

DokuFest 2024 – 2028 Strategic Plan

Annex 1

Gender Focus in DokuFest Strategy

Guiding Principles:

DokuFest operates on the guiding principle that cinema transcends mere entertainment—it's a potent medium for societal reflection and reform. DokuFest's unwavering commitment to diversity and equality is manifested in its strategic emphasis on women's narratives, rights, and empowerment. The festival believes in the power of women's stories to shed light on underrepresented issues, challenge stereotypes, and catalyze change. Moreover, DokuFest recognizes that promoting gender equity isn't just about programming; it's about fostering a culture of inclusivity, right from its organizational structure to its audience outreach.

Objectives:

With a clear vision of promoting gender equity in the cinematic world, DokuFest aims to:

Amplify Women's Voices: Prioritize and highlight films that focus on women's stories, challenges, and triumphs.

Engage in Constructive Dialogues: Use the power of cinema to ignite conversations on gender equality and women's rights.

Empower Female Filmmakers: Provide them with the necessary resources, platforms, and mentorship to thrive in the industry.

Expected Results:

DokuFest anticipates several transformative outcomes:

Gender Equitable Representation: A palpable increase in films by, for, and about women in the festival's lineup.

Shift in Audience Perspective: A deeper, more nuanced understanding of gender issues among the festival attendees.

Methods of Work:

DokuFest's approach to gender equity is holistic:

Curated Screenings: Prioritize films that highlight women's narratives and challenge gender norms.

Panel Discussions: Organize forums and discussions centered on gender issues, led by female thought leaders in cinema.

Mentorship Programs: Offer tailored mentorship programs for aspiring female filmmakers.

Internal Initiatives: Promote gender sensitivity training and encourage women to take on leadership roles within the organization.

Target Groups/Audience:

While DokuFest's audience is vast and varied, specific target groups for its gender-focused initiatives include:

Aspiring Female Filmmakers: To equip them with the tools, resources, and confidence to navigate the film industry.

General Audience: To foster an appreciation for women-centric narratives and sensitize them to gender issues.

Film Industry Stakeholders: To advocate for gender equity within the broader film ecosystem of Kosovo and the region.

Indicators to Measure Progress and Success:

Progress can be gauged through several indicators:

Film Line-up Analysis: Assessing the proportion of women-centric films and female filmmakers in the festival's roster.

Audience Feedback: Collating feedback on gender-themed discussions and screenings.

Organizational Assessment: Tracking the representation of women in leadership roles within DokuFest.

Global Partnerships: Evaluating collaborations with other gender-focused international film festivals or entities.

DokuFest's gender-focused strategic direction exemplifies the festival's commitment to creating a more equitable cinematic landscape. By ensuring that women's voices are heard, stories are told, and rights are championed, DokuFest is not just celebrating cinema—it's advocating for a more equal world. And this commitment isn't limited to the big screen; it reverberates through every facet of the festival, making DokuFest a true beacon of gender equity in Kosovo and beyond.

What external factors might impact positively or negatively the organisation's capacity to implement the proposed strategic plan in the forthcoming years?

Positive Impacts on DokuFest's Strategic Implementation:

Politically, the prevailing stability in Kosovo acts as a solid foundation for DokuFest. The government's acknowledgment of cultural events like DokuFest suggests potential avenues for support and collaboration. Economically, DokuFest's proven track record in enhancing Kosovo's tourism can be leveraged for more revenue and foreign investment opportunities. The younger generation's growing penchant for cultural events is a beacon of hope, promising a wider audience and more enthusiastic participants. Technologically, DokuFest stands to benefit from advancements that can revolutionize film screenings and online engagements. The

organization's commitment to environmental sustainability aligns well with Prizren's strategic directives, enhancing its reputation. Moreover, the strategic integration of "Women's rights and women empowerment" not only emphasizes DokuFest's commitment to gender equality but also attracts a diverse audience, spotlighting crucial narratives and empowering female filmmakers.

Negative Impacts on DokuFest's Strategic Implementation:

On the flip side, political turbulence can cast a shadow on DokuFest's operations, affecting participation and attendance. Economic challenges, reminiscent of those ushered in by the Covid-19 pandemic, can pose significant hurdles. Socioculturally, the region's past negligence towards cultural heritage might dampen DokuFest's efforts to rejuvenate it. Technological constraints, given Kosovo's developmental stage, might limit DokuFest's digital aspirations. The prevailing legal framework, especially weak copyright laws, can present operational challenges. Environmental concerns, especially those stemming from climate change, can unpredictably disrupt the festival.

In Conclusion:

DokuFest, with its rich history and vision, is poised at a crucial juncture. The festival's strategic roadmap is influenced by a myriad of external factors. The political stability, economic prospects, sociocultural shifts, technological advances, legal framework, and environmental considerations in Kosovo will play pivotal roles in shaping its future. While there are ample positive tailwinds that can propel DokuFest to new heights, it must also navigate the challenges that lie ahead with agility. The organization's commitment to gender equality, especially in championing women's rights and narratives, is commendable and can act as a guiding star. Yet, staying adaptable and responsive to the evolving external landscape will be key to DokuFest's continued success.