

**Creative Lab**  
**IMPACT DISTRIBUTION ALTERNATIVA LAB**  
**Rules & Regulations**

Date of approval: June 15, 2025  
Effective until: December 31, 2026

## **1. GENERAL PROVISIONS**

1.1. This Regulation on the Creative Lab IMPACT DISTRIBUTION ALTERNATIVA LAB (hereinafter referred to as "the Creative Lab") defines the procedures for organizing and conducting the lab, the project selection criteria, participant composition, awards, and partners.

1.2. The Creative Lab is held as a social initiative of the company within the inDrive group of companies (as defined in clause 2.1 of this Regulation), funded by the group's own resources.

1.3. The aim of the Creative Lab is to foster an understanding of cinema's potential to influence society, support the formation of teams that include activists capable of driving social change, and provide both methodological and practical assistance in developing impact distribution strategies for films. It offers participants the opportunity to design impact strategies for their own projects and develop tools for effective interaction between cinema and society—so that pressing social issues become more visible, better understood, and more likely to be addressed.

1.4. The Creative Lab is a comprehensive educational and practical program, including a sequence of events: an online module on impact distribution, group and individual consultations with tutors and faculty aimed at developing film impact strategies, and independent project work in like-minded teams to create distribution strategies. For selected teams, the program culminates in a five-day online practical module in January 2026. The lab concludes with a public presentation of the projects developed during the practical module.

1.5. This Regulation and any updates are published on the official project page at [www.alternativa.film](http://www.alternativa.film).

## **2. TERMS AND DEFINITIONS**

2.1. Company — all legal entities that are part of the inDrive group of companies. The commercial company inDrive acts as both the organizer and sponsor of the Creative Lab.

2.2. Participant — a filmmaker (producer or director) and/or changemaker whose application has successfully passed the selection process. The 2025 edition of the Creative Lab will host no more than 30 participants, selected by the curator and selection committee from among the candidates in each category.

2.3. Candidate — a legally capable individual who wishes to take part in the Creative Lab and has submitted an application.

2.4. Trainer — a local or international expert in the film industry who specializes in the lab's core topic and holds significant authority and recognition in that area. Each trainer works with a group of up to five participants throughout the lab, providing feedback and helping to develop their projects.

2.5. Curator — the visionary and leader of the Creative Lab who defines its overall direction and selects the designated number of participants from the list of candidates within the timeframe stated in this Regulation. The curator relies on the criteria specified in this document during the selection process.

2.6. Winner — a participant chosen by the curator and trainers based on demonstrated qualities and the quality of project development and presentation.

2.7. Parties — the individual with whom the inDrive group of companies has entered, is entering, or intends to enter into an agreement, as well as the inDrive group itself.

2.8. Beneficiary — a natural and/or legal person for whose benefit charitable or other non-profit activity is carried out.





**Creative Lab**  
**IMPACT DISTRIBUTION ALTERNATIVA LAB**  
**Rules & Regulations**

**3. CONDITIONS FOR PARTICIPATION  
IN THE CREATIVE LAB**

3.1. Participants in the Creative Lab may be legally capable individuals aged **18 or older** who meet all the criteria listed below.

**For filmmakers:**

- Citizens or residents of one of the following countries: the Republic of Kazakhstan, Kyrgyzstan, Uzbekistan, Tajikistan, or Turkmenistan;
- Proficient in English at a level sufficient to understand spoken and written communication;
- Practicing filmmakers — producers or directors — who are working on their second or subsequent film projects, interested in community engagement and exploring new communication tools and strategies related to impact distribution;
- Currently working on a fiction, animation, or documentary film (short or feature-length) that is either completed (produced in 2024–2025) or at the rough cut stage. The film must have the potential to make a significant impact on society or the environment and be suitable for work with international experts.

