czech Republic)

One World – filmmakers

Jeffrey Brown (Czech Republic), Raffaele Brunetti (Italy), Emad Burnat (Palestine), Niels Bjørn (Denmark), Carles Caparros (Spain), Michiel van Erp (The Netherlands), Anders Graver (Denmark), Alain de Halleux (Belgium), Jet Homoet (The Netherlands), Marc Isaac (United Kingdom), Sara Ishaq (United Kingdom), Margarete Jangård (Sweden), Salome Jashi (Georgia), Keith Jones (Czech Republic), Mervi Junkkonen (Finland), Dara Kell (South Africa), Ilja Kok (The Netherlands), Deon Maas (South Africa), Helene Magne (France), Martin Mareček (Czech Republic), Claude Muret (Switzerland), Antonio Labajo (Spain), Julia Leser (Germany), Ed Moschitz (Austria), Christopher Nizza (South Africa), Masha Novikova (The Netherlands), Rafik Omrani (Tunisia), Micha

X. Peled (USA), Arman T. Riahi (Austria), Amélie Saille (Belgium), Clarissa Seidel (Germany), Mylène Sauloy (France), Šimon Špidla (Czech Republic), Tamar Tal (Israel), Florent Tillon (France), Willem Timmers (The Netherlands), Jaan Tootsen (Estonia), Ilse and Femke van Velzenov (The Netherlands), David Vondráček (Czech Republic) and Chanoch Zeevi (Israel)

One World – representatives of foreign festivals

Justas Gratulevicius and Gediminas Andriukaitis (Ad Hoc, Lithuania), Min Htin Ko Ko Gyi (The Art of Freedom, Burma), Grit Lemke (DOK Leipzig, Germany), Karol Piekarczyk, Kirsty McCarter and Mona Rai (Document 10, Scotland), Mario Friso and Olivia Welke (Festival des Libertés, Belgium), Lira Ismailova, Farida Abdyldayeva

and Gulbara Tolomushova (One World Kyrgyzstan), Salameh Nematt (Karama, Jordan), Kirijana Nikoloska and Nikolina Nedelkovska (MakeDox, Macedonia), Simone Zupfer and Kristin Eubling (MOVE IT! Festival, Germany), Andrea Kuhn (Nuremberg International Human Rights Film Festival, Germany), Hans Habiger and Natalie Gravenor (One World Berlin, Germany), Kumjana Novakova, Monja Suta Hibert and Olja Latinovic (Pravo Ljudski, Bosnia and Herzegovina), Sandra Benecchi (This Human World, Austria), Aniko Kovacs and Elena Naumkina (Verzio, Hungary), Matciej Nowicki and Martyna Slominska (Watch Docs, Poland)

Guests of One World Social Innovation

Camilla Hawthorne (Czech Republic), Gregory Asmolov (Great Britain), Alicja Peszkowska (Techsoup/Netsquared), Irina Vorobieva, Grigori Sergeev and Marina Kaceanov (LizaAlert.org)

Other guests

Soe Aung (Forum for Democracy in Burma), Flora Carmichael and Millicent Teasdale (Frontline, Great Britain), Martin Horák (People in Peril Association), Franak Viachorka (Radio Free Europe)

East Doc Platform (Institute of Documentary Film)

Kathryn Bonnici (Java Films, France), Martichka Bozhilova (Agitprop Ltd., Balkan Documentary Centre, Bulgaria), Anaïs Clanet (Wide House, France), Heino Deckert (Deckert Distribution GmbH, ma.ja.de. Filmproduktions GmbH, Germany), Anna Dziapshipa (Sakdoc Film, Tbilisi International Film Festival, Pitch.Doc, Georgia), Hélène Fantl (Archidoc – La Fémis Workshop, France), Kristen Fitzpatrick (Women Make Movies, USA), Flora Gregory (Al Jazeera, Great Britain), Ryan Harrington (Tribeca Film Institute, USA), Christine Hille (DOK Leipzig, Germany), Andrea Hock (Autlook Films, Austria), Simon Kilmurry (American Documentary/POV, USA), Stefan Kloos (Kloos and Co. Medien GmbH, Rise and Shine, Germany), Rainer Komers (Rainer Komers

Film, Germany), Pavel Kostomarov (director, Russia), Charlotte Gry Madsen (DR International Sales, Denmark), Sean McAllister (Tenfoot Films, Great Britain), Philippe Muller (ARTE G.E.I.E., France), Mikael Opstrup (producer, Denmark), Ayse Poffet (First Hand Films GmbH, Switzerland), Marijke Rawie (ExpertDocs, The Netherlands), Jan Rofekamp (Films Transit International, Montreal Office, Canada), Gabby Stein (Cinephil Distribution and Coproductions, Israel), Adriek Van Nieuwenhuijzen (IDFA, The Netherlands), Nathalie Verdier (ARTE G.E.I.E., ARTE France, France), Jenny Westergård (YLE – Finnish Broadcasting Company, Finland)



The prize for best film was collected by Soňa Kritzerová from the Swiss Embassy.

