



## Call for entries Innovation WIP

**Are you looking for visibility and meet future partners, co-producers and broadcasters to accelerate the development of your innovative project? Submit your non-linear project and join us for 4 days at one of the most important markets for documentaries and narrative experiences (La Rochelle - France, June 24-27, 2024).**

**[Opening date for submissions: Wednesday, February 14<sup>th</sup> 2024]  
[Closing date for submissions: Tuesday, April 2<sup>nd</sup> 2024, 12pm CET]**

Documentary storytelling is no longer limited to its original format; each story must be able to find its most effective form to reach and engage its audiences. That's why Sunny side of the Doc has welcomed all forms of creativity for as long as they have existed.

In 2024, Sunny side of the doc invites French and international creative teams with an innovative project in development to apply for the **Innovation WIP**.

With the aim of supporting the creation of all forms of non-linear documentaries, whether from immersive creation, podcasts, video games, digital arts or virtual worlds, the teams of the 5 best projects will benefit from tailor-made support in the development of their project.

### **WHY PARTICIPATE IN THE INNOVATION WIP AT SUNNY SIDE OF THE DOC ?**

**Sunny Side of the Doc** is the international market dedicated to supporting the international financing of documentary projects and the circulation of completed programs. Every June, the 4-day event brings together 2,200+ participants (decision makers, producers, filmmakers, sales agents, foundations and funders) from 60+ countries.

With 300+ top-level international decision makers in attendance, representing leading broadcasters, streamers, foundations, sales agents and other funders looking for impactful stories, pitching at Sunny Side of the Doc is a unique opportunity. Please check the complete [list of attending decision makers in 2023](#).

The market's "innovation" section features specific programming to showcase international creation and innovation. A dedicated space at the heart of the exhibition hall, the Studio, enables professionals to discover and experiment with innovative projects ranging from XR to podcasts and augmented reality.

In this context, Innovation WIP is a unique opportunity to find new partners and funding.

## WHAT WE ARE LOOKING FOR

For its 35th edition, Sunny Side of the Doc is inviting the international community to reflect on the future of our ecosystem, and the future of the documentary genre itself, and to work together to shape it. In a world that is losing its bearings, documentary is more than ever a genre of public utility, and we want to continue to support and anticipate its evolution.

Support for new forms of storytelling is more essential than ever. The Innovation WIP is aimed at documentary or documentary-inspired stories, regardless of category, format or technology used: XR (virtual reality, mixed reality, augmented reality), podcasts, video games, dome creation or videomapping.

In order to benefit from the support program and the market in the best possible conditions, your project must be sufficiently advanced and mature, but not yet in post-production.

What's more, if you have a linear documentary project associated with this Innovation WIP project, don't hesitate [to submit](#) to the Sunny Side of the Doc pitches (deadline March 14)!

## WHAT'S YOUR PROJECT'S JOURNEY?

By submitting your project to Sunny Side of the Doc's Innovation WIP, you'll be part of a real support program for your project in development.

- **Before the 4-day event**

### SELECTION

5 projects will be selected by a jury of experts.

### COMMITMENT

Selected projects must agree to :

- register for Sunny Side of the Doc (if you bought a submission only, you will be required to buy your Market Pass)
- honor the various sessions and appointments scheduled as part of the support program;
- present their project in development to the Studio, after a feasibility study by Sunny Side of the Doc teams.

## **PREPARATION**

Once selected, each team is offered a market preparation session: identification of the key players to be met for the project, preparation of the pitch and FAQs, critical reading of the dossier, etc.

- **During the 4-day event**

## **THE WIP SESSION : PROJECT'S PRESENTATION**

Each project will benefit from a workshop session with industry experts: presentation of the project, exchanges, feedback and question/answer session.

## **THE STUDIO**

Depending on logistical and technical feasibility, the project will be presented in the Studio, a demonstration area dedicated to innovative projects of all kinds, located in the exhibition hall. All market participants have access to this area during the 4-day event. The five Innovation WIP projects are presented alongside the Sunny side of the doc 2024 selection and carte blanche projects by leading players in the cultural and creative industries.

## **PERSONALIZED ONE-TO-ONE MEETINGS**

We guarantee at least two meetings with targeted French and international players so that you can discuss your project with them.

## **CULTURE AND INNOVATION HAPPY HOUR**

Selected teams take part in the Culture and Innovation happy hour, which brings together decision-makers from the cultural and creative industries, as well as from French and international cultural institutions.

## **PUBLICATION**

Information on selected projects will be listed in the Sunny Side of the Doc resources available to participants, including the Official Selections Guide and the dedicated event platform. Although you will have the opportunity to check and update this information, please ensure that it is accurate at the time of application.

