



# ESoDoc — EUROPEAN SOCIAL DOCUMENTARY

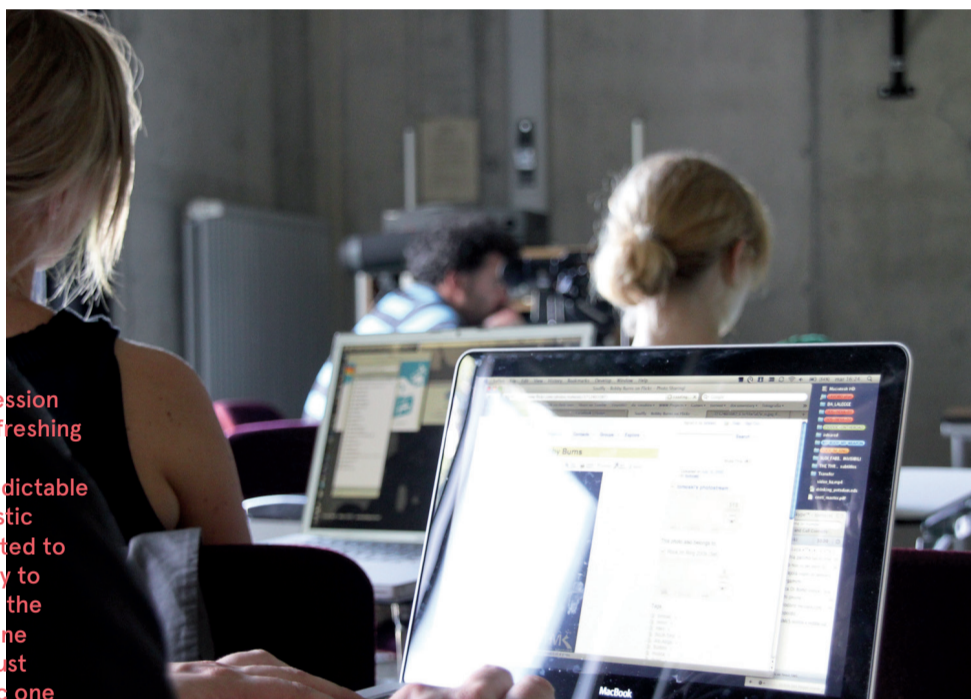
This cutting-edge workshop features people on the front-lines of the exciting new developments of the documentary field. The great trainers, networking possibilities, friendships and co-productions that ESoDoc provided has forever changed the course of my work.

Tonje Hessen-Schei (Norway)  
ESoDoc Participant 2011

Every ESoDoc session has been to me a refreshing experience.

Why: because unpredictable proposals and idealistic participants committed to their stories, not only to be filmmakers. What the participants have done and experienced it just makes to me ESoDoc one of the initiatives worth of supporting, visiting and sharing.

likka Vehkalahti (Finland)  
Commissioning Editor YLE



## THE TRAINING INITIATIVE FOR DOCUMENTARY AND CROSS-MEDIA PROJECTS WITH SOCIAL IMPACT

ESoDoc not only helped me to develop my documentary project further, but opened a whole new world of cross-media possibilities and aspects for documentaries to me, which I will put in use for all my future film projects. Meeting documentary filmmakers from all around Europe and working together was a fantastic experience!

Jakob Weydemann (Germany)  
ESoDoc Participant 2010

Living through an ESoDoc session is a highly fulfilling, breath of fresh oxygen. Here you have the rare opportunity of working with youngsters who are determined (above anything else) to shout to the world what they believe in!

Stefano Tealdi (Italy)  
Stefilm



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# WHAT IS ESoDoc

ESoDoc is a project-based course offering three one-week sessions held over a period of six months. ESoDoc focuses on new ways of producing, funding and distributing documentaries on social themes. During the workshops, participants are tutored by a network of international experts on the development of their projects. Emphasis is placed on building up strong storytelling along with new production possibilities (participatory media). We explore new funding and distribution strategies, both on traditional channels as on new media channels, such as the web and the new crowdfunding platforms. ESoDoc trains its participants to be better equipped for the challenges of the changing audiovisual market, and enables the filmmakers to better engage audiences across different platforms and maximize the outreach and impact of their projects.

