



Interview with social entrepreneur Pan Yu from Hunan Aimier during her visit to Chickenshed in London

“A steely determination to get things done”

By Dr Andreas Fulda

Filming for the social documentary series “Stewards of the Social Environment” has started in mid-March. I travelled to London to document the UK study tour of Chinese female social entrepreneur Pan Yu. She visited Chickenshed, a London-based inclusive performing arts company and social enterprise.

We will tell her story in her own words and also invite friends and colleagues to share their views on her work with disadvantaged groups in China. When I asked Dave Carey, Director of Creative Development at Chickenshed to describe Pan Yu he mentioned her “steely determination to get things done”.

His description of Pan Yu reminded me of the journey of our social documentary project. After months of preparation we are finally in the implementation stage. Personal contacts have been established with female social entrepreneurs in the UK, Ireland, and China.

On pages 2 and 3 of the briefing paper I have outlined the background and goals of the documentary project. You will learn about the people behind this initiative and our inclusive working style as well as best documentary filming practices.

We are filming in the traditional Cinemascope widescreen format of 2:35:1, which gives our footage a filmic look. Every portrait will be subtitled both in English and Chinese. Dr Guo Yannan, a colleague of mine at the School of Contemporary Chinese Studies, will work with her translation and interpretation students on the subtitles.

In order to provide my Chinese colleague with the rough cuts of portraits of the five female social entrepreneurs in the UK and Ireland we will need to finish filming by the end of April. This is why we kindly ask our portrayed female social entrepreneurs to be available for filming at a time of their choosing in April 2013.

I am very happy to introduce two new members of documentary team who are based in Nottingham, UK. Victoria will be editing all ten social documentaries. James will operate the camera during our visits to London, Glasgow, Nottingham, and Dublin. You can read more about Victoria and James on page 4 (“Meet the team”).

Dr Andreas Fulda is Producer and Director of the Stewards of the Social Environment social documentary series & Manager of the EU-China Civil Society Dialogue Programme (2011-13).



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A project implemented
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About the documentary series



Pan Yu observing a children's workshop at Chickenshed

By Dr Andreas Fulda

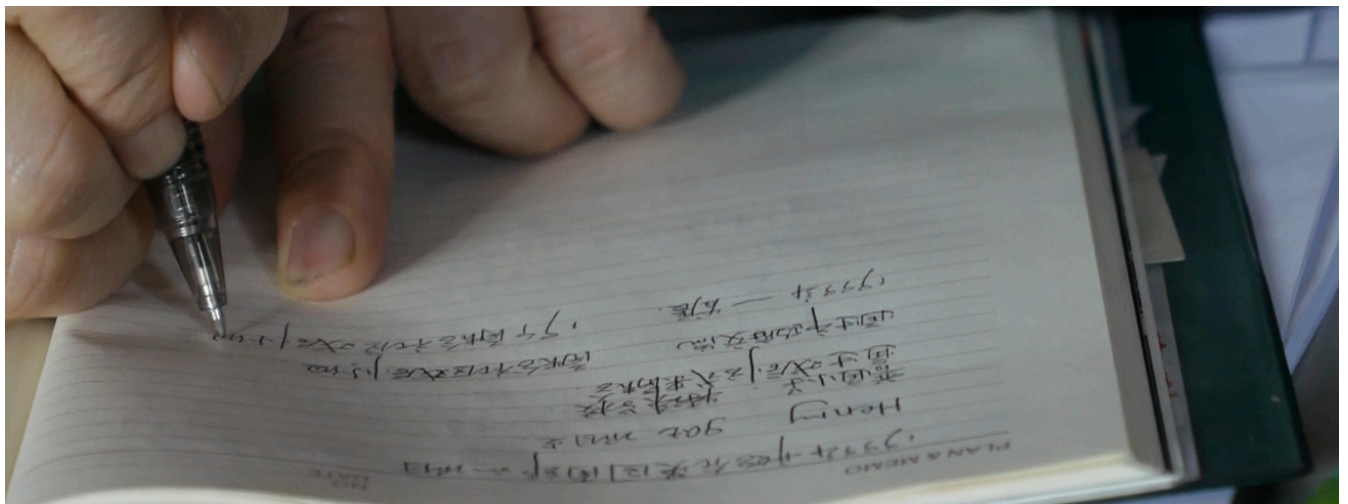
This project is the outcome of an action planning process during the fifth EU-China Civil Society Dialogue on the Art of Social Entrepreneurship. The dialogue took place in Ningbo, China from 10-13 July 2012 and involved 110 participants from Chinese and European NGOs, universities, and supporting organisations. (see also the related Scoop.it website <http://www.scoop.it/t/social-entrepreneurship-in-europe-and-china>)

