

PLANET-M

**Association for Media Literacy Planet-M Skopje**

**ANNUAL REPORT FOR 2019**

**Resume**

The Media Literacy Association "Planet-M" supports the development of the young generation by implementing activities in the field of education, art, culture, as well as human (children's) rights and active involvement of young people in all segments of their growth and development in civil society.

The mission of the Association for Media Literacy "Planet-M" is to promote media literacy, education, culture, critical thinking, tolerance, law and democracy and to develop them through formal and informal educational processes and activities and involvement of youth in them. In order to accomplish the mission, the association designs, develops and implements creative projects and workshops that promote non-formal education and culture in modern society for wider educational, cultural, economic and social development, to help young people realize their full potential. Through informal education in various segments, Planet-M educates and supports young people on their growth, maturation as well as achieving equality and harmony by gender, social, religious, ethnic, sexual orientation or any other basis, thus reducing discrimination, bullying and youth violence in general.

The main tool for motivating and involving young people is the film, mostly through the International Youth Film Festival "Giffoni Macedonia", which is a branch of the world's leading festival for children and youth "Giffoni Experience" from Italy, and through its itinerant version held few times a year in smaller cities called "Giffoni on Tour". Film screenings are used to motivate young people to open a debate on topics that affect their generation. International cooperation and involvement of young people from our country in various international projects are other important segments of the activities.

In 2019, Planet-M Skopje, Association for Media Literacy carried out the seventh edition of the **Giffoni Macedonia Youth Film Festival**, as the most important event for the organization and the largest event for young people in the region, the itinerant project called **Giffoni on Tour** in 4 cities in Macedonia, as well as the project **Life on social networks (Una vita da Social)** which provided educational training for safe use of the Internet, to children and youth, as well as to their teachers.

In addition to these projects, the association has collaborated with various associations working on development and informal education for young people, the most important of which were the international participation of our representatives at festivals in Georgia, Italy, Azerbaijan and Serbia.





## Giffoni Macedonia Youth Film Festival 2019, 12-17 October, Theme: AIR

The seventh edition of the Giffoni Macedonia Youth Film Festival took place from 12 to 17 October 2019 in Skopje, organized by the Planet-M association with the financial support of the Film Agency of the Republic of North Macedonia and Giffoni Experience Italy and with the contribution of the City of Skopje. The theme of the seventh edition of the festival was "AIR" as a general concept of the Giffoni Experience 2019 festival. The successful organization and realization of this edition of the festival would not have been possible without the support of numerous sponsors and partners.





The main theme of the festival is the protection of the environment, with a special emphasis on air. No less important topics in most films and activities were both Internet security and the fight against peer violence. This year, the main program also included carefully selected films, and the participants, divided into 3 age groups, selected the best films for the young audience in the role of a jury. In addition to the 600 young participants from our country, around 50 children from abroad joined the youth jury and during the festival they were guests in the homes of their Macedonian friends.

The official opening of the festival took place at the Millennium City Cinema on October 12. The Ambassador of Italy in Skopje, Mr. Carlo Romeo greeted the audience first in Macedonian and then in Italian, followed by the President of Giffoni Experience, Piero Rinaldi, who announced the opening of the festival.



The festival opened with a screening of the Italian feature film "Imperfect Age" by director Ulysses Lendaro.

The seventh edition of the festival offered a rich film and educational program, filled with fun and educational activities, films, discussions, workshops, guests, music, exchange of ideas, cultures and friendships that further contributed to the development of film and cultural aesthetics and creativity of young people, giving them the opportunity to communicate with their peers from different parts of the world.

The competition program included 15 feature films distributed in three age groups for screening according to the age. Screenings and workshops were located in two main venues.





Grop of juniors (10-14 years) were located in the cinema of Macedonian Cinematheque, and cadets (14-16) and seniors (16-19) located in Youth Cultural center. Each of the films was followed by a discussion on the topics of the films that concern young people.



In addition to the film program, most of the festival's program was educational. Through masterclasses, lectures and workshops, young people learned new information and skills and developed their creativity.





## WORKSHOPS

The educational element of Giffoni Macedonia continues to characterize and define the festival with various workshops, enabling the participants to get acquainted with different art forms and professions in a relatively short period of time.

### THEATER WORKSHOP

This workshop aims to convey the beauties of theater and performing arts to young people and strives to encourage young participants to express their talent and awaken their imagination and creativity. The workshop was led by director Tea Begovska.



