



NUFF Global

- Make a movie that matters -

Youth Cinema project

on

Climate Change

"The strongest way to deliver an environmental message and to create an impact is certainly via film; providing that once the film is over the momentum gained is not lost- somehow you have to put the audience into action once they leave the cinema- and to make a film that will influence individuals to change attitudes or put pressure on governments is going to be quite a challenge." (**Nick Bonner**, *landscape artist and filmmaker Beijing, China*)

Supported by

The **Minor** Foundation
for **Major** Challenges





NUFF Global

International youth film and film idea competition on the subject "Climate changes"

Project description

1. Background

Nordic Youth Film Festival (NUFF)¹ is an event made by and for young film interested people in the Nordic region. NUFF promotes Youth Cinema (films made by youth) by doing film workshops with professional filmmakers, seminars, discussions and screenings. In just a few years, NUFF has evolved far outside the Nordic borders.

Young people use the film medium in their own way and often find **new expressions** to tell their stories. **The digital revolution** has made semi-professional video equipment available and affordable. Youths in the computer and information generation have taken use of the new technology in a fresh and playful way. The result is **many talents** developing outside the established institutions.

In 2007 NUFF will be held for the **fifth time**. Every year the festival has focus on political subjects of current interest. In 2004 it was "Foreign Voices – young immigrants in the Nordic region", in 2005 "North/South – Youth film in the battle against HIV/Aids" and in 2006 "Focus Palestine".

Climate change is one of the most serious problems the world faces today. All young people will have to deal with the consequences. Politicians, industry and consumers world over must be convinced of the **necessity of action**. Through this project we want to involve and engage **youths from several continents**. The goal is to stimulate bigger consciousness among adults and youths. The project is meant to **stimulate and motivate young, film interested people** to treat the subject in their own creative way. To dare confront the problems we must go through the heart. The project will make youths responsible by putting a human face on the issue. Young filmmakers will tell stories connected to the effects of climate changes that already have happened - or use their imagination to show with pictures how it is to speak out for big changes. Either way, to express reactions and share emotions is a necessary first step.

Through media attention the project wants to increase the knowledge of the **consequences of climate change**, and increase the motivation to control these. Humanity must readjust to maintain life quality. And the creators are humans themselves. It is important to repeatedly point out that as long as the problem is created by humans (ref. UNs climate panel IPCC² third main report from 2001), it can also be solved by humans.

¹ <http://www.nuff.no>

² The Intergovernmental Panel on Climate Change (IPCC) has been established by WMO and UNEP to assess scientific, technical and socio- economic information relevant for the understanding of climate change, its potential impacts and options for adaptation and mitigation. It is open to all Members of the UN and of WMO. <http://www.ipcc.ch/>



2. Idea

World Environment Day³ the 5th of June 2007 marks the opening of the International Polar Year 2007-2008⁴. In connection with this, the Nordic Youth Film Festival will set focus on the theme “climate changes”. In cooperation with the Minor Foundation for Major Challenges⁵ and the Norwegian Polar Institute⁶, NUFF will hold an international youth film competition.

Considering the development of global climate changes and the dramatic consequences that could come, it is even more important that youths are involved in all types of decisions.

How does today’s youth experience the global climate changes, and how do they see their own future? It is they who have to live with the results from the actions of earlier generations. The awareness and the knowledge of youths on this issue must be increased, so they themselves can be part of forming a plan of action for the future. Stimulating young filmmakers to tell their stories on the subject will not only raise their awareness of climate changes; their voices will also be broadcasted to a larger audience. Because they are the future generation, their message will be all the more powerful.

3. Goals

- To help inform young people all over the world about global warming.
- To create awareness on global climate changes and its consequences for future generations, all over the world. This to motivate young filmmakers to tell their stories about the subject.
- To make youths feel more responsible by giving the issue a human face
- To build bridges between youths, science, politics and film.
- To develop Youth Cinema and encourage political expressions, and give NUFF a political focus.
- To develop talented young filmmakers and give them a platform.

4. The project

The project consists of two parts:

1. International film idea competition

An international film idea competition with the theme “Climate changes” will be held, with deadline the **1st of November 2006**.

