

Film Literacy Initiatives

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The new Creative Europe Programme has had a promising start in 2014 by placing a special focus on audience development and film literacy. A new funding scheme has been established to support the exchange of best practices and cross border collaboration among European initiatives, with a focus on children and young audiences.

In anticipation of these new funding opportunities a number of Creative Europe Desks worked together to encourage interaction among leading film literacy institutions and began collecting data on existing literacy initiatives throughout Europe. The data was provided by national institutions such as film institutes as well as the Creative Europe Desk Network. This overview is partial and only reflects selections of the partner institutions. Nevertheless it demonstrates an impressive variety of initiatives and approaches across all member states and it is also a call for partnerships.

This booklet is a work in progress. It is intended as a complement to the in depth analysis provided by the Screening Literacy Report, published by a consortium under the lead of the BFI in spring 2013.

This first edition is being published with the generous support of the Polish Film Institute. We would also like to thank our partners and colleagues for their valuable contribution.

**Creative Europe Desk Berlin-Brandenburg,
Denmark and Poland**

Wewould like to present you the 'Film Literacy Initiatives' booklet that is intended as a source of information about film education provision in Europe and inspiration for international co-operation especially in context of the new Creative Europe Programme. This booklet is not a complete list of film literacy initiatives from the member states. Nevertheless, we hope it will contribute to collecting such data on the European level.

Since the very beginning, this booklet was thought as an appendix to the Screening Literacy Report published by the British Film Institute in June 2013, which not only offered a close look to the role and state of film literacy in Europe but also presented the best examples of educational projects. Our aim is to show the richness of such initiatives carried out in Europe and to facilitate the process of networking among institutions involved in film education.

This booklet would not take place without the kind support of Creative Europe Desk Network, who collected the vast majority of its content. We owe special thanks to all the institutions mentioned in this booklet as they passionately and consistently educate generations of conscious and sensitive audiences.

Polish Film Institute



POLISH FILM INSTITUTE

AUSTRIA

NAME OF THE INITIATIVE

Schools in the Cinema, Focus Film and Summer School

ADDRESS The Austrian Film Museum, Augustinerstr. 1, 1010 Vienna, Austria

PHONE NUMBER +43 1 533 70 54 10

WWW www.filmmuseum.at

CONTACT PERSON Alejandro Bachmann, a.bachmann@filmmuseum.at

TARGET GROUP OF THE ACTIVITIES

Schule im Kino / Schools in the Cinema: Educators, Children

Fokus Film / Focus Film: Educators, Children

Summer School for Filmeducation: Educators, Other



SHORT DESCRIPTION OF THE INITIATIVE

The Austrian Film Museum has been offering special film education programmes since 2002. Next to special programmes the main activities consist of three programmes offered on a regular basis: 'Schools in the Cinema', 'Focus Film' and 'Summer School'. The underlying idea of all these initiatives is to foster an understanding for film as a document and artform, focusing on the specificities of the medium with respect to its form as well as its materiality.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

Next to special programmes the main activities consist of three programmes offered on a regular basis: 'Schools

in the Cinema' offers between 14 and 16 programmes each semester, ranging from lectures on montage, the manipulation of time in cinema to the idea of the Star System to an analysis of film beginnings. Also included are screenings of films in their original format and language with the possibility of talking to the director afterwards or analyzing the film in detail. Next to that 'Focus Film' offers interested school classes the possibility to learn about different aspects of film intensively in the course of one semester. Every semester a new Focus Film is conceptualized, ranging from learning to analyze and program avant-garde films, shooting, developing and editing a 16mm film, dealing with different modes of documentaries, etc. Both 'Schools in the Cinema' and 'Focus Film' offer programmes for children ranging from 6 to

18/ or older. Finally, the Film Museum has been offering a Summer School for teachers and others interested in teaching film. In the course of three days different ways to teach film are presented, always focusing on trying to mediate film as a specific art form (as opposed to using films to talk about topics). The Summer School and all other programmes take place in the cinema, are presented with film prints whenever possible and try to give an idea of film that encompasses examples from narrative, documentary, avant-garde, experimental and industrial films. Achievements: Up to 4500 children visit the Film Museum's film educational programmes every semester, the Summer School has been attended by 30 to 50 teachers each year.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

The Film Museum is the institution coordinating all of these activities, about 95% of them also take place at the Film Museum and about 40-50% are actually carried out by Film Museum staff (Alejandro Bachmann & Stefan Huber). Whenever necessary the Film Museum teams up with other institutions to carry out an educational activity: The filmkoop Wien (a lab for analogue film processing) can be a partner when a 16mm film is made, the youth media festival YOUKI collaborated in showing an avant-garde programme curated by children, currently

the Film Museum collaborates with the Cinémathèque Française for the project 'Le cinéma, cent ans de jeunesse'. The educational programmes of the Film Museum are funded by the Austrian Federal Ministry for Education, the Arts and Culture, the Cultural Department of the City of Vienna (MA7) and Film and Music Austria.'

ACTIVITIES AND PARTNERS FOR WHICH YOU ARE LOOKING FOR

The Film Museum is generally open to all sorts of international educational activities in the field of film education (not so much in the more general concept of media education). A special interest would be to cooperate with those institutions/initiatives that have a special interest in integrating avant-garde and experimental film as well as an awareness for the specificity of the analogue medium into their educational activities.

AUSTRIA

NAME OF THE INITIATIVE

Cinema Next – Young Austrian Cinema

ADDRESS film:riss, Kohlgassee 21/1/21, 1050 Vienna

PHONE NUMBER +43 650 560 9899

WWW www.cinemanext.at

CONTACT PERSON Dominik Tschütscher, dt@cinemanext.at

TARGET GROUP OF THE ACTIVITIES

Other (young filmmakers and the community of young creatives, age 18-35, the usual cinema-goers)



SHORT DESCRIPTION OF THE INITIATIVE

Cinema Next is a new initiative in Austria to support and present young 'home-grown' filmmaking. The initiative, which started in autumn 2011, cooperates with several (mainly) art-house cinemas throughout Austria in order to present young Austrian cinema in its own country. The aim of the initiative is two-fold: a) to present upcoming film talents and interesting films by young filmmakers, and b) to integrate these presentations within the yearly programme of art-house cinemas (rather than film festivals, for instance) and thus to reach the 'normal' crowd of cinema-goers.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

We have well programmed presentations of young Austrian cinemas – in film premieres, shorts-before-feature-presentations and (twice a year) short film nights – in 11 cities in Austria. In 2012, 100 films were presented with these formats and throughout the year and the activities reached an audience of more than 15.000 people.

Coordinating institution, partners, funders Cinema Next is an initiative organized by the association (=Verein) film: riss, with two persons working on its realization. (Earlier, between 2001 and 2010, the association was organizing a national student film festival.) Funding partners for the new Cinema Next initiative are the Ministry of Education, Arts and Culture,

the Austrian Film Institute and many regional funding partners in the cultural and economic sectors.

ACTIVITIES AND PARTNERS FOR WHICH YOU ARE LOOKING FOR

It would be interesting to know of other initiatives in Europe also focusing on the presentation of young filmmakers and a country's filmmaking talents and future.

AUSTRIA

NAME OF THE INITIATIVE

Eine STADT Ein Film

Eine STADT. Ein FILM.

ADDRESS Media Quarter Marx 3.2, Maria-Jacobi-Gasse 1, 1030 Wien

PHONE NUMBER +43 664 88695764

WWW www.einestadteinfilm.at www.facebook.com/einestadteinfilm

CONTACT PERSON Franz Schubert, franz.schubert@echo.at

TARGET GROUP OF THE ACTIVITIES

Other (General Public)

Wien-Vienna Film Fund, local media (TV-radio-print) partners, (food) sponsors.

ACTIVITIES AND PARTNERS FOR WHICH YOU ARE LOOKING FOR

Not applicable: Eine STADT Ein FILM is an initiative of the City of Vienna, managed by echo medienhaus and meant for a local audience.

SHORT DESCRIPTION OF THE INITIATIVE

During one evening, all of Vienna's arthouse cinemas show one Austrian film, selected by a jury of film professionals with subsequent audience discussion. Entrance is free, the aim is to lower the entrance barrier for people who would not normally go watch a film considered 'difficult' and to broaden the target audience for arthouse cinemas. The cinemas are encouraged to advertise themselves and their programmes to those 'new' visitors.

on with a much darker film ('Atmen') that was however quite successful at the box office as well after being shown in the Quinzaine where it was awarded the label Europa Cinemas. For both editions the cinemas were sold out a few hours after the press conference. English article for further reference:

http://austriantimes.at/news/Panorama/2013-03-21/47542/One_City_One_film_-_free_film_in_cinemas_today

COORDINATING INSTITUTION, PARTNERS, FUNDERS

The initiative is coordinated by echo medienhaus ges.m.b.h., a publishing company that has vast experience in this type of events mostly through their action 'Eine Stadt Ein Buch' (a literacy and reading initiative that has successfully exported to Berlin). Funding institutions: Film Fonds

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

'Eine Stadt Ein Film' has taken place twice, in March 2012 and in March 2013. We started with a very popular film ('Die Entführung der Frau Elfriede Ott') and went

AUSTRIA

NAME OF THE INITIATIVE

Schools in the Cinema, Focus Film and Summer School

ADDRESS Flimmit GmbH, Dreihausgasse 9/4.1, 1150 Vienna

PHONE NUMBER +43 6764260007

WWW www.flimmit.com

CONTACT PERSON Karin Haager, karin@flimmit.com

TARGET GROUP OF THE ACTIVITIES

Other



SHORT DESCRIPTION OF THE INITIATIVE

Flimmit is dedicated to the infinite world of online-movies for the German-speaking market. With its two services, the Flimmit VoD shop and the Flimmit Online Movie Guide (Film Search), Flimmit is a multiple times awarded model throughout Europe. Its VoD-shop has a catalogue of more than 1,400 titles, two thirds of it of European origin. With the content being available on various devices – cable networks & ISPs, online, Smart TVs, mobiles and tablets, Flimmit is the main independent VoD platform in Austria and is also partner of the European VoD initiative EuroVoD.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

Flimmit started a co-operation with the public libraries of Vienna. The Flimmit VoD service is being implemented on the library website. Members are able to log in with their library login. With 210,000 members Flimmit will be aiming to position European content more pervasively and will enter an all new target audience, one that can maybe not easily be reached via cinema or transactional VoD platforms. Currently this project is in development and beta-test, the roll-out is planned for end of 2013, beginning 2014.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

Co-operation Partner: Library of Vienna,
www.buechereien.wien.at / funding

partner: MEDIA, Departure (Creative Agency Vienna).

