

Alternativa Film Labs FAQ

ABOUT IMPACT DISTRIBUTION

What is impact?

In the context of cinema, impact refers to a film's influence on society — its ability not just to tell a story but to draw attention to important issues and inspire action.

How can film be a tool for social change?

Film can shed light on topics that are often overlooked — from inequality and discrimination to children's rights and freedom of expression. Thanks to its emotional power, it engages viewers in dialogue, helps them find language for difficult but necessary conversations, and motivates action. That's why socially driven films can become important tools for change.

What is an impact producer?

An impact producer is a specialist who ensures that a film is not only screened but also becomes a tool for social change. They design and implement impact campaigns, connect filmmakers with activists, NGOs, media, and communities, organize screenings and discussions — in short, they do everything to help the film contribute to positive change in society.

What is a film impact campaign?

An impact campaign is a set of strategies and actions aimed at promoting a film in a way that draws attention to its core issues and drives real-world change. Such a campaign includes screenings, discussions, and collaboration with communities and partners.

What is impact distribution?

Impact distribution is a part of an impact campaign: a strategy for sharing the film that focuses on how and where it is shown in order to fully engage viewers in addressing the issues it raises.

How is impact distribution different from regular film promotion?

Traditional promotion focuses on commercial success and audience reach. Impact distribution focuses on making the film a catalyst for social change — screening it where it can have the greatest influence on people and the situation.

ABOUT THE LAB

What is the Impact Distribution Lab?

The Impact Distribution Lab is a hands-on educational program for film producers and changemakers, organized by Alternativa and inDrive. The program brings together filmmakers and professionals from the social sector to learn how to use film as a tool for change.

What social challenges does the program aim to address?

The program is designed to support positive social change in areas of public life affected by inequality, injustice, and limited access to opportunity. Through film, participants identify and explore these issues, then develop strategies to help improve the situation using impact distribution.

What do participants gain from the lab?

- Knowledge and practical skills in impact distribution
- New professional connections and potential partnerships in film, media, and social advocacy
- Experience in teamwork on socially driven projects
- Access to an international network of mentors and experts
- A fully developed, ready-to-launch impact distribution strategy
- A chance to receive funding to implement their impact campaign



Alternativa Film Labs FAQ

What is the lab's program?

The program is divided into stages and includes theoretical learning, practical work, and final project presentations.

July 1 – September 30, 2025

🟢 Open call for applications

October 30, 2025

📢 Announcement of selected participants

November 2025

🎓 Online course on impact distribution — lectures and masterclasses by international experts

December 2025

🤝 One-on-one mentorship and self-directed team work — project development in teams and consultations with mentors

January 2026

🔧 Practical module and strategy presentations — intensive teamwork and final impact strategy pitch sessions before an international jury

February 2026 and beyond

🚀 Implementation of selected impact campaigns — 3 to 5 top projects will receive funding and ongoing mentorship support

What formats does the program include?

- Lectures
- Workshops
- Group seminars and brainstorming sessions
- Individual consultations with mentors
- Online film screenings (via private links)
- Self-directed team-based work

The lab is based on teamwork.

What kind of teams are they?

Participants will work in teams of two: a film producer and a changemaker. Teams are formed based on the thematic alignment between the film project and the changemaker's area of work, as well as shared values, interests, and mutual sympathy.

What is the working language of the lab?

The working language of the lab is English, as the program brings together an international panel of mentors and experts. Simultaneous interpretation from English into Russian and other languages will not be available, but the automatic subtitles can be enabled during online sessions.

Can I combine the lab with work?

What if I have to miss a session?

Online sessions will be recorded and made available for later viewing. However, active participation in teamwork, core sessions, and the final presentations is mandatory and will require your time and attention.

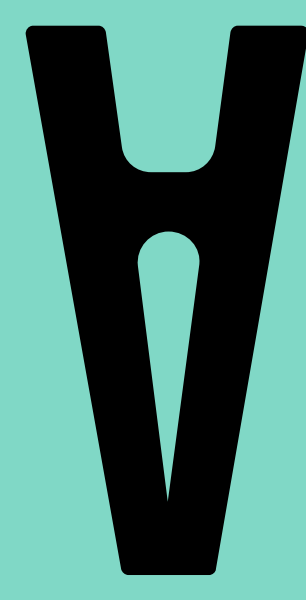
HOW TO APPLY

Who can apply?

The lab is open to film producers and changemakers who are citizens or residents of one of the Central Asian countries (Kazakhstan, Kyrgyzstan, Uzbekistan, Tajikistan, Turkmenistan) and have a working knowledge of English, sufficient for understanding spoken and written communication.

Who do you mean by “changemakers”?

