



Call for entries Sunny Innovation Lab

Are you exploring new documentary genres? Do you need to accelerate the development of your non-linear project, give it visibility and meet future partners, co-producers and broadcasters?

Submit your project and join us for 4 days at one of the world's most important markets for documentaries and narrative experiences (La Rochelle - France, June 23-26, 2025).

In parallel and complementary to the call for co-production pitch sessions, Sunny Side of the Doc offers a unique program **to support and accelerate** non-linear projects.

Six projects will be part of the 2025 cohort and will benefit from tailor-made support to help them take their projects forward in a place that is conducive to the development of innovative creative, immersive and cultural projects.

Conceived as a incubator specialized in the support of digital and immersive documentary projects, the tailor-made support program, adapted to each project in selection, will be structured around various key sessions organized both online ahead of the market and on site, offering participants customized support for the implementation, financing, exploitation and distribution of immersive works: conferences, gas pedal workshops, qualified networking.

Highlight of the program: a live presentation, on stage, in front of industry experts present on the market.

They were present in 2024: Diversion cinema, Unités Arte, Art Explora, Musée d'Orsay, Unframed collection, m:brane, Science museum.

[Submissions opening: Tuesday, December 17th, 2024]
[Submissions closure: Tuesday, March 25th, 2025, 12pm CET]

WHO CAN APPLY?

- All non-linear narrative forms are eligible for Sunny Innovation Lab: podcast, VR, AR, MR, immersive installation, artificial intelligence, video games, sound immersion, web series, dome, etc.
- All talents, established or not, associated with a production or not, can submit their project: directors, producers, authors
- Projects must be at an advanced stage of development. We cannot support projects in the early stages of writing, post-production or completion;
- Applications are accepted from all countries.

**If you have any questions about the eligibility of your project,
please contact us before submitting:
projects@sunnysideofthedoc.com**

SUNNY INNOVATION LAB OBJECTIVES

Sunny Side of the Doc explores all forms of documentary filmmaking, with a special program designed to showcase international creation and innovation. A dedicated space at the heart of the exhibition hall, the Studio, will enable all professionals to discover and experiment with innovative projects ranging from XR and podcasts to augmented reality, AI and video games.

In this context, Sunny Innovation Lab is a unique opportunity to:

- Promote your project to a qualified target audience
- Meet and benefit from experts' advices
- Access to an international network of qualified professionals from recognized distributors, broadcasters and cultural institutions
- Understanding the international co-production ecosystem
- Strengthen your skills to present and sell your project to key decision-makers and potential co-producers

The support program

By submitting your project to the Sunny Innovation Lab, you become part of a real support program for your project in development. The following is an indication of the anticipated content of the support program (subject to availability of speakers, relevance of themes to projects in the 2025 selection, etc.).

Before Sunny Side of the Doc

[ONLINE] Plenary workshop| meeting

Meet Your Peers – *Discover selected projects and put participants in touch with each other.*

Meet the 2024 promo – *Meet and chat with members of the previous promo (find the winners of the very first Sunny Innovation Lab promo [here.](#))*

Mastering the International Market – *Understand how international markets work and lay the foundations for a winning strategy at Sunny Side of the Doc.*

[ONLINE] Personalized appointment | Critical reading of the project

This session will enable participants to receive detailed and constructive feedback on their project, in order to fine-tune its creative and strategic aspects. This meeting is also an opportunity to prepare for the market in a personalized way: preparation of the pitch and presentation, discussions around the need for individual interviews tailored to the progress of the project and the decision-makers on site, guidance on the organization of one's agenda during the market.

During Sunny Side of the Doc

[ON SITE] Conference – plenary| Cultural and creative industries: news, audiences and distribution networks

An overview of immersive creation and its distribution challenges. Held by an industry expert, this conference will give project developers a better grasp of trends and the latest news in international immersive creation, as well as a better understanding of distribution networks and audience uses.

[ON SITE] Conference – plenary| How to work with museums?

As privileged partners for the co-production, creation and/or distribution of non-linear works, museums play an important role in the field of cultural and creative industries. This conference will offer case studies of projects and provide project leaders with the keys to a successful collaboration with a museum.

[ON SITE] Sunny Innovation Lab Session for each

Each project will benefit from a workshop session (20 min) with industry experts: presentation of the project, exchanges, feedback and question/answer session. This session gives each team the opportunity to present their project, evolve it and find new development and distribution opportunities. After the project pitch on stage, discussions take place with the audience, which includes distributors, broadcasters, cultural institutions, project developers, market programmers and festival organizers from France and abroad. This live event is the highlight of the program!

And for the duration of the market, in addition to access to the entire program of the 36th edition, enjoy:

CUSTOMIZED INDIVIDUAL INTERVIEWS

We guarantee at least two meetings with targeted French and international players, so that you can discuss with them the issues surrounding your project.

VISIBILITY IN THE STUDIO

Depending on logistical and technical feasibility, the project will be presented in the Studio (see [programming 2024](#)), a demonstration area dedicated to innovative projects of all kinds, located in the exhibition hall. All market participants have access to the Studio during the 4-day event. The six Sunny Innovation Lab projects are presented alongside a selection of content proposed by Sunny Side of the Doc and carte blanche presentations by leading players in the cultural and creative industries. For the duration of the market, the Studio is also the meeting point for all those involved in innovation.

NETWORKING OPPORTUNITIES

Participation of selected teams in market events bringing together decision-makers from the cultural and creative industries, as well as from French and international cultural institutions.

