



MAX DIVERSITY FILM FESTIVAL

Introduction guide for participants and sponsors



AEIDL



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The Festival

What is the MAX Diversity Film Festival?

The MAX Diversity Film Festival (MAXDFF) provides both amateur and professional filmmakers¹ with a place to showcase their voices, stories and experiences of migration - embracing diversity, discussing challenges, inequalities and discrimination, but also celebrating the power of multiculturalism and communities united in diversity.

Our goal is to empower individuals with a migrant background and multicultural initiatives to share their voices by telling their experiences in the first person, and to recognise their contribution, work and resilience. We want to enhance the representation of Europe's cultural and ethnic minorities in the society in which they live and to counterbalance the lack of visibility migrant people often have in the public sphere.

Whether finalists or not, all officially selected filmmakers will have their

materials and profile published and disseminated by the MAXDFF platform and the MAX project and consortium media channels.

This film festival is a unique opportunity to celebrate diversity in Europe, to present previews of films or a selection of movies little known to the public, and, through storytelling, to contribute to the creation of an evidence-based debate and narrative about migration.

MAX is an AMIF-funded project aiming to change public attitudes towards migrants.

Its goal is to improve the public image of migrants in Europe by changing the narrative around the immigration discourse and putting the stories of real people centre stage.

¹ In the context of the MAXDFF competition, we understand amateur filmmakers as being those for whom filmmaking is a hobby or part of their studies and who do not earn their main income from filmmaking. Filmmakers whose previous film productions have never won an award at another film festival can also compete in this category. On the other hand, we understand

professional filmmakers as being those for whom filmmaking is the main part of their professional activities or whose previous film productions have been selected for inclusion in other film festivals. Submitters will be required to participate in the category in which they acknowledge they should participate.

Storytelling, the creation of positive messages for the media and dialogic encounters between locals and

newcomers are the key aspects of the project.

Access all the content here:
<https://maxamif.eu>

Why do we organise it?

Well-managed migration to Europe contributes to our societies, culture and economy. The integration and social inclusion of people with migrant backgrounds, refugees and asylum seekers is crucial for cultural exchange, economic development, fighting against demographic downward slope and community cohesion. It also helps address skills gaps, labour shortages, and to boost economic performance overall. Currently in the EU, too many migrants face challenges in terms of unemployment, discrimination, no recognition of certificates and diplomas, lack of educational and training opportunities, language barriers and limited social interaction with other local communities². European societies are,

and will continue to become, increasingly diverse. Notwithstanding the efforts and progress made, many third-country nationals across the EU continue to fare worse than EU citizens in terms of employment, education, and social inclusion outcomes³. Today, around 34 million inhabitants were born outside the EU (around 8% of the EU population) and 10% of young people (15-34 years) born in the EU have at least one parent born outside the EU⁴. A dynamic two-way process on integration means not only expecting third-country nationals to embrace EU fundamental values and learn the host language but also offering them meaningful opportunities to participate in the economy and society

² EC press release 22 July 2020, Integration of migrants: Commission launches a public consultation and call for an expert group on the views of migrants, https://ec.europa.eu/commission/presscorner/detail/en/ip_20_1364

³ See Eurostat data: http://ec.europa.eu/eurostat/statistics-explained/index.php/Migrant_integration_statistic

s_- _overview and OECD/European Union (2015), Indicators of Immigration on Integration 2015 – Settling In: <http://www.oecd.org/els/mig/Indicators-of-Immigrant-Integration-2015.pdf>.

⁴ Estimates for 2017 (latest year available) based on OECD/EU (2018), Settling In, Indicators of Immigrant Integration, section 7

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of the Member State where they settle and have their voice heard.

Actively contributing to and being allowed to contribute to the political, cultural and social life are both at least as important as one another to creating a sense of belonging and feeling fully anchored in the host society, and to building socio-economically thriving societies. Developing welcoming, diverse and inclusive societies is a process that needs the engagement both of the third-country nationals and of the receiving

The online MAX Diversity film festival is a film event taking place over several months where after a call for participants and preselection by a jury, the public can watch the film selection through an online platform and vote for their favourite one per category. After the voting, MAXDFF will announce the winners during an Award ceremony which will count with the testimonials and experiences of the film makers, the members of the jury and other keynote speakers.

society. The promotion of intercultural dialogue, of respect for human rights, and of European values is essential⁵. Effective migrant integration needs to fully engage the different stakeholders and so requires migrants, EU citizens of migrant origin and hosting communities to be empowered in the process.

