

Stories of Change: Social Entrepreneurship in Focus Through Documentary

FAQ's:

What is a social entrepreneur?

Although the definition of a social entrepreneur can vary, the focus of this initiative is on individuals with significant innovations that have the potential to address the critical challenges of our time. A social entrepreneur is specifically defined as a change agent for society. Social entrepreneurs pioneer innovative, effective, sustainable approaches to benefit humanity by meeting the needs of the marginalized, the disadvantaged and the disenfranchised. Social entrepreneurs are the wellspring of a better future.

Social Entrepreneurs are:

- **Ambitious:** They tackle major social issues, from increasing the college enrollment rate of low-income students to fighting poverty in developing countries. They operate in all kinds of organizations: innovative non-profits, social purpose ventures such as for-profit community development banks and hybrid organizations that mix elements of nonprofit and for-profit.
- **Mission driven:** Generating social value – not wealth – is the central criterion of a successful social entrepreneur. Promoting systemic social change is the real objective.
- **Strategic:** Like business entrepreneurs, social entrepreneurs see and act upon what others miss -- opportunities to improve systems, create solutions and invent new approaches that create social value.
- **Resourceful:** Because social entrepreneurs operate within a social context rather than the business world, they have limited access to capital and traditional market support systems. As a result, social entrepreneurs must be exceptionally skilled at mustering and mobilizing human, financial and political resources.
- **Results-oriented:** Ultimately, social entrepreneurs are driven to proven measurable returns. These results transform existing realities, open up new pathways for the marginalized and disadvantaged and unlock society's potential to affect social change.

Today, social entrepreneurs are working in many countries to create avenues for independence and opportunity for those who otherwise would be locked into lives without hope. Whether they are working on a local or international scale, social entrepreneurs share a commitment to pioneering innovation that reshape society and benefit humanity. Quite simply, they are solution-minded pragmatists who are not afraid to tackle some of the world's biggest problems.

Where might I find an example of Social Entrepreneurs?

Excellent examples of people who have been awarded recognition for their work as social entrepreneurs can be found at www.skollfoundation.org, www.ashoka.org and <http://www.schwabfound.org/>. We seek to expand the public's understanding of social entrepreneurs, their approach to social change, and the outcomes of their work. To learn more about Social Entrepreneurs go to: <http://www.skollfoundation.org/aboutsocialentrepreneurship/whatis.asp>.

Do I have to work with a social entrepreneur who has been supported by the Skoll Foundation?

No. The Film Fund will consider documentary proposals about people and organizations that meet the definition of 'social entrepreneur' as described above. The field is still evolving, and each proposal will be evaluated according to this definition. The Film Fund will also consider films about Skoll-supported social entrepreneurs but it is not a requirement. It is strongly suggested that applicants familiarize themselves with the Skoll Foundation web site (www.skollfoundation.org), the online community for social entrepreneurs at www.socialledge.org and the field of social entrepreneurship.

Does the project have to be US-based?

No. Applications can be based anywhere in the world. Preference will be given to works projects that have experienced teams who have made long-form documentaries.

Can these projects be news or television shows?

No. Sundance Documentary Film Program supports artists making independently produced cinematic documentaries. This is not a television or news program fund, though television versions of Sundance-supported films are common as part of a larger co-production package.

Do I have to work with a broadcaster?

Projects can work with any co-producing entity or broadcaster as long as the editorial control is held by the project's director. Sundance Documentary Film Program (DFP) projects have worked with broadcasters globally, including CBC, PBS, A+E, HBO, Channel 4, BBC, Arte, and many more. We encourage projects that have some financing in place, or that have a likelihood of bringing additional funders on board.

Is there any other support that comes with the funding?

The DFP offers creative as well as financial support. Funded projects will have a range of opportunities to take part in Labs, rough cut screenings, referrals, consultations, etc.

Do Sundance DFP supported films automatically get into the Sundance Film Festival?

No. The Sundance Film Festival is programmed independently and all DFP films must apply to the Festival individually. The DFP tracks our projects at Sundance Film Festival and advises on documentary activities and programming. To learn more about the Sundance Documentary Film Program visit:

<http://www.sundance.org/docsource>

What will the application process look like?

STEP 1 You will be asked to provide the following written information:

1. **Logline** (One sentence description of the film).
2. **Synopsis of film** (no more than one page).
3. **Director's Statement** – Please describe your vision or creative approach to the film.
4. **Status of Film and proposed timeline** (for development and delivery).
5. **Biographies** of the director, producers and other principal crew already attached.
6. **Distribution, Marketing, Outreach Strategies** (including mainstream and alternative approaches).
7. **Interactive Elements** – Explain how you plan to enhance your film through a companion Web site or interactive television components. Discuss specific elements of proposed site and provide information on the Web production team. Include as well the possibility of Multi-platform (e.g. broadcast, VOD, online, wireless) delivery of project in its entirety or as 'educational' modules.
8. **Outreach/Engagement Plan (Campaign)** – Suggest how your film and or related activities might engage communities nationally and or internationally to engage in social entrepreneurial efforts to affect positive change.
9. **Comprehensive budget in \$US:**
 - amount of funds secured to date
 - comprehensive fundraising strategy

Step 2: Send the following visual materials immediately after completing the online application form:

Seven (7) copies of the director's previous film and seven (7) copies of the current rough cut (if applicable) (preferably NTSC) with English subtitles. If work is not subtitled please provide an English Language transcript of films. DVDs should be of a sufficiently high quality to be duplicated for the selection committee. Each DVD should be labeled with the following information: Last Name, First Name, Proposed Film's Title, Sample Title. Please Note: Application materials will NOT be returned.

ALL ON-LINE APPLICATIONS MUST BE COMPLETED AND DVD's RECEIVED BY FRIDAY, AUGUST 15, 2008

Questions should be directed to dfpskoll@sundance.org. Thank you again for your interest in the *Stories of Change* RFP. When you are ready to begin the Online Application, please visit www.sundance.org/documentary/