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WORLD FICTS CHALLENGE 2020 20 Festival in 5 Continents



KISFF joins FICTS World Challenge

KISFF signs MOU with world film festivals federation

By Kariuki Mwangi and ISFAF



FICTS 2019 grand finale in Milan Photo/ FICTS

The Kenya International Sports Film Festival (KISFF) has formally entered a memorandum of understanding with the Federation Internationale Cinema Television Sportifs (FICTS), the ISFAF - international Sportfilm Festival Association in a partnership that will see FICTS assist, guide and support KISFF in all its activities to ensure further growth in Africa.

KISFF, which was selected for admission into FICTS in November 2019 after successful hosting its second edition after the inaugural KISFF event in 2018, and FICTS have agreed to work together to promote as both have similar vision and goals in promoting sports film and related areas.

In the two-year MOU with FICTS, a global organisation whose objectives are mainly to promote sports films and is recognised by International Olympic Committee, KISFF, that is organized by the Safinaz Foundation in Kenya, being the only sports film festival in Africa will benefit from the professional guidance

of FICTS in ensuring international standards in technical and organization of the annual festival.

FICTS promotes the social and cultural meaning of the Olympic and Paralympic Games blending sport with culture as well as the ethical, cultural and artistic function of the Sport Movement through television, Cinema and New Media in order to create a better knowledge of the sport world and of its moral values.

“KISFF will work, promote and support FICTS in all areas as required. FICTS and KISSF can mutually use the logos and related areas to promote each other mutually and KISFF will ensure the necessary platform during its festival to promote FICTS and IOC objectives.” Reads the MOU in part.

“FICTS will support whenever possible in kind and financial resources to KISFF as and when available. The MOU is valid with effect from 01/02/2020 for 2 years. Each party can give 3 months’ notice in writing to dissolve this agreement.” The agreement continues.

The agreement was signed between the President of FICTS Prof. Franco B. Ascani and KISFF chairman former Kenya international sports man Aasif Karim.

The arrangement contemplated shall in all respects be governed by and construed in accordance with the laws of Italy where FICTS is headquartered.

With this agreement, the 2020 edition of the Kenya International Sports Film Festival will be held three weeks earlier from October 28 th November 1st 2020 in line with the FICTS calendar features 22 countries around the world. Uganda is the only other African country in the calendar.

“We are pleased to inform you that, in light of its quality and tradition, the “Kenya International Sports Film Festival” has been selected to be part of ISFAF starting 2020. We consider it interesting to offer the opportunity to develop a mutual and constructive collaboration between FICTS and your Festival in order to grow-up the sport

productions as well as cinema and sport television in Africa,” read a statement sent to KISFF in November 2019.

“Since among the programs developed by the FICTS is expected the development of a Network of Cinema and Sport Television Festivals around the world, we also believe that your Festival has the necessary requisites to become part of the International annual Circuit “World FICTS Challenge” together with the 16 Festivals that are already part of it. The following Sport Film Festivals have already joined to the “ISFAF”: Rotterdam in Netherlands, Barcelona in Spain, Rio in Brazil, Beijing in the Peoples Republic of China, Kingston, Jamaica, Kampala, Uganda, Casablanca in Morocco, Zlatibor in Serbia, Buenos Aires, Argentina, Tehran in the Islamic Republic of Iran, Tashkent Uzbekistan, Cote d’Azur in France, Lipetsk Russia, Liberec in Czech Rep and São Paulo in Brazil,” the statement read.

Every year, FICTS organizes the World Ficts Challenge, a worldwide Championship of cinema, television and sports culture in 20 Festivals in the 5 Continents with its Final being held in Milan, Italy and articulated in 100 Projections, 4 Meetings, 2 Workshop, the Paralympic International Movies and amp TV Festival, two exhibitions, two press conference, 30 awards of national and international guests, and 20 side events from November 10 to 15

FICTS will put in place in Milan an ideal relay starting from the 2012 Beijing Olympic and Paralympic Winter Games to arrive to Milan-Cortina 2026 with a photo Exhibition and projection of videos that will be inaugurated by the Delegation of the Organizing Committee of Chinese Games and of the BODA Beijing Olympic City Development Association. For the Italian territory, FICTS has launched the Project “Italymphics destination Minalo-Cortina 2026” with special events towards the Winter Olympic and Paralympic Games Milano-Cortina 2026 which will involve several stakeholders like institutions, sports federations, sports, cultural and artistic societies and organizations among others.