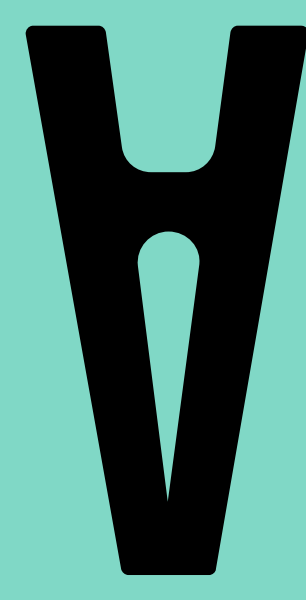
**For changemakers:**

- Citizens or residents of one of the following countries: the Republic of Kazakhstan, Kyrgyzstan, Uzbekistan, Tajikistan, or Turkmenistan;
- Proficient in English at a level sufficient to understand spoken and written communication;
- Professionals, practitioners, or individuals by vocation working in socially significant areas (e.g., environment, health, protection of marginalized groups, women's and children's rights, economic inequality), who are ready to become part of a film team, acquire skills in impact distribution, and engage in community work through the promotion and distribution of films with a social agenda;
- Able to demonstrate examples of personal involvement in campaigns, actions, or projects that have resulted in notable societal or environmental change — particularly in areas related to social inequality, public health, or access to resources.

3.2. Participation in the lab is **free of charge**.

- 3.3. All participants must have sufficient command of English to understand specialized terminology in the fields of social work and cinema. All materials and sessions of the Creative Lab are conducted in English without simultaneous or consecutive translation into Russian or any other participant's native language. Applications must also be submitted in English.
- 3.4. To apply, candidates must complete the relevant form on the official website: [www.alternativa.film](http://www.alternativa.film).





**Creative Lab**  
**IMPACT DISTRIBUTION ALTERNATIVA LAB**  
**Rules & Regulations**

3.5. Application packages must include the following:

**For filmmakers:**

- Application form with candidate and project information
- Project presentation
- Link to a finished film or rough cut

**For changemakers:**

- Application form with candidate information and previous experience in social campaigns or projects
- Motivation letter explaining the desire and need to participate in the Creative Lab

3.6. One candidate may submit multiple applications. There is no limit on the number of projects or applications.

3.7. All required attachments must be submitted as separate documents or links to public storage platforms (or specific file-sharing services as indicated in the application forms), with download access enabled.

3.8. Submitted applications cannot be edited. An application is considered received once the candidate receives an email confirmation of submission.

3.9. A candidate who decides to withdraw from consideration may notify the project team in any form via email. Their application will be withdrawn and will no longer be reviewed.

3.10. The candidate guarantees that all intellectual property rights related to the submitted project have been settled independently, and any claims from third parties will be the sole responsibility of the candidate.

3.11. The participant guarantees full responsibility for all information provided in the application.

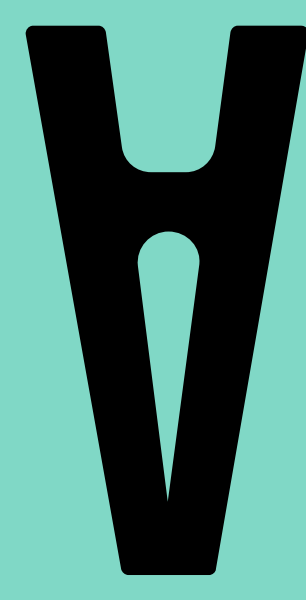
3.12. The participant grants the lab organizer the right to use the project for promotional and informational purposes and agrees to credit the lab in the film's acknowledgments or end credits.

3.13. The participant must be willing to take part in alumni meetings in the years following the lab, to share updates on their professional path and, if necessary, serve as a mentor for future lab participants.

3.14. The participant is required **to attend all lab sessions in person**. If two or more sessions are missed, the participant acknowledges that they may be excluded from the program and their name and project removed from the participant list on the official website.

3.15. The organizer reserves the right, at its sole discretion, to make changes to this Regulation, including modifications to the dates or structure of the lab, or to suspend or terminate the application and selection process or the lab as a whole without explanation. In such cases, participants will be notified via updates on the lab's official website.





