



MOVILIDAD SUSTENTABLE

INTERNATIONAL FESTIVAL
OF ENVIRONMENTAL SHORTFILMS 2018

CALL BASES

I. TERMS OF PARTICIPATION.

1. Mexican or foreign citizens will be able to participate. Filmmakers and professionals of the cinematographic industry and advertising, film students, communication, fine arts, publicity as all those linked to visual arts and the environment, in a collective or individual manner, without mattering their profession or nature of their studies, and that may credit their physical or moral person.

1.1 All individuals and corporations that participate or have participated in the organization and development (production of campaign materials, dissemination, sponsorship and production) of Ecofilm Festival 2018 are excluded from the contest.

2. Will be able to participate in 4 categories:

- A. Animation
- B. Fiction
- C. Documentary
- D. Audiovisual Campaign

3. To participate in the categories: animation, fiction and documentary, the work must have been created after the 1st of January of 2018, have a minimum duration of 1 minute and a maximum of 15 minutes, plus credits.

4. The work presented for the category of audiovisual campaign (integrated by only one short film), must have been created after the 25th of April of 2018 and not have been published in any massive media, electronic or alternative. The total duration for the work in this category will be of 60 seconds exact.

5. The registered short films which language is not Spanish, must be subtitled to Spanish or to English.

6. Every participant will be able to send up to 3 audiovisual creations (individually or as a team), completing a written form for each work registered, without mattering the category. For the purposes of this call, it will be considered that the physical or moral person who submits the audiovisual work to contest is the Producer of it and therefore the title holder of the patrimonial author rights. The after mentioned without prejudice of the subsistence of the rights that correspond to the diverse authors of the audiovisual work, in terms of what is foreseen in the articles 68 and 96 to 99 of the Federal Law of Author Rights (the law). The Producer must irrefutably prove, to have obtained the rights of audiovisual creation from the different authors individually considered in the same work (Director, Script, Adaptation, Story, Photography, Music, Animated Drawings) as well as the interpreter artists that participate in it, through celebrating the pertaining contracts, under the understanding that by not doing so, the audiovisual work will be automatically disqualified from the submitted contest that corresponds. Such contracts should have been granted based on the after mentioned rules in the Law and be susceptible to be registered at the National Institution of Author Rights.

7. All the audiovisual work that is submitted to contest must be original and unpublished. In its content there should not be any incorporated parts or fragments of literary nor artistic pieces, creative elements which correspond to third parties, unless you count with their previous authorization, stated and by writing, nor should employ phrases, manifestations or symbols which attack third parties, or that hinder the prestige, reputation or beliefs of other people. The lack of observance of these requirements will empower the Organizing Committee and/or Jury, to automatically disqualify the work which presents them. Neither should commercial brands of products or services appear on the screen; may they be notoriously known or not.

8. The contestant must always keep as part of its own collection, a digital copy of the one or several audiovisual creations that are submitted to the contest, as the Organizing Committee will not have any obligation at all nor to return the received files, nor to preserve or keep them for a determined period of time.

9. For the effect of all legal purposes that take place, the person who submits an audiovisual work to the contest described in the present Bases and Call expressly authorizes, just by that fact, for the Organizing Committee to have public exhibits take place, broadcasting in television and electronic media of the audiovisual work submitted to contest, in the frame of the event denominated ECOFILM Festival and/or in coordination with its sponsors and alliances, without causing through such exhibits/broadcasting any obligation of payment of any amount, in favor of the ones who participate or appear in it, therefore this act grants the Organizing Committee, of the entities or convener personnel and/or the ones responsible for the organization of the ECOFILM Festival, the most ample settlement that rightfully proceeds on the matter, not reserving the exercise of action or any right over it.

10. The title holders of the patrimonial author rights of all and each one of the works that result finalists, must subscribe to the contract of transmission of usage rights and exploitation of these in favor of the Fundación Hombre Naturaleza A.C., that will be provided by the Organizing Committee. The lack of subscription to such contract will result in the disqualification of the contest and the discrediting of awards and prizes.

11. All of that not foreseen in the present Call, will be exclusively resolved by the Organizing Committee and its decisions will be unappealable.

II. REGISTRATION

12. All enrollments to ECOFILM, International Festival of Environmental Short Films 2018, are free.

13. Participants must register their short films through the filmfreeway.com platform. Your registration will represent the acceptance of the terms of participation expressed in this document.

For legal purposes it will be understood that all audiovisual work that is submitted to contest in the terms of this Call, rigorously complies with each and all of the requirements described on the present document, therefore the physical or moral person who has submitted it exonerates in that moment the Organizer Committee, the Institutions or calling personnel, its partners, executives, employees, agents and sales clerks, from all legal responsibility that might arise from third party claims who consider to have rights over such work or respective contents, having the contestant exclusively own the legal actions taken against him/her, as well as the economical consequences that may derive from it.

