

# ESoDoc EUROPEAN SOCIAL DOCUMENTARY

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ACROSS THE MEDIA  
TO IMPROVE  
THE WORLD

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ESoDoc INDIA  
A NEW WORKSHOP  
INITIATIVE

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A project by

**ZOLIG**

school for documentary, television  
and new media - bozen/bolzano

# INDEX

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Our Point of Departure.....	2
What you will get out of ESoDoc.....	7
Who should apply?.....	9
Our regular Teachers.....	12
ESoDoc India – a new workshop initiative.....	14
The ZeLIG School for Documentary.....	16
Institutional Partners.....	18
Credits.....	20

# OUR POINT OF DEPARTURE

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ESoDoc – European Social Documentary, is a training initiative offered by ZeLIG, Italy's trilingual film school, and one of the handful of European educational institutions that focuses exclusively on documentary filmmaking. ESoDoc is supported by a network of worldwide institutions and the European Union's MEDIA Programme.

ESoDoc explores wholly new terrain. It takes up the challenge of bringing together the demands of different players now involved in documentary film-production. Across the spectrum these are: independent documentary filmmakers and producers, non-government and non profit-making organizations (NGOs and NPOs), television broadcasters and the growing range of New Media professionals creating both web-documentaries and crossmedia productions.

ESoDoc's ambition is to prepare professionals for the markets of tomorrow and make them part of the changing audiovisual world. Our focus is on a special genre of documentary production that is particularly suitable for the new multiplatform world: documentaries that draw attention to human rights, social justice and environmental protection, particularly in the developing world.



ESoDoc began in 2004 and has become one of the most popular Media training projects. From the beginning we saw the potential of 'new media', that is digital media on the World Wide Web, as the ideal platform for our films because it is interactive and community based.

Now Web 2.0 is no longer 'new' and as filmmakers we talk about crossmedia or 'multi-platform programming' as the way of creating our films, sharing information and encouraging collaboration among our audiences, who are users as well as viewers. We make use of the tools now available to support our documentary films like blogging, photo sharing and the mobile phone, we access social networks like Facebook and MySpace, we research and promote our films on Youtube.

If you join ESoDoc we will open your eyes to the vast scope of this digital world and we will teach you how to use it in your film making, but we will not forget the traditional documentary film. Whatever the genre we will show you that the essential documentary film requirements are the same: a universal theme, a unique viewpoint and a strong narrative.

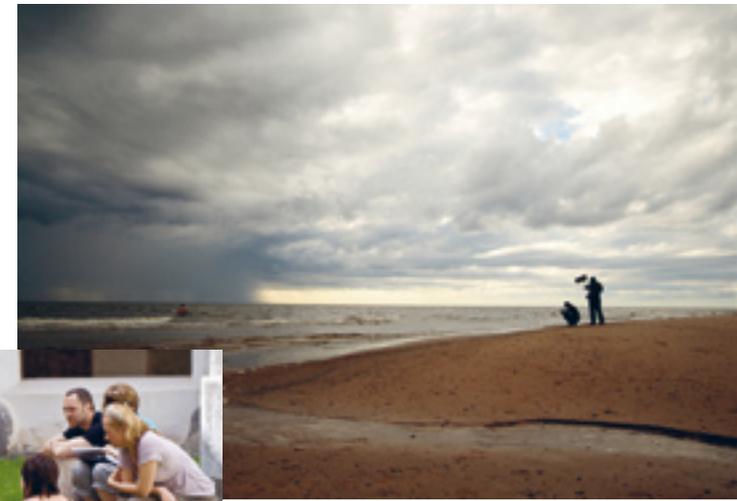
Our aim is to teach documentary filmmakers to use the old and new technologies to make films about human rights and environmental protection that involve the global communities, draw attention to injustices and campaign, in a small way, to make the world a better place.

**Heidi Gronauer, Head of Project ESoDoc**  
**Hugh Purcell, Head of Studies ESoDoc**

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**DEADLINE FOR  
APPLICATION ESoDoc 2010:  
MARCH 5, 2010**

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# WHAT YOU WILL GET OUT OF ESoDoc

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## AIMS OF THE WORKSHOP

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**NETWORKING** We invite a wide range of top professionals from many countries (see teachers' list) to mix with participants from all over Europe throughout our workshops.

**CULTURAL AWARENESS** We encourage sensitivity in working with cultures of the developing world and co-operation with indigenous communities.

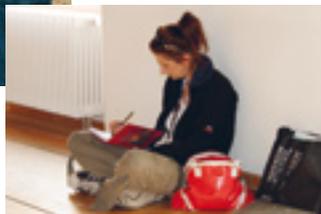
**SKILLS** We are increasingly focused on digital media. We illustrate the varieties of multi-platform programming and social websites. We teach how to operate the most common IT tools now available to support documentary programming. We hold classes in multi-skilling camera for a single operator in a difficult environment. We also hold classes in 'participatory video', where the filmmaking is a shared experience between the professional and the community concerned, another example of changing roles in audiovisual production and a process where the making of the film is as important as the film itself.