### PAINTING WORKSHOP

The focus of this workshop is to create artistic art creations inspired by the environment, and participants have great freedom in expressing their imagination. The workshop was led by artist and painter Monica Moteska.



### MODERN DANCE WORKSHOP

The dance is attractive and fun and is part of many movies, plays, ballets. In this dance workshop, the Bulfrog studio revealed to the young participants the magic that attracts dancers and the audience. The mentors of this workshop were Joana Stojcevska and Aleksandra Nikiforovski.



## FILM WORKSHOP "FILM COLLAGE" - film course for high school students

During the transition from education to professional commitment, young individuals are often at a crossroads and cannot clearly choose their career path. FILM COLLAGE is a film course for high school students whose interest is focused on the art of film, the opportunity to face the university and the real professional practice, before entering the circle of the film world. This workshop was held in cooperation with "Machina Production", and the mentor was the director Ana Opacic.



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## ONE TAKE VIDEO

A workshop where the participants design and prepare a script and choreography for recording a fun video clip in a single frame through the premises of MKC, which they then recorded and edited themselves. The mentors of this workshop were the directors Kiril Karakaz and Svetislav Podleshanov.



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## ANIMATION WORKSHOP

Animation Techniques Workshop in which participants learned how to use simple techniques and applications, combined with their rich imagination, for creating short animated films. The mentor of the workshop was Krste Gospodinovski, director and professor.





## MOTIVATION SKILLS

In this workshop, organized in collaboration with the youth organization S.H.A.R.E., the basic knowledge about the ways of self-knowledge was shared, as a starting point in the process of encouraging change, first in ourselves, and then in the world around us. The workshop was coordinated by Ivona Mincheva, and several members of this youth organization participated in the activities.



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## WORKSHOP FOR FILM MASK AND MAKE UP

Workshop led by Igor Petreski where the young people learned the basics of professional film mask and make-up. At this workshop, the young participants were able to create masks, scars, cuts, etc.



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## PHOTOGRAPHY WORKSHOP

This workshop is an introduction to the skills of creative photography, from basic technical settings to creating art photography. The workshop for young participants encourages creativity and inventiveness in creating visual composition through play of light and shadows. The mentor of this workshop was Sonja Stavrova, photographer.



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The workshops in the categories of cadets and seniors, mostly focused on film professions, resulted in 12 short films and short animated videos, as well as two one-take videos. The workshops for the juniors included painting, theater and modern dance music, and delivered as a result more than 100 paintings and 2 performances. The results of these workshops were exhibited during the closing ceremony.



### **"Cooking film" workshop**

For the youngest ones, in collaboration with organization "Balkan Cinema Sitis", another one-day workshop called "Cooking a movie" was held, where in addition to the film screening, the youngest decorated muffins with Davor Pancevski (Dave's Kitchen).



### **INTERNATIONAL JURY AT GIFFONI MACEDONIA 2019**

The seventh edition of the festival attracted great interest of young people to participate at Giffoni Macedonia. Just in the first day after the announcement of the application for participation, 120 participants applied, and in the next two weeks, one month before the start of the festival, the applications reached the quota of 600 registered participants.

Young people from 15 countries were invited to participate in the festival. The international jury was composed of young participants from 10 countries: Italy, Georgia, Azerbaijan, Romania, Bulgaria, Serbia, Croatia, Ukraine and Russia in the groups of cadets and seniors, and of course most of the young people from Macedonia. The official language used during the discussions and workshops was English.



Among the most active participants that participated in the discussions with interesting and eloquent arguments, 10 young representatives are selected as Macedonian representatives in the jury of Giffoni Experience 2020 in Italy where they will have the opportunity to meet top Italian and international authors, directors, producers, actors, writers and other public figures and experts.

## Meetings with celebrities, master classes and presentations

Young people are rarely in a position to meet their idols and characters that they see on small screens or in movie theaters, or to think about their future profession in the field of film or culture in general. Giffoni Macedonia is here to fulfill their wishes, to constantly encourage them and to prepare new surprises for them. Positive impressions and smiles among teenagers were a clear sign of the pleasure of these meetings and conversations with celebrities and film industry experts.



Actor and singer Luka Chikovani was a guest at the festival and discussed with young participants after the screening of the film "Happy as Lazaro" where he played one of the main roles. At the opening ceremony of the festival, he sang several songs from his repertoire.