³ World Environment Day, commemorated each year on 5 June, is one of the principal vehicles through which the United Nations stimulates worldwide awareness of the environment and enhances political attention and action. http://www.unep.org/wed/2006/english/About_WED_2006/index.asp

⁴ The main goal of IPY is to increase the knowledge of polar, natural scientific conditions and the fundamental physical, chemical, geological and biological processes in earth, water, ice and atmosphere; in addition to its cause and effect on corresponding global processes. <http://www.polaryear.no/>

⁵ The Minor Foundation for Major Challenges is an ideal foundation that support the work for decreasing man made global climate problems. <http://www.minor-foundation.no/>

⁶ Norwegian Polar Institute is Norway’s central institution for research, environment surveillance and mapping in the polar areas. <http://www.npolar.no/>



The film ideas must be sent in with a short exposé, a project description and a budget. All genres are possible, but the planned films must not be longer than **15 minutes**. The filmmakers must be between **18 and 30 years old**.

The submitted film ideas will be handled according to guidelines. They will be delivered to the selection committee with recommendations. An international selection of film professionals and one representative from Minor Foundation, possibly the Norwegian Polar Institute will pick out the 10 best ideas, also considering even distribution from all continents. The members of the committee will receive compensation for their effort.

The 10 selected ideas will each receive production funding of 30.000, - NOK. The finished films must be ready for NUFF 2007 and take part in the competition. Some of the filmmakers will be invited to participate in the NUFF 2007 workshop. One of the films will be especially selected by the film composer Søren Hyldgaard⁷, and he will make the music for the film.

2. International film competition

An international **film competition** with the theme “Climate changes” will be held. All entries must have been produced from 2001 up to today and have a **maximum length of 15 minutes**. All genres are possible. The filmmakers must be between **18 and 30 years old**. Deadline for the film competition is the 1st of April 2007. Entry forms must be filled out electronically on the projects own website. The films must also be sent in with English subtitles. The winner films will be **screened at NUFF 2007**.

The project has its **own website**⁸, where the competition will be announced and administered. It will also **offer tools** for working with the subject. The competition participants will have a **chance to learn about the subject** through links and films that cover the science, research and political aspects of climate changes. The website will also **present information** of current interest, like news, facts and stories about the subject. It will also be a platform for communication.

5 to 10 young filmmakers among competition participants will be invited to participate in NUFF 2007. They will also get to **participate in the NUFF workshops**. The project will be presented in the NUFF festival catalogue. This demands an expansion of the catalogue of ca. 10-20 pages and double the copies of earlier years.

⁷ Søren Hyldgaard is a composer and makes film music. <http://www.screenmusic.dk/>

⁸ <http://www.nuffglobal.net>



5. Organization

- **Project management**

Tvibit Youth Culture House in Tromsø is responsible for the accomplishment and economy of the project.

Project leader and responsible at Tvibit⁹ is Hermann Greuel (project responsibility, applications, economy, OPPGJØR, reports, networking, administration of contact lists).

Producer (administration film competition, selection- and jury responsibility, contact with filmmakers, travel arrangements, tickets, distribution of promotion material)

PR (all PR work, development and administration of the website over the entire period)

- **Resource group**

Composition suggestion: Johannes Fjell Hojem/ Zero Emission Resource Organization Oslo¹⁰, Erling Falch/film producer Tromsø, Nina Dessau/Minor Foundation, Elvis Chi Nwosu/Young Immigrant TV Oslo, Ole Giæver/filmmaker Tromsø, Martha Otte/festival leader Tromsø International Film Festival, Gunn Sissel Jaklin/information leader Norwegian Polar Institute, Magne Amundsen/leader Tvibit Tromsø. We are open to more suggestions.

- **Film idea committee**

The project management receives all competition applications, handles them according to guidelines and delivers a recommendation.

PÅ GRUNNLAG AV this work, a film idea committee will select the top ten. Composition suggestion: Jim Stark/film producer USA, Ivar Køhn/film consultant at the Norwegian Film Fund Norway, Søren Hyldgaard/filmkomponist Danmark, Gunn-Sissel Jaklin/infosjef Norsk Polarinstitutt Tromsø, Daniel Alegi/filmmaker Sweden, Vegard Steiro Amundsen/scriptwriter Norway, Wangtae Lim/leader for the Film School for youths in South Korea, Rashid Masharawi/film director and –producer from Palestine.