ACTIVITIES AND PARTNERS FOR WHICH YOU ARE LOOKING FOR

Libraries from other European countries, educational institutions The Austrian Film Museum has been offering special film education programmes since 2002. Next to special programmes the main activities consist of three programmes offered on a regular basis: 'Schools in the Cinema', 'Focus Film' and 'Summer School'. The underlying idea of all these initiatives is to foster an understanding for film as a document and artform, focusing on the specificities of the medium with respect to its form as well as its materiality.

AUSTRIA

NAME OF THE INITIATIVE

KIFITA – Kinderfilmstage Steiermark

ADDRESS Naglergasse 78, 8010 Graz

PHONE NUMBER +43 0650 7147280

WWW www.kinderfilmfestival.at/steiermark

CONTACT PERSON Mag. Ines Wagner-Pichler The Austrian Film Museum,
Augustinerstr., ineswagner@gmx.at

TARGET GROUP OF THE ACTIVITIES

Schools, educators, pupils

SHORT DESCRIPTION OF THE INITIATIVE

The initiative organizes screenings of international and outstanding valuable children films throughout Styria in cinemas, but also in schools directly, if the next cinema is too far away. Film mediation and pedagogical education in all different aspects of films are the central target of this initiative. Talking about film in the aspects of form and content will take place directly after the screening in the cinema or in the classroom. The screening are bookable very flexible by the schools and Teachers.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

Kifita works together with Styrian cinemas, and it is funded by the Styrian Government.

AUSTRIA

NAME OF THE INITIATIVE

Kinderkinowelten

ADDRESS Insitutut Pitanga, Steggasse 1, 1050 Wien

PHONE NUMBER +43 650 7147280

WWW www.kinderkinowelten.at

CONTACT PERSON Ruth Gottard, presse@kinderfilmfestival.at

TARGET GROUP OF THE ACTIVITIES

Schools, teachers, educators, pupils



SHORT DESCRIPTION OF THE INITIATIVE

Kinderkinowelten is a school project to give Austrian pupils from 6 to 18 years an understanding of international children and youth film culture. Media literacy and the intensive examination of film in all aspects is the main objective of this programme. Kinderkinowelten offers educative teaching materials for teachers to help them working with and on films in class. Kinderkinowelten organizes screenings in all federal states of Austria, and cooperates, if possible, with cinemas throughout Austria.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

Kinderkinowelten is funded by the Austrian Federal Ministry for Education, the Arts and Culture, and the Federal State Governments. It is an extended initiative of the International Kinderfilm festival Vienna, organized especially for schools.

AUSTRIA

NAME OF THE INITIATIVE

EU XXL KimiK – Kino mit Klasse

**EU XXL
KIMIK**
KINO MIT KLASSE

ADDRESS EU XXL FILM, Schrankgasse 12/3; A 1070 Wien

PHONE NUMBER +43 1408114012

WWW www.eu-xxl.at/kimik www.youtube.com/kinomitklasse

CONTACT PERSON Heinz Ganser, heinz.ganser@eu-xxl.at

TARGET GROUP OF THE ACTIVITIES

Educators, Children

SHORT DESCRIPTION OF THE INITIATIVE

2 Pillars: Lectures and Workshops at various Universities of Teacher Education nationwide.

Workshops at schools consist of: Scientifically pedagogically designed teaching units for educators for preparation and further debate. A European Movie regarding the topic of the KimiK Day at school, At least two experts on the topic of the day, to give minimum two points of view. With KimiK, Film and New Media is not the subject, it's a teaching tool.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

Working nationwide; approx. 4000 pupils/year in max. 30 pax/group; at least 4 teaching units each.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

Federal Ministry of Education, the Arts, and Culture (BMUKK); over 40 institutions working in the fields of our special topics and European filmmakers.

ACTIVITIES AND PARTNERS FOR WHICH YOU ARE LOOKING FOR

International speakers for seminars at Universities of Teacher Education; Experts in special topics of interest and associated movies with educational value.

AUSTRIA

NAME OF THE INITIATIVE

KINO AUF RÄDERN (Cinema on Wheels)



ADDRESS A-1010 Wien, Predigerergasse 3/7

PHONE NUMBER +43 15133722 or +43 664 1245221

WWW www.kinoaufraedern.at

CONTACT PERSON Dr. Burgl Czeitschner, burgl@czeitschner.at

TARGET GROUP OF THE ACTIVITIES

Children, Other

SHORT DESCRIPTION OF THE INITIATIVE

KINO AUF RÄDERN brings Austrian films to small communities without cinemas throughout Austria. My project goes for the digital technology in order to offer a convincing alternative to television and internet. Therefore my equipment consists of a HD-beamer (6000 ansilumen), a locomotive screen (4,20+2,50 m), 2 sound boxes, a bluray player, a mixing desk and a rack for the beamer and the other devices. The whole stuff fits in my private car.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

My project started in summer 2010. Since then I've made around 100 performances per year with an audience of more than

15.000 persons for the time being.

The target groups are children (afternoon performances) and adults. I supply my field helpers with templates for posters and flyers to push the events. I also administer my homepage myself. All in all my project turned out to be well accepted cultural highlight in quite a few Austrian villages.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

Coordination: Burgl Czeitschner; partners: small communities all over Austria; funder: Austrian Film Institute.

AUSTRIA

NAME OF THE INITIATIVE

media literacy award [mla]



ADDRESS Austrian Federal Ministry for Education, the Arts and Culture, Minoritenplatz 5, 1014 Vienna

PHONE NUMBER +43 1 531204819

WWW www.mediamanual.at/en/index.php

CONTACT PERSON Renate Holubek, MSc, renate.holoubek@bmukk.gv.at

TARGET GROUP OF THE ACTIVITIES

Educators, Children

SHORT DESCRIPTION OF THE INITIATIVE

mediamanual.at hosts annually a competition – the media literacy award [mla] – for the best and most innovative educational media projects in European schools.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

Austrian Federal Ministry for Education, the Arts and Culture.

ACTIVITIES AND PARTNERS FOR WHICH YOU ARE LOOKING FOR

Schools and Educators all over Europe.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

Media literacy is one of the integrating principles in Austrian education. The goal is to generate measures that critically and analytically integrate both the traditional mass media and the new media, particularly the Internet, into education.

AUSTRIA

NAME OF THE INITIATIVE

One World Film Clubs

**ONEWORLD
FILMCLUBS**

ADDRESS Obere Augartenstraße 18a/5/22, 1020 Wien

PHONE NUMBER +43 01 9131121

WWW www.oneworldfilmclubs.at

CONTACT PERSON Tristan Sindelgruber, schnittpunkt@gmx.at

TARGET GROUP OF THE ACTIVITIES

Nationwide, youngsters 14-19, especially focusing on areas without cinemas



SHORT DESCRIPTION OF THE INITIATIVE

Addressing young people who are interested in international and Austrian documentary-films. WE help them to organize a ONE WORLD FILM CLUB in their surrounding. The youngsters present the films in their own responsibility and discuss the topics of the films. WE help them invite experts and creatives, suitable to the film. We are the coordinator and contact for the self-organized ONE WORLD FILM CLUBS. The project enables a wide audience in the young target-group to get to know and appreciate documentary-filming. Especially in regions who do not have cinema close by, we are active.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

26 film-clubs were organized in the year 2012, more than 70 screenings took place. Many films were ordered, and more screenings took place for the ONE WORLD FILMCLUBS AWARD 2012 in which one documentary was awarded. The project ONE WORLD FILM CLUBS is awarded with the 'outstanding artist award 2013 for child and youth-culture.' A successful example is the screening of THE ARRANGEMENT, where director Nathalie Borgers attended the screening and discussed with the audience after the screening.

www.oneworldfilmclubs.at/arrangement-das

COORDINATING INSTITUTION, PARTNERS, FUNDERS

Austrian Film Institute, MA13/City of Vienna, ministry of Culture, Education & Arts, Austrian Development Cooperation, VDFS-Collecting Society of the Austrian filmmakers. More:

www.oneworldfilmclubs.at/unterstuetzung

ACTIVITIES AND PARTNERS FOR WHICH YOU ARE LOOKING FOR

We focus on reaching young people who don't have sufficient education-possibilities, who don't have easy access to cinemas, who had not been documentary-cinema-goers so far. For 2014 we want to increase access to documentaries for young people on the countryside. WE are looking for more supporters in the field of NGOs, education-institutions, film festivals, pupils,

organizations). Aiming at building a network with distributors, festivals, sales agencies, filmmakers, TV-stations,...) in order to being able to provide high-quality-documentaries.

AUSTRIA

NAME OF THE INITIATIVE

Internationales Kinderfilm festival Steiermark

ADDRESS Naglergasse 78, 8010 Graz

PHONE NUMBER +43 6507147280

WWW www.kinderfilmfestival.at/steiermark

CONTACT PERSON Mag. Ines Wagner-Pichler, ineswagner@gmx.at

TARGET GROUP OF THE ACTIVITIES

Children (between 4-14 years), Educators, Parents, Grandparents, etc.

Internationales
Kinder
Filmfestival
Steiermark

SHORT DESCRIPTION OF THE INITIATIVE

Every year, at the end of November, the children film festival takes place in different parts of Styria – in Graz, Kapfenberg, Liezen and Ebiswald. Within 7 days we show international independent children films of high artistic standards – in form and content. All films are shown in their original language and screened with a German voice over, to raise children's awareness of foreign languages and cultures. All films are presented in combination with a moderation before the movie starts and profound post processing and discussion after the movie. For the educators and the chaperon we offer pedagogical teaching materials for every film free of charge.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

Since the beginning in 2009 the Children Film Festival in Styria reaches an attendance of 13,000 in total. Every year 3,000-4,000 visitors (Children, Educators, parents, etc.) attend the festival.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

The festival in Styria cooperates closely with the Vienna Children Film Festival. It is mainly funded by the Styrian Government, and the cities of Graz, Kapfenberg and Liezen.