The short film "I'm Not Igor", which talks about prejudice, discrimination and identity, aroused great interest and rich discussion with the film's director Sergei Georgiev and actor Stefan Spasov. In a relaxed and pleasant atmosphere, there was space for all the questions of the participants.



Requested by participants, the members of the band "Duper" Ilcho Nechovski and Boris Kakurinov were guests of the festival. After the discussion, their music video for the latest song was screened.





The premiere of the short film "Light" (made by middle school students), directed by Martin Chichovski, generated enthusiasm among the audience. Applause and many questions followed the screening of the film made by high school students, which are, themselves, among the most active participants of the festival Giffoni Macedonia.



The screening of the feature film "Love cuts" ended with a discussion and questions to director Kosta Djordjevic and director of photography Bojana Andric.



Exclusively for the participants of "Giffoni Macedonia", excerpts from the second season of the series "Family Markovski" directed by Darijan Pejovski, were shown before its official premiere in TV. It was followed by a meeting with a part of the team of this series.



Participants had also the opportunity to attend a United World Colleges master class - a global educational movement that uses education as a force for the unification of people, nations and cultures for peace and offers useful information on scholarships.





On the second day of the festival, the participants met the representatives of the movement "Friday for Future", who illustrated the dangers of global warming and the need of rising the awareness on that matter, although a good part of the participants were already supporting the movement.



The hot topic of air pollution and climate change caused a discussion among the young participants of "Giffoni Macedonia", as representatives of the association "Eco Consciousness" led them and through it. The young participants were well informed, but admitted that they lack more knowledge on the topic that they would like to acquire at school. Throughout the game, young people learned many facts about climate change through a lecture on "Air Pollution - a Silent Killer" by the Eco Consciousness Association. The lecture ended with an eco-quiz with prizes distributed to the participants.

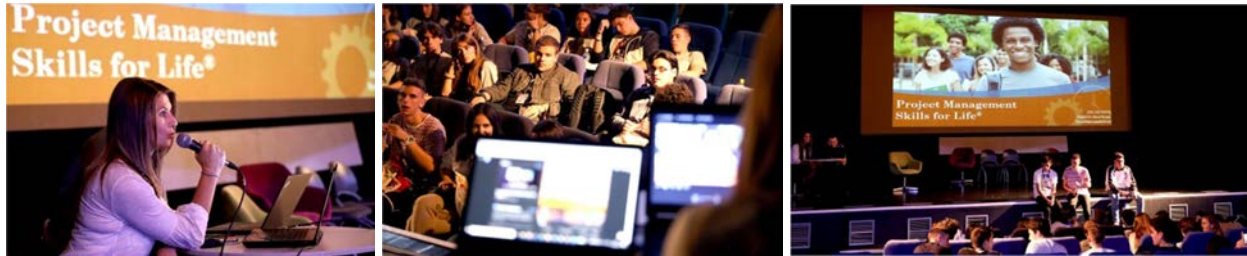


PE "Communal Hygiene" - Skopje held an eco-lecture in front of the participants of the International Youth Film Festival - "Giffoni", by presenting the work and activities of PE "Communal Hygiene" – Skopje. The participants could learn how to properly differentiate and dispose the garbage in respect of the regulations.





The PMI Macedonia masterclass called "Project Management - Life Skills" covered the basics of project management, getting to know the concepts and phases of project management, as well as their application in everyday activities. The presentation triggered an interesting discussion, and in the second half of the masterclass they took part in an interactive game with a competitive character - The Tower, in which the young participants applied the newly acquired knowledge about project management. The winning team received symbolic prizes.



On the last day, the last masterclass called "I, the ordinary citizen, in the fight against air pollution" and was led by Eli Pesheva from "O2 Initiative" . It focused on ideas and actions aimed to make Skopje and the country a better place to live, and the participants were actively involved in the discussion.



At the traditional "International Evening", all 10 participating countries presented their stands with promotional materials and national specialties, while DJ Gianni Mirabello entertained them with music.



### **Party with DJ Gianni Mirabello (Italy)**

The party was organized with DJ Gianni Mirabello from Italy, who came to Skopje 5 years ago to Giffoni Macedonia as a member of the Italian delegation and who is in Skopje for the second year in a row during Giffoni Macedonia and helps in the entertaining part of the festival as volunteer.