Winning Documentaries

One World 2012 gave out a total of eight film awards.

Best Film Award

Special Flight

Fernand Melgar/Switzerland/2011/103 min.

Best Director Award

5 Broken Cameras

Emad Burnat, Guy Davidi/Israel, Palestine, The Netherlands, France/2011/90 min.

Rudolf Vrba Jury Award

Big Boys Gone Bananas!*

Fredrik Gertten/Sweden/2011/87 min.

Special Mention from the Rudolf Vrba Jury

Who Killed Natasha?

Mylène Sauloy/Great Britain, Russia, France, Chechnya/2011/64 min.

The Václav Havel Jury Special Award for the film that made the most significant contribution to the defence of human rights:

Who Killed Natasha?

Mylène Sauloy/Great Britain, Russia, France, Chechnya/2011/64 min.

The Czech Radio Award for creative use of music and sound in a documentary

Into Oblivion

Šimon Špidla/Czech Republic/2011/52 min.

Student Jury Award

Life in Stills

Tamar Tal/Israel/2011/58 min.

Bageterie Boulevard Audience Award

Big Boys Gone Bananas!*

Fredrik Gertten/Sweden/2011/87 min.

Best Film 2012

Claude Muret, co-author of the winning film *Special Flight*, presented the documentary at the festival. The film's director, Fernand Melgar, could not attend because he is working on the film's sequel, which charts the subsequent fate of the protagonists after their expulsion from Switzerland. Nonetheless, he and producer Elise Shubs sent a video greeting to One World audiences.

Consequently, the deputy minister for culture František Mikeš presented the prize to Soňa Kritzlerová from the Swiss Embassy.

Special Flight – jury statement:

“The Swiss film Special Flight looks at refugees at an internment facility in Switzerland who are waiting to learn whether they will be sent back to their home countries or be granted asylum. In addition to the extraordinary and unprecedented access gained by the filmmaker, the jury was impressed by this film's exceptional storytelling and dramaturgy, flawless controlled camera work, intelligent and precise editing and, perhaps above all, the filmmaker's compassion and respect for his characters. This film succeeds in transforming reality into a work of art.”



Volunteers count votes for the Audience Award.

Audiences Choose Their Favourite Film

One World audiences voted for their favourite film to receive the **Bageterie Boulevard Audience Award**.

Along with a coupon for a free baguette, viewers received a ballot slip allowing them to rate each film on a scale of 1-5. Voting ended after the last screenings 14 March. And the winner was:

Bageterie Boulevard Audience Award

Big Boys Gone Bananas!*

Fredrik Gertten/Sweden/2011/87 min.

Other placings according to audience votes:

2. Life in Stills (Israel) – Also won Student Jury Award
3. Belarusian Dream (Russia)
4. Give Up Tomorrow (Great Britain, USA)
5. The Island President (USA)
6. Třafačka – Temple of Freedom (Czech Republic)
7. 5 Broken Cameras (Israel, Palestine, The Netherlands, France) – also won Best Director Award
8. The Kingdom of Mister Edhi (Belgium, Spain)
9. I Am a Woman Now (The Netherlands)
10. Bitter Seeds (USA, India)

Online audience voting for the most popular films to be included in the **Get Your Audience!** programme continued through April. More information can be found on page 30.

Overheard Among the Audience

A selection of online responses to an Internet audience questionnaire, which was filled out by 256 viewers.

I attended the festival for the first time this year and I really liked it. So my message to the organisers is to keep doing what you're doing. It's super and you have my full support.

I'm glad that tickets were decently priced and that the screenings weren't held in multiplexes, but in beautiful cinemas with atmosphere. I'm happy about the debates as well as the fact that One World exists.

I really had goosebumps when, after the film 5 Broken Cameras, the author of this film appeared before the audience! (He was there before the screening as well, but it was much more powerful after the film). It was a really successful festival. I'm looking forward to next year and more films that can open people's eyes a little bit.