ACTIVITIES AND PARTNERS FOR WHICH YOU ARE LOOKING FOR

I am looking for similar institution/initiatives for networking.

AUSTRIA

NAME OF THE INITIATIVE

YOUKI international Youth Media Festival/Media Space

ADDRESS Medien Kultur Haus, Pollheimerstraße 17, 4600 Wels

PHONE NUMBER +43 664 40 88 299

WWW www.youki.at

CONTACT PERSON Mag. Peter Schrenhuber, peter.schrenhuber@youki.at

TARGET GROUP OF THE ACTIVITIES

Youngsters up to 26 years, adults interested in youth-film and pop culture



SHORT DESCRIPTION OF THE INITIATIVE

Youki is the biggest international Youth Media Festival in Austria and takes place every November in the town of Wels. It consists of the competition of films of upcoming talents of age 10-26. Also, there are workshops, a literacy-programme for youth-groups, concerts, parties, dj-lines. The theory-format 'Media Meeting' is a discussion panel for relevant topics of the youth- and media-culture.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

festival, international film-competition, workshops, youth media-projects, magazine, DVD-and film production.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

Media Space, BMUKK, Medien Kultur Haus, Alter Schlachthof, Land Oberosterreich, Stadt Wels, KulturKontakt Austria, GFOEM, AK Kultur, Creative Region Upper Austria etc.

ACTIVITIES AND PARTNERS FOR WHICH YOU ARE LOOKING FOR

other media-festivals, initiatives for young upcoming talents, film labels, film festivals, youth-groups, everybody who wishes for a serious, differentiated perspective in dealing with film and media. A media-pedagogical perspective is not our main-target.

BELGIUM

NAME OF THE INITIATIVE

Jekino Education

ADDRESS Paviljoenstraat 3, 1030 Brussels

PHONE NUMBER +32 2 242 54 09 or +32 2 247 88 62

WWW www.jekino.be/educatie/

CONTACT PERSON Felix Vanginderhuysen, felixv@jekino.be

TARGET GROUP OF THE ACTIVITIES

Educators, Children

SHORT DESCRIPTION OF THE INITIATIVE

Jekino is a non-profit organization building on a respectful children film culture through audiovisual trainings and a diversifying offer of children films in order to achieve children and youth interacting in a critical, respectful and innovative way with film culture and media

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

Training on film education for educators/teachers; training introduction on film language in 4 categories: sound, script, cinematography, editing; they develop and provide class material for schools on film analysis, -language and -experience based on a selection of short films; several different workshops

and trainings on demand for festivals, schools, theatres, organizations.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

CANON Culture cell from the Ministry of Education (www.canoncultuurcel.be), European Youth Film Festival Flanders (Antwerp & Bruges) (www.jeugdfilmfestival.be), Lessen in het donker.

BELGIUM

NAME OF THE INITIATIVE

Mediaraven vzw

ADDRESS Mediaraven vzw, Smidsestraat 130, 9000 Gent

PHONE NUMBER +32 9 231 82 70

WWW www.mediaraven.be

CONTACT PERSON Andy Demeulenaere,
andy.demeuleanaere@mediaraven.be

TARGET GROUP OF THE ACTIVITIES

Children, Educators



SHORT DESCRIPTION OF THE INITIATIVE

Mediaraven vzw is a non-profit organization that seizes the opportunities of digital media, together with children, young people and youth workers. With our profound knowledge and experience we create the experimental space in which together with children, young people and youth workers, we: develop their digital media competences and literacy; digitally create and share information for or about youth and youth work; offer digital media support to youth work organizations.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

Youth (video) journalism projects; workshops with ict, video and digital media for children and young people; training

about ict, video and digital media for educators.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

Funded by the Youth Department of the Flemish Government.

ACTIVITIES AND PARTNERS FOR WHICH YOU ARE LOOKING FOR

Activities with/for young (video) journalists, seminars for youth leaders and educators on media literacy, video, internet, social media.

BELGIUM

NAME OF THE INITIATIVE

Piazza d'ell arte – Creatine on media literacy

ADDRESS Mutsaardstraat 29 2000 Antwerp

PHONE NUMBER +32 3 232 68 76

WWW www.piazza.me

CONTACT PERSON Lisa Patoor, lisa@piazza.me

TARGET GROUP OF THE ACTIVITIES

Educators

SHORT DESCRIPTION OF THE INITIATIVE

A training for all kinds of educators in interpretation of audiovisual media for children.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

4th of October, a whole day of training in media literacy for children.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

Piazza d'ell arte = coordinating institution, supported and funded by City of Antwerp and by Governmental Department Culture, Youth, Sports & Media.

BELGIUM

NAME OF THE INITIATIVE

Filemon

ADDRESS Voldersstraat 47-49, 1000 Brussel

PHONE NUMBER

WWW <http://filemon.be/en>

CONTACT PERSON Hilde Steenssens – Director, hilde@filemon.be

TARGET GROUP OF THE ACTIVITIES

Children

SHORT DESCRIPTION OF THE INITIATIVE

Filemon International Children's Film festival Brussels next to the yearly film festival organizes school programs and children screenings (Cinéclub) throughout the year.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

School program: Filemon developed an interesting program for schools, filled with film and workshops. The school offer, containing a bunch of unique films, starts two weeks before the festival. This year, they will show a film on migration in the Brussels asylum center 't Klein Kasteeltje. There will also be a special screening of 'A pas de Loup', a film by Olivier Ringer, for the visually challenged children. Besides the film screenings, school classes can also

participate to one of the many film work shops that will take place during the months of September and October. Cinéclub: Every last Saturday and Sunday of each month, Wiels, the Centre for Contemporary Art in Vorst (Brussels) and KASKcinema in Ghent welcome children of 4 years and older to come and see a program of artistic short films, some of them a bit older, the others brand new. This program is put together by Filemon, who made the selection based on quality and originality of the films. Afterwards, they let the children's imagination run wild, via a workshop on the main theme of the short film program. Participants can experiment with all different kinds of artistic disciplines.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

<http://filemon.be/en/partners-2/>

BELGIUM

NAME OF THE INITIATIVE

Ingebeeld

ADDRESS Boulevard de Roi Albert II 15, 1210, Brussels

PHONE NUMBER

WWW www.ingebeeld1.be/

CONTACT PERSON Dirk Terryn, dirk.terryn@ond.vlaanderen.be

TARGET GROUP OF THE ACTIVITIES

Educators, Children

SHORT DESCRIPTION OF THE INITIATIVE

An online platform on media literacy with several relevant practice examples on media literacy and media education.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

Ingebeeld provides different online educational video's and experimentation labs for both students and educators.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

Flemish government (education and culture) and the different Flemish schools.

BELGIUM

NAME OF THE INITIATIVE

Workshop Martin Scorsese

ADDRESS Ghent

PHONE NUMBER

WWW www.Filmstof.com

CONTACT PERSON Gerrit Vosters, gerritvosters@filmstof.com

TARGET GROUP OF THE ACTIVITIES

Children

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

A workshop/ educational project for 5th and 6th grade students (16-18 years old) in reading and understanding the filmography of Martin Scorsese. From 16th of October till 23rd of January 2014, two days a week.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

International Film Festival Ghent (www.filmfestival.be/en), Filmstof (www.filmstof.com) filmeducational projects.

BELGIUM

NAME OF THE INITIATIVE

Filmforum

ADDRESS

PHONE NUMBER

WWW www.filmstof.com/#2013

CONTACT PERSON Gerrit Vosters, gerritvosters@filmstof.com

TARGET GROUP OF THE ACTIVITIES

Children

SHORT DESCRIPTION OF THE INITIATIVE

Educational projects in different schools and with different partners.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

30/1/2013, 20/2/2013, 21/2/2013
educational seminars for schools on film classics.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

Local schools.

BELGIUM

NAME OF THE INITIATIVE

Eye on Film

ADDRESS Flemish service for Filmculture (Vlaamse Dienst voor Filmcultuur)

PHONE NUMBER +32 2 551 19 61

WWW www.oogopfilm.be

CONTACT PERSON info@vdfc.be

TARGET GROUP OF THE ACTIVITIES

Educators

SHORT DESCRIPTION OF THE INITIATIVE

Monthly workshops for teachers (high school 12-18 years old students) on film language and film literacy.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

On the different processes of filmmaking.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

Film exhibitors: Cinematek, Cinema ZED, Cinema Zuid, Budascoop and local schools.

BELGIUM

NAME OF THE INITIATIVE

Eye on Film for students

ADDRESS Flemish service for Filmculture (Vlaamse Dienst voor Filmcultuur)

PHONE NUMBER +32 2 551 19 61

WWW www.oogopfilm.be/

CONTACT PERSON info@vdfc.be

TARGET GROUP OF THE ACTIVITIES

Children

SHORT DESCRIPTION OF THE INITIATIVE

Monthly workshops for students (high school 12-18 years old students) on film language and film literacy.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

6 sessions, 6 aspects of film language.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

Film exhibitors: Cinematek, Cinema ZED, Cinema Zuid, Budascoop and local schools.

BELGIUM

NAME OF THE INITIATIVE

Lessen in het donker (Lessons in the dark)

ADDRESS Sint-Jakobsstraat 36, 8000 Brugge

PHONE NUMBER +32 50 34 91 93

WWW www.lesseinhetdonker.be

CONTACT PERSON Tine Van Dycke, tine@lesseinhetdonker.be

TARGET GROUP OF THE ACTIVITIES

Educators, Parents, Children

SHORT DESCRIPTION OF THE INITIATIVE

Lessen in het donker is a non-profit organization working on film literacy and education for children (3-18 yrs) and educators. They are seen as 'the contact point' for film education. They organize film screenings (children-, arthouse- and commercial film) for schools in all the theatres (multiplex and smaller theaters) in Flanders followed by interactive analyses of the film. At the beginning of the school year they organize specialized film screenings for teachers/educators with relevant education material on the different films. They focus as well on film literacy as on film techniques. They organize as well film classes on demand of film festivals and distributors.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

In the school year 2011-2012 they had a total of 65581 visitors at their film screenings.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

Flemish Community, Flemish Government, all the different schools in Flanders.