Changemakers are individuals engaged in various forms of social activity: volunteers and members of civic movements, representatives of NGOs, charitable foundations, or socially responsible businesses. Their work may focus on the environment, healthcare, women's and children's rights, vulnerable communities, and social and economic inequality. It is important that applicants have real experience working on socially impactful projects.



Alternativa Film Labs FAQ

Can I apply if I have no experience in film?

Yes — if you are a changemaker and are interested in working with film as a tool for social transformation, you are welcome to apply. The program is designed to provide training from the ground up.

Can we apply as a team (producer + changemaker)?

The producer and changemaker must submit separate applications, even if they already know each other and wish to work together on the same project. If you have a project partner, be sure to mention this in your application. If both of you are selected, you will be able to participate as a team.

Can a producer apply without a film?

No. Producers must include a film project that meets the eligibility criteria in their application. The impact campaign developed during the lab will be based on this film.

What kinds of films are eligible for the lab?

Films of any format or genre are eligible — short films (minimum 12 minutes) and feature-length, fiction, documentary, or animation.

Eligibility criteria:

- The film must have been produced in 2023–2025 or be at the rough cut stage and expected to be completed in 2025–2026.
- The film must have a clear social agenda, addressing important issues or problems. It should have the potential to spark public dialogue and inspire social change.
- The film must include English subtitles (professional or auto-generated).

What language can the film be in?

The film can be in any language. The only requirement is that it must have English subtitles (either professionally produced or auto-generated) to ensure accessibility for the lab's international team of experts and participants.

I'm a producer. What do I need to prepare for the application?

- A biography
- A filmography
- A film presentation in PDF format
- A link to the film or rough cut (20–60 minutes)

I'm a changemaker. What do I need to prepare for the application?

Most importantly, your biography, with a focus on your experience working on socially significant projects, especially those that have produced real impact.

How do I apply?

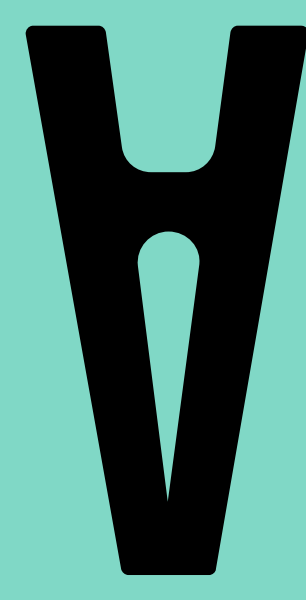
By filling out the application form on the Impact Distribution Lab page at the Alternativa website.

What's the application deadline?

The application deadline is September 30, 2025.

Who selects the participants?

Applications and submitted films will be reviewed by an independent selection committee made up of experts in film, distribution, and social impact from Central Asia. In accordance with the program's guidelines, committee members must have no personal or professional ties to applicants.



Alternativa Film Labs FAQ

How many participants will be selected?

For the first phase of the program (November 2025), 30 producers and 30 changemakers will be selected. These participants will form 30 teams, receive training, develop impact strategies, and present them during the final pitch. 12 teams will be selected to advance to the second phase. As a result of the final pitch, 3 to 5 teams will receive support to implement their impact campaigns.

I can't participate in the full lab, but I'd like to attend the lectures. Is that possible?

Yes — the theoretical online course on impact distribution that opens the lab will be available to anyone interested in impact in film and using cinema as a tool for social transformation. No application is required — only a simple registration, which will open on the Impact Distribution Lab page of the Alternativa website closer to the start of the lab.

FOR PARTNERS AND ORGANIZATIONS

Why is the lab relevant for businesses?

The program offers businesses an innovative way to engage with communities while strengthening their reputation as attentive, active, and socially responsible brands. Participation provides access to new storytelling formats, creative teams, and platforms for brand promotion through real social narratives.

What can NGOs and charitable organizations gain from participating?

The program helps NGOs build deeper emotional connections with their audiences, share important stories, highlight "invisible" issues, and discover new partners. It also enables a better understanding of the regional context, the needs and limitations of target groups, and how film can serve as an effective communication tool.

How does the program benefit changemakers?

Changemakers will have the opportunity to bring attention to issues often overlooked by society, connect with communities, and use film as a tool for impact. The program helps them explore new formats of work, inspire others, and amplify their voice and influence.

What does the program offer in terms of communications and marketing?

Participants learn modern storytelling and communication strategies that speak to new generations — essential for organizations and companies aiming to stay relevant and truly heard in a changing world.

How does the program support partnership-building?

The lab brings together people from business, the arts, and changemaking. It offers a unique opportunity to connect with a new generation of professionals working at the intersection of the creative industries, the social sector, and innovation.