While the project-development process occurs throughout all three sessions, during the second week of ESoDoc participants will get practical masterclasses on multi-skilling camera, participatory video and cross-media strategies development. Third session is focused on pitching: participants will learn how to present their projects at international forums and meetings, including also the proper trailer mechanics to make their proposal attractive for the international market.

## SESSIONS

### WORKSHOP #01

Through frontal lectures and case studies, the main themes of the workshop are introduced: the landscape of new media; interactive vs. traditional documentaries; producing in partnership with NGOs; international co-productions; working with broadcasters; how to elaborate a financing strategy around your project; social networks as a tool for promotion and distribution. All afternoons are devoted to project development, both in groups and with one-to-one meetings.

### WORKSHOP #02

The second session is designed to give a more practical approach through a series of masterclasses in New Media, Multi-Skilling Camera and Participatory Video. In the New Media class we will offer a special assistance in mock-up design. During the morning further frontal lectures with visiting speakers are organized, as well as one-to-one meetings and the specific project coaching.

### WORKSHOP #03

The third session is focused around the presentation of the project developed throughout the workshop. A specific training in pitching techniques provides our participants with the skills to properly prepare their projects and trailers for the various pitching forums which are regularly held around Europe. The pitching panel always consists of TV commissioning editors, new media experts and senior NGO representatives.

This particularly intense session also includes lectures especially focused on new distribution models, international co-productions as well as traditional and alternative financing strategies.

### OUR REGULAR TEACHERS

Hugh Purcell  
ESoDoc Head of Studies,  
London—UK

Stefano Tealdi  
Director of Stefilm, Turin—I

Ilkka Vehkalahti  
Founder of Steps for the  
Future and Why Democracy,  
Commissioning Editor, YLE,  
Helsinki—FIN

Martin Atkin  
Editorial Director, green.tv,  
London—UK

Sabine Bubeck-Paaz  
Commissioning Editor,  
ARTE/ZDF, Mainz—D

Katerina Cizek  
Filmmaker, National Film Board  
of Canada, Toronto—CAN

Phil Cox  
Multi-skilling camera, director,  
Native Voice Films, London—UK

Mick Csáky  
Chief Executive, Antelope  
Films, London—UK

Sibylle Kurz  
Pitching and Communications  
expert, Frankfurt—D

Angelo Loy  
Director, Participatory Video,  
AMREF, Rome—I

Mark Atkin  
Director of Crossover  
London—UK

## WHO SHOULD APPLY

We look for documentary filmmakers, authors, producers, NGO communication representatives, members of NGO video departments, new media professionals (designers, content producers). ESoDoc participants are committed to social themes, responsive to new forms of audiovisual production and willing to develop their projects across a 360 degrees spectrum.

### APPLYING FOR ADMISSION

Application form you can download:  
[www.esodoc.eu](http://www.esodoc.eu)

### ENROLLMENT FEE

The cost per participant is 1.200,00 Euro (600,00 Euro for participants from new member states). This covers tuition, room and board. Please note that accommodation might be in single or a shared double room, according to availability. Travel expenses are not included.

### SCHOLARSHIPS

Four (4) scholarships are available. If you want to access scholarship funding, you must provide 1 copy of your latest official tax return together with your application. No other kind of document shall be considered.

### PROMOTER

ZeLIG School for Documentary, Television and New Media founded in 1988, is a non-profit educational centre specialized in training in the documentary field. ZeLIG runs a three-years professional training course in documentary filmmaking, where courses are held in three languages: Italian, German and English. ZeLIG considers multi-language skills a key to taking advantage of opportunities on a European scale. ZeLIG is a meeting point for students and teachers from throughout Europe, bringing together a world of diverse outlooks and work methods. An important part of ZeLIG's mission is its creative focus on this multi-lingual, multi-cultural tradition. Within this vision ZeLIG developed ESoDoc—European Social Documentary and various other training initiatives related to social themes, like LINCT in 2009, ESoDoc India in 2010 and ESoDoc International in 2011–2012.

## DEADLINE FOR APPLICATION: DECEMBER 2, 2013

### MORE INFORMATION

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