

STATUTES OF ALTERNATIVE COMMUNICATION NETWORK

(Initials in Spanish “RED CAR”)

and

Code of conduct, images and messages of the RED CAR

INTRODUCTION

The aim of these statutes is to define and regulate the functioning of CAR, Alternative Network Communication for social change.

CHAPTER 1

NATURE

ARTICLE 1 Constitution and creation

CAR is a network made up of film-makers, representatives of festivals and television, script writers and producers in the framework of social and alternative cinema which operates internationally and which aims to make a contribution to the global education of society in order to achieve Equitable and Sustainable Human Development. Its origin is found in the creation of the NGO Kultura, Communication and Development KCD and in the need to bring together all these people and groups interested in disseminating their work or providing spaces for the awareness of social and committed cinema. The Network was set up on 3 May 2009.

ARTICLE 2 Full members

The RED CAR is made up of all those film-makers, representatives of festivals and television and people linked to social and alternative cinema who through their work contribute towards obtaining Equitable and Sustainable Human Development and this they so declare by sending their data and conformity to KCD to form part of the database of the organisation.

ARTICLE 3 Internal regime

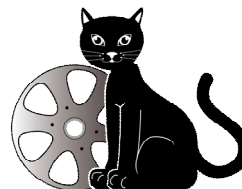
The Network shall be governed by the following internal statutes, by the decisions which are adopted as members and by the Coordination Team.

CHAPTER II

OBJECTIVES

ARTICLE 4 General objectives

- To encourage and strengthen the relation between different agents linked to the creation and dissemination of alternative cinema and video aimed at contributing to Equitable and Sustainable Human Development.



- To search for new spaces for the dissemination of cinema and video creations of a social nature.
- To contribute to the greatest number possible of people who might access social cinema and video material of film-makers of the RED CAR with the aim of offering productions of a social nature yet difficult to obtain in standard cinema spaces (film shops, commercial theatres, film clubs, etc.).

Specific objectives

- The creation of a file of feature films and short films, documentaries, fiction, of a social nature that help to generate critical and constructive citizens. The File will serve to bring together the organisations and persons that are members of CAR and to disseminate their work different spaces related to CAR.
- Creation of a database of people who form part of the Network to promote the exchange of material, experiences and knowledge. That persons interested may turn to CAR professionals for conferences, talks, film exhibitions, the loan of materials, etc.
- To enable social cinema film-makers to contact film festivals with which KCD already has a relation and others with whom it is hoped to establish contact in the future, to show the social nature of their work in the greatest number of spaces possible.
- To provide specific information, of different events, festivals and related news that might be of interest and productive for persons participating in CAR. Everyone will send this information to KCD , who will undertake to distribute it among the Network members.
- To encourage the exchange of specialised knowledge on matters of creation, production, drafting scripts and different materials related to filmmaking themes aimed at generating critical and constructive citizens.
- To optimise the dissemination of objectives, functions and activities of Alternative Network Communication with a view to increasing the number of persons and associations linked to the Network and to the dissemination of the social nature of their audio-visual work.

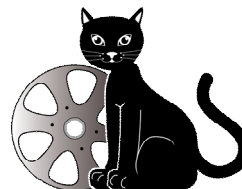
CHAPTER III

CODE OF CONDUCT

Article 5: Code of conduct, images and messages of the RED CAR

Persons and organisations belonging to the CAR network are committed to our audio-visual work in activities aimed at global education with the idea of one day obtaining Equitable and Sustainable Human Development. For this reason we adopt this Code of Conduct which is a guideline in our day-to-day work to achieve our objectives.

The contribution to Global Education which CAR aims to make through audio-visual means is born of the need to have a greater knowledge of the problems that affect human beings and the planet itself in an increasingly more globalised world. Our intention is to analyse in depth such diverse themes as Human Rights, gender equality, internationalisation, development ... in short on matters that help us resolve the different problems that affect human beings and the planet itself.



Our tool is the Cinema and video in all its formats, audio-visual works that contribute to citizens' reflection and awareness.

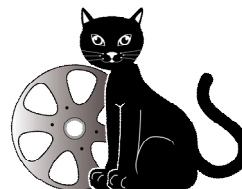
Using audio-visual tools for Global Education -

the principles that govern the fundamental aim of the association RED CAR are the same as those that govern KCD as NGDO, namely:

1. To promote diverse and plural communication
2. To promote the importance of Culture and its diversity
3. To promote democratisation of communication
4. To promote and support the integration of social groups and communities that have never had access to cinema production in the audio-visual and film-making world.
5. To encourage the participation of women film-makers.
6. To oppose political currents that are authoritative, elitist, racist, xenophobic, homophobic and any other form of discrimination, exposing its deceptions and rejecting all its forms of expression.
7. To contribute to the construction of an alternative society where there is no place for injustice, misery, lack of gender equality, war, ecological disasters, persecution of any kind (political, sexual, religious, ethnic) or exploitation of any kind.
8. To disseminate positive values of diversities: cultural, religious, ethnic, sexual.
9. To promote human rights, group rights, equality between men and women, respect for the environment and a culture of peace.
10. To promote relations between people and populations in terms of equality.
11. To promote the social acceptance of emigration.
12. To denounce the causes which bring about poverty and social exclusion.
13. To build a favourable public opinion to the processes of social transformation in pursuit of equitable and sustainable human development.

Practical rules for the use of image

1. Catastrophic or idyllic images that incite charity limited to an easy conscience more than reflection will not be used.
2. All persons must be presented as human beings and the information about their social, cultural and economic environment must be shown in order to preserve their cultural identity and dignity. Culture must be presented as a lever for the development of people and communities.
3. The testimony of people concerned must be used in preference to third party interpretations.
4. The capacity of persons to look after themselves must be highlighted.
5. The message must be designed in a way that avoids all globalisation and generalisation in the minds of the public.
6. Internal and external obstacles to development must be clearly apparent.



7. The dimension of interdependence and the notion of co-responsibility for bad-development must be stressed.
8. The causes of misery (political, structural, natural) must be exposed in the message to the public on discovering the history of how these consequences came about. Aware of the past, it is necessary to set out from the reality of the present-day and see what can be done to eliminate conditions of extreme poverty and oppression. It is necessary to stress the problems of power and interests and denounce the means of oppression as well as injustices.
9. The message must ensure the avoidance of all kinds of discrimination (racial, sexual, cultural, religious, socio-economic).
10. In general, the mass media is dominated by men, and both in advertising and other conventional audio-visual activities the stereotypes of what is feminine are expressed as a conformation of masculinity that dehumanises what is feminine reducing it to a possession. A substantial improvement in the visual element of the material of Education for Development also means changing the presentation of the image of women.
11. All organisations or persons belonging to CAR must strive towards the recommendations of the present Code being respected in totality.

CHAPTER IV

ORGANISATIONAL STRUCTURE

ARTICLE 5: Duties and rights of RED CAR members.

The duties of members are:

- To comply strictly with all the obligations specified in the present statutes

The rights of members are:

- To participate in activities developed by the Network

ARTICLE 6: Loss of CAR network membership status

- Voluntary relinquishment of joining the Network.
- Expulsion
- Death

CHAPTER V

VIRTUAL SPACE

ARTICLE 7: Visibility

The RED CAR has its own space within the website www.kcd-ongd.org.