

The International “Water and Film” Events

*After Mexico City (2006) and Istanbul (2009)...
on our way to Marseille (2012)*





The International “Water and Film” Events (IWFE), which first appeared on the scene in Mexico in 2006, are a set of activities which, using images, film and other forms of artistic expression, prompt meetings among the general public, people from the world of movies and media and the water sector.

For the past five years, the IWFE have proven to be a cross-cutting tool that calls on our imagination, our emotions and our creativity, helping to find ever more appropriate solutions for water management and use.

Indeed, the bottom line is that water is a global common good which should be managed responsibly at local level by all stakeholders and consumers. Access to water is a fundamental human right.

Source of life and land planning, its uses are moulded by the hydrographical basin.

Through the IWFE, local and international initiatives can be set up to create opportunities for information, exchange, and awareness raising which enable both film directors and the general public as well as the various water management stakeholders to share their experiences and feel all equally responsible for this precious resource.

Audio-visual supports are therefore one of the tools that can help bring down the barriers between the water sector players and all other stakeholders. It is a way of “democratising water”.

*Pierre-Alain Roche
Honorary President of IWFE*

*Raymond Jost
General Secretary of ISW
Spokesperson of the Water Sages*

■ IWFE Objectives:

1. To promote film production as means of creating “educational” tools to share knowledge and experiences in order to achieve access for all to safe water, sanitation and water for production.
2. To use images to initiate dialogues among stakeholders on the implementation of solutions for cross-cutting, appropriate and fair management of water resources.
3. To use films as a means of expression for people, as citizens, as water users and as consumers, to pass messages to elected representatives, water managers and decision-makers.
4. To organise, with local and regional partners, contests in which the winners will go to the world final of the International “Water and Film” Events, which will take place in Marseille in March 2012, during the 6th World Water Forum.

Through these actions, the IWFE contribute to the more general objectives of the International Secretariat for Water (ISW), Solidarity Water Europe (SWE) and their partners by giving the floor to local water management stakeholders, to users and the general public. They promote the different cultural means of populations’ water management.

■ Support

Since they were launched in Mexico City in 2006, many stakeholders have given their support to the IWFE initiative. Well-known figures, public institutions, international organisations and research institutes have all contributed.

Public institutions: the Canadian International Development Agency, the Swiss Cooperation, the French Development Agency, government ministries (the French ministries of foreign affairs and the environment, the Quebec ministry of international affairs), the Seine-Normandy Water Agency, Quebec City Council, Montreal City Council, Paris City Council and its water utility operator Eau de Paris, etc.

International organisations and research institutes: World Water Council, INBO, UNESCO/PHI, WASH/WSSCC, 2iE, IRD, Suez, International Office of Water, French Water Academy, CONAGUA, CIUDAD, Ouranos etc.

Public figures: Denys Arcand (film director), Luc Jacquet (film director), Jane Campion (film director), Erick Orsenna (member of the French Academy), Hülya Uçansu (International Film Festival of Istanbul), André Pâquet (Montreal International Documentary Festival), Gaetano Capizzi (Festival CinemAmbiente), the Mexican and Turkish ambassadors to UNESCO etc.

Many film festivals from around the world in particular those dealing with environmental issues support and are partners of IWFE.

Istanbul, clips less than 90 seconds long by youth aged between 17-30 years.



Gold Drop –Eau de Paris Prize
“Right under our nose”
Roger Emanuel Lourenso
Brazil (2008) 90 sec



Silver Drop
Quebec Government Prize
“La Última Gota”
Yurina Luis Naranjo and Ivette Avila Martin
Cuba (2008) 90 sec



Bronze Drop – Conagua Prize
“The bet”
Gor Baghdasaryan
Armenia (2008) 90 sec

Istanbul, Films less than 60 minutes long



Gold Drop – Suez Environnement Prize
“At the center of the land of wells and men”
Ingrid Patteta
France (2008) 25 min



Silver Drop
Seine-Normandy Water Agency Prize
“The Water Front”
Elizabeth Miller
Canada (2007) 52 min



Bronze Drop – INBO Prize
“13 villages defending earth, air and water”
Francesco Taboada
Mexico (2007) 60 min

■ Our next event: Marseille 2012

Since the second edition of IWFE, during the World Water Forum in Istanbul 2009, several events organized by ISW-IWFE and their partners have included the organization of debates, meetings, awareness campaigns and the production of movies.

IWFE is keeping up this pace and, with ISW and its associates, proposes that the organisers of the next World Water Forum in Marseille 2012 use the IWFE initiative to add value to the debates within and outside the Forum. IWFE has also proposed to ‘decentralise’ meetings with the general public by organizing audio-visual events in the region and in other towns in France and internationally.

The third edition of IWFE has therefore been launched and it offers five competition categories:

1. The “Soft Spot” category for short films (2-4 minutes) that capture our hearts produced by young people aged between 11-16 in collaboration with film professionals,
2. A VidéEau category for clips of less than 60 seconds made by 17-30 year-olds,
3. Personal stories-type documentaries (max. 26 minutes) made by civil society organisations, local stakeholders, etc.
4. Scientific or educational films (max. 26 minutes),
5. Documentaries made by film professionals for screening in cinemas or on television.