- **Program/Pre-selection committee**

A pre-selection committee, consisting of film and environment professionals will pick **10 to 15 films** that will be **screened** under NUFF 2007.

- **Film jury at NUFF**

A jury of film professionals and one representative from the Minor Foundation and/or Norwegian Polar Institute will choose the best film at NUFF Global. The award is 10.000,- NOK and a travel scholarship to the next large climate conference (COP13 Bangkok 2007).

⁹ Culture house for young creative people in Tromsø. <http://www.tvibit.net/>

¹⁰ ZERO – Zero Emission Resource Organization – “an environment foundation that believes that a modern world without release of harming gases is possible and necessary. Therefore we distribute information and work as promoters for release free technology solutions. We are especially concerned with avoiding release of CO2 and other gasses that destroys the climate on earth. <http://www.zero.no/>



6. Time schedule and accomplishment

The project period is August 2006 – December 2007.

August 2006	project start, development of logo, folder, poster, website, contact network, distribution of promo-material, PR
Sept - Oct 2006	promotion of the film competition nationally and internationally, network building, composition of film idea committee
1. Nov 2006	deadline film idea competition
Nov 2006	film idea selection, contact with contestants, PR
Dec 2006 – March 2007	work with films, network building, information work, school presentations, marketing, PR
1. April 2007	deadline film competition
April 2007	program selection work (viewing and pre-selection), catalogue work, PR, school presentations, marketing, invitation filmmakers
May 2007	catalogue work, PR, booking and travel arrangements,
2. – 10. June 2007	NUFF 2007
July 2007	production of "Climate DVD"
Aug 2007	distribution of "Climate DVD"
Okt – Dec 2007	evaluation, project settlement, reports, project closing

Promotion of the film competition

A **national and international media strategy** will be developed.

As a base we will use the **NUFF contact network** for promotion of the film competition. This network will also be **extended** by using other organizations like youth festivals, cooperative partners/sponsors, environment organizations etc.

A **logo, folder, poster and website** will be developed for the project. The website will be the main information- and communication source for the project and continuously updated. The poster and folder will be **distributed all over the world**. The poster will be used at media houses, film workshops, youth houses and schools. The folder will be used to deepen on the subject. It will also include more about the guidelines for participating in the competition.

PR work, both national and international, will be directed at newspapers, TV, radio, and also special mediums like environmental magazines, environmental websites etc.

The project will be **presented on schools** in the region to stimulate local youths to come to NUFF and see the films. The project will also be presented at Tromsø International Film Festival (TIFF)¹¹ in January 2007.

Follow-up

A DVD with the films will be made. The DVD will be distributed internationally, especially to youth organizations. The DVD should be usable as a information source and motivation at all types of environment conferences. The DVD will also be offered as information material to schools.

¹¹ TIFF is Norway's biggest film festival in audience and an important meeting place for Norwegian and international film industry. <http://www.tiff.no/>



NUFF contact network, 1. half 2006

- 19 resource centres for film in Sweden
- Around 300 young filmmakers in the Nordic region
- African Cultural Awareness Port Harcourt/Nigeria
- Young Immigration TV Oslo/Norge
- DINFAC – Dong-Ah International Filmmaking and Action Camp for Youth in South Korea
- Zoom To Europe – Youth Film Festival and film workshop in Makó/Ungarn
- Up- and Coming Hannover/Tyskland
- Novemberfestivalen Trollhättan/Sverige
- Northwest Filmcenter Portland/Oregon
- Høyskole for fotografi og Film Göteborg/Sverige
- Icelandic Film Centre Reykjavik/Island
- Institute Cinema & TV Kyiv/Ukraine
- Jugendmedienfestival Berlin/Tyskland
- Station Next København/Danmark
- Klippfisk Færøyene
- ARCPA – Jana International Film Festival for Children & Youth Beirut/Lebanon
- Cinema Production Centre Ramalla/Palestina
- Holmlia media workshop Oslo
- Kids For Kids Festival Brussel/Belgia
- Clip Medienwerkstatt Berlin/Tyskland
- Cinemahead Karlstad/Sverige
- Nepras documentary and TV-reportage Gaza/Palestina
- Green Film Festival in Seoul/South Korea
- Communication University of China
- Eiga Koshien 2006 national high school student film festival in Japan
- Film schools all over the world