Thank you very much for all your effort and your work. This is great and gives good energy too!

Continue doing what you are doing. You show us a different side of things, and people in the Czech Republic should help each other more. We should stick together and fight for our truth ... always and everywhere! It's a wonderful festival. Excellent work. The entire festival really captured my heart!

I think that it was great work. It must have taken a lot of effort, but the result is worth it! I really appreciate the debates after the films and the variety of films that are screened.



Audience members vote for their favourite film.



The co-authors of a short film about foreigners living in the Czech Republic.



Burmese activist Naung Latt presents a prize.



Karel Schwarzenberg during the presentation of the Homo Homini Award.



The large auditorium of the Světozor cinema is sold out.

The Festival's Busy Venues

Festival films were screened in nine auditoriums in seven Prague cinemas: **Lucerna, Světozor, Atlas, Bio Konvikt-Ponrepo, Evald, the Institut Francais, and the Municipal Library.**

Although in previous years screenings were held at the Divadlo Archa theatre, instead One World used this venue to house the East Doc Platform, organised by the Institute of Documentary Film.

Despite having fewer festival venues, overall attendance figures for One World 2012 exceeded last year's.

In keeping with tradition, the festival's centre was the Lucerna cinema, while guest and press services were housed in Langhans Gallery on Vodičkova Street in Prague.

Do It Yourself university festivals organised by student teams offered documentary films at five locations in Prague: University of Economics, Czech University of Life Sciences, Charles University's Faculty of Arts and Faculty of Science and Charles University's campus in Jinonice. Around 1,500 students attended the university screenings.

Festival crowds

45,802 viewers attended the Prague part of the festival, a total of which 11,916 took part in One World in Schools morning screenings and accompanying events.

One World attendance figures in the regions amounted to 64,570 people, of which 37,474 pupils, students and teachers attended school screenings. 9,834 people attended accompanying events.

This year, the regions saw **attendance figures increase by 3,779 people**; the number of festival visitors in Prague **increased by more than 2,000**.

The Prague festival programme attracted the most people on 12 March, when **almost 80% of cinema capacity was filled**. On that day, 3,673 attendees bought tickets to One World events.

In Prague, a total of 66 screenings were completely sold out. In the large auditoriums, such as Lucerna and Světozor, every last seat was taken for the following films: I Am a Woman Now, Girl Model, Carte Blanche, The Price of Sex and Skydancer (all in the Lucerna cinema, capacity 455); ¡Vivan las Antipodas!, Mama Illegal, Big Boys Gone Bananas!*, The Substance and Taste the Waste (all in the large auditorium of the Světozor cinema, capacity 356).



A discussion after a morning screening for One World in Schools.

Schools Want Documentaries

As is the case every year, the festival once again welcomed numerous school audiences.

In Prague, a total of 145 morning screenings were attended by **10,872 primary and secondary school children, accompanied by 613 teachers.**

Interest from schools increased considerably. In Prague alone, 52 more schools registered with us in comparison with last year.

School screenings in the regions were watched by a total of **36,574 pupils, students and teachers**, an increase of 3,073 people compared with last year.

One World for Children offered three blocs of films intended for pupils of varying ages from 8-16. Within the framework of **One World for Students**, six feature-length films

were presented from the main festival programme.

All screenings were accompanied by debates during which school audiences could process their impressions of the films and analyse aspects of the given subject in a more profound manner.

These films are geared toward students and traditionally present questions and issues dealt with by their peers from various parts of the world. This year, the programme also included films on the subject of intergenerational coexistence.

The winner of the **Student Jury Prize**, *Life in Stills* by Israeli director Tamar Tal, offers a portrait of a 92-year-old Czechoslovak emigrant in Israel and her grandson. This jury was composed of organisers from One World in Schools Student Film Club and One World in the Regions.

Some interesting meetings also took place during the Prague part of the festival. One World in Schools invited participating teachers from all over the country to a programme called **One World in Schools Live!** Part of this programme included a debate with the director of *People in Need*, Šimon Pánek.

Student Film Club organisers and students involved in team projects met one weekend for a **joint happening** during which they daubed their own messages on T-shirts within the framework of this year's festival concept, *Protests, Unrest and Revolt*.

Overheard at school debates:

Question from the audience:
Which is worse? an explosion at an atomic power plant or an atomic bomb exploding?

Discussion on the film *Far From Home* about Belarusian children having a recuperative stay in the Netherlands.