BULGARIA

NAME OF THE INITIATIVE

Sofia Film Fest for Students

ADDRESS Dom na Kinoto – 37 Ekzarh Josif Str. / Sofia International Film Festival – 1 Bulgaria Sq, floor 13

PHONE NUMBER +35 929166029

WWW www.domnakinoto.com/students; www.domnakinoto.com

www.facebook.com/pages/Дом-на-киното-Dom-na-kinoto/311469010943

www.facebook.com/pages/София-Филм-Фест-за-учащи/215503875129354

CONTACT PERSON Svetlana Damianova – Press office, press@sofiaiff.com

TARGET GROUP OF THE ACTIVITIES Mainly students, including children



SHORT DESCRIPTION OF THE INITIATIVE

The main objective of the 'Sofia International Film Festival for Students' programme is to provide students and teenagers with unlimited access to the most successful and significant films in domestic and European cinema. The free entrance allows for equal access for the whole of the younger generation, regardless of their social status. This is a great opportunity for them to 'get in touch' with the stars of the world stage, whilst enriching and shaping their tastes for quality cinema. The screenings of the Bulgarian films in the programme of 'Sofia International Film Festival for Students' are accompanied by presentations from their authors

and the international titles of the programme are presented by the chairwoman of the Guild of Bulgarian Film Critics Antonia Kovacheva and the legendary Bulgarian director and professor Georgi Dujlgerov.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

Besides the large popularity of the screenings – as it can be seen on FB page of the initiative and of the Cinema House page, SIFF for Students managed to create a community of young moviegoers that has special attitude and interest in cinema. The initiative was largely announced in different media channels and the popularity of Sofia International Film Festival itself was an important channel to promote – especially the 'Festival Semester' in March 2013.

FESTIVAL SEMESTER – March 2013
SPRING SEMESTER – April – June 2013.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

Art Fest Ltd., Bulgarian National Film Center, Europa Cinemas, UBFM film Academy, Dom na Kinoto/Cinema House, Vivacom, Bulgarian National Radio, Darik Radio, Cinefish.bg, SofiaLive, Teenproblem etc.

ACTIVITIES AND PARTNERS FOR WHICH YOU ARE LOOKING FOR

We're looking for broadening the popularity of initiatives, dedicated to young audiences/students and children and for promoting the national and European cinema among young people, generating and renewing their interest in cinema.

CROATIA

NAME OF THE INITIATIVE

School of Media Culture 'PhD Ante Peterlić'

ADDRESS Croatian Film Association, Tuskanac 1, 10 000 Zagreb

PHONE NUMBER +38 514848771

WWW www.hfs.hr

CONTACT PERSON Ms Vera Robic Skarica (vera@hfs.hr), Ms Diana Nenadic (diana@hfs.hr)

TARGET GROUP OF THE ACTIVITIES

Educators, Other

Association, The Croatian Association of Directors, the City of Zagreb, and different sponsors and film laboratories.

ACTIVITIES AND PARTNERS FOR WHICH YOU ARE LOOKING FOR

Similar initiatives, sharing the same vision and ideas, the cooperation with different schools and associations.

SHORT DESCRIPTION OF THE INITIATIVE

There are two main highlights: master classes (seminars) with intermediate and continuous training. The intermediate training – master class is meant for teachers/educators and others who could not gain such knowledge during their education and/or need to strengthen their knowledge, continuous-life long learning training-master class is meant for additional, specialized educational programmes for professors in elementary schools and high schools. The courses are subject to change from year to year basis as it is important to offer interesting and new topics, changes in praxis and newspapers in science and culture.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

Since something similar is absent in schools as such, the initiative is highly recognized and supported by the Croatian Ministry of Education and Sports and the Croatian Audiovisual Centre. It gathers around 150 participants from young (film) professionals to elementary/high school teachers and others who are willing to enhance their knowledge in various aspects (media culture above all!).

COORDINATING INSTITUTION, PARTNERS, FUNDERS

The organizer is The Croatian Clubs' Association, partners are: the Ministry of Education and Sports, the Croatian Audiovisual Centre, the Croatian Cinematheque, the Croatian Producer's

NAME OF THE INITIATIVE

Children's Film Festival of Cyprus: ICFFCY

ADDRESS P.O.Box 24257, 1107 Nicosia, Cyprus

PHONE NUMBER +357 99 957 518

WWW www.icffcy.org

CONTACT PERSON Mrs. Evanthia Argyrou – Director, info@icffcy.org

TARGET GROUP OF THE ACTIVITIES

Children, Parents, Educators

and activities are led by teachers at their schools, linking curriculum areas, focusing on relating the students' feelings and emotions after a screening, exploring various relationships between art and cinema.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

Ministry of Education and Culture of the Republic of Cyprus, European Commission Representation in Cyprus, UNDP-USAID.

SHORT DESCRIPTION OF THE INITIATIVE

The International Children's Film Festival of Cyprus is a non-profit association (No. 2942 Registered in Cyprus). Created in 2004, operational since May 2005, ICFFCY is aimed at giving children the opportunity to explore and use media in all its different forms, view and discuss films, starting at an early age and encouraging a lifelong interest. The activities are selected according to the following criteria: educational aspects; relationships among children, youth and adults; non violence; respect for each other's culture and backgrounds; respect for the environment, broadening the perspective of future citizens of the world.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

1. Preparation of the Festival: conferences and workshops are held in which educators and media specialists are introduced to the program, receive relevant information about schedules and activities.
2. Organization of the festival: schools attend morning screenings with group discussions, coming together on the weekend for bi-communal activities. The program also includes workshops led by media and education professionals, film-makers, and various artists, marathon weekend and evening screenings followed by discussions with directors, actors and other film specialists.
3. Follow-up: classroom discussions

CZECH REPUBLIC

NAME OF THE INITIATIVE

Pastiche Filmz o.s.

ADDRESS [Univerzitní 3, 77180 Olomouc](#)

PHONE NUMBER +420 724 349 167

WWW www.pastichefilmz.org

CONTACT PERSON [Nela Klajbanova, nela@pastichefilmz.org](mailto:nela@pastichefilmz.org)

TARGET GROUP OF THE ACTIVITIES

Children, Other

COORDINATING INSTITUTION, PARTNERS, FUNDERS

The stable partners are Palacký University Olomouc, Philosophical Faculty, Department of Theatre, Film and Media Studies, Statutární město Olomouc, Olomoucký kraj, Association of Czech Film Clubs, Ministry of Culture.

SHORT DESCRIPTION OF THE INITIATIVE

Pastiche Filmz is a civic association operating within Art Centre of Palacký University in Olomouc (Konvikt). It cooperates with the Department of Theatre, Film and Media Studies, from majority of students working in Pastiche Filmz come from. The backbone activity is film club, which takes place regularly once a week. Beside that, lots of side projects take place, cooperation on film festivals, art exhibitions and various audiovisual contents.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

The range of activities is very wide over the 11 years of Pastiche Filmz running. It's the weekly film club, each film with text

and introduction, sometimes with preceding lecture. The biggest activity is PAF – international festival of animated film, which is by now self-sufficient event. Many other little festivals, retrospectives and echoes of bigger festivals took place. The biggest achievement this year was a complete retrospective of Jan Švankmajer's films, where he'd personally attended. Last year, beside the film activities we did an educational project for children called Média za školou ('Media bunk off'), where kids were taught how to make animated film, how to write script, use a camera, direct a movie etc. The outcome was very pleasing and successful with the parents and will continue this year in a smaller version due to lack of financial support.

DENMARK

NAME OF THE INITIATIVE

Station Next

ADDRESS Station Next, Fægtesalsvej 7, 2650 Hvidovre

PHONE NUMBER +45 36774940

WWW www.station-next.dk

CONTACT PERSON Ulrik Krapper, ulrik.krapper@filmbyen.com

TARGET GROUP OF THE ACTIVITIES

Children and in smaller scale Educators

SHORT DESCRIPTION OF THE INITIATIVE

Station Next is a non-profit cultural organization which is primarily funded by grants from the Ministry of Culture. Our main objective is to give young people the tools for expressing themselves through moving images.

- ▶ Twenty Film camps per year
- ▶ Two hundred day courses per year
- ▶ Nine Greenhouse classes per year
- ▶ Various courses and in-service training for teachers
- ▶ 5000 student
- ▶ 10.000 student course days per year

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

Hands on activities
 The Greenhouse
 Talent nursing – After School Activity. Our students attend classes one evening per week for three years. They study most aspects of filmmaking.
 The Film Camps. Classes from all over Denmark visit Station Next. The classes are working as professional teams. The classes start in their own schools: after they have received our material they start the scriptwriting process. Our producers visit the classes and initiate the preproduction process – the result of this preproduction is presented to the film professionals by the students. The classes spend four days at Station Next going through the production and postproduction

processes coached by a director, a cinematographer, a producer and an editor. The classes show their films at a premiere in our cinema.
 The Short Courses. Day courses within the Curriculum: production planning, editing, scriptwriting, production design, acting on film, sound design, storyboarding, stunt, directing, cinematography.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

The Founders are: Danish Children and Youth Film Clubs, Nordisk Film and TV A/S, The Association of Danish Film and TV Producers, The Danish Broadcasting Corporation, The Municipality of Hvidovre, The Youth Town, TV2 Denmark, Zentropa Productions A/S.

ACTIVITIES AND PARTNERS FOR WHICH YOU ARE LOOKING FOR

We are always looking for best practices and for the moment partners who are interested in our new learning websites.

DENMARK

NAME OF THE INITIATIVE

Animated Learning – Centre for Education and Animation

ADDRESS The Animation Workshop , Kasernevej 5, 8800 Viborg

PHONE NUMBER +45 87554900

WWW www.animwork.dk

CONTACT PERSON Hanne Pedersen, hanne@animwork.dk

TARGET GROUP OF THE ACTIVITIES

Educators, Children, Other

COORDINATING INSTITUTION, PARTNERS, FUNDERS

The Animation Workshop / VIA University College, Viborg; Department for the Study of Culture / University of Southern Denmark; Aalborg University / ILD – Forskningslab i IT og Læringsdesign; The Danish Film Institute is part of a support group for the consortium.

