

## CIFEJ IN THREE EPISODES

### YESTERDAY, TODAY, TOMORROW

#### First Episode: Yesterday...up to Taiwan

I am going to quickly go over this part since we must be more concerned about future rather than the past; yet, since past is a good experience to plan for the future, I will quickly go over it.

CIFEJ was established sixty years ago; this signifies its importance and the efforts of its heads, general secretaries, executive directors, boards of directors, and CIFEJ ordinary members to preserve and to improve this organization. It is high time to express our gratitude to them; they did their best to bring CIFEJ to where it is now. CIFEJ is handled to you and me; what are we supposed to do now?

Undoubtedly, CIFEJ owes to its previous members or old-timers; those honest and loving people like Rock Demers, Robert Roy, Connie Tadross, Renate Svardel, Jo-Anne, Athina, Jerzy Moszkowicz, ... ; we are really grateful to them.

CIFEJ headquarters was located in Canada for about seventeen years, which has been the longest term. In this period, most of the work load was on Connie, Robert and Jo-Anne's shoulders. They managed to publish "Who's who", "CIFEJ INFO"; Board meetings and general assemblies were held regularly; also CIFEJ prize; such activities kept CIFEJ alive....

Meanwhile, absence of cooperation between members and heavy current expenses and travel expenses could be mentioned as the major challenges which needed more attention.

Following two years, the headquarters was located in Johannesburg; a special period which was accompanied with certain problems because of no access to documents. Because the CIFEJ bank account in Montreal had not been closed and membership fees in those 2 years were spent for paying the CIFEJ debts; and finally because Johannesburg was not probably ready to host the headquarters.

Firdoze could not do as she wished in spite of her hard efforts and in spite of spending much money from her own pocket; but, she didn't let CIFEJ to be seriously hurt; for which I shall express my special thanks to her.

The GA in Taiwan was a special general assembly and we had a lot of discussions there; a summary of the minutes has been reflected in the minutes of the GA that you will notice.

Anyhow, with that GA's endorsement and the proposal from Iran, the HQ was transferred to Tehran-Iran and I was elected as the Secretary General and based on the Statutes and my proposal and the board's endorsement Maryam was selected as the Executive Director and Hedayati as the Treasurer; thus our work began... .



## **Second Episode: Today...in Tehran**

A detailed long report is not necessary as you could see the proceeds we have made; but as a record in the documents and history of CIFEJ, I attract your attention to a quick review of our activities.

### **1. Bank account**

It took a long time till the time the Montreal bank account was closed. Our main problem for opening the new bank account of CIFEJ was bank sanctions; therefore, with my proposal and the endorsement of the CIFEJ Board, and since CIFEJ is an international institute, we decided to open the CIFEJ bank account in another country and the account holder to be CIFEJ.

Helen was ready to assist in this regard and open the account in UK, but when I asked her later what she has done about it, she told me she couldn't do anything as CIFEJ Office was not registered in England.

I, myself, followed it up in Dubai: the same problem. If we wanted to register a company in Dubai, it cost about 15000.00 USD and it was a heavy amount for us. Finally, I did it in Turkey and CIFEJ int'l company was registered in Istanbul and for this registered company an account was opened in the int'l bank of Garanti. Since then, a number of the members could pay their membership fees to this bank.

It's necessary to explain that for opening the company and the bank account in Istanbul, I spent about 6000 USD; for the following years, it would be about 3000.00 USD per year. Therefore, CIFEJ has an efficient international bank account at present.

### **2. Website**

In 2010, the design and running the website was undertaken by Miomir who received about 6000 USD for its design and monthly wages. But, due to the heavy expenses and also because the HQ couldn't have prompt access to the website, the board approved the website to be transferred to Iran; and thus, the new website with a new design, quality, and various sections was created and managed by the Iranian team. The technical and graphic design together with its execution cost about 3000.00 USD in 2011; hereinafter, 1000 USD per year would be enough to cover its technical management.

There are such characteristics that contribute to the CIFEJ site quality as prepared with fresh content and beautiful layout, and being dynamic and accessible for the members.



### **3. CIFEJ INFO**

You have seen CIFEJ INFO with the new design, excellent print, and varied content. Up to now, six issues of this magazine have been published both in hard copies and online. For this GA, as well, a special edition has been published that you see.

Interview with the older members of CIFEJ, interview with kid filmmakers, the News about the CIFEJ Prizes, and festivals and news from members are among the most important parts of this magazine.

We expect you to have more collaboration in this special task, so that the magazine to be more fruitful. CIFEJ INFO is a quarterly that can be a good information source for the Film of children and young people. We must move towards this.

### **4. Workshops, ...**

We had 2 workshops in Tehran and Baku (Azerbaijan), a specialized seminar during 2011 Bratislava Film Festival and a serious financial assistance to KFKF that amounts altogether to 15000.00 USD. It's necessary to mention that all these have been approved by the board.