Regions Support One World

After the Prague part of the festival, One World travelled to **40 other towns and cities around the Czech Republic**. This represented an increase of seven festival locations compared with the previous year.

With 2,500 inhabitants, Počátky was the **newest and smallest festival setting**. Altogether, 1,345 viewers came to a total of 17 public screenings and school projections.

A total of **64,570 attended the regional festivals**, while 37,474 pupils, students and apprentices attended school projections – **3,973 more than last year**.

A **considerable increase in attendance** was experienced at Třinec, where school audiences more than doubled (1,531 compared with 643 last year) and public screenings also attracted around 100 more visitors than the previous year (567 compared with 470 in 2011).

Regional festivals offered an **interesting accompanying programme**, e.g., a concert by the band Traband interpreted into sign language (Tišnov), a happening against cars in the centre of town for the film The New World (Tábor), a Go NGO! workshop and trade fair (Benešov), and a Living Library where, instead of books, people borrowed experts on subjects concerning development aid and community life (Brno).

One World in the Regions is organised by **local teams** composed of students, members of civic associations, or workers from municipal cultural centres.

Statements from regional teams

As was the case last year (when I began doing debates with pupils/students), what also pleased me the most this year was the discovery that, for the most part, young people

can enjoy themselves, they are open beyond expectation and their natural ability to think about things is only systematically killed by school, the education system and resigned schoolteachers.

Teplíce, Jindřich Frankenfeld, Pohip.Com o. s.

The timing was excellent. During the week when the festival was on, there was a demonstration to save the Ostravica-Textilia store as well as a happening for the opening of the controversial Nová Karolina shopping centre. The subject of revolt and unrest was therefore transferred directly from the screen into action.

Ostrava, Veronika Kusá, Minikino

The thing that pleased us the most was the interest of young people in what was going on around them. The themes of the films captivated them, there were lively discussions at the debates, and a new Facebook page was even created, called “Our

Neighbourhood”, where debate continued about what could be done in our town to change it for the better.
Tábor, Pavla Kohelová, Cheiron T, o. p. s.

What personally pleased me the most was when I learned that the management of our town hall did not have much confidence in us before the festival because we were a new team. Of course, after the festival they were satisfied. Apart from a few minor hiccups, everything went completely smoothly.

Třinec, Petr Malý, o. s. Ubot Gallery

We were pleased with the emails we received thanking us and the very good response. Pontopolis was contacted by three people after the festival who want to become members of the association.

Polička, Petra Jílková, o. s. Pontopolis

One World in Brussels

From 14 to 23 May 18 documentary films about human rights were screened at the sixth annual One World festival in Brussels. Almost 2,000 people flocked to the screenings and debates.

The programme was launched with the film **Back to the Square** by Czech-Canadian director Petr

Lom. This movie had also been the opening film in Prague. Film offerings included **Special Flight**, which was the winning documentary at One World 2012, and **Who Killed Natasha?**, which won two awards in Prague. Czech documentaries were represented by **Love in the Grave**, **Race to the Bottom** and **Coal in the Soul**.

Brussels 2012 winning film

Mama Illegal

Ed Moschitz/Austria/2011/102 min

The winning documentary was chosen by a jury comprised of Victoria Pirker (Human Rights Without Frontiers), David Nichols (Amnesty International), and Yin Myo (a Burmese activist).

One World in Brussels provides a unique opportunity for European politicians to meet representatives of non-profit organisations and civic initiatives.

One World Around the World

An important part of One World's mission is to support the establishment and development of human rights film festivals abroad.

From 25 to 28 January the **first Baghdad Eye festival** was held in Iraq, which was a completely new experience for this country. One World provided support by helping with the

festival's organisation and dramaturgy. Cory Taylor's film **The Power of the Powerless** – about revolutions in Czechoslovakia, including the Velvet Revolution – was screened at the event, garnering huge audience response.

One World has pledged support to **The Art of Freedom film festival in the Burmese city of Rangoon**. This

event's cofounder, director Min Htin Ko Ko Gyi, was a guest of the 14th annual One World festival in Prague. The winning films from Rangoon were presented at a special screening in Prague.

One World was represented at the **Cinema Without Borders** workshop, focused on supporting human rights film festivals in countries showing

little regard for the cause. According to workshop outcomes, up to 10 new human rights film showcases could be established around the world next year, e.g., Libya, Sri Lanka, Zimbabwe, Pakistan, Cameroon and Nigeria. The workshop was organised by the Dutch Movies That Matter festival in The Hague.