ACTIVITIES AND PARTNERS FOR WHICH YOU ARE LOOKING FOR

International partners with an interest in developing didactic designs within media literacy – and/or an interest in exploring the potential for children's and youngsters' development of learning strategies when working production-oriented in the school system.

SHORT DESCRIPTION OF THE INITIATIVE

The Knowledge Centre for Animated Learning was formed on April 4th 2013 as a research and development network, uniting three research institutions in a consortium to implement production oriented and innovative didactic designs in the Danish education system. Concurrently, the consortium will research and develop didactic designs and know-how to further the students' digital education and their opportunities for and ability to take advantage of the ever-expanding array of communication channels in front of them. Animated Learning will strive to embrace modern children's and youth culture, specifically the shift towards multimedia expression and creation as well as new learning arenas

and communities, thus meeting the challenges of adapting the patterns of thought and action in the education system to the realities of today.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

Program 1: Activities. School/audiovisual-business cluster – Media Service for teachers– Animation festival – Animated Minds a special-pedagogic focus – Serious games – Visual Hf – Animation modules for teachers and pedagogues – Web portal – Yearly 'Animated Learning' conference
 Program 2: Research. Culture and learning – Teaching intellectually challenged kids with animation– Multimedia learning, didactic designs, and learning strategies – Animated Learning in day-care institutions – New partnerships between media tech-businesses and the education sector.

DENMARK

NAME OF THE INITIATIVE

Buster Copenhagen International Film Festival for Children & Youth

ADDRESS Tagensvej 85F, 1. floor, 2200 Copenhagen N, Denmark

PHONE NUMBER +45 33454737

WWW www.buster.dk

CONTACT PERSON Füsün Eriksen, fusun@buster.dk

TARGET GROUP OF THE ACTIVITIES

Educators, Parents, Children, Other



SHORT DESCRIPTION OF THE INITIATIVE

Educational materials 'topic based' with reference to the films from our annual festival programme, seminars/debates with literature references and BUSTERs Media Academy Knowledge base which is gathering the researches about children and their media use. BUSTERs Educational DVD's produced and sent to all schools free-of-charge in 2009, 2010 and 2011.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

Educational materials produced by educators and professionals free to download online; Media Academy researches which will be free for download in 2014; seminars/debates with literacy references, short film packages with

educational materials produced with support from Nordea Fonden from the years 2009 to 2011 and sent as DVD to all schools in Denmark (still very popular project which we get many positive comments from the teachers that they wish we could get support for the project again and produce the short with educational materials every year).

COORDINATING INSTITUTION, PARTNERS, FUNDERS

We coordinate with our festival support like from Nordea Fonden, Danish Film Institute and Media Programme.

ACTIVITIES AND PARTNERS FOR WHICH YOU ARE LOOKING FOR

Sharing educational materials with other countries / festivals / distributors / production companies. Foundations

and economical supporters for the shorts compilation with educational materials.

DENMARK

NAME OF THE INITIATIVE

DR Skole and DR Gymnasium

ADDRESS DR, Emil Holms Kanal 20, DK-0999 Copenhagen C, Denmark

PHONE NUMBER +45 50908121

WWW www.dr.dk/skole www.dr.dk/gymnasium

CONTACT PERSON Helle Trolle-Christensen (htc@dr.dk), Katrine Holst (khol@dr.dk)

TARGET GROUP OF THE ACTIVITIES

Educators and Children. DR Skole is aimed at pupils grade 1-10 and DR Gymnasium is aimed at grade 10-12.

SHORT DESCRIPTION OF THE INITIATIVE

DR Skole and DR Gymnasium are two learning platforms from the Danish Broadcasting with thousands of video clips from the archives of the Danish Broadcasting, aimed at teachers and pupils for educational purposes. All material is tagged with subject, curriculum and target groups.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

One of the areas is film literacy. We provide material on a number of subjects such as: Television News, Documentaries in TV, Make your own film production, Current Affairs Then and Now, Portrait as genre in radio and Television, How to produce Radio Drama and Tips & Tricks from the journalistic Tool box.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

Danish Broadcasting, Ministry of Education.

ACTIVITIES AND PARTNERS FOR WHICH YOU ARE LOOKING FOR

We are planning a new material on Media and Music. We will have to find some funding to produce the material.

DENMARK

NAME OF THE INITIATIVE

Dansis Film Institute: Filmcentralen – streaming service for schools

ADDRESS Danish Film Institute, Gothersgade 55, DK 1123 Kbh. K

PHONE NUMBER General +45 3374 3400 / Direct +45 22869042

WWW www.filmcentralen.dk

CONTACT PERSON Martin Brandt-Pedersen, martinb@dfi.dk

TARGET GROUP OF THE ACTIVITIES

Educators, Children

SHORT DESCRIPTION OF THE INITIATIVE

FILMCENTRALEN is a new streaming video service for schools dedicated to education. It replaces our former streaming site FILMSTRIBEN. FILMCENTRALEN includes more than 1200 films – mostly shorts and documentaries – more than 400 study guides and other learning resources to the films. FILMCENTRALEN also includes a number of new facilities for learning purposes. For example teachers, students and pupils can now make their own personal film lists and clip lists and share them. It also includes a new Film Encyclopedia for film educational use. FILMCENTRALEN will be launched September 2013.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

FILMCENTRALEN has nearly 2000 subscribing educational institutions and nearly 650.000 films were screened over the year in 2012.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

FILMCENTRALEN is run by the Danish Film Institute in cooperation with Danish Bibliographic Centre.

DENMARK

NAME OF THE INITIATIVE

Danish Film Institute: 'Børnebiffen' and 'Børnebiffen throughout the contry'

ADDRESS Cinemateket, Gothersdage 55, 1123 Copenhagen K + cities in Denmark

PHONE NUMBER +45 22869041

WWW www.dfi.dk/boernebiffen

CONTACT PERSON Line Arlien-Søborg

TARGET GROUP OF THE ACTIVITIES

Target group: the 3-6 year old children, their preschool teachers, parents and grandparents all over Denmark.

SHORT DESCRIPTION OF THE INITIATIVE

'Børnebiffen' is a cinema system with a focus on quality films for younger children, and is part of the vision that all children shall experience film and know about the Danish film heritage. The film program consist of short films packed in programs lasting 35-40 minutes. The offer started in the Film House in Copenhagen, and has since 2005 existed as a nationwide deal. DFI offers 'Børnebiffen' for free to interested municipalities and cinemas.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

'Børnebiffen' in the Film House in Copenhagen screens films four days a week all year round and 22.000 children visit the Film House every year. In 2012,

49 municipalities participated in the arrangement and 70 cinemas throughout the country showed short films for 36.000 children. In 'Børnebiffen throughout the country' its typical to show two programs a year.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

DFI is financially supporting and co-producing the films in 'Børnebiffen' together with the Danish film industry. 'Børnebiffen throughout the country' is being coordinated between DFI, Danske Børne- og Ungdomsfilmklubber and the municipalities in DK. The cinemas show the films and have a close cooperation with the kindergartens and the municipalities. DFI is offering film courses and educational learning material to the preschool teachers supporting the effort.

DENMARK

NAME OF THE INITIATIVE

Danish Film Institute: School Cinema Programme, Med Skolen i Biografen

ADDRESS Danish Film Institute, Gothersgade 55, DK 1123 Kbh. K

PHONE NUMBER General +45 3374 3400 / Direct +45 2010 0206

WWW www.dfi.dk/MSIB

CONTACT PERSON Jacob Breuning, jacobb@dfi.dk

TARGET GROUP OF THE ACTIVITIES

TEducators, Children (all students in Denmark from age 6 – 20, teachers and educators)

SHORT DESCRIPTION OF THE INITIATIVE

Use the cinema as your classroom! The Danish Film Institute's school cinema programme (Med Skolen i Biografen) invites students and teachers on a trip to the cinema – during school hours – and presents films from all over the world along with free educational material. The programme covers the entire country.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

There are screenings in 80 % of the municipals and cinemas in Denmark, and approximately 220.000 sold tickets pr. school year. On the Danish Film Institutes website there about 300 study guides for feature film screened in school cinema. School cinema qualify and increase film

in daily education, offers a various selection of film and inspires a new audience.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

School cinema is a cooperation between the Danish Film Institute, cinemas, schools, regional educational resource centers and local authorities in the municipals.

DENMARK

NAME OF THE INITIATIVE

Danish Film Institute: FILM-X

ADDRESS Danish Film Institute, Gothersgade 55, 1123 Copenhagen

PHONE NUMBER +45 33743400

WWW www.film-x.dk

CONTACT PERSON Charlotte Giese (charlotg@dfi.dk), Kar Eggert Rysgaard

TARGET GROUP OF THE ACTIVITIES

Children, Educators

SHORT DESCRIPTION OF THE INITIATIVE

FILM-X, an interactive film studio at the Cinematheque, Copenhagen, gives children and teens a chance to produce their own film. Developed especially for kids aged 5 to 18, the technology lets kids focus on storytelling and unleash their imaginations. The FILM-X concept also embraces visits by the mobile FILM-Y film studio and a chance to work with stop-motion films at home with the online FILM-X Animation tool.

ample opportunities to tell your story in FILM-X's three film studios. Using virtual sets, green screens and rear projection, you shoot and act in your own short films. Try stop-motion technology in the animation studios. Record sound and dialogue in the sound studio, and use the editing computer to add music and sound effects to the finished film.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

Danish Filminstitute, Skoletjenesten.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

In a few fun-filled, educational hours, kids get to experiment with a wealth of movie-making effects and test their creative skills as director, actor and editor. You have

DENMARK

NAME OF THE INITIATIVE

Lommefilm

ADDRESS Vesterbrogde 24b, 2.sal

PHONE NUMBER +45 61700029

WWW www.lommefilm.dk

CONTACT PERSON Kasper B. Olesen, kasper@lommefilm.dk

TARGET GROUP OF THE ACTIVITIES

Educators, Children, Other

Ministry of Education and several Danish municipalities.