**Creative Lab**  
**IMPACT DISTRIBUTION ALTERNATIVA LAB**  
**Rules & Regulations**

#### **4. PROCEDURE**

4.1. The Creative Lab will take place from July 1, 2025, to January 31, 2026.

4.2. The Creative Lab will be conducted in several stages:

##### **4.2.1. Stage One: Participant Selection**

- Call for Applications (July 1 – September 30, 2025): submission via the Creative Lab website and compilation of candidate list;
- Participant Selection (September 30 – October 30, 2025): evaluation of applications, interviews, and publication of the final list of selected Participants on the Lab's official website.

##### **4.2.2. Stage Two: Development of Film Impact Strategies**

- Team formation from selected Participants (November 2025);
- Online Impact Distribution Course (November 2025);
- Group and individual consultations for project teams (November–December 2025);
- Independent time for developing and drafting impact distribution strategies (December 2025);
- Selection of shortlisted Participants (December 2025).

##### **4.2.3. Final Stage**

- Practical module on impact distribution, testing developed strategies, and compliance checks for all potential Lab Winners (January 2026);
- Public presentation and defense of film distribution projects and campaigns (January 2026).

4.3. After Stage One concludes, Organizers will inform all Candidates and selected Participants about the results of the selection process.

Once included in the final Participant list, Candidates will receive an email (sent to the address provided in the application) requesting confirmation of participation by a given deadline.

4.3.1. If a Candidate is not selected, they will be notified via email. Organizers are not obliged to provide reasons for rejection or feedback on the application.

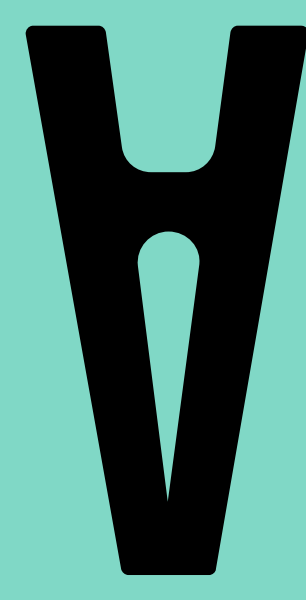
4.4. Applications must be submitted between 00:01 on July 1, 2025, and 23:59 on September 30, 2025 (GMT+3).

4.5. Applications will be disqualified if they are incomplete, incorrectly filled, submitted multiple times with the same content, or contain false information.

4.5.1. After the creative selection process, the Curator may decline a Participant who fails internal compliance checks.

4.6. The final list of Participants will be published on the Lab's website by October 30, 2025.





**Creative Lab**  
**IMPACT DISTRIBUTION ALTERNATIVA LAB**  
**Rules & Regulations**

4.7. Based on the outcomes of Stage Two, a final list of teams will be selected to participate in the Practical Module. A total of 9 to 12 teams will be selected. Each team must include at least one representative from either the filmmaker or changemaker category. The approved team list will be published on the Lab's official website no later than December 30, 2025.

Selection is based on internal voting by the Lab's curators, and, if needed, by the teaching staff and Program Director. Decisions are based on expert evaluation of the impact strategies submitted by Participants.

Each team must submit one impact strategy in English using a specific format (Excel), to be emailed to: [impactlab.info@alternativa.film](mailto:impactlab.info@alternativa.film) no later than December 15, 2025.

Key evaluation criteria include: timely submission, feasibility, overall quality and detail of the strategy, relevance to local communities, and potential for real-world impact through distribution.

4.8. All sessions in the Creative Lab will be conducted in English, with no interpretation provided. The schedule of the online course, consultations, and networking events will be published on the program website. Attendance is mandatory, including screenings and discussions.

4.9. The Lab concludes with a public presentation of the projects developed in the Practical Module. Based on jury decisions, the best projects will receive support from the Organizing Company and its partners. Support may include funding, creative residencies, accreditation to professional events, and travel or accommodation costs related to participation in regional or international film industry events.

