
TOWARDS THE HUMAN CITY

A documentary process
to discover the most
innovative cities
for humans in the world

Dossier for sponsors

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1. A proposal for executive producers and strategic donors

The project Towards the Human City aims to identify, document and communicate initiatives, programs and public policies that have been able to make significant improvements in the way we think about cities and how we manage them in order to make them more human and inclusive. During a period of twelve months, a specialised group of researchers and documentary journalists will visit the most innovative cities in the world in human development and document its successes. Several outputs and knowledge products will derive from this process. This document presents how you can support this initiative and what benefits you will obtain from it.

2. The Documentary

SPONSOR BRANDING IMAGE

1. Credits inside the film

- Produced by: Sponsor name with logo (at the beginning and at the end of the film)
- Thank you credits: List of persons/organizations proposed by sponsor (at the end of the film)

2. Film distribution strategy

- Logo of and credit of sponsor on film trailer
- Logo of sponsor on every pamphlet and communication material produced
- Mention of sponsor on communication press release sent to press

3. Film projection in strategic organizations and cultural events

- Invitation to sponsor to participate on each event
- Invitation to be a speaker panelist at the presentations of events
- Possibility to include media and corporate branding messages at each event the film is presented

4. Film projection at Film festivals

- Invitation to sponsor to participate on the film festivals the film will be presented
- Media presence of the sponsor at the Festival (to be agreed upon with Festival organizers)

5. Film projection at TV stations

- Mention of sponsor at every TV station the film will be presented at
- Proposal to TV stations to include sponsor's ads through the projection of the film



DISTRIBUTION STRATEGY

The distribution strategy will be implemented according to the following presentation sequence:

Institutional Presentations in strategic organizations, cultural centers and think tank institutions

The Towards the Human City Film will be presented at high-level events in several global cities engaging key stakeholders in the presentation process. The film is normally presented in the context of a round-table with relevant panelists attracting an audience relevant to the sponsor's interests and with key urban planners, urban policy-makers and innovators/decision makers promoting human development in cities. Some of the cities the Towards the Human City Film will be presented are the following:

San Francisco, Seattle, Montreal, Nueva York, Toronto, México DF, Panamá, Medellín, Lima, Guayaquil, Río de Janeiro, Buenos Aires, Cape Town, Maputo, Nairobi, Dakar, Accra, Lusaka, Kigali, Bangalore, Mumbai, Istanbul, Melbourne, Hanoi, Kuala Lumpur, Singapore, Taiwan, Bangkok, Hong-Kong, Tokio, París, Copenhagen, Estocolmo, Barcelona, Berlín.

SPONSOR'S CREDITS

- Invitation to sponsor to participate on each event
- Invitation to be a speaker panelist at the presentations of events
- Possibility to include media and corporate branding messages at each event the film is presented

DISTRIBUTION IMPACT

- Presentation of at least 36 cities with an average of participation between 40 and 100 key stakeholders per city.
- Estimated outreach: 3600 key global stakeholders

Presentation at Film Festivals

Towards the Human City Team pretends to present the Film to the following Film Festivals:

FESTIVAL	UBICACIÓN	FESTIVAL	UBICACIÓN
Silver Docs Film Festival	Silver Spring, Maryland	Miradas Doc	Guía de Isora, Canarias
Brooklyn Film Festival	Brooklyn, USA	Bellaria Film Festival	Bellaria, Italy
Magnolia International Documentary Awards (MIDA)	Beijing, China	Chicago Latino Film Festival	Chicago, USA
Festival de Cinema i Drets Humans	BCN, NY, Paris	Docs Town Film Festival	Mexicali, Mexico
Festival HOT DOCS	Toronto, Canada	True False Film Festival	Columbia, Missouri
Encounters	Ciudad del Cabo (SA)	Thessaloniki international film festival	Thessaloniki, Grecia
Durban IFF	Durban (SA)	Visions du Reel Film Festival	Nyon, Suiza
DocsBarcelona	Barcelona(ES)	Sheffield Doc Festival	
Shangai Int. Film Festival	Shangai, China	Sebastopol Film Festival	Sebastopol, Ucrania
Siciliambiente	San Vito Lo Capo, Sicilia	Play Doc Festival	Ponteevedra, España