ACTIVITIES AND PARTNERS FOR WHICH YOU ARE LOOKING FOR

We are always happy to be involved in interesting projects, that includes basic movie making.

SHORT DESCRIPTION OF THE INITIATIVE

Lommefilm is a Danish based film production company, which works with user generated (video) content (UGC) in the field of education. Our activities are centered round films recorded with cell phones. We teach students and teachers at all levels, to use their cell phones to tell stories and document projects – and are stating that the cell phone can be involved in every subject in the Danish and European education system. Our philosophy is, that in a culture dominated with living pictures, it is important to provide the young generation with tools to participate in that culture, encouraging them to become active media participants instead of passive media consumers.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

We have been involved in the making of more than 3000 short movies produced by students (age 10-18). We have held workshops all over Denmark and in the Nordic countries. We have done projects with several major organizations in Denmark.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

During the past five years Lommefilm has worked with a broad range of and partners ex: The National Film Institute (DFI), The National Board Against Cancer (Kræftens Bekæmpelse), CPH: DOX (the largest documentary film festival in Scandinavia), Danfoss Universe (a theme park focused on learning), The Danish

DENMARK

NAME OF THE INITIATIVE

OREGON

ADDRESS Oregon/Buster, Tagensvej 85, 2200 København N

PHONE NUMBER +45 26841216

WWW www.oregonfilm.dk

CONTACT PERSON Nisse Koltze, nisse@oregonfilm.dk

TARGET GROUP OF THE ACTIVITIES

Children (age 12 – 18), Educators

SHORT DESCRIPTION OF THE INITIATIVE

OREGON is a part of BUSTER international film festival. It has got two main activities:

- a) OREGON FILMCOMPETITION.
A festival/competition beginning with five regional one-day events and a three-day final event with visiting guests from all over Denmark. Both the regional events and the final offers seminars and talks on filmmaking.
- b) OREGON FILM ACADEMY. A big travelling film school event with five different one-day classes, each covering a specific topic of filmmaking. Students will be 'experts' on e.g. camera. Teachers are also offered a course on how to conduct film projects with their students.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

Activities are mentioned above.

Achievements: OREGON FILMCOMPETITION: Since it's beginning in 2008, it has attracted more and more participants each year. Many students and teachers alike testify that the festival is the crucial motivational factor to initiate and complete film projects. Many previous participants have gone in to professional filmmaking. The prizes given to winners are donated by the Danish film industry, and are always used to make new films. The competition is the largest of it's kind in Denmark and collaborates with many smaller competitions. OREGON FILMACADEMY: A project still in its initial state. It has carried out the first 1/3 of its mission and has had around 500

students. It will carry on in 2013/14, and hence it is too early to give any quantitative data, but qualitative data indicates not only that there was a need for such a project, but also that students and teachers alike felt much more confident about starting up film projects after participation.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

OREGON is a part BUSTER international Film Festival for Children and Youth. BUSTER is part of Copenhagen Film Festivals and is collaborating with The Danish Film institute and MEDIA. OREGONS receives economical support from Nordea Fonden, Den Obelske Familiefond and Nordisk Filmfonden, and has a lot of regional collaborators. Various parts of the Danish film industry are donating prizes to the festival winners. The Filmschool Station Next is a very important partner in OREGON FILMACADEMY.

ACTIVITIES AND PARTNERS FOR WHICH YOU ARE LOOKING FOR

International Film festivals for young Filmmakers.

DENMARK

NAME OF THE INITIATIVE

Filmmagasinet Ekko

ADDRESS Carit Etlars Vej 3, 1814 Frederiksberg C

PHONE NUMBER +45 88389292

WWW www.ekkoilm.dk

CONTACT PERSON Claus Christensen, cc@ekkoilm.dk

TARGET GROUP OF THE ACTIVITIES

Educators, Other

COORDINATING INSTITUTION, PARTNERS, FUNDERS

The Danish Film Institute (DFI), YouSee, The Obel Family Foundation, Kopifonden, the Nordic film magazines: Flm (Sweden), Rushprint (Norway), Episodi (Finland)

ACTIVITIES AND PARTNERS FOR WHICH YOU ARE LOOKING FOR

Film companies that produce short films and/or short subject documentaries.

SHORT DESCRIPTION OF THE INITIATIVE

Filmmagasinet Ekko is both a printed film magazine and a website. A magazine for both film professionals, educators and all people interested in film. The website includes news updates, interviews, as well as educational materials and our newly started online short film chart called, Ekko Shortlist.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

The printed magazine has a run of four to five issues a year. The website has a daily news flow that covers both national and international film- and media news. Over the last ten years the website has regularly been updated with educational materials. The materials are made

in conjunction with the DVD's that are released with every issue of the printed magazine. Since 2010 Ekko has collaborated with three other Nordic film magazines to release a yearly DVD, that collects the best short films from all four Nordic countries. Ekko has each time been in charge of the production of this DVD. In 2013 Ekko launched the online short film chart called, Ekko Shortlist, that collects the best Danish short films as well as short subject documentaries and makes them available on the website. Both the DVD and the Shortlist initiatives and the educational materials are made so that they can easily be integrated in the existing film and media education at the Danish schools.

DENMARK

NAME OF THE INITIATIVE

Danish Film Institute: Filmpilot

ADDRESS Danish Film Institute, Gothersgade 55, DK-1123 Copenhagen K.

PHONE NUMBER +45 28776363

WWW www.dfi.dk/Boern_og_unge/Boernehavev

CONTACT PERSON Ditte Mejlhede, dittem@dfi.dk

TARGET GROUP OF THE ACTIVITIES

Pre school teachers, librarians, students

SHORT DESCRIPTION OF THE INITIATIVE

Filmpilot is a film educational course that provides a variety of pedagogical and esthetic tools to engage with children about film and media. The course offers ideas on how children' film experiences can be combined with film educational activities. The course provides film literacy, theory, analysis, film exercises, games and small scale film production by using webcams, computers and iPads.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

Free print and digital materials, study guides, articles and film exercises are made available to the target group through the Danish Film Institute's website www.dfi.dk. About 1400 pre school

teachers, librarians and students have attended a Filmpilot course since 2009 throughout Denmark.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

Coordinating institution: Danish Film Institute. Partners and funders: municipalities and regions, libraries and pre school teacher education institutions in DK.

DENMARK

NAME OF THE INITIATIVE

Filmfabrikken (The Film Factory)

ADDRESS Rødkildevej 9, 4780 Stege, Møn, DK

PHONE NUMBER +45 2576 2106

WWW www.filmfabrikken.dk

CONTACT PERSON Judith Breuning, jb@filmfabrikken.dk

TARGET GROUP OF THE ACTIVITIES

Mainly for Children (13 – 18 years). Also Educators, Other.

SHORT DESCRIPTION OF THE INITIATIVE

The Film Factory was founded in 2011 by Judith and Ulrich Breuning, both teachers and educated in media, in the small island of Møn (10.000 inhabitants). Møn is a part of Vordingborg Municipality (45.000 inhabitants), and it's an area with not so many possibilities for young people. The Film Factory is supported by Vordingborg Municipality and The Danish Film Institute.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

The pupils learn about film and media in general with focus on hands on. The pupils learn about the film process from idea to the finished film. The pupils make graduating films every year with

premiere in the end of the school year. All the teachers in the Film Factory are professional film makers. Some pupils will continue the film making in for example The European Film College, but all will have learned a lot about media literacy and will be able to navigate in the modern, digitalized world.

DENMARK

NAME OF THE INITIATIVE

Salaam Film Festival

ADDRESS Tagensvej 83E, 1. sal, 2200N Copenhagen

PHONE NUMBER +32 118188

WWW www.salaam.dk

CONTACT PERSON Solveig Thorborg – Director, solveig@salaam.dk

TARGET GROUP OF THE ACTIVITIES

Children, Educators

ACTIVITIES AND PARTNERS FOR WHICH YOU ARE LOOKING FOR

Film festivals/film directors/organizations working with world cinema, with films focusing on intercultural encounters and global issues, with film for children and youth. Organizations working with interactive IT-based tutorials/teaching materials. Altruistic organizations working with intercultural and global issues in general.

SHORT DESCRIPTION OF THE INITIATIVE

Salaam Film Festival has since 2004 brought joy and enlightenment to thousands of schoolchildren all over Denmark with cross-cultural films and passionate, multicultural speakers. Salaam aims to facilitate discussions about the modern, multicultural society and global issues through films from all over the world. We promote intercultural understanding and insight into the connections between the global and local. Furthermore, we wish to highlight cultural diversity in a positive way.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

Salaam Film festival provides film screening in cinemas and at schools all over

Denmark. As an tutorial tool it also provides IT-based teaching materials for each film which can be downloaded from the website. The combination of film, dialogue and teaching materials creates a valuable platform for a discussion about cultural encounters in cinemas and classrooms.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

Main partners and funders: CKU/Centre for Culture and Development, Danida/ Ministry of Foreign Affairs of Denmark, Municipalities all over Denmark, The Bikuben Foundation, The Danish Film Institute, The Ministry of Education.

FINLAND

NAME OF THE INITIATIVE

Koulukino

K O U L U K I N O
S K O L U K I N O

ADDRESS Pohjoisranta 6, FIN-00170 Helsinki

PHONE NUMBER +358 400 746 862

WWW www.koulukino.fi

CONTACT PERSON Outi Freese – Executive Director, outi.freese@koulukino.fi

TARGET GROUP OF THE ACTIVITIES

Educators, Children

and Finnish Society on Media Education. Koulukino also operates together with the Finnish film industry i.e. producers, distributors, cinemas and the national audiovisual archive KAVA.

ACTIVITIES AND PARTNERS FOR WHICH YOU ARE LOOKING FOR

Koulukino association's main focus is in film-related learning materials. Koulukino is looking for increasing cooperation with schools, film producers and directors. One future goal is to have film literacy taught in schools in Finland.