14. ECOFILM Festival reserves the right to disqualify from the contest all of the work that does not comply with the bases of this call, or with the established technical specifications set out in this document published on the www.ecofilmfestival.org and filmfreeway.com sites. As well as all the work in contest in each one of the categories (Clause 9) and for the Audiovisual Campaign category (Clause 10) or that do not meet a minimum of audio and video quality (Image with low resolution, sub-exposed, over-exposed, inaudible or saturated audio, etc.); or if falsehood or inaccuracy is proven of any of the data given at the moment of submitting the work to the contest.

III. DELIVERY DATES AND FORMATS.

15. The short films registration will begin on April 24th, 2018 and end at 23:59 hours on July 14th, 2018 through filmfreeway.com.

16. The participant must create a user account and fill out the registration form, upload the video and search the list of festivals for the ECOFILM Festival 2018 call.

17. FilmFreeway offers two options for loading videos.

1) File upload:

Compression: H264

Format: Any video format in high quality

Size: maximum 10 GB

Audio: Stereo

2) Link

FilmFreeway accepts the sending of video by means of Youtube and Vimeo link, in case of selecting this option, the short film must be private in any of the platforms and the password must be specified so that the staff and jury can access the video

Any material registered not meeting the requested features will be disqualified.

18. The registration of the short films does not imply transferring the patrimonial rights of the work to FilmFreeway.

IV. SHORT FILM SELECTION

19. All the registered material are evaluated in two stages: The first one, by a committee of selection formed by specialists, academics, creators and professionals of the film industry. The selected audiovisuals pass through a second stage to form the Official and Contest Selection ECOFILM 2018.

20. The Qualifying Jury will be integrated by personalities from the industries of film, publicity, communication and the environment. Such Jury will evaluate the works submitted to contest considering the clarity of the message expressed, its relevance in the education and/or sensitizing of the audience, creativity, originality, content and transcendence. The jury's is final.

21. The participants of the selected short films that will conform the Official Exhibit 2018 will be notified through the e-mail registered in the registration form and through the official festival sites.

22. Once the participant is notified, the master of the short film must be submitted for its screening during the festival. The master must comply with the following characteristics:

HD format (1920 x 1080) to 24 frames

Sound: 5.1

Compression: Mov (Quick Time), MPEG (Moving Pictures Expert Group)

The Master will be received through a download link sent to the email: cortos@ecofilmfestival.org or delivered directly to a hard drive or usb at the offices of Hombre Naturaleza, located at: Hercules 8, Colonia Crédito Constructor, Delegación Benito Juárez, CP 03940, Mexico City from 9 to 18 hours. Within the indicated date.

23. Once it has been notified that the short film is part of the Official Selection 2018, if the participant has not yet registered the audiovisual work with INDAUTOR, the process to complete the registration must begin to continue being in the pool for the winning selection.

More information at: http://www.indautor.gob.mx/tramites-y-requisitos/registro/obra_cine.html

24. The decision of the qualifying Jury will be unappealable and will be announced during the Awards Ceremony that will be held in México City and which date and place will be made public through www.ecofilmfestival.org and other official festival sites.

25. The participants who win in any of the categories will be contacted by email through the address registered in the registration form. In the case of not sending the documents that will be requested in digital format to be able to deliver the award (INDAUTOR certificate of the work, official photo identification, RFC and current address of the owner of the rights of the work) in a period of 3 natural months after being notified as a winner, the prize will be declared as unclaimed.

V. PRIZES AND RECOGNITIONS.

26. NATIONAL COMPETITION:

- **Best short film of ECOFILM Festival 2018**

\$1,000,000.00 MXN (one million pesos 00/100 M.N.) *The winning work of the Prize \$1'000,000 MXN cannot be elected as winner of any other prize from an additional category.

27. The prizes from the categories Fiction, Animation, Documentary, Audiovisual Campaign consist in:

1st place \$100,000 MXN (one hundred thousand pesos 00/100 M.N.)

2nd place \$50,000 MXN (fifty thousand pesos 00/100 M.N.)

3rd place, photographic camera

28. Recognition to the Best Female Director by SEDEMA.

29. Latin American Youth Talent Scholarship VFS

Vancouver Film School Scholarship Clauses

- a) The scholarship covers the cost of the program in Digital Design of the program that will be defined shortly and announced through www.ecofilmfestival.org and the official Festival sites.
- b) This award only applies to students who are to graduate or have graduated in the year 2016.
- c) The date of entry into the study program will be scheduled for January or April 2019.
- d) The applicant of the scholarship must have a certification of English proficiency issued by TOEFL (80 pts. iBT o 550 pts. PBT), IELTS (score from 6.5) Duolingo (starting from 61 pts).
- e) ECOFILM Festival or VFS will cover the cost of the stay, transportation and per diem of the winner.
- f) The student's first project, during the VFS class "What's the Big Idea - Client Project", should be focused on working with an environmental NGO.

30. INTERNATIONAL COMPETITION:

A recognition will be given to the Best International short film whose concept will be defined within the framework of the festival.

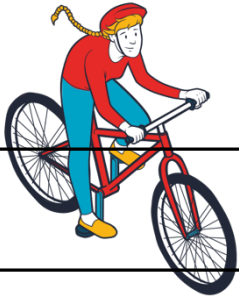
31. OTHER PRIZES:

Other prizes and recognitions not foreseen in the current call may be added and published through the site www.ecofilmfestival.org and other festival official sites.