The number of awarded projects will range from three (3) to five (5). In addition, winning teams will receive further support aimed at bringing their films to audiences, including consulting, logistical, and promotional assistance.

## **5. REPRESENTATIONS AND WARRANTIES**

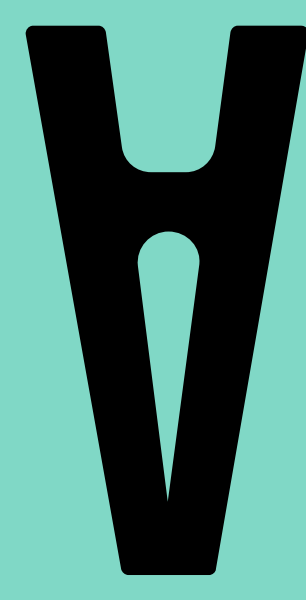
5.1. The Candidate confirms that they comply with — and will continue to comply with throughout the duration of their engagement with the Company — all applicable laws regarding anti-money laundering, anti-corruption, anti-bribery, prohibition of illegal trade, the use of child or forced labor, and the protection of confidential information. The Candidate agrees not to take any actions that violate such laws, nor to encourage or support others in doing so.

5.2. The Candidate represents that neither they nor any person owning or controlling them is listed in any sanctions registry issued by international organizations, political unions, or individual countries (including, but not limited to, the U.S. Specially Designated Nationals and Blocked Persons List), which would restrict or prohibit participation in the program.

The Candidate confirms that their activities within this program will not violate any applicable international sanctions, trade embargoes, or other restrictions.

5.3. The Candidate warrants that in fulfilling their obligations under this Regulation, neither they nor their employees, agents, or affiliates will participate in bribery or commercial corruption, nor offer or authorize the payment of money or anything of value to influence decisions or gain undue advantage.





**Creative Lab**  
**IMPACT DISTRIBUTION ALTERNATIVA LAB**  
**Rules & Regulations**

5.4. The Candidate does not cooperate with, and will not initiate or extend contracts with, partners that:

- Violate commonly accepted business ethics or values;
- Engage in discrimination based on origin, religion, race, beliefs, gender, or age.

5.5. The Candidate commits to making reasonable efforts to comply with environmental, social, and governance (ESG) regulations, and to anticipate and adapt to relevant legislative changes.

5.6. By accepting this document, the Candidate confirms full compliance with anti-corruption laws and acknowledges that they are not involved in bribery, fraud, or other unlawful actions, nor included in any sanctions or watchlists, and are not affiliated with any marketing organizer.

Violation of these provisions will result in immediate disqualification from the Lab without the right to return. The Candidate must also reimburse any expenses (e.g. travel, accommodation) incurred by the Lab and understands that their name and project will be removed from the official participant list.

5.7. All documents and information submitted by the Candidate during application and/or internal inDrive due diligence procedures (including integrity and AML checks) are accurate, valid, and not misleading.

5.8. If the Candidate becomes aware of any actual or potential violation of anti-corruption, AML, illegal trade, or confidentiality requirements, they must report it immediately via the Integrity Line at: [compliance@indrive.com](mailto:compliance@indrive.com).

5.9. In the event of a breach of the warranties in this section, the other Party has the right to unilaterally and extrajudicially terminate all current agreements and seek compensation for damages.

## **6. PERSONAL DATA PROTECTION**

6.1. If the Company receives any personal data, it agrees to use it solely for the purposes of fulfilling its obligations under this Regulation. The Company commits to handling all personal data in accordance with applicable data protection laws, maintaining confidentiality, and deleting or returning all copies upon the conclusion of this agreement.

## **7. CONTACT INFORMATION**

Name: Alternativa Film Labs | Impact Lab  
Email: [impactlab.info@alternativa.film](mailto:impactlab.info@alternativa.film)