SHORT DESCRIPTION OF THE INITIATIVE

Koulukino (School Cinema Association) has a simple and clear principle: as many pupils as possible should see a film during the school day, in a real cinema, and have the opportunity to discuss the film afterwards.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

The Koulukino association generates learning materials related to big screen films for all educational levels from pre-school to upper secondary education. The learning materials are available for printing on the Koulukino website, free of charge for non-commercial use. The purpose of the learning materials is to encourage more in depth discussion of

the themes of the films in the classroom and to enhance film literacy and the film experience. Koulukino has lectured on film in school in almost every Finnish university since 2011. At the moment, there are 430 film-related learning materials available on the Koulukino website. Among Koulukino's latest achievements is the writing and editing of a comprehensive and practical guide to film education: the book 'Elokuvakasvatuksen opas' was published in August 2013.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

Koulukino association is funded by the Ministry of Education and Culture in Finland. Koulukino cooperates with schools, institutes, universities and a vast range of professionals and organizations such as Amnesty International, PLAN

FRANCE

NAME OF THE INITIATIVE

Collège au cinéma

ADDRESS Centre national du cinéma et de l'image animée,

12 Rue De Lübeck 75784 Paris Cedex 16

PHONE NUMBER +33 1 44 34 35 07

WWW www.cnc.fr/web/fr/ecole-et-cinema

CONTACT PERSON Bernard Kuhn, bernard.kuhn@cnc.fr

TARGET GROUP OF THE ACTIVITIES

Children

FRANCE

NAME OF THE INITIATIVE

École et cinéma

ADDRESS Centre national du cinéma et de l'image animée, 12 rue de Lübeck

75784 Paris Cedex 16

PHONE NUMBER +33 (0) 1 44 34 35 07

WWW www.cnc.fr/web/fr/ecole-et-cinema

CONTACT PERSON Mélanie Millet, melanie.millet@cnc.fr

TARGET GROUP OF THE ACTIVITIES

Children

SHORT DESCRIPTION OF THE INITIATIVE

A discovery of the movies for the schoolboys during their scholarship.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

The teachers give a special lesson about a movie or the cinema in general, then the children go to a movie theater to watch a movie specially for them. After they discuss in class about it.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

This initiative is coordinated by the CNC, different national and regional departments, the college and the teachers

ACTIVITIES AND PARTNERS FOR WHICH YOU ARE LOOKING FOR

Schools and movie theaters.

SHORT DESCRIPTION OF THE INITIATIVE

A discovery of the movies for the young children during the beginning of their scholarship.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

The teachers give a special lesson about a movie or the cinema in general, then the children go to a movie theater to watch a movie specially for them. After they discuss in class about it.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

This initiative is coordinated by the CNC and the association 'the children of cinema'. The role of the association is to locally coordinate the initiative with the movie theatres and the schools.

ACTIVITIES AND PARTNERS FOR WHICH YOU ARE LOOKING FOR

Schools and movie theaters.

FRANCE

NAME OF THE INITIATIVE

L'éducation à l'image, au cinéma et à l'audiovisuel

ADDRESS Department of culture and communication, 3 rue de Valois, 75001 Paris

PHONE NUMBER +33 1 40 15 80 00

WWW www.education.gouv.fr/cid21004/l-education-a-l-image-au-cinema-et-a-l-audiovisuel.html

CONTACT PERSON

TARGET GROUP OF THE ACTIVITIES
Children (during their scholarship)

SHORT DESCRIPTION OF THE INITIATIVE

Throughout the school (elementary to high school) the students have some film literacy lessons.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

During their scholarship the children learn all the aspects of film literacy. In high school they can deepen their knowledge by taking different class options.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

Department of culture and communication.

FRANCE

NAME OF THE INITIATIVE

Passeurs d'images

ADDRESS 80 Rue Du Faubourg Saint-Denis 75010 Paris

PHONE NUMBER +33 1 47 70 71 71

WWW www.passeursdimages.fr

CONTACT PERSON contact@passeursdimages.fr

TARGET GROUP OF THE ACTIVITIES

Children

SHORT DESCRIPTION OF THE INITIATIVE

A discovery of the movies for the children after the school in some area that don't have enough material to propose movies in theater.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

The association propose different initiatives : projection in/out movie theaters, conference, preferential tariffs, formations.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

Kymea International coordinates nationally the initiative. Theirs partners are : CNC, different national and regional departments, some cinema professionals, DRAC.

GERMANY

NAME OF THE INITIATIVE

Deutsches Filminstitut/ Deutsches Filmmuseum

ADDRESS The Deutsches Filminstitut, Schaumainkai 4160596 Frankfurt am Main

PHONE NUMBER +49 69961220220

WWW deutsches-filminstitut.de

CONTACT PERSON museums paedagogik@deutsches-filminstitut.de

TARGET GROUP OF THE ACTIVITIES

Children, Other

SHORT DESCRIPTION OF THE INITIATIVE

The Deutsches Filminstitut organizes, as annual projects, LUCAS, the International Children's Film Festival, and goEast – the festival of Central and Eastern European cinema. Among other important projects of the Deutsches Filminstitut is www.filmportal.de. The Deutsches Filmmuseum in Frankfurt am Main is dedicated to the medium of film, showcasing its history and present, its aesthetics and influence in a multitude of ways through exhibitions and screenings in its own cinema.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

Dissemination and film education. Whether in the exhibitions, in the cinema,

in the museum's educational workshops or in projects outside the museum, the Deutsches Filmmuseum is always in pursuit of its original goal: to acquaint children, youth and adults with film as both art form and cultural legacy and to increase their consciousness of the ways in which moving images produce their effects. By contrast to the passive and insulated consumption of media via PCs, television and mobile phones, the museum presents a social venue in which the visitors may themselves be active and engage in mutual discussion. In this way, the many facets of film may be understood and experienced. Education activities offered by the Deutsches Filmmuseum include guided tours through the permanent and current exhibitions, children's birthday parties and summer holiday specials.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

Sponsored on a sustained basis by representatives of the Federal Government for Culture and Media, the State of Hessen, the municipalities of Frankfurt and Wiesbaden, the umbrella organization of the film industry, the public broadcasting authorities, the Television Voluntary Self-Regulating body, the Friedrich-Wilhelm-Murnau-Stiftung, as well as by the concerns TaurusMedia License Service GmbH and EOS Entertainment GmbH.

GERMANY

NAME OF THE INITIATIVE

Film+Schule NRW

ADDRESS LWL-Medienzentrum für Westfalen Fürstenbergstraße 14,
48147 Münster

PHONE NUMBER +49 251 591 6864

WWW www.filmundschule.nrw.de

CONTACT PERSON Marlies Baak-Witjes, filmundschule@lwl.org

TARGET GROUP OF THE ACTIVITIES

Educators, Children

SHORT DESCRIPTION OF THE INITIATIVE

FILM+SCHULE NRW is an initiative of the Ministerium für Schule und Weiterbildung NRW (Ministry of Education and further Education NRW) and the LWL-Medienzentrum für Westfalen. Since 2008 FILM+SCHULE NRW works as NRW-wide service agency with the aim to assist teachers and to integrate film education in curricula in schools in NRW. It is the central agency of the Ministerium für Schule und Weiterbildung in all aspects of film education.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

FILM+SCHULE NRW offers information and material for teachers, also in EDMOND NRW (online platform for teachers).

FILM+SCHULE NRW enhances the qualification for teachers and educators through conferences and seminars in film literacy and film producing. It initiates and supports regional networks of film education and co-operations between schools, cinemas, media centers and others.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

Ministerium für Schule und Weiterbildung NRW (Ministry of Education and further Education NRW) and the LWL-Medienzentrum für Westfalen; VISION KINO (SchulKinoWochen NRW).

GERMANY

NAME OF THE INITIATIVE

Kids Film – Kinder ins Kino

ADDRESS Rankestraße 31, 10789 Berlin

PHONE NUMBER +49 30 257 608 40

WWW www.kidsfilm.de

CONTACT PERSON Cludia Nowak, nowak@agkino.de

TARGET GROUP OF THE ACTIVITIES

Educators, Parents, Children

SHORT DESCRIPTION OF THE INITIATIVE

The aim is to enhance film literacy, especially for kids with a poor social background, to bring cinema back as an 'attractive' place to be and to strengthen quality films.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

Films are shown outside of school, in the afternoons, which means kids have to want to watch the movies, so one of the aims is to create the wish for more quality movies. Besides watching the films, the kids can take part in creativity programs and such.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

AG Kino – Gilde deutscher Filmkunsttheater e.V., Bundesministerium für Kultur und Bildung (Federal).

ACTIVITIES AND PARTNERS FOR WHICH YOU ARE LOOKING FOR

Only organizations can apply, partnering up with a movie theater.

GERMANY

NAME OF THE INITIATIVE

FILMERNST

ADDRESS Lisum Struweg 14974 Ludwigsfelde-Struveshof

PHONE NUMBER +49 (03378) 209161

WWW www.filmernst.de

CONTACT PERSON Jana Hornung, kontakt@filmernst.de

TARGET GROUP OF THE ACTIVITIES

Educators, Children



SHORT DESCRIPTION OF THE INITIATIVE

FILMERNST offers a regular programme of children's and youth films for lessons in cinema for all forms and the possibility of events with educational and aesthetic valuable films. FILMERNST links teachers, cinema operators, film distributors and film makers and is a centre of competencies for film educational projects of all kind in Brandenburg. It offers study guides, moderated events and discussions.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

In nine years 229.488 children and teenagers in 2.356 film shows with 266 different films most events with moderation and talks more than 100 meetings with film makers: directors, screenwriters, actors, producers.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

Filmverband Brandenburg, Landesinstitut für Schule und Medien Berlin-Brandenburg (LISUM), patronage of Bildungsministerin Martina Münch (Brandenburg), Medienboard Berlin-Brandenburg, Ministerium für Bildung, Jugend und Sport des Landes Brandenburg.