### **5. CIFEJ Archive**

With plenty of communications, all documents in Montreal were transferred to Tehran in 2 steps and the rest of them were transferred from Taiwan and South Africa to Tehran.

To put in order these documents took a lot of time of my colleagues and I hope CIFEJ has an accessible and in order archive now.

The mail expenses for these transfers have been very high and about 19.000.00 USD. But, anyhow, this should have happened one day to prevent the documents to be lost.

In fact, this archive is the history of CIFEJ and we must keep the history.

### **6. CIFEJ Prize**

In the last 2 years, totally 16 CIFEJ prizes were given to the selected films by the CIFEJ Jury in 12 festivals as well as one Lifetime Achievement Prize to Sannette Naeyé at CineKid. Sure you have seen the beauty of this prize and it has been received warmly by the festivals in the CIFEJ INFO and websites.

### **7. Board of directors**

We had 3 board meetings in Amsterdam, Bratislava, and Istanbul. Fortunately, for the first time, HQ could secure the accommodation for the participants of these meetings. Our long serious negotiations during these meetings had good results; you have seen a summary of the minutes on the website. All decisions based on the Statutes and with the majority of the votes of the members of the board were notified to the HQ for execution and we did our best to execute them as an



independent int'l NGO in a way to respect the vote of the General Assembly in Taiwan and according to the Statutes of the CIFEJ.

## 8. The Headquarters

Those friends who have come to Tehran have visited the CIFEJ HQ. We have an independent office about 150 m<sup>2</sup> with one secretary and one servant.

Maryam manages the office as the Executive Director and coordinates the relationships with you, the board, and other organizations. In fact, Maryam and two others work full time for CIFEJ.

Me, too, I have dedicated averagely 2 days a week to CIFEJ, working with these colleagues.

We had 2 sources of income as you'll see in the financial report. One part which we earn in cash has been mostly secured by Kanoon and another part is services presented to us through sponsors I have got out of my own relationships and friendships. Covering an amount about 190.000.00 USD for 2 years and 3 months has been hard; but; fortunately done! Of course, hereinafter, we don't have such expenses as opening a CIFEJ bank Account, mail expenses for transferring archive of CIFEJ, web design, and the like; and I think we can continue with about 50.000.00 USD per year under similar circumstances.

Here, I see it as necessary to express my special thanks to Maryam.

No need to explain her endeavors as you all have seen them. She doesn't care for time. During these 2 years, she has not had leisure time to enjoy herself, or only very little. And I think if she didn't have such collaboration with me and CIFEJ, we encountered critical problems that may not be solved so easily.

Thank you, Maryam!

## Third Episode:... Tomorrow

Tomorrow, we make today; the same "we" who are sitting here and having dialogues together. We will be judged tomorrow; we will be asked how we have done with CIFEJ? What steps we have taken for its improvement and progress? So, we must, hand in hand and honestly, do our best because, tomorrow, children come across our today's decisions.

I have some suggestions, as follows:

1. The most important problem we are facing is securing the budget; since all have good plans but when it comes to execution, we have to stop because of this problem. One of my main concerns is to make CIFEJ independent. One way could be reconnecting with UNESCO; or may be to find some ways to make money like publishing books, CDs, ... or even investing in international stock market. The



problem gets more complicated when we refuse to have sponsors so that we keep CIFEJ independent. Now, what are your suggestions?

2. Our world has changed into a virtual one, the world of information. The present world is a competition among ideas. Under such circumstances, organizations, like human beings, succeed when they are creative and have new thoughts to talk about. CIFEJ is no exception.
3. All of us, as members of CIFEJ, must think in a more global way; not regional or continental, not even inter-continental. Simultaneously, we must respect the CIFEJ statutes and the approvals by the general assembly.  
In CIFEJ, all members must be active in all programs. The present virtual world or internet makes it possible. So, we must try hard to first increase the number of CIFEJ members, then have more active participation of them.
4. CIFEJ must attract filmmakers for children and artists which make this organization more reliable. This can be considered as an agenda for the general assembly to discuss how it should be: The honorary member or official member or....
5. Are you agreed we define a festival for CIFEJ? Which festival? What characteristics it must have? How is it supposed to be funded?
6. CIFEJ is established for children and young adults' Film; so the most important duty of us is to recognize its addressees and their needs. Our addressees do not belong to only one country or one continent or one region. We have addressees in all parts of the world. To know such worldwide addressees, we need to do investigations. CIFEJ suffers from the absence of such surveys. If we choose the right topics for research, we hopefully get good results. The result of such surveys can help filmmakers.

At the end, I would like to apologize for this report to have been a little long and I hope it has been useful.

I also would like to express my gratitude to the dear members of the board, esp. Firdoze, who always supported us in all the steps.

I shake friendly hands with all of you.

I am certain future of CIFEJ will be more beautiful and fruitful than today, since we are willing....

**Mohsen Chiniforoushan**  
**CIFEJ Sec-General**