A special jury prize may also be awarded as well as a public vote award.

The competition will be announced through institutions and networks of environmental management, film, educational and international cooperation sectors, as well as directly to the public. Movies that produced between January 2009 and December 2011 can compete.

Film selection will be completed by December 2011.

The IWFE preparation process for Marseille 2012 is supervised by an international steering committee and coordinated by Maggie White, Associate Secretary General. An international jury made up of eminent public figures from the world of film, culture, academia and water management, will select the winning films from a pool of pre-selected movies.

■ IWFE at the 6th World Water Forum

The pre-selected and winning films will be screened within the Forum, outside it and in “public places” especially during:

- The IWFE prize-giving ceremony, planned for the evening of 11 March 2012,
- The opening ceremony of the 6th World Water Forum,
- Forum sessions and workshops,
- Meetings and debates among film directors, producers, water managers and consumers, which will be organised in the Citizens’ House for Water.

But also:

- **In Marseille**, screenings will be programmed in a public venue or with one or more local cinemas, particularly if clips are to be screened during the trailers,
- **In neighbouring towns (Arles, Aix, Toulon)**, where films could be screened and debates organised between the public, directors, producers and specialists who would be present for the Forum.

The IWFE will also support towns in France and internationally which wish to organise evenings or awareness-raising campaigns on water issues using audio-visual materials before or during the Forum (e.g. Douai, Ouagadougou, Montpellier, Paris, Sarlat, Strasbourg, etc.).

■ The IWFE in the digital age

The references and extracts of the pre-selected and winning films will be available on Internet.

For the first time the IWFE will offer the opportunity for a “public vote” via Internet.

■ The IWFE and youth

- **The “Soft Spot” category:** an initiative combining the creativity of young people (11-16 year-olds) and the technological know-how of adults. Two themes are proposed: “A world without water” and “River Treasures”.
- **The VidéEau contest is for 17-30 year-olds.** They must produce clips of less than 60 seconds that carry a strong message for water, particularly as regards to solutions. They can choose their subject. Commercial messages are not allowed.

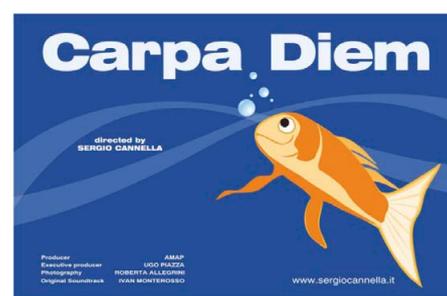
Istanbul, films with a scientific and educational aspect



Gold Drop
French Development Agency Prize
“Living and dying in the swamp”
Luc Riolon
France (2007) 52 min



Silver Drop – 2iE Prize
“The Water Guard”
Waleed Al Shehni
United Arab Emirates (2007) 12 min



Bronze Drop
International Office of Water
“Carpa Diem”
Sergio Cannella
Italy (2006) 2 min

Istanbul, Special Prizes



Ouranos Prize
"Climate change"
"Het verloren land"
Jos de Putter
Netherlands (2007) 55 min



WASH Prize
"Providing water, sanitation and hygiene"
"In the name of the roses"
Thierry Berrod
France (2008) 52 min



Seine-Normandy Water Agency Prize
"Testimony"
"Yindabad"
Mariano Agudo and Roi Guitian
Spain (2006) 55 min

Istanbul, films less than 60 minutes long



Special Mention
"Una mancha en el agua"
Pablo Romano
Argentina (2006) 20 min

Historical Highlights:

- **The first edition: at the 4th World Water Forum in March 2006, in Mexico City, co-organised with the French Water Academy and the Mexican National Water Commission (CONAGUA).**

In total: more than 150 films, from around 50 countries.

The themes: aquatic myths and legends, public bath houses, rites and traditions, protection of wetlands, aquatic ecosystems, right to water and sanitation, floods, dams, pollution, conflict over the use or access to resources.

Dissemination: within the Forum and in public locations around Mexico City: cinemas, gardens, etc. Screenings were also subsequently organised around the country by CONAGUA.

Events: Organisation, within the Forum, with the support of the French ministries of a high-level round table on the theme "Water, Film and Cultural Diversity".

Launch of a 90 second video clip competition for young people aged between 17 and 30 with the theme "For a new water culture".

Members of the jury: Mr. Spyros Kouvelis (Greece), Mrs. Guadalupe Miranda (Mexico), Mr. Hidéo Onchi (Japan), Mrs. Régina Ouattara (Burkina Faso), Mr. André Pâquet (Canada), president Mr. Pierre-Alain Roche (France), Mr. Pradip Saha (India).

- **The second edition: "Water, People and Sustainable Development" at the 5th World Water Forum in Istanbul.**

In total: more than 400 films were received. 110 films were selected for the Forum of which 56, from 23 countries, entered in the official competition.

Film selection: 2 year preparation process with a call for entries and a decentralised process based on festivals and film competitions around the world: CinemAmbiente (Turin), Ecofilm (Rhodes), FIFEN (Niamey), Festival international du film spot d'environnement (Montpellier), Voces contra el silencio (Mexico), etc.