VISIBILITY IN MARKET COMMUNICATION MEDIA

Information on selected projects will be listed in the Sunny Side of the Doc resources available to participants, including the Official Selections Guide and the dedicated event platform. Although you may check and update this information, please ensure that it is accurate at the time of application.

After Sunny Side of the Doc

[ONLINE] Plenary debriefing

The aim of this session will be to encourage constructive and enriching sharing of experiences, and to gather feedback from participants in order to adjust the program, ensuring that it best meets everyone's needs and expectations.

INTEGRATION INTO THE PROJECT OBSERVATORY

Monitor the project's progress and share it with the international cultural and creative industries community.

APPLICATION PROCEDURE

To apply for the Sunny Innovation Lab, you can choose from the following two options:

- 1- Buy your accreditation for the 4 days of the market with the **Market Pass** benefiting from the Early Bird price (before February 28th, 2025), then buy the "**Sunny Innovation Lab**" option to submit your project.
- 2- First submit your application to the "**Sunny Innovation Lab**", then purchase your Market Pass for the 4 days of the market.

COMMITMENTS IN CASE OF SELECTION

Selected projects commit to :

- purchase a Market Pass to access the Sunny Side of the Doc market (if you had only purchased an application);
- honor the various sessions and appointments (online and on-site) as part of the support program;
- present their project in development to the Studio, after a feasibility study by Sunny Side of the Doc teams.

COSTS & COVERAGE

Sunny Side of the Doc does not cover travel or accommodation costs for selected projects and encourages all participants to contact their local and regional institutions for possible financial support.

PROJECT EVALUATION

Projects will be evaluated and selected by a panel of industry professionals on the basis of the following criteria:

- The strength and originality of the story and narrative;
- Relevance and potential for French and international co-productions and/or cultural partnerships;
- Technical and financial feasibility ;
- Without being a prerequisite, other elements will be taken into consideration, such as the attention given to the responsible nature of the project (environmental and societal responsibility).

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The entire application process takes place via **an online form,**
and must be completed in English only.

The application fee is €90 excl. tax.

This covers the cost of managing, reading and selecting the file.

REQUIRED ELEMENTS

You will be asked to provide the following information and documents in order to submit your application:

1. GENERAL INFORMATION

- Title in English
- Original title **[not mandatory]**
- Themes
- Name of director(s), bio (400 characters, spaces included) & project portfolio (3 titles) **[not mandatory]**
- Studio company / main designer (profile and contact details)
- Studio profile / main designer (300 characters, spaces included)
- Country of production
- Name of producer(s) (400 characters, including spaces)
- Co-producers where applicable **[not mandatory]**
- Main contact (*this person will appear as the main contact in the project catalogue*)
- Artistic team (600 characters, spaces included) **[not mandatory]**
- Technical team (600 characters, including spaces) **[not mandatory]**.
- Possible institutional financial support and country (600 characters, spaces included) **[not mandatory]**
- Broadcaster(s) and platform(s), if any, and country (600 characters, including spaces) **[not mandatory]**
- International distributor(s) and country (600 characters, including spaces) **[not mandatory]**
- Who would you like to meet at the market? – e.g. financing, distribution, etc.
- Estimated final budget, Financing already secured, Remainder to be financed if applicable (in euros)

2. PROJECT

- Logline (350 characters, including spaces)
- Short synopsis (800 characters, spaces included)
- Note of intent (2000 characters, spaces included)
- Link to trailer/Demo/Prototype [In English or with English subtitles, 4 mins max, Vimeo preferred. Make sure the video is freely accessible and downloadable] or any other visual support [PDF] to best illustrate your project – e.g. Moodboard, Business Presentation.
- Who are the target audiences?
- Has your project already been selected for other events? If so, which ones and when?
- Diffusion / distribution strategy: what diffusions / distributions are possible / envisaged? (600 characters, including spaces)
- Eco-responsible production strategy: what actions have you implemented? (600 characters, including spaces) **[not mandatory]**
- Impact strategy: what actions have you put in place to give your project greater impact: campaign on social networks, partnership with NGOs, etc. (600 characters, spaces included) **[not mandatory]**
- Diversity, parity and inclusion: what actions have you put in place? (600 characters, including spaces) **[not mandatory]**

3. TECHNICAL SPECIFICATIONS

- Manufacturing start date
- Scheduled delivery date

- Is the project in post-production?
- Main technology and/or format(s) – e.g. 4K, FHD, Web / Social Media, Binaural Sound, etc.
- How many people can experience the work at the same time?
- If you already know, what are the technical requirements for installing your project? (400 characters, including spaces) **[not mandatory]**
- Materials / media used for the experiment
- Language(s)
- Duration(s)

4. Attachments

- HD visual
- Any other information you feel would be relevant to share with the selection panel (biographies, moodboards, etc.) **[1 single PDF file, 10MB max]**

Should you have any questions about your project's submission, please contact
projects@sunnysideofthedoc.com.

For more information visit:
[call for entries SSD25 – Sunny Side Of The Doc](#)

ABOUT SUNNY SIDE OF THE DOC

Sunny Side of the Doc is the international community and marketplace dedicated to linear and non-linear documentary. Every June, a specific event brings together decision makers, producers, filmmakers, sales agents and funders to support the international financing of documentary projects and the circulation of completed programs. The 4-day market offers unique creative, business and networking opportunities for the 2,200+ participants from 60 countries through a mix of high-level pitching sessions, panels on the latest industry trends and an exhibition hall. The 36th Sunny Side of the Doc will be held in La Rochelle from June 23-26, 2025. Doc Services, the organising company of Sunny Side of the Doc, is a member of 1% for the Planet. <https://www.sunnysideofthedoc.com>