At the closing ceremony, the audience had the opportunity to see the results and the performances prepared by the young participants during the five festival days, in the nine workshops. The winning films in each of the age categories were also announced. At the end, the presenters revealed the names of the first two representatives, selected among the most active participants in the seventh edition, who will represent us in the international jury in Italy at Giffoni Experience 2020.



The participants of the workshop for painting and photography set up an exhibition in the lobby in the Millennium Cinema.



A small theatre play with over seventy juniors was performed as a result of the theater workshop under the mentorship of Tea Begovska, and the juniors from the workshop for modern dance led by the ballet studio Bulfrog prepared a modern dance to a musical track.



Six short feature films from the film workshop and six short animations were shown, as well as two one-take videos produced during workshops were broadcasted on the big screen.



## Multimedia Classroom "Life on Social Networks" (Una vita da social)



With the participation of the traveling multimedia classroom of the project "Una vita da Social" (Life on social networks), an additional educational program for safe use of the Internet was offered, and it was visited by over 1500 students from primary and secondary schools in Skopje.

The Giffoni Macedonia Youth Film Festival had the honor to host the Una vita da social traveling multimedia classroom - "Life on Social Networks", which was realized as a separate project with educational lectures with students, teachers and parents. This travel project has been implemented throughout Italy for seven years, as part of the European project "Connected Generations" - Safe Internet Center, coordinated by the Italian Ministry of Education and Science, and implemented by the Cybersecurity Department at the Italian Ministry of internal affairs. This year, the Cybersecurity Department decided that the first and only international activity within the project would be implemented in our country, during the festival "Giffoni Macedonia".



The multimedia mobile classroom, apart of the participants of "Giffoni Macedonia", was open to students from schools in Skopje in several locations, in front of the Youth Cultural Center, in front of the plateau of "Skopje City Mall", in front of "A1 Arena Boris Trajkovski" and Fontana Square in the City Park.

The project was implemented in cooperation with the Embassy of Italy in Skopje and the Ministry of Interior of the Republic of North Macedonia, and the successful implementation of educational activities was supported by Skopje Police Department, City of Skopje, Municipality of Karpos, Municipality of Centar, Ministry of Education and other institutions. This classroom, in addition to more than 600 participants in the festival, was visited by over 1500 students from schools in Skopje.





Giffoni on Tour in 2019



During 2019, "Giffoni on Tour" was held in Radovish, Kicevo, Gevgelija and Kavadarci as a traveling part of the festival in the smaller Macedonian towns.



In all four dates, two feature films were screened, followed by discussions led by a moderator who was also a mentor of the acting workshop. After the screenings, the young people participated in three workshops, acting, art and photography.







During two days, through film and educational program and activities, the team of Giffoni Macedonia strives to informally influence the young people in the field of film and culture, to emphasize the aesthetic values of the film, and to encourage and develop debating skills, through discussions on the topics touched by the film.



The Giffoni on Tour festival program is held with the financial support of the Film Agency and the Giffoni Experience Festival in Italy, in cooperation with the Municipalities where it is held, as well as the Italian Embassy in Skopje.





## Participation of students at international youth festivals



At the Taoba International Youth Film Festival, organized in Tbilisi, Georgia in April 11-15, 2019, by the Culture and Education Foundation, four Macedonian students were invited to participate, together with more than 250 young people from Georgia and other countries.



The **Giffoni International Film Festival** in Italy is the largest children's and youth festival in the world. At the 49th edition, which took place from July 19-27, 2019, we participated with 10 high school students and 2 university students. During the ten days of the festival, our representatives, together with over 6200 young people from over 50 countries worldwide, attended the festival programs and were among the most active participants.

The festival is organized by the Ente Autonomo Giffoni Experience Association, which is our partner and supporter.

**Salam International Youth Film Festival** in Baku, Azerbaijan, held its first edition in September 2-5, 2019. We participated with 3 high school students as per invitation of the organizer Nariman film. Around 200 young people took part in the festival.

International Short Film Festival "**Short form**" in Gornji Milanovac, Republic of Serbia held its fifth edition in September 27-29, 2019.

We participated in this festival at the invitation of the Serbian Film Center and the Gornji Milanovac Cultural Center. We participated with 3 high school students and one university student who were the authors of the short film "The Photographer" directed by Martin Chichovski, completely shot and produced by high school students.



Darko Basheski

Executive director of Giffoni Macedonia Youth Film Festival

President of Panet-M