

theoneminutesJr.

arts for intercultural dialogue

Exactly sixty seconds of self-expression by young people around the world.

The**oneminutesjr** highlights and celebrates the diversity among youth around the world. The videos of sixty seconds are positive and powerful examples of the way visual arts works as a communication tool across cultural, geographic and national borders.

Project in brief

- Annual competition for one-minute videos
- Online community and video collection www.theoneminutesjr.org
- Video workshops around the world with a special focus on underprivileged youngsters and cultural minorities
- Successful workshop format led by experienced facilitators and video artists
- All video equipment (cameras/editing) provided
- Joint initiative of UNICEF, The European Cultural Foundation and The One Minutes foundation in partnership with cultural NGOs and public broadcasters

Facts and figures since 2002

- over 1.800 videos online
- Over 500 videos entered into the competition in 2008
- 75 nationalities
- 1.800 youngsters supported in self-expression
- over 75 workshops all across the world
- over 30.000 videos seen on the website every month

UNICEF work in 2007-8

- Completed workshops in South Africa, Democratic Republic of Congo, Egypt, Jordan, Turkmenistan, Russia, Belgrade, India, Philippines, Germany, U.A.E., Ethiopia, Armenia and Bosnia, reaching over 300 young people
- Films featured in Kids for Kids Festival, Dubai International Film Festival, won 3 awards at the One Minutes Awards and Stranger Festival and aired on multiple channels
- At each workshop, participants are shown youth-made videos from around the world, giving them a view of what young people are thinking and expressing in other parts of the globe

Plans for 2008-9

- Seeking funding from country offices and National Committees to continue the workshops in new countries
- Widen the workshop representation into Australia, Latin America and Asia
- Create opportunities for broadcasts and exhibitions where youth work from around the world can be shown and discussed amongst young people

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The program

The**oneminutesjr** gives 12-20-year-old youngsters, especially those who are underprivileged or marginalised, the opportunity to have their voices heard and to share their ideas, dreams, fascinations, anxieties, and viewpoints with the world. The process equips the young filmmakers with the fundamental skill of self-expression that is needed to participate fully in society. The intimate nature of the videos allows the viewer close – despite of geographical and cultural borders. The**oneminutesjr** is truly an international initiative. More than 1500 youngsters from 75 countries have taken part in the program.

Organisation

The**oneminutesjr** was initiated in 2002 by The European Cultural Foundation, The One Minutes foundation and UNICEF in order to develop new tools for youth empowerment and social change. The success of the program has been from the start based on tailor-made collaborations with European public broadcasters and national youth and media organisations. The**oneminutesjr** is sponsored by JVC.

Workshops

The**oneminutesjr** has a special emphasis on providing youngsters with less privileged backgrounds with the possibility to express themselves. This opportunity is created in workshops where a group of youngsters works with 2-3 video artists for five days. The workshops have ranged from working with asylum seekers in the Netherlands to orphans in Istanbul. The workshops not only teach film and production skills but also focus on creativity, teamwork and critical thinking, all while engendering respect and empowerment in the young participants. The workshop closes with the premier of the produced films at a public screening and reception.

Competition

All the videos from the workshops as well as individual entries enter the annual competition with the Awards Ceremony as the highlight. All finalists are invited to attend the festival weekend in Amsterdam. The competition is open to entries done by any youngsters. The only limitation is the length - 60 seconds. The scope of the videos ranges from views on anti-smoking to gender questions, from criticism of urban lifestyle to purely showing beautiful wooden chairs in the snow.

www.theoneminutesjr.org

The website is the heart of the network. All the videos can be viewed on the website. They are as diverse as their makers. The visitors of the website can select videos based on theme, country of origin or latest entries. The videos are viewed over 30.000 times every month.

Television

European public broadcasters show the**oneminutesjr** videos as part of their youth programming. Many of the broadcasters have also organised workshops in their own country. The**oneminutesjr** team is now working to expand the network to broadcasters outside of Europe.