A recurrent theme in the discussion of societal integration has been the **lack of visibility and representation of migrants in the society they live in.**

The film festival is a unique opportunity to celebrate diversity in Europe, present previews of films or a selection of films little known to the public and contribute to the creation of an evidence-based debate and narrative about migration through storytelling. This initiative aims to promote culture and support cinema at a time when the COVID-19 crisis has heavily impacted on the sector.

⁵ COM(2016) 377, Action Plan on the integration of third-country nationals, <https://ec.europa.eu/home-affairs/sites/homeaffairs/files/what-we->

[do/policies/european-agenda-migration/proposal-implementation-package/docs/20160607/communication_action_plan_integration_third-country_nationals_en.pdf](https://ec.europa.eu/home-affairs/sites/homeaffairs/files/what-we-do/policies/european-agenda-migration/proposal-implementation-package/docs/20160607/communication_action_plan_integration_third-country_nationals_en.pdf)

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The objective of the MAX Diversity Film Festival is to use the power of images to raising awareness about the experiences and contributions of migrants in the EU by opening an online space for disseminating experiences and testimonials that can offer a better-nuanced understanding of the very variety of realities migrants around the world live

How can you participate and support this initiative?

If you are you an **amateur or professional filmmaker** interested in raising awareness of social and political issues related to the migration phenomenon or the beauty and contribution of diversity in Europe - this event is for you!

- The MAXDFF is an open event, free of charge, whose main goal is to give filmmakers a platform to disseminate their work, to embrace and celebrate diversity and to raise awareness of the very different stories, realities, challenges and opportunities around migration.
- Your work will be reviewed by a jury of experts, will be

disseminated to a large audience through a broad communication campaign and will receive international recognition. In addition, you will qualify for one of our MAXDFF Awards!

- Check out the different categories and conditions of participation in the section WHO CAN APPLY below
- More information will be available at www.maxamif.eu very soon, get ready and start to submit your materials here from 28 May to 20 August here: <https://filmfreeway.com/MAXDiversityFilmFestival>

If you are an **organisation or initiative supporting culture, diversity, social inclusion or multiculturalism in Europe**, please support us by spreading

the word about MAXDFF within your network!

Faced with the rise of xenophobic and anti-migrant discourses, we all play a very important role in informing and



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shaping perceptions. Therefore, we invite you to join us to counteract negative attitudes and behaviours towards migrants, to create awareness about the risks of human rights violations and many other difficulties they face, and to recognise the contribution that diversity has in our current societies and the active role that individuals and groups of different ethnic, cultural or racial minorities play in local development.

This initiative aims to promote culture and support cinema at a time when the

COVID-19 crisis has heavily impacted on the sector.

We believe this film festival is a unique opportunity to celebrate diversity in Europe, to present previews of films or a selection of movies little known to the public, and, through storytelling, to contribute to the creation of an evidence-based debate and narrative about migration.

To make this event successful, we are seeking support from organisations like yours! We are very hopeful that you will extend your generous support to our festival by sharing this invitation with your network.



Who can apply

Eligibility rules

Please make sure you have read the following instructions before participating

- All entries should be sent via FilmFreeway with a screener that will be stored securely <https://filmfreeway.com/MAXDiversityFilmFestival>
- MAXDFF DOES NOT REQUEST participants to submit their films directly to us but instead, you are kindly asked to send us the **LINK where you have uploaded your film, on YouTube or VIMEO**
- The link should allow watching the film that is competing in MAXDFF and must be open to the public to be part of the evaluation, voting, award ceremony and public online screening until at least December 31st 2021.
- Films must be uploaded in HD, up to 10 GB, .mp4 or .mov format are recommended. We recommend you use the following settings:
 - Maximum video bitrate: 2200 Kbps, H.264, mp4
 - Audio: 128 Kbps, AAC, 2 channel stereo
 - Aspect ratio preserved; video height of 1080 pixels
- All entries must focus on migration stories, topics or issues connected to migrants in the European Union (see section Categories for more information)
- For the purpose of this festival we understand the term *migrants* as people born outside an EU country, or descendent of parents born outside an EU country, and who currently live in any EU country
- Participants need to be at least 18 years of age
- Films must only be submitted by individuals with the legal right to negotiate the use of the work
- Entries can come from any country in the world as long as they focus on migration stories and realities connected to an EU country
- All films must include English subtitles

