

## **COPPER VIEWS**

FOUNDATION

### **ANNUAL REPORT 2019 COPPER VIEWS FOUNDATION**

#### **General**

Copper Views foundation was founded in February 2018, under the Chamber of Commerce number 64710564.

Previously the foundation existed under the name Re:Frame, however, no activities had been carried out under this foundation. In recent years, Copper Views has developed further in the documentary world and is increasingly working towards optimizing the impact of its productions. In order to finance the creation of impact, it was important that the foundation became active. Owner Ilja Kok has composed a board for this purpose and has changed the statutes, registered the board and implemented a name change during an appointment with civil-law notary Mr. M. Hoedeman van Gogh Notarissen (Zundert, St. Willebrord) on 4 Jan. 2018. The new name of the foundation is Copper Views Foundation.

#### **The foundation's goal**

To raise awareness of social issues and promote dialogue on these issues by making audio-visual productions, particularly documentaries. The foundation tries to achieve its goal by using the impact of cultural and artistic means in particular moving images: film, television and (digital) online media, in order to reach as many people, groups and organisations as possible and to bring about a shift in thinking and positive behaviour. The film and TV productions (documentaries) can be part of more comprehensive idealistic and cultural educational projects and campaigns, whether or not in consultation with partners.

#### **Activities 2019**

##### **PROJECT**

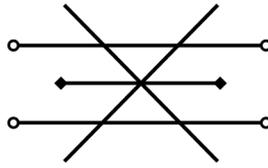
In 2019 the foundation was mainly busy with the documentary and education project "Show Us Your Smile", directed by Nicky Maas.

This project includes a short documentary and educational material for (in particular) MBO level. Show Us Your Smile is about the Austrian village of Zell am See, which is visited by nearly one hundred thousand Saudi's and Emirati in the summer months. These guests come with whole families and their servants to this idyllic village to enjoy the "cool" temperature in the midst of the snowy peaks and the blue lake.

Not every resident is happy with the arrival of these tourists and to optimize the host-guest relationship, the local government has created a set of rules. Rules for the Arabs to adapt to the local social and cultural environment.

In the documentary - in which no dialogue is shown - the rules are denounced without naming them. Is it indeed the Arabs who have to *show their smile*?

In 2018, the foundation submitted an application to the Dutch Film Fund within the "Short" program and to the ZOZ Fund. The latter fund falls under the Prins Bernhard Cultuur Fonds and describes its activities as follows:



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"We, ZOZ Fund and ZOZ Academy, are looking for and supporting special stories in Dutch society. Stories that touch, scour, connect, question the world or make you think. The focus is on projects aimed at reducing extremism, polarization and radicalization. "

The Film Fund has financially supported the project with an amount of € 40,000 and the ZOZ Fund awarded the project an amount of € 18,000 at the end of 2018.

Halfway through 2019 the budget was closed by a € 2000 pledge from the Lutfia Rabbani Foundation. The objective of this foundation fits in seamlessly with the objective of our project, namely to promote dialogue between the Arab- and the Western world.

In the fall of 2019, Copper Views Foundation in cooperation with Nicky Maas and other AV-professionals finished and released the documentary and on November 23, 2019 the documentary premiered in theatre 'De Uitkijk' in Amsterdam.

In addition to a successful screening and thanking all the crew members involved, the Q&A took place between the audience and the director and Arab expert Dafne van Baarle. Numerous questions about differences, similarities and the filming process were asked to Nicky and Dafne. With a concluding drink, this production phase of the project was completed and our focus started being shifted to distribution and the writing of the educational materials.

At the end of 2019 and the beginning of 2020 the writing work on the educational materials (by Arabist Esmeralda van Boon), intended for MBO level was finalized. From that moment onwards the educational materials will be offered along with the film to secondary vocational courses in the Netherlands. As a *Differences Valuation* practitioner, Birgit Pfeiffer has been involved with the embedding of the material within the MBO in the Netherlands.

In addition to the film being used for secondary vocational education, there are also five screenings + lectures planned at other institutes for the first half of 2020. The film will be shown at the beginning of April to the MLE, Leisure Tourism and Environment students at WUR, Wageningen University and research. This screening is accompanied by a workshop by former MLE student Ilja Kok. The same goes for a screening + workshop April for propaedeutic students from BUAS, Breda University of Applied Sciences.

In May the film will be shown (incl. a lecture) at Saxion Hogeschool in Deventer to Tourism & Hospitality students and a workshop + screening of the film with third-year students from Hogeschool Zuyd will take place in the context of intercultural hospitality.

Lastly for now, a workshop will take place at the Lutfia Rabbani Foundation in The Hague in June.

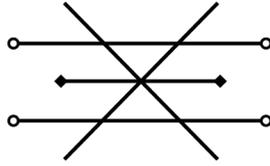
Our experience with previous projects has shown that after a number of screenings spread over the country and at several organisations, the documentary / lecture is automatically requested by other schools, foundations and initiatives.

Our distributor Hidde de Vries from 'Kapitein Kort' takes care of registering the project at (inter) national film festivals and distribution.

### **PROJECT**

#### **"Slecht Nieuws" from René van der Ven**

"Slecht Nieuws" is a short documentary about the nerve-racking hours before and after receiving bad news. This project came to a halt in 2019 due to the director's private circumstances.



## **COPPER VIEWS**

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Signed by the board members

Chairman  
P.A.L.P.M Rijnders

Secretary  
S.M. Hermans

Treasurer  
C.G.J. van de Kerkhof