



Press release

KIDS Regio Forum 2019 – Towards a vital European Children's Film Culture

Weimar Declaration is to be published.

On June 27th and 28th 2019 more than 80 experts from 24 countries active in the film industry and other areas came together at the 3rd KIDS Regio Forum 2019 in Weimar. They discussed key topics such as development, production, distribution, access across borders and the marketing as well as positive image building for children's film as cultural asset.

Within an interactive and interdisciplinary conference design, demands were developed to impact regional, national and European film policy. The results of the conference found their way into the Weimar Declaration, calling for a diverse European children's film landscape with a united voice. The participants of the 3rd KIDS Regio Forum agree on an agenda of 5 points, aiming at strengthening live action feature films for children. Focus areas are the improvement of research and data, an emphasis on cooperation, networks and lobbying, the strengthening of (co-) development and (co-) production, the reinforcement of distribution and marketing as well as the enhancement of education and access.

They demand the implementation of Project 15+. By stating that 15 % of the European population is children at least 15 % of the funding budget, screen time and curriculum in film schools are to be dedicated to children's film. The industry experts plea for film education as an essential service with the same status as any intellectual subject in schools, universities and training. Highlighting the importance of comparable data and mapping, the participants demand regular studies and the provision of information for all areas of children's film. They also stressed the importance of strategic infrastructures linking (co-) development programmes with coproduction and training in order to develop children's film on a (trans-) regional and national level. Furthermore, marketing measures for live-action feature films should be supported already in the development phase including new and experimental ways to reach the young audience. To enhance lobbying towards policy makers KIDS Regio will build even stronger strategic partnerships with ECFA (European Children's Film Association) and allies from outside the children's media industry.

The declaration is addressed to regional, national and European politicians, stakeholders and policy officers as well as associations and institutions connected to the film industry to do all in their power to actively support European Children's Film.

Kind regards,

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An initiative by KIDS Regio – within the framework of Cine-Regio,

In cooperation with MDM – Mitteldeutsche Medienförderung, the State Chancellery of Thuringia, Film i Skåne, Nederlands Film Fonds and Creative Europe Desks as well as the European Children's Film Association,

Organized by The German Children's Media Foundation Golden Sparrow

KIDS Regio presents a lobby initiative for high quality and multi-faceted European Children's Films. It functions as an agent between policy and society, the film industry and the scientific world in order to form a network and discuss new synergies. Thus the initiative supports the industry professionals in film for children & youth and built a platform to strengthen existing networks and define solutions to improve the status, transfer and variety of European productions, co-productions & distributions for children and youth.

KIDS Regio particularly supports original live-action feature films for children, which offer children a wide variety of stories, genres and styles.