Most important, we teach participants how to think laterally about their work, to explore ways to adapt their projects and their own role to the changing technologies and new opportunities now challenging us.

**PRODUCTION** We outline the market in Europe for social documentaries and different ways of funding them, also the varieties of distribution and co-production. We hold one to one sessions for budgeting.

**PITCHING** We teach how to pitch and what to expect. Then we put it to the test in front of an audience. The public pitch is part of the project-development process and the climax of our workshops.





ESoDoc offers three 1-week workshops held over a 6-month period. During this period participants, either individually or in groups, will develop documentary and crossmedia-projects based on specific social documentary themes. On-going tutorial assistance is offered over the whole period and the projects are presented at the final pitch.

An e-platform will provide support during and between the workshops and allow continuous collaboration through a library, discussion forums and dialogue between teachers and participants.

**The working language is English.**

# WHO SHOULD APPLY?

**DEADLINE FOR APPLICATION ESoDoc 2010: MARCH 5, 2010**

ESoDoc is intended for professionals who are committed to the goal of social change, who are responsive to the new ways that film is achieving it and who want to develop their own documentary film projects across a 360 degree spectrum. We are looking for documentary filmmakers and producers, NGO and NPO sector professionals with audio-visual experience, and New Media Professionals who want to realize www. projects according to the spirit of ESoDoc or collaborate with others.

**SELECTION OF PARTICIPANTS** We choose 22 participants on the basis of professional achievement, motivation and commitment to social and environmental issues. We favour applicants who come with a genuine project proposal. Our final selection will take into account the need for a homogeneous group, as well as regional and gender balance.

**APPLYING FOR ADMISSION** Applications must include 5 copies of the following:

- Application form duly completed
- Curriculum vitae (max. 2 pages, 3000 characters)
- Motivations (max. 1 page, 1500 characters)

- Samples of previous professional work (max. 1 film/crossmedia-project or other artistic work)
- A proposal for a film/crossmedia-project that you want to develop during ESoDoc training (max. 1 page, 1500 characters plus visual materials if applicable)

**ENROLLMENT FEE** The cost per participant is 1.200 Euro (600 Euro for participants from new member states). This covers tuition, room and board but does not include traveling expenses.

**SCHOLARSHIPS** Four (4) scholarships are available. If you want to access scholarship funding, you must provide your latest official tax return together with your application. No other kind of document shall be considered.

**For workshop dates and further information visit [www.esodoc.eu](http://www.esodoc.eu)**



# OUR REGULAR TEACHERS

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## **Martin Atkin**

Director, External and Media Relations at WWF International, Geneva (CH)

## **Alexandre Brachet**

Director of Upian, Paris (F)

## **Sabine Bubeck-Paaz**

Commissioning Editor, ARTE/ZDF, Mainz (D)

## **Katerina Cizek**

Documentary-maker, National Film Board of Canada's Film-maker-in-Residence, Toronto (CAN)

## **Phil Cox**

Multi-skilling camera, director, Native Voice Films, London (UK)

## **Mick Csàky**

Chief Executive, Antelope Films, London (UK)

## **Mike Dicks**

Director of BleedinEdge Limited, CEO at Noonstar Ltd, London (UK)

## **Sibylle Kurz**

Pitching and Communications expert, Frankfurt (D)

## **Angelo Loy**

Director, Participatory Video, AMREF, Rome (ITA)

## **Neelima Mathur**

Executive Producer Spotfilms, New Delhi (IND)

## **Leena Pasanen**

Coordinator of Programs, Fact & Culture at YLE, Helsinki (FIN)

## **Stefano Tealdi**

Director of STEFILM, Turin (ITA)

## **Iikka Vehkalahti**

Founder of Steps for the Future and Why Democracy, Commissioning Editor, YLE, Helsinki (FIN)

## **Sally-Ann Wilson**

Deputy Secretary General at CBA, Film Consultant, Department of International Development, London (UK)



# MEDIA INTERNATIONAL PREPARATORY ACTION. ESoDoc INDIA

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## A NEW WORKSHOP INITIATIVE

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ZeLIG School for Documentary, Television and New Media together with the partner-institution Formedia organizes in 2010 a special edition of ESoDoc in India. This is thanks to the financial support of Media International preparatory action.

ESoDoc INDIA wants to create a common platform for Indian and European documentary filmmakers who are working on social or environmental themes. Our aim is to develop documentary projects that have a potential for the Indian and European market and are intended for broadcast, NGO dvd and/or Internet access. We want to create an understanding of the operating conditions, legal frame-work and systems of financing of the audiovisual markets in India and Europe.

ESoDoc INDIA offers one residential workshop of one week in autumn 2010 in India. This workshop will be preceded by e-tutoring of projects in development over a period of 8-10 weeks. The workshop will include consulting sessions, lectures by professional experts, best practice case studies of NGOs working with mainstream television networks and Crossmedia projects, and group sessions for film project development.