The Auditorium Testori of Palazzo Lombardia will host the opening ceremony on Tuesday 10th November and the award ceremony on Sunday, 15th November at the presence of prestigious national and international guests including 15 Olympic gold medalists of the highest Institutional, civil, sporting and military Authorities.

Olympic Committees and sports federations, advertising and communication agencies that will illustrate the universe of television and sports cinema through documentaries, spot, reportage, fiction and cartoon in one of the seven competitive sections.

FICTS involves all the interested parties through the multimedia tools linked to the FICTS sports image portal (www.ficts.com), the information agency social networks and the annual network of annual festivals.

The Federation works daily with 10,233 stakeholders and with important international organizations with the aim of making sport the key to create the enthusiasm among the communities and to increase social cohesion with young people as supporting subjects by promoting - with the support of the Institutions - the diversity of cultures and strengthening mutual respect between people.

FICTS works to widen the horizon towards an international dimension of initiatives in 121 member Countries.

FICTS promotes the socio-cultural meaning of sport, with the aim of spreading a philosophy of life based on the values of education and respect for universal

ethical principles, intended as a great educational tool for social change and for the effective growth of young people as creators and consumers of sports content and images, through modern technologies and social media.

It offers an opportunity to spread the educational and training values of the Olympic and Paralympic Movement through images involving young people and the world population, in harmony with the promotion of Olympic Values.

The mission of the organization is educational, cultural, training and commercial: a real educational service for young people, for example, in the School and with Universities. FICTS supports, through using of image power, actions of communication and increase of the development of sporting and Olympic values as well as the culture of sports disciplines.

FICTS believes for the achievement of the sporting ideal and the establishment of its cultural and moral values as a



President Prof. Franco Ascani with soccer legend Pele Photo/ FICTS



FICTS President Prof. Franco Ascani addresses the 2019 World final championship

Photo/ FICTS

mean towards the development and advancement of the individual and solidarity.

It conceives the Olympic and sport values as an instrument of human dignity in the world and a vehicle of growth and people's harmonious development; it sustains sport independence and autonomy for social development and peace.

It promotes the social and cultural meaning of the Olympic and Paralympic Games, blending sport with culture, with the intent to spread a life philosophy,

based on educational values and the respect of universal ethical principles of sports and Olympism.

FICTS supports, through using of image power, actions of communication and increase of the development of sporting and Olympic values as well as the culture of sports disciplines. The goal is to create, through sport, enthusiasm among the communities and increase social cohesion and, through young people and with the support of institutions, promote the diversity of cultures and strengthen the mutual respect.

The Federation promotes the socio-cultural meaning of the Olympic and Paralympic Games, integrating sport with culture, with the aim of spreading a philosophy of life based on the values of tolerance, ethics, respect, self-discipline, friendship, solidarity, peace and fair play.

In 2020 there will be 20 Festival in 5 Continents. These festivals are scheduled to be held in Lisbon Portugal, Rotterdam Netherlands, Barcelona Spain, Cote d'Azur France, Zlatibor Serbia, Warsaw Poland, Cortina d'Ampezzo Italy, Sarajevo Bosnia and Herzegovina, Liberec Czech Rep., Pristina Kosovo, Tehran I. R. Iran, Nagano Japan, Beijing China, Tashkent Uzbekistan, Kampala Uganda, Casablanca Morocco, Nairobi Kenya, Indianapolis USA, Rio de Janeiro Brazil, Kingston Jamaica, Buenos Aires Argentina and the World Final in Milan Italy.

The purpose of the Association is the promotion and development of any initiative aimed at improving the artistic quality and communicative value of "Sports-area Film Festivals" through the mutual collaboration of all those recognized and through the media - cinema, audiovisual, publishing, web - in the idea of a free, democratic, civil and pluralist cultural production.