VI. PUBLIC EXHIBITING

32. The selected short films from the Eight Edition ECOFILM Festival will be screened, in public events, movie theaters, forums, television and electronic medias. The owners of the copyrights and patrimonial rights accept that their short films or extracts of them, are exhibited for their diffusion, in events without commercial purposes within the framework of the activities organized by Ecofilm Festival and its sponsors and alliances. The forums where the short films will be screened, will be published through www.ecofilmfestival.org and other related official sites.

Any information related to this Call may be requested through www.ecofilmfestival.org



BRIEF SUSTAINABLE MOBILITY

General objective

To deepen the knowledge and awareness about the means of transportation worldwide, and its impact over the environment and propound alternatives for a sustainable mobility.

Specific objective

To sensitize society in the usage of mobility means, promote road safety and the usage of low or non-environmental impact transportation.

Communication Objectives

- To increase the knowledge about the environmental, social and economic impact of the different forms of mobility
- Promote actions for adaptation and the mitigation of climate change through mobility
- Promote innovation in the urban development, the mobility and road safety
- Introduce alternatives in the usage of sustainable energies for urban mobility
- Encourage citizen participation in the implementation of policies, regulations in the transportation systems and urban development
- Promote the conservation of all natural resources
- Seek for the efficient usage of active spaces
- Diversify the idea of moving people, not vehicles
- Promote the principles of Shared mobility
- Promote the safety and rights of the pedestrian

Who are we addressing?

Governments, companies, leaders with opinion, communication media and each individual within society.

How do we want to say it?

As a message with credibility and impact, dynamic and relevant. Efficient by capturing the attention of the audience achieving the empathy with the problem and the actions to solve it.

Tone

Reflective, original, day-to-day distinguishable, dynamic, surprising, rational or emotive and contemporary.

Style

Direct, simple and practical

Keywords

Mobility / urban development / road safety / health / equality / energy / climate change / pedestrian / bicycle / electric transportation / collective transportation / hybrids and others/ motorcycle / air pollution / climate change / cycle paths / accessibility / social integration / fuels / urban planning / regulation / shared mobility / infrastructure / circulation / speed / road incidents / prevention / conservation / innovation / intermobility

Restrictions

- Create a dramatization of the environment in a hopeless tone
- Tone and complex style
- Turn the advertising campaign into a television commercial.

THESIS

The sustainable mobility must be considered not in terms of only moving vehicles, but as a means to ensure that people enjoy access to goods and services. This gives us as a natural result the prioritizing of pedestrians, cyclists and public transportation within public policies. It also implies that the users of motor vehicles must assume the cost of the environmental and social damages of the usage of their vehicles. By opting for this approach, it is possible to reduce social inequalities and achieve the sustainability.

The implementation of the solutions, involves establishing a plan of mobility with a sustainable, inclusive and safe approach. The process of creating and monitoring the plan necessarily requires the active involvement of society. The importance of participation goes far beyond the simple practical view: it rests on the fundamental principles of a democratic society.

ARGUMENT

In the 8th edition of ECOFILM, we seek to create awareness and a positive impact parting from the active contribution according to the challenges of our time. To do this, sustainable lifestyles are proposed, where the habits of mobility are in line with the ethical ideals and respect towards the planet. The objective is not about conveying a disapproving or moralistic message, but to tackle the theme of sustainable mobility, and educate the people who can actively transform their cities into intelligent, safe, sensitive and aware; always in sustainable innovation.

ECOFILM Festival, filmmaking for the sustainable mobility; It combines two very influential topics in today's society: the environment and the culture of sustainable mobility. It seeks to promote the culture of a sustainable mobility and foster social conditions for the coexistence and respect in a public space. Also, to implement better practices in México adhered to a model of Sustainable Urban Mobility that reflects innovation and quality of life in harmony with the environment. That collaborates actively in the mitigation of climate change, reducing CO2 emissions into the atmosphere.

CONTEXT

- The vehicles circulating in México City emit a total of 4.5 million tons of greenhouse gases. The main cities of the country also condense high levels of emissions.
- 14.000 Mexicans die every year from poor air quality due to unregulated usage of motor vehicles
- 16.000 Mexicans die every year from road incidents that can be prevised
- Up to 50% of a family's income is destined for transportation
- 3 hours is the daily average that a person living in México City destines in moving from one place to another, this being a great loss of productivity and quality of life. The main cities of the country have problems of road obstructions.
- Today, in the entire transportation sector — the mobility of people and the transportation of goods — accounts for approximately 23% of the CO2 emissions from fossil fuels, equivalent to 15% of the global emissions of gases of Greenhouse effect (GHG)
- The electric propulsion technologies powered by renewable resources can reduce the emissions throughout the entire life cycle of trucks by more than 90% by 2050.
- The centralization in the financial zones and the poor infrastructure in the cities, cause most road congestion.

REFERENCES

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*The content of the shortfilm will be evaluated independently from these references