We intend to invite 6 Indian and 6 European participants who are working on issues like climate change, cultural integration and environmental protection for NGO, TV films or crossmedia-projects. These need to have a potential of international co-production.

ESoDoc INDIA is realized in partnership between ZeLIG School for Documentary, Television and New Media and the Foundation for Responsible Media (Formedia). Both in 2009 are engaged in LINCT (Leveraging International Co-productions & Training), a MEDIA International Preparatory Action project.

Formedia, a not-for-profit foundation, based in New Delhi, India, was set up in 2000 in public interest, towards the cause of high-quality creative content in the media and NGO sector. The primary intention of Formedia is to encourage, promote and support the capacity building of professional media cadre and the development of media literacy in civil society.

For further informations about application deadline and dates of the workshop please visit [www.esodoc.eu](http://www.esodoc.eu)

# ZeLIG SCHOOL FOR DOCUMENTARY

**ZeLIG**  
school for documentary, television  
and new media - bozen/bolzano

ESoDoc is promoted by **ZeLIG School for Documentary, Television and New Media**. ZeLIG, founded in 1988, is a non-profit educational centre specialized in training in the documentary field.

ZeLIG runs a three-years vocational training course in documentary filmmaking funded by the Autonomous Province of Bolzano through the Council for Professional Training in Italian/German/Ladin languages, where courses are held in three languages: Italian, German and English.

ZeLIG runs courses for professionals in project-development and pitching, courses in the technique of participatory video and also organizes international conferences.

ZeLIG is a production company for documentary film and cross-media projects as well, but working only with professionals who have been trained by ZeLIG.

ZeLIG is a member of the European and International Association of Cinema Schools, GEECT and CILECT, the German documentary association AG DOK, the Italian Doc/it and EDN, the European Documentary Network.



Supported by



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# INSTITUTIONAL PARTNERS

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**ANTELOPE**



**Christian Aid**



**DOCUMENTARY IN EUROPE**



**Formedia**

**GREENPEACE**



**MADMUNDO**  
SINCE 1988



**oneworld.net**



**steps for the future**



- Andrzej Wajda Master School of Film Directing** [www.wajdaschool.pl](http://www.wajdaschool.pl)
- Antelope Film** [www.antelope.co.uk](http://www.antelope.co.uk)
- AMREF** [www.amref.it](http://www.amref.it)
- CBA - Commonwealth Broadcasting Association** [www.cba.org.uk](http://www.cba.org.uk)
- Christian Aid** [www.christianaid.org.uk](http://www.christianaid.org.uk)
- Documentary Campus** [www.documentary-campus.de](http://www.documentary-campus.de)
- Doc/it** [www.documentaristi.it](http://www.documentaristi.it)
- Documentary in Europe** [www.docineurope.org](http://www.docineurope.org)
- EDN - European Documentary Network** [www.edn.dk](http://www.edn.dk)
- Formedia** [www.formonline.org](http://www.formonline.org)
- Greenpeace** [www.greenpeace.org](http://www.greenpeace.org)
- Insight Share** [www.insightshare.org](http://www.insightshare.org)
- IDF - Institute of Documentary Film** [www.docuinter.net](http://www.docuinter.net)
- Madmundo** [www.madmundo.tv](http://www.madmundo.tv)
- One World Media** [oneworldmedia.org.uk](http://oneworldmedia.org.uk)
- OneWorld Network** [www.oneworld.net](http://www.oneworld.net)
- People in Need** [www.clovekvtisni.cz](http://www.clovekvtisni.cz)
- Stefilm International** [www.stefilm.it](http://www.stefilm.it)
- Steps for the Future** [www.steps.co.za](http://www.steps.co.za)
- Sources2** [www.sources2.de](http://www.sources2.de)
- Television Trust for the Environment** [www.tve.org](http://www.tve.org)
- Why Democracy?** [www.whydemocracy.net](http://www.whydemocracy.net)
- WWF - World Wildlife Fund** [www.panda.org](http://www.panda.org)

# CREDITS

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For further information please contact  
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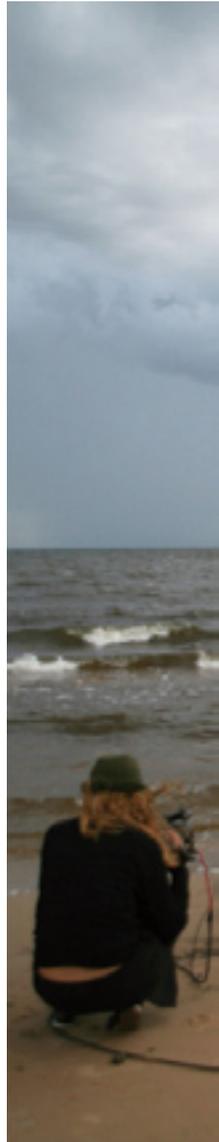
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