



LIAF & PooP ANIMATED FILM COMPETITION CALL FOR INFECTIOUS FILMS

London International Animation Festival (LIAF) in association with **PooP** (Poo Productions) is launching a competition for short animation films, which tackle the serious issues of sanitation and/or hygiene in an edgy, irreverent and humorous way.

The winning films will form part of an awareness-raising campaign with a global reach to publicise the importance of adequate sanitation and good hygiene practice – both of which are inextricably linked to clean water.

Why sanitation and hygiene? Quite simply, because 80% of disease in the developing world is caused by contaminated water, inadequate sanitation and poor hygiene practice.

Your film could be:

Hard hitting, edgy, direct
Surreal, oblique, tender
Comic, irreverent
Poetic, profound, thought provoking
Cosmic, mythological, abstract
Factual, spoof, public information

This is also a good moment to draw our attention to, and look freely and intelligently at a subject that is very present and essential to life; something we all share; but that is very personal, very private and rarely discussed. It is disgusting, stinky; but natural and normal, yet a profound human taboo... Poo.

Exposure for the finalists

The top 15 entries will form their own category as part of the London International Animation Festival (www.liaf.org.uk) in September 2009 and screen at the Curzon Soho, London

A selection of entries will also be screened on:

- *Global Hand Washing Day (15 October 2009) www.globalhandwashingday.org
- *World Toilet Day (19 November 2009)

* these two events will both be staged in association with a coalition of international government (DFID, WHO) and non-government organizations and educational establishments (Pump Aid, UNICEF, WaterAid, London School of Hygiene and Tropical Medicine) together with commercial partners (Unilever, P&G, GSK) to raise awareness of, and develop strategies to address the sanitation and hygiene issues. As such, there may well be wider (and possibly commercial) opportunities for your film in terms of licensing and a large international audience.

The Prizes

The winning film in this category in the LIAF programme will receive a £1,000 Jury prize. There will also be an audience voted award at the LIAF screening.

In addition to the above there will be prizes at the other two (*) events – please check

the LIAF website (www.liaf.org.uk) for updates on prizes yet to be announced.

The Judges

Nag Vladermersky (London International Animation Festival)
Philip Ilson (London Short Film Festival)
Mark Simon Hewis (Winner of LIAF 2008)
Toa Stappard (Independent Film Director)

Competition rules/key points

- Entry is free
- Subjects: Sanitation or Hygiene or both
- Deadline: Films to be received by 15th May 2009
- Language: Non-English language films must include subtitles
- Format: For preview - DVD (no returns); If your film is selected it must be made available in broadcast quality
- Duration: between 1 and 5 minutes
- By entering, filmmakers agree to LIAF, PooP and associated partners showcasing their films during and after the competition. The films will only be shown for publicity purposes and all filmmakers will be contacted about screenings prior to them taking place.
- No unlicensed use of copyrighted material
- No unlawful or discriminatory material and no promotion of products and services
- All films can be entered regardless of previous screenings and awards
- You can submit more than one film

Rules and Regulations in full at the LIAF website (www.liaf.org.uk)

How to Enter

Download an entry form from the LIAF website (www.liaf.org.uk) and send the completed form together with a DVD of your film to:

Nag Vladermersky
London International Animation Festival
The Film and Video Workshop
Hungerford Primary School
Hungerford Rd
London N7 9LF
UK

Please clearly mark the DVD with your name, contact details and the name of your film.
Deadline for entries is midnight on 15th May 2009.

Rights

The film will be joint copyright of LIAF, PooP and the filmmakers.

Facts

- 2.6 billion people (almost half the world's population) do not have adequate sanitation
- Diarrhoea claims the lives of over 5,000 children each day (nearly two million a year)
- One gram of faeces can contain 10 million viruses, one million bacteria, 1000 parasite cysts and 100 parasite eggs
- The simple act of washing hands with soap and water after going to the toilet can reduce diarrhoeal diseases by over 40%
- Contaminated water, inadequate sanitation and poor hygiene practice cause over 80% of all disease in developing countries

- Of the UN Millennium Development Goals, the one pertaining to sanitation provision is the most off target for 2015
 - Sanitation has been rated the greatest medical milestone of the last century
 - Adequate sanitation saves more lives than antibiotics
 - Poor hygiene is the fundamental cause of hospital superbugs in the west
 - In the west, toilets are ubiquitous and we have no idea what it is really like to be dying to go to the loo
 - How many people wash their hands before preparing food?
 - How many people, particularly men (80% don't!), wash their hands after going to the toilet? How dangerous are YOU?
- More facts can be found at the Poo Productions website
(www.pooproductions.org/facts.html)

Supporting documents

- International Year of Sanitation Key Messages
 - The Gingerbread man
 - Global Hand Washing Planners Guide
- These documents are available from the LIAF website (www.liaf.org.uk)

PooP (Poo Productions)

www.pooproductions.org

PooP was set up to promote, educate and facilitate a wider understanding of life's basic necessities – principally sanitation and clean water. We use music and film as a catalyst for social change, and work in collaboration with musicians, film-makers, artists, activists, and international and local charities. We currently work with two bands: the UK musicians collective Empty Boat and Massukos, Mozambique's number one band. Empty Boat released their album *Waitless* on World Toilet Day (2008) in association with the charity Pump Aid and each album sold will pay for sanitation for LIFE for one person in Africa. Massukos have close links to a local NGO called Estamos and use music to promote awareness about hygiene, sanitation and water in their own country.

The music from both bands is available for you to use as soundtrack material for your film (free of charge) if you so wish. You can listen to samples at:

www.pooproductions.dloadshop.com/shop.asp?artistid=1

and can request a link to a free download by emailing mail@pooproductions.org.

The London International Animation Festival (LIAF)

www.liaf.org.uk

The London International Animation Festival is Britain's premier showcase for independent animation. Since 2004, the festival has grown in to one of the largest and most diverse festivals in the world with 2000 submissions from 30+ countries. In 2008, over 220 selected films were screened in cinemas across London, reaching nearly 3000 people. LIAF is also a partner to several other international animation festivals where we swap information and curate selected programmes for touring.