



The Future of European Children's Film | 1st KIDS Regio Forum

June 24th and 25th 2009 – Erfurt

An initiative by the Thuringian Ministry of Construction, Regional Development and Media
& the Central German Film Fund Mitteldeutsche Medienförderung GmbH

Within the framework of the European network of regional film funds CINE-REGIO

Organised by the German Children's Media Foundation GOLDEN SPARROW

Patron:

Gerold Wucherpfennig, Thuringian Minister of Construction, Regional Development and Media

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1st KIDS Regio Forum Results in Erfurt Declaration on European Children's Film

100 international experts from 17 countries discuss the future of European children's film

On June 24th and 25th 2009, the 1st KIDS Regio Forum was held in Erfurt: 100 professionals from the European children's film industry met to discuss the future of European children's film.

In different workshops, the conference participants discussed in depth the general conditions and challenges for the development, production and distribution of children's films in Europe, considered possible synergies and co-operations, and developed ideas and strategies to meet these challenges. Workshops were held relating to the different fields of action within the film industry such as storytelling, financing, distribution and marketing.

As one result of the 1st KIDS Regio Forum, the participants agreed on a five-point-agenda, the **Erfurt Declaration**, stating that the production of feature films for children is a natural and self-evident part of the European film culture and industry. The complete agenda with its detailed proposals and demands is available on the KIDS Regio Website at

www.kids-regio.org.

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As a résumé of the conference, Manfred Schmidt, CEO of the central German film fund Mitteldeutsche Medienförderung, concluded that “in these two days, some basic demands have been agreed on which, if realised, will greatly benefit European children’s film as well as the Children’s Media Land Thuringia”.

The results of the 1st KIDS Regio Forum will now be made available for further lobby work and presented to the decision-makers in politics and at TV stations, funding bodies and other institutions. The next meeting is planned for 2010 in Malmö, Sweden.

The 1st *KIDS Regio Forum* was initiated and supported by the **Thuringian Ministry of Construction, Regional Development and Media**, the central German film funding body **Mitteldeutsche Medienförderung** and members of the **Cine Regio network**. It has been generously supported by **MEDIA Antenna Berlin-Brandenburg and the MEDIA-Desks of Germany, Belgium/ Flanders, Denmark, Great Britain, the Netherlands, Norway, Austria, Sweden, Switzerland and the Czech Republic**.

The organiser was the German **Children’s Media Foundation GOLDEN SPARROW**.

Further information and the conference programme are available at www.kids-regio.org.

Yours sincerely,

Katja Imhof-Staßny

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