The Association aims to offer a series of activities oriented to the satisfaction



FICTS 2019 World final championship participants in group photo session Photo/ FICTS



The City of Milan which will host the 2020 FICTS World final championship. Photo FICTS

of knowledge needs, in-depth study, updating, training and cultural and professional qualification of the subject "film festivals" in the context of communication with specific reference to the identification, recognition, associative force and coordination of the sports-area.

Cinematographic events that are recognized in the characteristics attributed by the annexed regulation in the category "Sports Film Festivals".

FICTS collaborates with qualified professionals that, with their know-how in the four Commissions namely International Festival, Market Right Television and Movies, Marketing and Communication,

Youth and Education and Culture contribute to its growth. Members of the International Olympic Committees, Presidents of the National Olympic Committees, TV and movie professionals, experts in sports marketing.

With 121 Member Countries, FICTS develops knowledge of Olympic values as a means of affirming human dignity on the world stage. Sport is "Global movement at the humanity's service" and the goal is to create, through sport, enthusiasm among the communities and increase social cohesion and, through young people and with the support of institutions, promote the diversity of cultures and strengthen the mutual respect.

The Federal Structure is composed of an Assembly in which all the members, a Board of Directors and an Executive Committee are represented.

FICTS collaborates with qualified professionals that, with their know-how in the 4 Commissions (International Festival, Market Right Television and

Movies, Marketing and Communication, Youth, Education and Culture) contribute to its growth: Members of the International Olympic Committees, Presidents of the National Olympic Committees, TV and movie professionals, experts in sports marketing.