Get Your Audience!

The Get Your Audience! distribution programme aims to ensure that high-quality documentary films with human rights themes continue reaching viewers throughout the Czech Republic after the One World festival ends.

Based on online voting, audiences want to include the following films from this year's festival in the Get Your Audience! programme:

1. **Taste the Waste**

Valentin Thurn/Germany/2011/88 min.

2. **Belarusian Dream**

*Ekaterina Kibalchich/
Russia/2011/55 min.*

3. **The Carrier**

Maggie Betts/USA/2011/88 min.

4. **The New World**

Jaana Tootsen/Estonia/2011/59 min.

5. **Love in the Grave**

David Vondráček/Czech Republic/2011/74 min.

6. **Zero Silence**

*Jonny von Wallström, Javeria
Rizvi Kabani, Alexandra Sandels/
Sweden/2011/57 min.*

The Get Your Audience! selection of films was also enhanced by this year's opener, **Back to the Square**. Petr Lom, the film's Czech-Canadian director, promised to provide the documentary to the programme.

Last year's opening film, **Autumn Gold**, by German director Jan Tenhaven, has been available since March for downloading by registered projectionists.

Online voting for films to be included in the Get Your Audience! programme continued through April so that audiences from the regional festivals could also participate.

Once audience voting is concluded, copyrights must be obtained for selected films and informational source materials prepared for the debates that follow screenings.

The Get Your Audience! programme allows anyone to borrow a documentary DVD to screen to an audience. Two years after it launched, there are now up to 1,000 projectionists from all over the Czech Republic registered in the programme.



Participants in a One World in Schools film club happening.



One World in Brno.



Stickers for the Get Your Audience! Programme.



Pupils wait for a school screening.



Citylight billboard advertisements for One World 2012 on the streets of Prague.

We Want to Be Seen

During the 14th annual festival, the public could listen to special radio reports on **Rádio Česko** and Prague's **Rádio 1** station. Throughout March, the news website **Aktuálně.cz** ran a special column in its cultural section, where it published 42 reviews, interviews and news reports.

In February, the **Respekt** weekly published an eight-page **One World** supplement.

Established Czech bloggers published 12 articles on films from the festival programme.

One World's **Facebook** friends rose by 2,000, to 6,937 users; 384 people follow One World on **Twitter** (data as of 10 April). One World recently set up a profile on **Google+**.

Czech Television broadcast four live interviews with foreign guests of the festival in its Studio 6 programme.

Other interviews were pre-recorded. A 20-second version of the festival spot was included 70 times in advertising blocs on TV stations ČT1, ČT2 and ČT24.

A 40-page issue of the new endeavour **MAG festival magazine** was published on the festival's first day.

The “**People in Need – 20 Years**” online special registered a total of 16,053 visits from its launch 12 February through 28 March. Of the eight documentary films on offer, *Loan Shark* was the most watched.

OneWorld.cz

In February and March, the festival website registered **187,227 visits**. During the festival, the site received an average of 8,968 hits daily.

Visitors most frequently searched the website for information on audience favourite **Taste the Waste**.

Via the website, YouTube and Aktuálně.cz users were able to watch 41 episodes of “**Video Highlights**,” featuring festival news and interviews with directors.

Using the **My Programme** application, registered users could compile their own viewing schedule.

Links were placed on the festival's homepage to the latest reviews from Aktuálně.cz's online special, gathering 1,275 viewers.



Festival goers complete a questionnaire.

We Know Our Audience

To better determine the characteristics of festival audiences, One World ordered research from the Millward Brown agency.

During the Prague part of the festival, interviewers conducted a questionnaire of **1,045 respondents in all seven cinemas.**

The results ...

- ✎ Almost two thirds of One World's audience are women. All have a higher level of education (i.e., secondary or tertiary). An absolute majority falls into the age range of 18-35.
- ✎ Almost half are festival regulars.
- ✎ For one fifth, this was their first time at the festival. These were mostly people age 25 or younger who came on a friend's recommendation or out of curiosity.
- ✎ Regular viewers had an interest in documentary films and human rights.
- ✎ Almost 40 % of regular visitors were prepared to see up to five screenings. New visitors planned to watch one film only.
- ✎ For half of visitors, the website is the main source of information. The printed catalogue is crucial for a third of viewers, particularly regular.

Hardcore fans

Almost two thirds of the One World festival's audience are "independent" and "utopian."