Launch of a VidéEau competition: video clip competition for young people (17-30 years old).

Dissemination: Screening and debates within the Forum and in Istanbul: the French Institute, the Cervantes Institute and Bilgi University.

Members of the jury : Mr. Cristian Calónico (Mexico), Mr. Gaetano Capizzi (Italy), Mr. Abibou Ciss (Burkina Faso), Mrs. Pascale Ferland (Canada), Mr. Robert Kalman (Hungary), Mrs. Thai Thi Ngoc Du (Vietnam), president Mrs. Hülya Uçansu (Turkey) , Mrs. Maggie White (France).

Outside the World Water Forums, the ISW contributes or co-organises events, making the catalogue of IWFE films available to promote water as a source of artistic and cultural expression and a vector for exchanges: Zaragoza (Water Tribune 180 screened hours with a programme of 70 hours selected by the ISW-IWFE), San José in Costa Rica, Quito, Copenhagen, Dakar, Quebec, Ouagadougou, etc.

One of the most recent events, the Paris Water and Film Events held from 18-25 March 2010 at the Water Pavilion in partnership with Eau de Paris, screened 43 films with preview screenings, conference-debates with the public and a VidéEau competition run in partnership with Dailymotion: 75 films on the theme of "Water and Paris". A 2nd edition will take place from 18 to 22 March 2011.

Contest VidéEau, France 2010



Jury prize
"Les goûteurs" (The tasters)
Eau de Paris

Contest VidéEau, Quebec 2010



First Prize
"L'eau c'est vital" (Water is vital)
Philippe Grenier



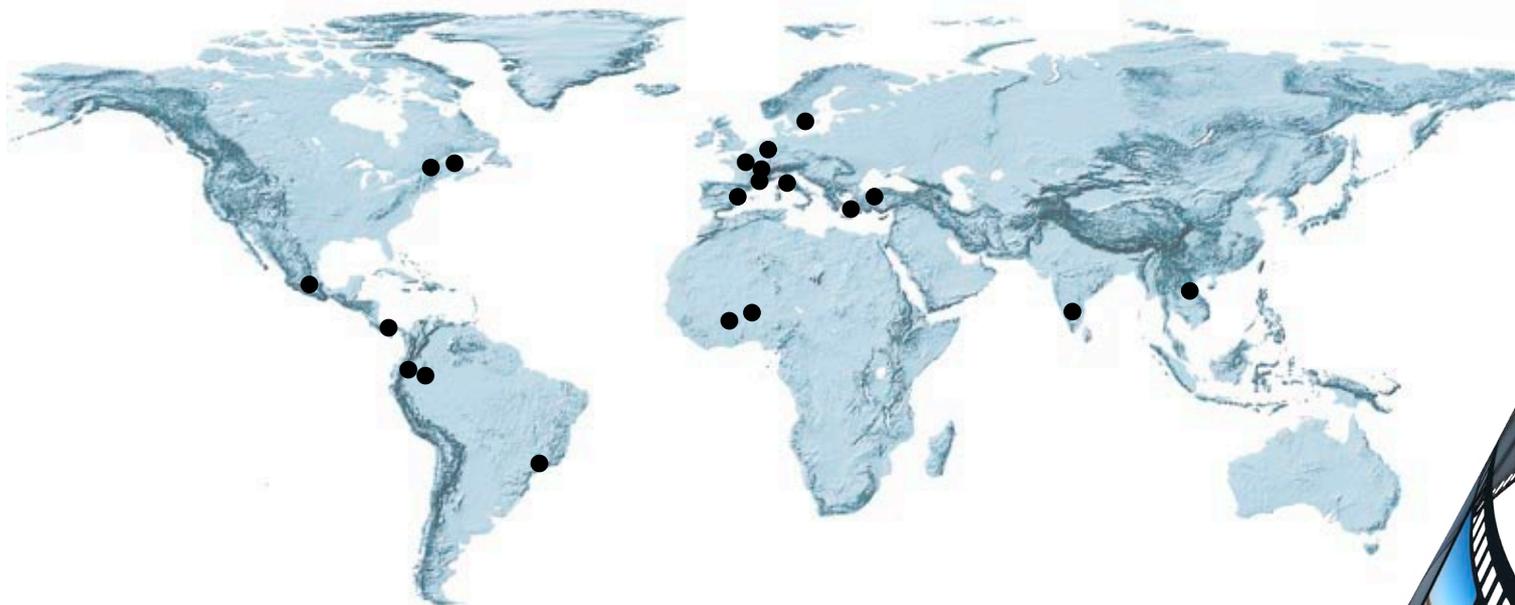
IWFE Trophies, Istanbul 2009.



The movie theater 'The Wagon' where the screenings during the Forum in Mexico took place, 2006

■ IWFE's partners since 2005

Bangaloor Belen Hanoi Istanbul Marseille Mexico Montpellier Montreal Niamey Ouagadougou
 Paris Québec Quito Rodes San José Sao Paolo Stockholm Turin Verviers Saragosse



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