

**RULES 2025**

**'LA IMAGEN DEL SUR'**

**CALL FOR ENTRIES**



Centro  
de Iniciativas  
para la Cooperación

20th SOCIAL CINEMA SHOWCASE

# LA IMAGEN DEL SUR

**“WE WORK WITH PEOPLE INITIATIVES OF SOCIAL CHANGE FROM THE EXERCISE OF RIGHTS”**

Centro de Iniciativas para la Cooperación BATÁ  
(CIC Batá)  
XX Muestra de Cine Social  
'LA IMAGEN DEL SUR'  
Convocatoria 2025  
[www.imagenesdelsur.tv](http://www.imagenesdelsur.tv)  
[www.cicbata.org](http://www.cicbata.org)

## 'La Imagen del Sur' celebrates its twentieth edition

This year, the Social Cinema Exhibition 'La Imagen del Sur' celebrates its twentieth edition. Since 2002, and with some unavoidable absences, it has established itself as the longest-running cinematographic event in the cultural landscape of Córdoba. Twenty years of experience in which we have made a safe bet: good cinema, social debate and parallel activities designed for a diverse audience.

These two decades have brought diverse voices to Córdoba, realities that are usually invisible and committed perspectives on what is happening in many parts of the world.

From its beginnings, this project has sought to bring to the public stories that rarely make the big headlines, but that are essential to understand the world in which we live. It has always done so from the conviction that cinema not only shows: it also transforms, questions and connects.

Throughout this time, we have shared the screen with hundreds of people and groups who fight for a fairer future. We have been accompanied by filmmakers, activists, students, neighbors who have found in La Imagen del Sur a space for dialogue, learning and shared emotion.

In this very special edition, we look back with gratitude and forward with enthusiasm. We renew our commitment to a critical, accessible and transformative culture. Thank you for being part of this journey. Without your support, presence and trust, none of this would have been possible.

We invite you to continue being part of this story. Because another way of seeing, and living, is still possible.

**Rafael Cantero Medina, president of CIC Batá**

# CALL FOR ENTRIES

**CIC BATÁ INVITES filmmakers to participate in the XX Social Cinema Exhibition 'La Imagen del Sur'.**

The works to be exhibited in the social cinema exhibition for 2025 will be selected through this call for entries.

## **Base 1: Characteristics and objectives of the exhibition**

'La Imagen del Sur' is a non-competitive event organized in a cinema-forum format, with the presence of professionals from the fields of filmmaking and production, social organizations, actors, and protagonists related to the screenings.

The objectives are:

- To present an attractive selection of films (documentaries and fiction) with a social theme, based on the works submitted to this call for entries. These works must be short and medium-length films that address a theme related to the promotion of gender equality and social justice, human rights, the environment, the protection of cultural diversity, and the alternatives and emancipatory practices of peoples.
- To open spaces for debate and reflection on the social, political, economic, and cultural reality shown through the selected films, offering the participating public a more direct channel of communication/information.
- To link the debate and dissemination of the exhibition to groups and public and private organizations in Córdoba, Andalusia, Spain, and the world.
- To create and disseminate the film collection consisting of all the works that have been selected throughout the history of the Social Cinema Exhibition through the website [www.imagenesdelsur.tv](http://www.imagenesdelsur.tv) and the CIC Batá website [www.cicbata.org](http://www.cicbata.org), so that they are known and requested by social organizations, institutions, media, and private entities, with the exhibition acting as a showcase for this cinema in coordination with its authors.
- To promote each year a space for training, meeting, and networking involving professionals from the fields of filmmaking, production, and social organizations within the framework of the Social Cinema Exhibition 'La Imagen del Sur'.

## **Base 2: Selection criteria for filmmakers and submitted audiovisual works.**

Filmmakers of any nationality may participate in the selection process, provided their works (documentary, fiction, animation, etc.) fall within one of the sections proposed in these rules.

For the 2025 exhibition, two sections are open:

**Section 1.- Social Cinema by Themes:** All short and medium-length films produced between 2023-2025 that address one or more of the following themes may participate in the selection process:

1. Environment and ecology: defense of the environment and protection of biodiversity. New models of development respectful of the environment. The fight against climate change caused by human action.
2. Communication and citizenship: minorities and social movements. Citizen participation and active citizenship. Exercise and defense of the right to communication, citizen access to the media.
3. Political struggles and social movements: the role of popular organizations and movements in the processes of political, social, and economic change. The social struggle for a change of political paradigm that focuses on people, not on economic profit. Participation to bring about social change.
4. Food sovereignty and empowerment processes of peasants and small producers in food production: the fight against poverty, food sovereignty, and new development models based on fair and equitable management of resources and respect for nature.
5. Human rights: defense of individual and collective human rights, promotion of non-discrimination.
6. Gender Equality. Feminisms. Current models of gender equality construction. Gender violence, masculinities. Sexual diversity, gender identity.
7. Indigenous peoples, rights and culture of indigenous peoples, their cultural identity and the struggle for their territory.
8. Cultural Diversity: promotion and protection of the diversity of cultural expressions in the world. Cultural Hegemony Versus Cultural Diversity.
9. New economy, social innovation, other models such as the Social and Solidarity Economy, the Economy of the Common Good, the Collaborative Economy (based on values), the Circular Economy, Fair Trade, Social Enterprises, Transition Towns, or Degrowth.
10. Responsible Tourism: initiatives that promote Responsible Tourism in various parts of the world. The impacts of the current tourism development model.
11. Health. Healthy Cities. A society based on care.
12. The construction of Peace in the world, wars and their social, economic, and political consequences.