IFF Amsterdam, Sección Panorama	Amsterdam (NL)	Documenta Madrid	Madrid, Spain
Sunny Side of the Doc Film Festival	Chengdu, China La Rochelle, France	Full Frame Documentary Film Festival	Durham, South Africa
Festival des libertes	Bruselas, BE	ECU - The European Independent Film Festival	Paris, France
DocFest Film Festival	New York, NY	Florida Film Festival	Orlando, Florida
Message to man	San Petesburgo, Rusia	Istanbul International Film Festival	Istanbul, Turkey
CPH:DOX	Copenhagen (DK)	Trento Film Festival	Trento, Italy
African Diaspora IFF	New York	International Documentary Film Festival Munich	Munich, Germany
KO&Digital	Barcelona	Seattle International Film Festival SIFF	Seattle, USA
Festival de cine africano Córdoba		Open City Film Festival	London, UK
Africa IFF	Lagos (NG)	Docville	Leuven, BE
Leipzig Film Festival	Leipzig, Sajonia, Germany	Transcinema	Lima, Perú
Extrema'doc	Extremadura		

SPONSOR'S CREDITS

- Invitation to sponsor to participate on the film festivals the film will be presented
- Media presence of the sponsor at the Festival (to be agreed upon with Festival organizers)

Film projection at TV stations

Once the film has gone through the Film Festivals route, the Towards the Human City Film will develop a strategy to present the movie at Global and National Television stations. Global CAD Productions has relations and will aim to generate distribution approach with the following TV channels:



SPONSOR'S CREDITS

- Mention of sponsor at every TV station the film will be presented at
- Proposal to TV stations to include sponsor's ads through the projection of the film

3. The Book

SPONSOR BRANDING IMAGE

1. Credits inside the Book

- Logo of the sponsor in the back cover of the book
- Logo and acknowledgements in the first credit page of the publication
- Letter by president of the sponsor's institution introducing the book

2. Book distribution strategy

- Logo of sponsor on every pamphlet and communication material produced to promote the book
- Mention of sponsor on communication press release sent to press

3. Book presentation in strategic organizations and cultural events

- Invitation to sponsor to participate on each event
- Invitation to be a speaker panelist at the presentations of events
- Possibility to include media and corporate branding messages at each event the book is presented

DISTRIBUTION IMPACT

- Minimum distribution release of 5000 copies.



4. The Photo Exhibit

The Towards the Human City Photo Exhibit is a photo exhibition formed by all the city innovations documented by the project during the whole process with credited and recognized photographers. Such photo exhibit that produce a visual photo-documentary narrative of the initiatives identified revealing the human aspects that cities can awaken when public policy embeds citizenship at the core of its priorities.

The Towards the Human City Photo Exhibit will be presented at several cities and will have a broad communication campaign engaging the local photographers engaged in the process, local municipality leaders and relevant stakeholders in city planning.

Cities where the Photo Exhibit will be promoted:

San Francisco, Seattle, Montreal, Nueva York, Toronto, México DF, Panamá, Medellín, Lima, Guayaquil, Río de Janeiro, Buenos Aires, Cape Town, Maputo, Nairobi, Dakar, Accra, Lusaka, Kigali, Bangalore, Mumbai, Istanbul, Melbourne, Hanoi, Kuala Lumpur, Singapore, Taiwan, Bangkok, Hong-Kong, Tokio, París, Copenhagen, Estocolmo, Barcelona, Berlín.

SPONSOR BRANDING IMAGE

1. Credits at the photo exhibit

- Logo and corporate branding table of the sponsor in the main information booth of the exhibit
- Invitation to sponsor to participate at each event
- Invitation to be a speaker panelist at the presentations of photo exhibit

2. Photo exhibit distribution strategy

- Logo of sponsor on every pamphlet and communication material produced to promote the photo exhibit
- Mention of sponsor on communication press release sent to press



5. The Website

The Towards the Human City initiative aims to have a global website platform that will transmit daily events on human city innovations and document the initiatives that are transforming emerging cities allowing them to become more sustainable and inclusive.

The website sections will be the following:

- The Project: Description of the initiative
- Cities: Profile of main cities documented
- Dimensions: information about the dimensions analyzed
- People: People interviewed through the process
- News: Relevant news of city innovations
- Photo: Photo exhibit of cities linked to city urban art
- Partners: Space for sponsors to express their commitment to city development



Infographics

To explain in a simple and visual way the main challenges and achievements of selected cities, describing the impact of solutions provided.



Video capsules

Of 2 to 3 minutes per selected initiative to promote city innovations independently. These capsules are specifically designed to run on internet and to be promoted through websites of strategic partners and social networks.