- **After the 4-day event**

## **PROJECT'S OBSERVATORY**

Sunny Side of the Doc's commitment goes far beyond the four-day market. We want to support the development of your project through international distribution. Our Project Observatory enables us to track your progress and share it with the international community of cultural and creative industries.

Selected projects will comply with Sunny Side of the Doc's requests for information, and undertake to credit Sunny Side of the Doc on all necessary media.

### Projects eligibility

- All non-linear narrative forms: podcast, VR, AR, MR, immersive installation, artificial intelligence, video games, sound immersion, web series, dome, etc.
- All talents, established or otherwise, can submit their projects: directors, producers, authors ;
- Projects must be at an advanced stage of development. We do not encourage projects whose creation has been finalized or which are in post-production;
- Les candidatures de tous les pays sont acceptées.

**Should you have any question about your project's eligibility,  
Please contact [projects@sunnysideofthedoc.com](mailto:projects@sunnysideofthedoc.com) prior to submission.**

### Project's assessment

Projects will be evaluated and selected by a panel of industry professionals on the basis of the following criteria:

- The strength and originality of the story and narrative;
- Relevance and potential for French or international co-production and/or cultural partnership;
- Technical and financial feasibility;
- Without being a prerequisite, other elements will be taken into consideration, such as the attention given to the responsible nature of the project (environmental and societal responsibility).

### HOW TO SUBMIT ?

**Opening date for submissions: Wednesday, February 14<sup>th</sup> 2024  
Closing date for submissions: Tuesday, April 2<sup>nd</sup> 2024, 12pm CET**

All the submission process will be through an **online form**  
**and has to be completed in English only.**

To apply for the Innovation WIP, you can choose between the following two options:

1- Purchase your accreditation for the 4 days of the market with the "Market Pass" at the early bird rate (540€ until 02/29), then purchase the "Apply to Innovation WIP" option at 90€ to submit your project.

2- First submit your application to the Innovation WIP (€90 excl. VAT), then purchase your Market Pass for the 4-day event.

To submit your project, you will be required to provide and upload the following elements:

## 1. GENERAL INFORMATION

- English title
- Original title *[not mandatory]*
- Thematics / Subgenres
- Director's name(s), bio (max. 400 characters incl. spaces) & filmography (maximum 3 titles) *[not mandatory]*
- Is this project the 1st or 2nd film of the director?
- Main studio / creator (profile and contact details)
- Studio profile / creator profile (max. 300 characters incl. spaces)
- Production company profile (max. 300 characters incl. spaces)
- Producer's name(s) & bio (max. 400 characters incl. spaces)
- Is this project the 1st or 2nd film of the producer?
- Co-producer(s) if any & country
- Main contact for the project
- Artistic team *[not mandatory]*
- Technical team *[not mandatory]*
- Partners (Public or private funds & Institutions) *[not mandatory]*
- Broadcaster(s) & Platform(s) if any & Country *[not mandatory]*
- International sales agents (if any) & Country *[not mandatory]*
- Final estimated budget, Secured financing & Financing sought (in euros)

## 2. PROJECT

- Logline
- Short synopsis (800 characters, spaces included)
- Note d'intention (1500 characters, spaces included)
- Link to your trailer / Demo / Prototype **[English or english subtitles, 4mins max., Vimeo preferred. Make sure your video is in free access and downloadable]** OR any other alternative visual support [PDF] which best illustrates your project – e.g. *Moodboard, Marketing presentation*.
- What are your targeted audience(s) ?
- Industry event(s) your project would have been previously pitched? If yes, where and when?
- Exhibition strategy: what are the targeted / possible exhibitions ? (800 characters, spaces included)
- Sustainable strategy: what actions did you implement to make your documentary sustainable & green?y (800 characters, spaces included) *[not mandatory]*
- Impact strategy: What actions did you implement to make your documentary impactful: social media campaigns, partnering with NGOs, etc.? (800 characters, spaces included) *[not mandatory]*
- Diversity, Parity & Inclusion strategy: What actions did you implement to ensure diversity, parity & inclusion in front & behind the camera? (1,500 characters, spaces included) *[not mandatory]*

## 3. TECHNICAL SPECIFICITIES

- Beginning of Production
- Expected time of completion
- Is your project in post-production?
- Shooting format(s) – e.g. 4K, FHD, Web / Social Media
- Main technology and/or format(s) – e.g. 4K, FHD, Web / Social Media, binaural sound, etc
- Devices used for the experience?

## SSD24 - Call for entries Innovation WIP

- How many people can experience your projects simultaneously?
- If you already know it, what are the specific technical requirements for installing your project?
- Language(s)
- Duration(s)

### **4. Attachements**

- HD Visual
- Additional information you want to share with the selection committee (additional visuals, bios, moodboard, storyboard, etc.) **[1 PDF file, 10MB max.]**