This follow-up project will produce ten bilingual (Chinese/English) three minute episodes, which will tell stories of five Chinese and five European female social entrepreneurs and their social enterprises. Visual strategies will be employed to tell stories relating to social entrepreneurship, gender, innovation and creativity.

The ten-part social documentary series will

- inform young women about the principles and practices of social entrepreneurship, gender, innovation and creativity
- inspire young women to participate socially and economically
- promote experience sharing of Chinese and European social entrepreneurs with the wider public

The ten-part documentary series will be published online in early September 2013.



Pan Yu taking notes



Pictures from inclusive Chickenshed performances

This project is implemented by Dr Andreas Fulda from the University of Nottingham (project leader) in cooperation with Zhang Shuping and Xu Qin from the Rabbit King Research Center for Poverty Alleviation, Andrea Lane from the Foundation for Youth Social Entrepreneurship, Karen Lim from Leadership Inc, Huang Lei, Sophie Bouvier and Sujing Xu. The project receives advise from Heidi Gronauer from ZeLIG.

The participating female social entrepreneurs will co-write the stories of the ten documentaries together with Dr Andreas Fulda and his camera man / camera woman in China and Europe. Project advisors Sophie Bouvier, Andrea Lane, Karen Lim, Sujing Xu and Heidi Gronauer will be consulted on the scripts. Sophie Bouvier and Sujing Xu will portray one female social entrepreneur in the UK. The script writers can draw inspiration from videos on social entrepreneurs produced by the Skoll Foundation: <http://www.skollfoundation.org/approach/storytelling/>

This project follows the Research Ethics Guidelines of the University of Nottingham. Project leader Dr Fulda will provide interviewees participating in the documentaries with a bilingual plain language statement and release form as well as risk release form. We will provide a safe and secure working environment, and make sure that any health and safety risks during filming have been pointed out and addressed.

Dr Andreas Fulda is Producer and Director of the Stewards of the Social Environment social documentary series.



Interview with Dave Carey, Director of Creative Development at Chickenshed

Meet the team



Dr Andreas Fulda

I learned about social documentary whilst working with Chinese grassroots NGOs. We recorded a three day community dialogue in Nanjing in 2006. The documentation of the dialogue allowed us to convince fairly conservative cadres around China to allow for greater citizen participation. In 2010 I enrolled in ESoDoc – European Social Documentary, a training initiative offered by ZeLIG School for Documentary. ESoDoc is a meeting point for filmmakers, new media professionals and NGO film practitioners who want to develop projects about particular social themes and find new financing, production and distribution strategies and possibilities. The ten-part documentary series *Stewards of the Social Environment* combines the power of social documentary with the passion of social entrepreneurship.



Vika Nightingale

My personal interest is human communication through the medium of film. As a film editor I aim to reach a wide audience for it to learn and to introspect from the experience of watching a video piece, since, I believe, it is a language in its own right. I am mesmerised by the spirit of adventure and the wish to reach others for the good cause, that makes everyone involved in this project so admirable for me.



James Bedford

As a camera operator I take the knowledge and skill that I have acquired and use it to document and preserve the events that are occurring in front of me. My main responsibilities are to physically operate the camera and work closely with the director to achieve the desired footage. Video Editor Victoria Nightingale and I will draw up a list of visual footage and audio materials needed for the production. Then Dr Fulda and I will then be traveling to 5 UK based locations in order to film interviews and location shots. It is up to me to make certain that my job is done thoroughly and accurately from beginning to end.

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