

**FOUNDATION WORLDVISUALS FILM
POLICY PLAN 2025–2026**

July 2025

1 | SEEING, KNOWLEDGE AND ACTION

“Making a film is no guarantee of change. Impact productions are. Through well-considered communication campaigns, targeted screenings, and the involvement of like-minded partners, even a small film can contribute to a larger movement.”

Stichting Worldvisuals Film’s mission is to bring social issues to the attention of a broad audience. It does so by making themes visible, clarifying complex issues, and stimulating social dialogue and action. The subjects we address are diverse, yet they consistently relate to the human condition in contemporary society– from injustice and existential questions to personal struggles with identity and loss.

These themes require depth and engagement from audiences. Worldvisuals seeks to invite people into reflection and active involvement. Film is particularly well suited to this purpose: it demands attention, evokes empathy, and conveys complex emotions in a powerful and immersive way. As a result, abstract issues become personal and tangible.

However, for Worldvisuals, informing alone is not enough. The foundation strives for engagement and action. That is why our films are embedded in broader programs known as **impact productions**. These programs focus on mobilizing individuals and organizations that are capable of creating real and lasting change.

2 | WORKING METHOD

Projects are developed either based on external proposals or on the initiative of the foundation itself. In both cases, active collaboration is sought with creators and social partners to identify relevant themes.

Each project begins with a thorough **feasibility analysis**:

- Does the creator have sufficient experience?
- Are there relevant collaborative partners?
- What is the project’s unique added value?

After a positive assessment, the Board decides on the continuation of the project and fundraising. Additionally:

- Is it possible to link and finance an **impact program** to the project?

For the foundation, an **impact production** means more than an isolated film. Each project also includes integrated communication through (social) media, public campaigns, events, and partnerships. These components are incorporated into every project plan from the start.

Worldvisuals places great importance on **measuring impact**, including:

- The number of screenings at schools or institutions
- Activity and audience sentiment on social media
- Qualitative and quantitative evaluations

The foundation works exclusively on a **project basis**: each project has a defined duration and a fixed budget. This ensures program flexibility and keeps structural overhead low.

Aftercare and sustainability are standard components of every project. Following the initial rollout, Worldvisuals transfers continued implementation wherever possible to organizations with a strong social position.

3 | FINANCIAL POLICY

Worldvisuals operates on a **project-by-project basis** and keeps its fixed overhead costs to a minimum. Each project is financed separately, primarily through subsidies and sponsorships. Where possible, revenue models are developed, with proceeds reinvested in project aftercare and new initiatives.

Fixed costs include:

- Personnel costs (the Director works voluntarily and only receives an hourly fee per project)
- Housing and ICT costs

The Board is entitled to an annual expense allowance of €1,200 but has voluntarily waived this. Overhead costs account for **5% to 7.5% of each project budget** and cover the foundation's essential fixed expenses.

4 | ANBI STATUS

Since January 2019, Stichting Worldvisuals Film has been recognized as a **Cultural ANBI** (Public Benefit Organization). This means:

- Donations are **125% tax-deductible** from income tax
- Bequests to the foundation are **exempt from inheritance tax**

The foundation underlines its social responsibility by focusing on:

- Diversity and inclusion
- Sustainable production (**Green Filmmaking**)
- Corporate Governance & Compliance

Transparency is central: every year, a financial and activity report is published on www.worldvisualsfilm.nl.

5 | PROJECTS 2024–2025

The Possibility of Man

Art-house feature documentary by Vanesa Abajo Pérez (90 min) about hope and identity on La Palma, filmed in the aftermath of the 2021 volcanic disaster. The film serves as a mirror for personal and societal reflection. During the development phase, peer review sessions and public gatherings are organized.

Brusjes

Feature film by Ando Lucia, produced in collaboration with EO and financed in the development phase by CoBO, the Netherlands Film Fund, and NPO. The story follows Thomas, who must care for his intellectually disabled twin brother while their mother faces illness and the family undergoes separation. An impact program will be rolled out in 2025, supported by cultural and social funds.

Not Gay Enough

Hybrid documentary (25 min) by Roberta Marques about two LGBTQIA+ refugees in the Netherlands. The film highlights the painful tension between personal identity and Dutch asylum policy. Both the film and its impact program are funded by cultural and social funds.

Swan Lake Slums

Feature documentary in development by Saskia Vredenveld about a group of teenage girls in Cape Town. They dream of a different future in an environment marked by inequality and violence. The project is currently in an early development stage.

Clarens Festival of Lights

Educational and sustainable light festival in Clarens, South Africa (24–26 September 2026). Goal: bring art and education to rural areas with a focus on sustainability, participation, and local talent development. The festival promotes community engagement, employment, and environmental awareness.

6 | AMBITIONS 2025 AND BEYOND

Worldvisuals Film aims to **expand its social and international impact**, with an emphasis on thematic depth, long-term partnerships, and boundary-pushing projects.

Concretely, this includes:

- **Launch of the first feature-length theatrical documentary:** an important step in the foundation's visibility and artistic growth.
- **First project in South Africa:** *Clarens Festival of Lights* forms the foundation for sustainable regional engagement.
- **Establishment of Worldvisuals South Africa:** this local sister organization will be responsible for fundraising, talent development, and project implementation on the African continent.
- **International orientation:** more productions addressing cross-border themes and reaching international audiences.
- **Structural collaboration:** long-term relationships with creators, funds, and social organizations to support joint growth.

Advisory Board: It is recommended to expand the board with expertise in legal and marketing fields, ideally complemented by a representative from South Africa.

7 | TECHNOLOGY & AI

The rise of artificial intelligence (AI) is having a significant impact across nearly all sectors, including film, media, and social communication. Stichting Worldvisuals Film closely monitors these developments, paying attention to both the opportunities and risks AI presents. The organization maintains a **positive stance toward AI** while staying up to date with the latest developments and legislation.

AI offers innovative possibilities in several areas:

- **Post-production:** faster editing, subtitling, translation, and audio processing using AI software
- **Accessibility:** automatic transcripts, audio description, and translations enhance the inclusivity of our films
- **Audience reach:** more targeted distribution and communication strategies through data analysis and AI-supported campaign management
- **Education & interaction:** new forms of storytelling, such as interactive learning tools based on AI-generated dialogue and simulations

Responsible Use of AI at Worldvisuals Film

At the same time, Worldvisuals recognizes the **need for vigilance** regarding AI:

- **Privacy and data ethics** are core values when dealing with sensitive stories and vulnerable audiences. When using ChatGPT or other software, we operate in private mode, ensuring that data is not shared.
- **Authenticity of creators is central.** AI is used as a supportive tool, never as a replacement for the creative process. All texts are written by the creators themselves, with AI assistance only for reformulation, language, punctuation, translations, etc.
- **Transparency** is crucial. We communicate openly about when and how AI technology is used in our productions, and sources are always cited.
- **Visual applications:** Tools such as Sora and other video AI software allow for image creation, and software like ElevenLabs can generate voice-over audio. Viewers are always informed when such technologies are used.

Worldvisuals Film is currently exploring **responsible integration of AI** into its workflows, for example in impact campaigns or educational applications. This is done in consultation with creators, partners, and ethical guidelines from the cultural sector (such as the Fair Practice Code and the Code for Diversity & Inclusion).

Our commitment: to use technology to **enhance the storytelling of human experiences** without losing the human touch.