The logo for the Max Diversity Film Festival (MAXDFF) features the letters 'M', 'D', and 'F' in a large, bold, sans-serif font. Each letter is filled with a vibrant, multi-colored pattern of small, irregular shapes, creating a mosaic effect. The colors include shades of purple, blue, green, yellow, and red. Below the letters, the words 'MAX DIVERSITY' and 'FILM FESTIVAL' are written in a clean, white, sans-serif font, stacked on two lines.

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- Participants may submit any number of entries in any number of categories, but a separate online entry form is required for each
- Entries can include either new films that have not been broadcasted in other festivals before or films that have been broadcasted and/or participated in other festivals in the last 5 years (entries from 2016 to 2021 are eligible)
- Participation is free. No fee will be charged to participants submitting an entry
- Participants need to fill in all the mandatory fields of the submission form and submit their film selecting the category in which they want to participate within the period established for it. Entries received after that period, or not following the submission format, will not be considered
- If selected as a finalist, participants are requested to submit a short video of 1'30''- 2'30'' presenting their film to the audience. These videos will be part of the promotional campaign and voting process open to the audience.
- Participants authorised MAXDFF to place their name, image and metadata of the film (title, category, year, synopsis, summary) in the MAX project YouTube Playlist, website, social media and related promotional materials as well as to record them during the MAXDFF award ceremony (see section Contact and Legal notice for more information)

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Categories

MAXDFF is divided into two general categories: amateurs and professionals, that are at the same time split into two subcategories, short and long films. In addition, an Audience Award will be offered to the film that receives the most votes from the audience among those that did not classified as finalist



Amateurs

MAXDFF is committed to provide non-professional filmmakers and students with an opportunity to showcase their production to a wider audience.

We understand amateur filmmakers as being those for whom filmmaking is a hobby or part of their studies and who do not earn their main income from film making. Filmmakers whose previous film productions have never won an award

at another film festival can also compete in this category.

Professionals

We understand professional filmmakers as being those for whom filmmaking is the main part of their professional activities or whose previous film productions have been selected for inclusion in other film festivals.

Within these 2 competition categories, there are the following subcategories:

Short film: 2 categories - amateur and professional

Films in the form of short video documentaries or testimonials that portray different aspects of the migration journey, or the contribution migrants or intercultural activities run with or for migrants make in different fields (intercultural activities, sport, labour market integration, education and training, entrepreneurship, social inclusion, empowerment, etc.). **Short animated films are also welcome within this subcategory!**

- **Length:** from 10' to 30' minutes

***Tales of migration - Long film: 2
categories - amateur and professional***

Films presenting narrative long-form fictional or real stories, such as a personal migration story which may show the challenges and opportunities of the journey or integration process. Suggestion: Long form films may focus on various contributions migrants make to society, the struggles they have faced and the solutions they have found. We also welcome submissions that focus on communities and community projects related to migration.

- **Length:** from 40' to 1h 30'

Audience awards

The aim of the **Audience awards** is to disseminate as much as possible about all the raising awareness films received so that the audience can get to know better all the MAX Diversity Film candidates that participated but that were not preselected by the jury.

All the eligible participants not preselected and thus being part of the final competition of the 4 categories awards run during the month of October 2021 and published under the section *VOTING*, will be displayed in the section *ALL FILMS*. In parallel to the voting of the finalist, a communication campaign and online screening will be conducted for all those candidates and the one receiving the most votes will receive the Audience awards during the ceremony on the 5th of November 202



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How and when to apply



**MAX
DIVERSITY
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CALENDAR**

Get ready to participate! **05/2021**

Information campaign about the
MAXDFF is launched

Opening of submission of entries:
28/05/2021

Participants are welcome to start
to submit their files in the category
they consider better fit them
though the
<https://filmfreeway.com/MAXDiversityFilmFestival>

They will have almost 3 full months
to do it!

