

2009 YOUNG AUDIENCES GUIDELINES

A. OBJECTIVES OF THE FUNDING

1. **To attract young spectators to European productions and foster a renewal of audiences** in network cinemas.
2. To encourage exhibitors to offer more **programming and activities** targeted at Young Audiences, including schoolchildren.
3. To encourage policies of **education to cinema and by the cinema** through in-depth and regular work involving European, primarily non-national films.

B. FUNDED ACTIVITIES AND EVALUATION CRITERIA

1. Type and quality of activities

Young Audience initiative: we consider initiatives “eligible for funding” to be initiatives implemented by the film theatre that are aimed at Young Audiences, e.g.

- **Film programming:** Only the films or showings that are highlighted in the context of regular sessions specifically aimed at Young Audiences will be taken into account. This does not mean supporting the simple presence of children's films in the theatres' general programming.

- **School screenings:** These are screenings run by the exhibitor which are aimed at school audiences and offered at special conditions (price, reception, schedule). They may be run at the request of teachers or schools within or outside the film theatre's normal schedule. Extra screenings in the morning or in the course of the afternoon will be accepted in particular. These may be open to everyone and included in the theatre's official programme, or reserved for the groups who requested them, in which case they will not be mentioned in the programme.

- **Festivals with Young Audience showings:** In the context of film theatre programming, the exhibitor may run festivals dedicated to a particular subject, author or country. Films and showings specially aimed at Young Audiences within these festivals or events will be taken into consideration.

- **Activities and workshops relating to films:** Exhibitors' initiatives may include activities in the presence of special speakers, film-makers or teachers, where films are run and discussions held after the showings. Workshops with children on the basis of film showings (video-making, writing etc.) will also be funded.

- **Active participation in collective programmes:** Simple participation in collective programmes, whether local, regional or national, will not be sufficient for funding to be granted. This must be accompanied by active participation in programmes and the exhibitor must be able to furnish proof of his/her commitment (programming, coordination etc.).

2. Criteria for consideration

The following criteria will be taken into account:

- the number of European films (primarily non-national) included in a theatre's programming

Minimum number of films expected:

for single-screen theatres: 10 European films, 7 non-national European films

for multiplexes: 13 European films, 9 non-national European films

- the number, regularity and diversity of activities organised by the exhibitor
- the number of screenings and admissions registered within the scope of these activities

- the percentage of Young Audiences screenings and admissions within a theatre's overall programming

Another factor that will be taken into account for each country is the **national context** (involvement of state authorities, status of cinema education, development of collective schemes, production and distribution circumstances in the country...). The Experts may also evaluate the results of a theatre by comparing them to the overall results of network theatres in the country concerned.

Screenings without admissions will not be counted. In the case of free screenings, the exhibitor will need to provide evidence of a contract with the distributor or rightful owner.

3. Commitment and investment by the exhibitor

For all above activities, the Committee of Experts will take into account **the actual effort and amount invested by the exhibitor, specifically the means taken to organise and promote these activities**: communication (publications, web site, mailings...), use of new technologies, special Young Audiences area, teacher education, coordination or organisation of group activities ...

Special cinema education activities such as practical workshops, training courses or introductions to cinema etc. will also be taken into account.

C. AMOUNT AND DISTRIBUTION OF FUNDING

- a maximum of 20% of the annual amount granted under an agreement will be earmarked for support for **Young Audiences activities**. According to the Experts' decision, this amount may be granted as a whole or in part.
- **Funding for Young Audiences activities goes from 3 000€ to 5 000€ depending on the number of beneficiary screens (cf. main guidelines) and may not exceed € 1 per European admission within the scope of Young Audiences programming.**

D. PROCEDURE

In order to be eligible for funding, network exhibitors should send Europa Cinemas a Young Audiences file containing the following information:

- a general document describing their Young Audiences policy
- a complete Young Audiences file for each activity, also showing a full list of European films screened within the scope of projections targeted at Young Audiences (following the provided model)
- **in order to be taken into account, each Young Audience activity must be accompanied with at least one proof, if possible several. They can take the form of** specific documents published for young audiences (special brochures, specially reserved pages in the film theatre programme, flyers), of mailings sent to a target audience (teachers, activity leaders or intermediaries), of pages dedicated to young audiences on websites, of photos of the activities, or of promotional material published in the press, in other media. In the case of free screenings, contract with the distributor or invoices of film rentals must be sent.

E. DECISIONS

Young Audiences funding will be granted to exhibitors after an in-depth review of their Young Audiences activities in order to evaluate the exhibitor's efforts and commitment in issues involving Young Audiences. The Committee of Experts will review applications at its annual meetings and decide how much funding should be granted. The Experts will take into account the quality and the results of programming and of the activities offered along the lines of the objectives defined above and within the limits of the budget granted to Europa Cinemas by the European Commission.

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