SPONSOR BRANDING IMAGE

1. Own section on the website

- Sponsor will have an own section of the website where information on his mission, vision, main activities and key specific goals promoting better and more humane cities will be portrayed

2. Projection of sponsor social media on website

- The website will provide a replication platform space to replicate the feeds that the social media strategies of sponsors is promoting (in twitter, facebook, linkedin, etc) on urban planning for human development

3. Logo on city infographic per city

- Sponsor will be able to put his logo as a key contributor on each one of the city infographics designed.

4. Logo and acknowledgements on video capsules

- Sponsor will be able to put his logo as a key contributor on each one of the videos produced

6. The Human City Management Toolkit

The project will produce the Human City Management Toolkit consisting of public management methodologies, including city management systems, identification of technology systems applied to cities, monitoring and evaluation systems that allow managers to quantify performance and benchmark with other cities, and good practices and lessons learned in selected dimensions that can inspire and allow city planners face the challenge of efficiently managing cities with constant population growth.

Sponsors will be able to contribute to the toolkit with their methodologies and specific tools and besides being credited through their brand image on all the Toolkit components, several training courses and capacity building programs on how to use the toolkit will be proposed for their stakeholders and constituencies.



7. Project Direction



PAULA GARCIA SERNA

Paula Garcia Serna works at the Development Economics Vice Presidency (DEC) of the World Bank, which regroups about 200 researchers and data specialists working on development issues, data development prospects analysis, research findings, analytical tools and policy advice in support of Bank operations and advice to clients. Within DEC, she works as a private sector development analyst in the Doing Business unit. She is a co-author of the World Bank flagship publication, the Doing Business report and focuses on assessing business regulations affecting domestic firms in Sub-Saharan Africa and Latin America. Prior to that, she worked as a Business Development Specialist in the Delegation for Multilateral Organizations Affairs of the Catalan Government (Spain) in Washington DC serving as a liaison between Spanish companies and multilateral organizations.

She has published several articles and reports on development issues, such as the impact of the private sector in children's rights in Mali (Unicef publication), about credit education in Colombia and about business regulations in the East African Community (World Bank publications). She has also co-produced the documentary Akiyaya on African immigration and African entrepreneurs. She holds a Master's degree in International Development Cooperation from the Universitat Autònoma de Barcelona, a Humanities degree from Universitat Pompeu Fabra and a Philosophy degree from and a Philosophy degree from Université d'Aix en Provence. She speaks Spanish, French, English and is conversant in German and Portuguese.



FERNANDO CASADO CAÑEQUE

Is the founder and director of CAD bringing together 20 years' experience working with international organizations in the development field. He is a Ph.D. economist and journalist specialized in projects related to economic and sustainable development.

He has worked as strategic advisor to a variety of international organizations (such as UNDP, UNIDO, UNDSO, UNEP, OECD, IADB and the World Bank) and has been the General Coordinator of UNDP's Millennium Development Goals initiative. He has also worked as a Senior Consultant in the Department of Sustainable Development and Social Responsibility at PricewaterhouseCoopers (PwC) in New York. He is specialized in managing projects promoting the achievement of development goals and cross-sectoral partnerships improving aid efficiency. He is author of several books on CSR and development (such as We Are Not Ants; CSR at the mirror; Public-Private partnerships for Development; Public-Private Concertation for Development in Latin America; or The role of CSR of Spanish Companies in Latin America, among others), as well as of a range of articles on development economics, globalization and sustainability. In addition, he is also director of several social documentaries on development issues and social injustices. He holds a Ph.D. from the Central University of Barcelona in Economic and Social Sciences; a Master's from the School of International and Public Affairs (SIPA) of Columbia University specialized in Economic Development and Journalism; and a post-graduate degree in Environmental Management from the University of Barcelona's Institute for Public Economics. Fernando is a certified Master Trainer of the IFC-SME Toolkit of the World Bank, professionally accredited partnership broker (Partnership Brokers Accreditation Scheme) and certified with the GIZ Capacity Works framework. He is also the Associate Director of the BOP Global Network.

8. Contact

If interested, please contact the project directors at the following

Paula Garcia Serna

Paula@towardsthehumancity.org

Phone: US: 202-2629172

Twitter: @pgarciaserna

Fernando Casado Cañeque

Fer@towardsthehumancity.org

Phone: US: 202-7100411

Spain: 34-606405570

Twitter: @fernando_casado

PROJECT INFORMATION

www.towardsthehumancity.org

Twitter: @Ahumancity

General information: info@towardsthehumancity.org

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