Close of submission of entries:
20/08/2021

Submission process is closed and
the MAXDDF team check the
candidates fulfil the eligibility
criteria to participate in the
festival

Jury evaluation process: **01/09/2021 -
20/09/2021**

MAXDFF selection panel meetings
to select the finalists of each
category

Announcement of finalists: **01/10/2021**

Announcement of the finalist at
the MAX Diversity Film Festival.
Promotion of the nominated films
during the *watch&vote* period:
Finalists will receive a promotion
package they can use to
disseminate their films. The MAX
project will make the films
available to the audience and
will launch a Europe wide
communication campaign

Voting for finalists: **01/10/2021 -
29/10/2021**

The final ranking will be
determined by combining the

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public vote on the MAXDFF page and the vote by the members of the jury, with each group weighing 50%. Online presentation/short screening sessions will be organised during the month of October with the finalists to allow the audience and jury members to get to know more about the films and the authors

Online MAXDFF Award ceremony: 05/11/2021

The winning films will be announced at the Online MAXDFF Award Ceremony on 5 November 2021. Finalists and winners will present their work and debate with the large audience about the stories and inspirations behind their productions.

Submission form

All participants are required to submit their files via the following link as soon as it is available in the following link

<https://filmfreeway.com/MAXDiversityFilmFestival>

Evaluation and award ceremony

All candidates will be evaluated by a panel of judges selected by the MAX project after the project has verified that all the eligibility criteria for participation have been met.

The jury of the MAX Diversity Film Festival will be formed by members from different cultural, educational and ethnic backgrounds, including women and men of migrant background, communication, professional filmmaker and migration policy experts.

Jury evaluation and voting

The verification of the eligibility criteria process will be done by the MAX project team in charge of the MAXDFF.

All the eligible candidates will be then evaluated by a panel of judges selected by the MAX project. The jury will select the finalist. In a second stage, the finalists will be announced and the public will be able to vote for their favourite under each category in the website the MAXDFF will make available for it. *For a fair and transparent competition, the MAXDFF public voting system only allows one person, one vote. That is:*

- 1. The user can vote for her/his favourite film under each category on the web.*
- 2. The user receives an email to confirm the email address.*
- 3. By clicking on the email, he/she will return to the web, and there the user will receive the confirmation message.*

The final ranking will be determined by combining the public vote on the MAXDFF page and the vote by the

members of the jury, with each group weighing 50%.

The jury of the MAX Diversity Film Festival will be formed by several members of different cultural, educational and ethnic backgrounds, including women and men of migrant background, communication and migration policy experts.

The evaluation done by the panel of judges will be based on the following key principles

- **Originality/creativity:** The uniqueness, originality and imagination in the story presented in the submissions. Use of innovative techniques, images, representations, topics.
- **Performances/characters:** Quality of the performance, acting of the characters, relevance of the interviews or portraits of the animated characters (applicable depending on the category). Representation of the personalities that are distinctive, compelling, multi-layered, with clear and active goals.

- **Plot:** How the actions, events, conflicts, and turning points that shape the story forward are unfolded.
- **Pacing & Structure:** The framework and timing of the film, script and actions. How the elements of the plot and the character evolve during the film towards the end. Effective and logical progression of the story.
- **Sound/music:** Clarity of the dialogues. Use of appropriate music to the theme and story of the film
- **Writing/dialogues:** Quality of the dialogues and voice-over. Use of natural, concise and unique voices for each character. Appropriate use of language for each character and moment in the story. Or, proper and effective use of lack of dialogue.
- **Entertainment value:** The story's ability to hold the viewer's attention. Is it fun, attractive, or thought-provoking?
- **Diversity awareness message:** The film effectively communicates a message about diversity in the European Union, it portrays a personal migration journey, challenges, inequalities or discrimination, and integration process, multicultural activities embracing diversity or the positive contribution that migrant

communities bring to the new home societies in Europe.

After the preselection of the finalist in September, all films will be online screened in the MAXDFF page and MAX YouTube playlist for the public *watch&vote* period.

Online presentation/short screening sessions will be organised during the month of October with the finalists to allow the audience and jury members to get to know more about the films and the authors. The winning films will be announced at the Online MAXDFF Award Ceremony on 5 November 2021.

Finalists and winners will present their work and debate with the large audience about the stories and inspirations behind their productions.



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