

PART I.

THE NECESSITY OF A EUROPEAN FILM EDUCATION POLICY :
THE EUROPEAN VIEWER OF TOMORROW.

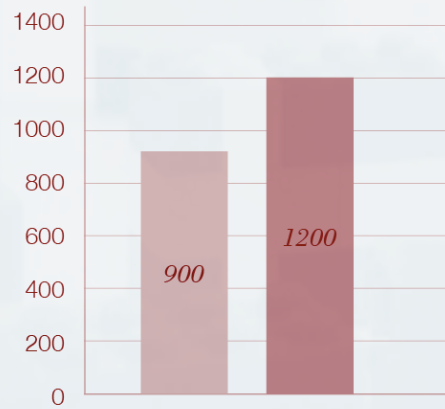
POLITICAL REASONS

→ RESPONDING TO THE UBIQUITOUS SCREEN, DOMINATED BY THE AMERICAN MAJORS

→ THE CINEMA, CEMENT OF EUROPEAN CIVIC IDENTITY

ECONOMIC REASONS

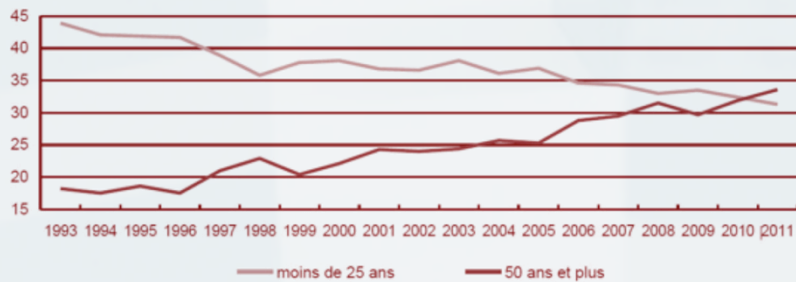
→ SUPPORTING THE EUROPEAN FILM INDUSTRY OF TOMORROW



■ Temps moyen passé à l'école par un enfant français (en heures)

■ Temps moyen passé devant un écran par un enfant français (en heures)

Parts des jeunes et des seniors dans le public (%)



Source : CNC - Médiamétrie Enquête 75 000 Cinéma - 6 ans et plus.

1311
longs-métrages
produits

962 millions
de spectateurs

6,41 milliards
d'euros
de box-office

L'industrie du cinéma en Europe (ue 27) en 2011

PART II.
**A RECENT ACCOUNT OF EUROPEAN FILM
EDUCATION**

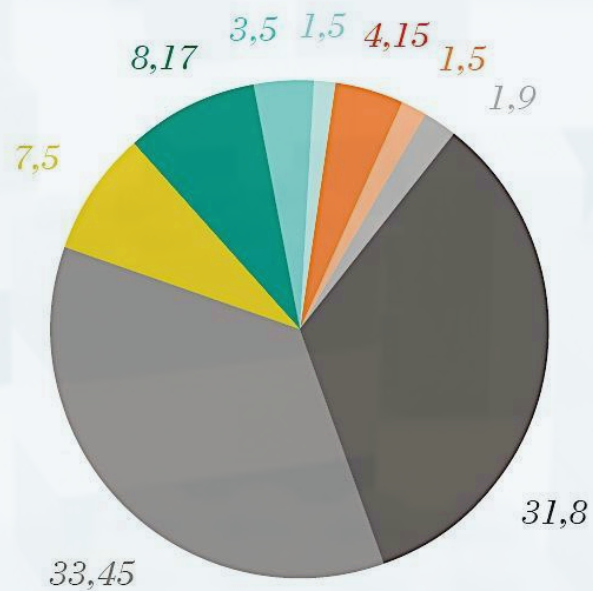
1/ Good Practice in Europe: Models to Inspire New Impetus.










- Film Education Rather Than Media Education
- The School: The Decisive Actor.
- Screenings in school time, Practical workshops, Cinematic events, Training, Use of the new media, Twinning.

2/ A First Approach to the Development of a European Policy.

- The absence hitherto of specific European funding for film education
- Recent European provision for film education remains limited

Aides versées par le programme Média en 2014 (en millions d'euros)



- | | |
|---|---|
|  <i>Production indépendante</i> |  <i>Exploitation</i> |
|  <i>Distribution cinématographique</i> |  <i>Marché de la vidéo</i> |
|  <i>Formation</i> |  <i>Fond de coproduction</i> |
|  <i>Accès au marché</i> |  <i>Éducation au cinéma et développement des publics</i> |
|  <i>Aide aux festivals</i> | |

PART III.

STRENGTHENING FILM EDUCATION IN EUROPE :
RECOMMENDATIONS

FOR A EUROPEAN FILM EDUCATION POLICY

1/ Create a European Foundation for Film Education.

2/ Create a video platform to make European films available to children and young people.

3/ The large-scale development of film education activities combining artistic and linguistic approaches.

4/ Establish a highly selective digital library of 20 European films, old and new, for use throughout Europe in school time, both at cinemas (DCP) and at school (via an accompanying video-on-demand site).

5/ Develop training in film education for teachers, cinema operators and community workers, especially through the creation of a European film education web site, at European and national levels.

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6/ Make European funding for distribution and exhibition more conditional on film education activities.

7/ Encourage twinning between associations, cities and regions in Europe around the themes of film and film education.

8/ Establish an online Festival of European Film for children.

9/ To establish a proper European Film Prize for secondary pupils.

10/ To make film education a regular feature of the European Capital of Culture program.