Independent

These people have a tendency to be impetuous and act in a selfless manner. They like to be different and are self-confident. Often creative, they consider themselves liberal-minded. Conversely, they reject superficial values, such as wealth and success.

Utopian

These people are more philanthropic and spiritually grounded, but also like change and risk. Often they are drawn toward idealism and have strong convictions. Consequently, they support many liberal activities, such as nature conservation or environmental movements. They reject materialism and expect ethical behaviour from individuals and organisations.

Who Stands Behind Us

The festival was held under the auspices of First Deputy Prime Minister and Minister of Foreign Affairs of the Czech Republic Karel Schwarzenberg, Czech Minister of Culture Alena Hanakova and Mayor of Prague Bohuslav Svoboda.

Bageterie Boulevard was the festival's general partner.

The **Czech Ministry of Culture** was a co-organisier.

The festival received considerable support from the **Avast Foundation**, the **Czech State Fund for the Support and Development of Cinematography** and the **EU MEDIA Programme**.

In keeping with tradition, the One World festival took place with the support of **Prague City Hall**. The main media partner was **Czech Television**.

Other important partners: MEDIA Desk Czech Republic, Open Society Fund Prague, Czech Ministry of the Environment, the U.S. Embassy in Prague, Dutch Embassy, French Embassy, Institut Francais, Israeli Embassy, Canadian Embassy, Austrian Cultural Forum in Prague, Goethe-Institut in Prague, Frontline Club, Dagmar and Vaclav Havel Foundation VIZE 97, Langhans Gallery in Prague and Villa Vojkov.

Alza.cz was a partner of guest and press services at Langhans Gallery in Prague.

Media partners: Aktuálně.cz, Czech Radio, Respekt, Lidové noviny, Rádio 1, ČSFD.cz, Literární noviny, Houser, Sedmá generace, Student Agency, BigMedia, EuroAWK and JCDecaux.

Festival transportation provided by the Prague Public Transport Company.

One World would also like to thank: Active Travel, Adobe Systems, Atoll Print, AV Kongres, Easytalk, Elvia-Pro, AAudio, the FAMU film school, Hertz, the Czech branch of the Friends of the Earth movement, Kinotechnika, the National Library of the Czech Republic, Ruefa Reisen, Spedart, StarBase, TNT Express Worldwide, T.R.I., VA Unisa, the Slovak Institute in Prague, the Polish Cultural Institute, Heinrich-Böll-Stiftung Prague.

We would like to thank the following cinemas for their cooperation: Bio Konvikt – Ponrepo, Institut Francais, the Atlas cinema, the Evald cinema, the Lucerna cinema, the Světozor cinema and the Municipal Library.

In the regions, the festival also had the following patrons: Dalibor Carda, mayor of Český Krumlov; Ida Jenková, mayor of

Police nad Metují; Jaromír Dvořák, mayor of Nový Bor; Jiří Šolc, the co-founder of Etické fórum ČR and a philosopher and teacher at the Technical University of Liberec; Martin Novotný, mayor of Olomouc; Milan Zeibert, deputy mayor of Třebíč; Petr Polák, mayor of Tanvald; Petr Řezníček, mayor of Chrudim; René Wokoun, rector of J. E. Purkyně University in Ústí nad Labem; Stanislav Bernard, Počátky; Stanislav Pěnička, chairman of the Committee for Education, Training, Employment and Sport of the Liberec Regional Council (Výboru pro výchovu, vzdělávání, zaměstnanost a sport Zastupitelstva Libereckého kraje); and the towns of Benešov, Polička and Trnec.



Audience members queue for a free baguette.



Dutch ambassador Jan C. Henneman at an embassy evening in Langhans Gallery.



Petr Dvořák, left, director of Czech Television, and Šimon Pánek, director of People in Need.



Deputy Minister of Culture František Mikeš presents Best Film Award.

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HEINRICH BÖLL STIFTUNG

The background of the top half of the page features several thick, horizontal, wavy brushstrokes in a vibrant yellow color. These strokes vary in opacity and thickness, creating a textured, artistic effect. The text is overlaid on these strokes.

**We look forward to seeing you
at the 15th annual One World festival
from 4 to 13 March 2013 in Prague.**

Report: Text created by Bohdana Rambousková and the One World team; translation by Coilin O'Connor; proofreading by Katie Perkins;
photography by Lukáš Bíba, Jan Bartoš, Kryštof Kříž and Pavel Havrda; graphic design by Ondřej Matyáš. Prague 2012.

20 YEARS



AND GOING ON

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