FICTS Secretary General Enzo Cappiello addressing a FICTS meeting

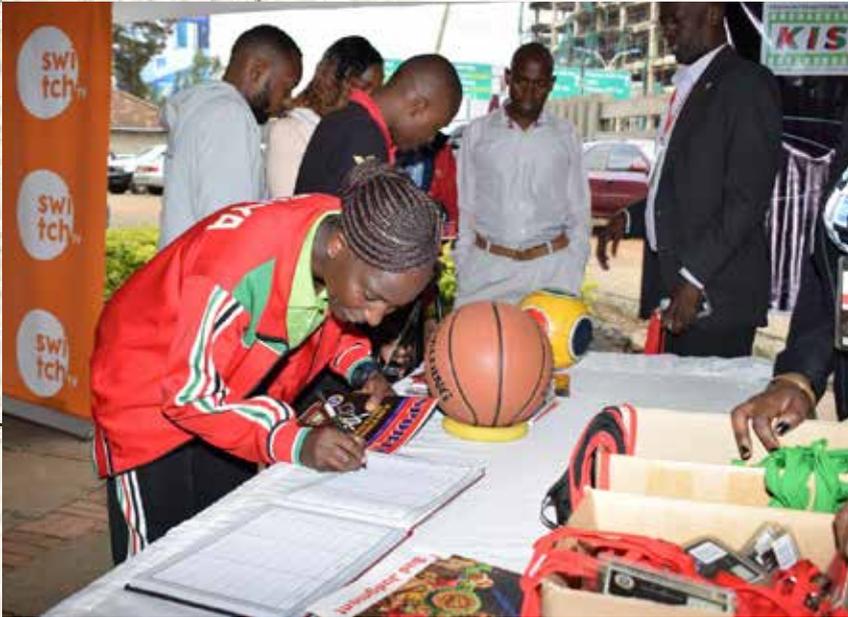
Least we forget

KENYA INTERNATIONAL SPORTS FILM



PURSuing PASSION FOR SPORTS THRU

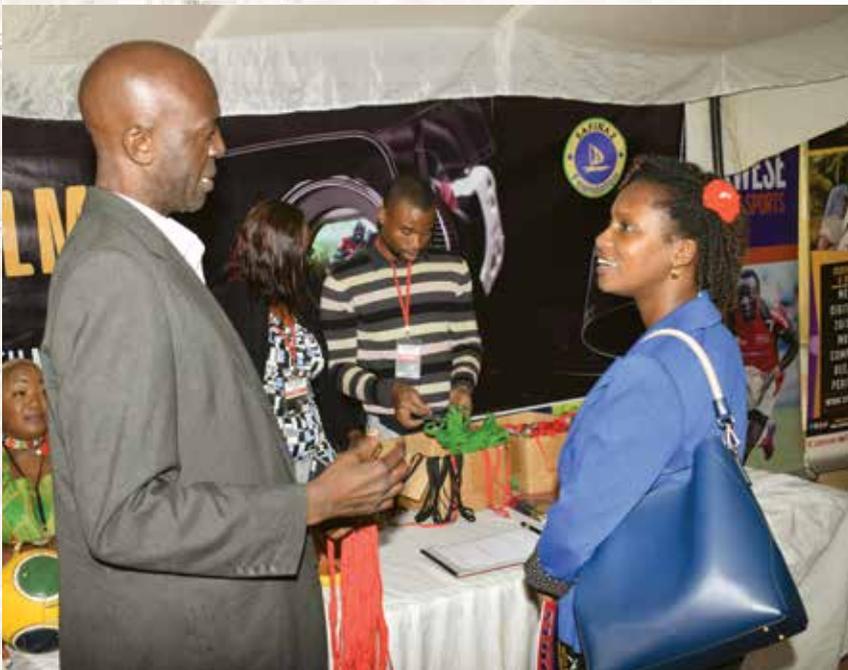
The Late Sports Monthly Editor Ben Ochieng' with colleagues and participants at the Ke



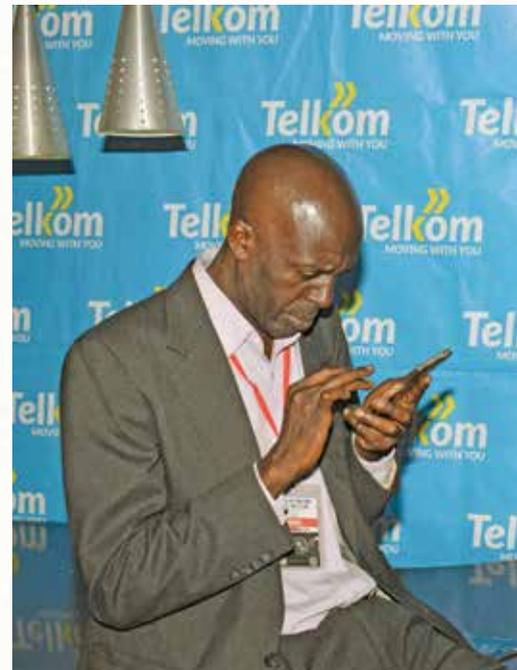
Ben Ochieng' watches as marathon star Catherine Ndereba signs in for KISFF 2018



Ben Ochieng' makes an explanation to Elizabeth Olaba



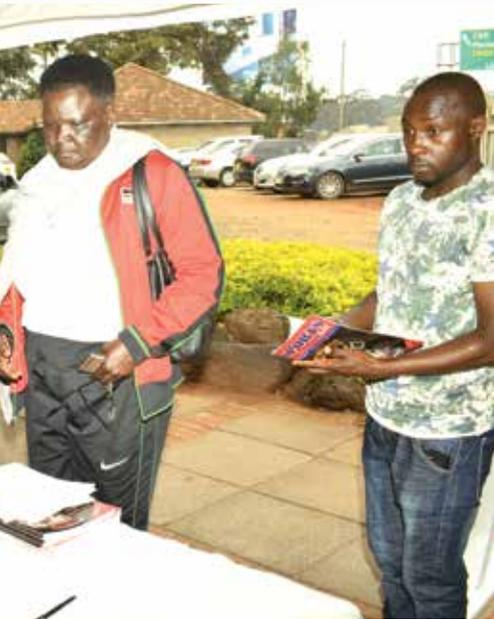
Ben Ochieng' converses with Tennis Kenya secretary Wanjiru Mbugua-Karani



Ben Ochieng' with Paralympic athlete



Kenya International Sports Film Festival 2018



Introduction to DOUGLAS Wakihuri (left) and Martin Masinde



Ben Ochieng', Joyce Mutuku, Florence Nduta and Racheal Wainaina ready to usher in guests



Olympian Douglas Sidialo



Ben Ochieng' in a conversation with Josaya Wasonga