**Section 2.- Social Cinema for children and young people:** Special importance will be given to those works submitted to the call for entries that are aimed at children and young people, or that are made by children or young people and are related to any of the themes proposed above.

### **Base 3: Technical and methodological characteristics**

1. Audiovisual works submitted to the call for entries that meet the technical quality required for screening in theaters and adhere to the sections and themes of these rules, whether documentaries, fiction, animation, etc., may participate in the selection.
2. Works may be produced in any language, dialect, or linguistic variety. In all cases, they must include Spanish subtitles, either embedded in the screening copy or provided as a separate file, in order to ensure accessibility. This requirement also applies to works whose original language is Spanish.
3. Works with a duration equivalent to short or medium-length films, excluding feature films. That is, the works must have a maximum duration of 60 minutes, including credits.
4. A discussion is always held after the screenings to discuss the topic presented in the film in greater depth and to allow the participation of the audience in the theater.
5. The participation of the filmmakers or a member of the technical team in the exhibition dates is always of interest to us, as recognition of their creative work. We do not give prizes; this is our way of showing appreciation. However, this interest of the exhibition is subject to the availability of sufficient funding.
7. The formats and compression codecs of the films must be compatible with the latest version of VLC, the player that will be used for the screenings.

### **Base 4: Copyright**

1. If the work is registered, a copy of the registration must be attached. In the absence of registration, the filmmaker must complete and sign the form contained in ANNEX 1.
2. For legal purposes, the organization of the event considers that the audiovisuals submitted in this call for entries comply with the aforementioned legal requirements and is not responsible for falsifications, plagiarism, misuse and unauthorized use of material not belonging to the person who registers it.
3. If selected, the author assigns the projection rights for the presentation of the audiovisual material during the actions and activities planned in the 'La Imagen del Sur' Exhibition in Andalusia. All activities of the exhibition are educational and do not generate commercial income.

### **Base 5: Registration and submission of films**

1. Registration will be exclusively through the Click for Festivals website.

## **Base 6: Selection process and resolution**

1. The registered materials must comply with the requirements of the call for entries.
2. The exhibition's selection committee is made up of professionals in film and audiovisual communication, education and development cooperation agents, educational centers, representatives of social organizations, etc.
3. The evaluation criteria for the submitted works will be:
  - Original approach to the social theme it deals with.
  - Countries with low film production.
  - Addressing little-known or invisible social issues.
  - Cinematographic quality of the work
  - Illustrates current social debates or situations.
  - Cinema produced or participated in by social movements or organizations
4. The selection committee will announce the final selection of the exhibition to CIC Batá. The decision is final.
5. The list of selected audiovisuals will be published between September 1 and 15, 2025, on the exhibition's website ([www.imagenesdelsur.tv](http://www.imagenesdelsur.tv)) and on the CIC Batá website [www.cicbata.org](http://www.cicbata.org).
6. The selection of the films will be notified by email during the same period.
7. Likewise, the people designated by the organization of the exhibition will be invited to the event, subject to the availability of funding in each edition. The selected films will receive the laurel of the Social Cinema Exhibition 'La Imagen del Sur'.

## **Base 7: Place and Date of the XX Social Cinema Exhibition 'La Imagen del Sur'**

It will be held from November 14 to 21 in Córdoba (Spain).

## **Base 8: Deadline for receiving materials.**

The deadline for receiving the films will be June 10, 2025.

## **Base 9: Material to be sent by the filmmaker if selected:**

The selected filmmakers agree to send to the central office of the exhibition in Spain, before October 1, 2025, a copy or link with sufficient quality for projection.

# CIC BATÁ

Central Office (SPAIN)

XX Social Cinema Exhibition 'La Imagen del Sur'

Rafael Cantero (coordinator)

Centro de Iniciativas para la Cooperación Batá (CIC Batá)

Pasaje Escritor Narbona, s/n

14011 Córdoba (Spain)

Telephone: +34 957 78 00 40

email: [laimagendelsur@cicbata.org](mailto:laimagendelsur@cicbata.org)

In Córdoba (Spain), April 10, 2025

**The organizing committee of the XX Social Cinema Exhibition 'La Imagen del Sur'**

Organizes



Financed by



Collaborates



**LA IMAGEN  
DEL SUR**  
MUESTRA DE CINE SOCIAL