GERMANY

NAME OF THE INITIATIVE

Vision Kino: Berlinale Schulprojekt

ADDRESS Vision Kino , Große Präsidentenstraße 9, 10178 Berlin

PHONE NUMBER +49 30 27577 571

WWW www.visionkino.de

CONTACT PERSON Mandy Rosenhan, mandy.rosenhan@visionkino.de

TARGET GROUP OF THE ACTIVITIES

Educators, Children

GERMANY

NAME OF THE INITIATIVE

Vision Kino: Filmhochschule trifft Schule

ADDRESS Vision Kino , Große Präsidentenstraße 9, 10178 Berlin

PHONE NUMBER +49 30 27577 571

WWW www.visionkino.de

CONTACT PERSON Mandy Rosenhan, mandy.rosenhan@visionkino.de

TARGET GROUP OF THE ACTIVITIES

Children and students

SHORT DESCRIPTION OF THE INITIATIVE

Since 2006 VISION KINO and Berlinale Generation cooperate in a school project which offers about 50 teachers every year to embed films of the Generation programme in their lessons. They can watch the films before the festival and choose one film to be implemented to one or more subjects of their school class. During Berlinale they visit a screening with their classes and work with the film intensive before and after the screening. They use many different methods and get assistance from two experienced film educators. The work with the films is not only receptive but also active. At the end there are many interesting projects made by the pupils and teachers. The project usually begins in November and ends

in April with a presentation of the projects by the teachers. On the VISION KINO website the presentations offer other teachers from all over Germany insides in the projects and encourage other teachers to work with film.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

Every year interesting projects and ideas introduce teachers to work with film, design and organization of projects. The achievements can be used as role model for other teachers interested in working with film.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

Vision Kino and Berlinale Generation.

SHORT DESCRIPTION OF THE INITIATIVE

Within the project 'Filmhochschule trifft Schule' film students who produced a film together visit school classes and talk about their production with pupils. They look at form and content of the film and also give insides of the practical work in making a film.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

2008 pilot with Deutsche Film- und Fernsehakademie (dffb) in Berlin 2009 with Hochschule für Film und Fernsehen Konrad Wolf (HFF) in Potsdam. Since 2011 regularly in Hamburg with Hamburg Media School intended to take place with other film and media colleges as well.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

Vision Kino and Hamburg Media School, dffb, HFF.

ACTIVITIES AND PARTNERS FOR WHICH YOU ARE LOOKING FOR

Looking for film and media colleges who would like to take part in the project.

GERMANY

NAME OF THE INITIATIVE

Vision Kino: Film und Lehrplan

ADDRESS Vision Kino, Große Präsidentenstraße 9, 10178 Berlin

PHONE NUMBER +49 30 27577 571

WWW www.visionkino.de

CONTACT PERSON Reinhard Middel, reinhard.middel@visionkino.de

TARGET GROUP OF THE ACTIVITIES

Educators

SHORT DESCRIPTION OF THE INITIATIVE

Vision Kino aims to bring film education into the curriculum of the different German countries. Together with the different institutions for education and media of the German countries VISION KINO developed a film education and literacy concept. Vision Kino also participates in different role model concepts and projects in some of the German countries to educate teachers and student teachers in film education.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

'Filmbildung für Lehramtsanwärter/innen', 'Film im Zentralabitur', 'Film-Lehrer', quality standards for teaching materials, approach to film education in schools.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

Vision Kino, Arbeitskreis Filmbildung (AKF) in der Länderkonferenz MedienBildung (LKM), Freiwillige Selbstkontrolle Fernsehen, FILM+SCHULE NRW, Bremer Senator für Bildung und Wissenschaft, Kino 46, Universität Bremen, Filminitiative an Schulen in Bayern, Bayerisches Staatsministerium für Unterricht und Kultus.

ACTIVITIES AND PARTNERS FOR WHICH YOU ARE LOOKING FOR

Partners and funders for projects in all German countries.

GERMANY

NAME OF THE INITIATIVE

JugendKulturService: Spatzenkino / Kinderkinobüro

ADDRESS Obentrautstraße 55, 10963 Berlin-Kreuzberg

PHONE NUMBER +30 2255620

WWW www.spatzenkino.de www.kinderkinobuero.de

CONTACT PERSON Doris Weber-Seifert, weber-seifert@jugendkulturservice.de

TARGET GROUP OF THE ACTIVITIES

Children

SHORT DESCRIPTION OF THE INITIATIVE

Spatzenkino is the only initiative in Europe that continuously offers a programme for the youngest cinema visitors from the age of four. In 20 Berlin cinemas about short film programmes about 45 minutes are shown. Kinderkinobüro offers programmes for children und teenagers in Berlin. For primary school children there is 'Kinderfilm des Monats' (children's film of the month) and for the older ones 'Kino ab 10'.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

Cinema programmes and events for children SchulKinoWoche Berlin.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

Berliner Jugendclub e.V.; Senatsverwaltung für Bildung, Jugend und Wissenschaft Berlin, Medienboard Berlin-Brandenburg GmbH; Vision Kino.

GERMANY

NAME OF THE INITIATIVE

Deutsche Kinemathek – Museum für Film und Fernsehen

ADDRESS Deutsche Kinemathek , Potsdamer Straße 2 10785 Berlin

PHONE NUMBER +49 30 300903 0

WWW www.deutsche-kinemathek.de

CONTACT PERSON bildung@deutsche-kinemathek.de

TARGET GROUP OF THE ACTIVITIES

Children, Other

SHORT DESCRIPTION OF THE INITIATIVE

The whole world of cinema under one roof – from the first moving images to digital film. The Deutsche Kinemathek presents its important collections on film history in the Filmhaus at Potsdamer Platz. In addition the Deutsche Kinemathek is responsible for the Retrospective section of the Berlinale, and puts on special film series, exhibitions, colloquia and other events.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

The Museum für Film und Fernsehen offers visitors a wide range of museum and media educational services such as tours, workshops, film screenings and film talks, as well as supervised birthday events.

In addition, we organize discussions and training for teachers and pupils.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

The Deutsche Kinemathek – Museum für Film und Fernsehen has partnerships with a number of institutions. According to a resolution adopted by the German Bundestag, the Stiftung Deutsche Kinemathek qualifies as an institution for support from the Federal Government Commissioner for Culture and the Media. The Deutsche Kinemathek organizes the Retrospectives of the Berlin International Film festival. The Deutsche Kinemathek is a member of diverse associations and study groups, belongs to the Deutscher Kinematheksverband (Association of German Film Archives), has media partnerships and receives support from a sponsor.

GERMANY

NAME OF THE INITIATIVE

Vision Kino: Filmprogramm zum Wissenschaftsjahr

ADDRESS Vision Kino, Große Präsidentenstraße 9, 10178 Berlin

PHONE NUMBER +49 30 27577 571

WWW www.visionkino.de

CONTACT PERSON Susanne Zöchling , susanne.zoechling@visionkino.de

TARGET GROUP OF THE ACTIVITIES

Children, Educators

SHORT DESCRIPTION OF THE INITIATIVE

Since 2010 VISION KINO and the Bundesministerium für Bildung und Forschung (Ministry for Education and Research) cooperate in a special film programme accompanying the Wissenschaftsjahre (science years). The programme is integrated in the national school film weeks.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

Every year the theme of the science year changes and Vision Kino chooses special films and publishes study guides together with scientists. 2010 Zukunft der Energie (Future of energy)

2011 Forschung für unsere Gesundheit (Research for our Health)

2012 Zukunftsprojekt ERDE (Future project EARTH).

COORDINATING INSTITUTION, PARTNERS, FUNDERS

Vision Kino and Projektbüro Wissenschaftsjahre, IPN; Bundesministerium für Bildung und Forschung.

GERMANY

NAME OF THE INITIATIVE

Kinder machen Kurzfilm!

ADDRESS Ebertstraße 32, 10249 Berlin

PHONE NUMBER +49 30 419 35 303

WWW www.kindermachenkurzfilm.de

CONTACT PERSON Gabriela Zorn (g.zorn@kindermachenkurzfilm.de), Anja Stanislawski-Foest (a.stanislawski-foest@kindermachenkurzfilm.de)

TARGET GROUP OF THE ACTIVITIES

Children

SHORT DESCRIPTION OF THE INITIATIVE

Kinder Machen Kurzfilm! (Children make short film!) is an annual happening initiative of Bewegliche Ziele e.V. in cooperation with interfilm Berlin and Vision Kino gGmbH and includes a short story competition followed by a scriptwriting and a short film production workshop for classes 4 to 6 of different primary schools in Berlin and Schwedt/Oder. It is planned to go to other German countries/Citys too.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

The idea of Kinder Machen Kurzfilm! is 'do it yourself' and the principle 'artists work with children': The children experience and create with professional guidance by

cultural workers and film makers the development process of a short film from its first idea to treatment and script and at the end the production of the complete film. The finished film is shown at KUKI – International Children and Youth Short Film Festival at cinema. Beside the aesthetic, artistic and technical aspects of filmmaking the pupils social competences and teamwork are mostly important in our project. Also reading and writing skills were aided. And last but not least the children have a great feeling of success when they see their movie in a big cinema. From 2006 until today about 1000 children, more than 300 of them in the different workshops were reached with this project.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

Bewegliche Ziele e.V. in cooperation with interfilm Berlin and Vision Kino gGmbH.

ACTIVITIES AND PARTNERS FOR WHICH YOU ARE LOOKING FOR

Partners in Financing and Partners in other German countries/cities.

GERMANY

NAME OF THE INITIATIVE

Vision Kino: Kindertiger

ADDRESS Vision Kino, Große Präsidentenstraße 9, 10178 Berlin

PHONE NUMBER +49 30 27577 571

WWW www.visionkino.de

CONTACT PERSON kindertiger@visionkino.de

TARGET GROUP OF THE ACTIVITIES

Children and writers

SHORT DESCRIPTION OF THE INITIATIVE

For the sixth time Vision Kino and KiKA award the screenwriting prize Kindertiger. The award is funded by the Filmförderungsanstalt (FFA). It goes to the best produced screenplay of a children's film, which run regularly in German cinema. A jury of five children decides which screenwriter achieves the award. From all the submitted screenplays a pre-jury of experts nominates three screenplays of which the children jury chooses the winner.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

Interested children from everywhere in Germany can apply to be part of the jury. On the website of KiKA they find information how to apply with a film

criticism of a children's film. The jury children meet in Erfurt for a weekend of discussions about the nominated screenplays and present their decision at the award ceremony.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

Vision Kino and KiKA, funder FFA.

GERMANY

NAME OF THE INITIATIVE

Vision Kino: Publikationen

ADDRESS Vision Kino, Große Präsidentenstraße 9, 10178 Berlin

PHONE NUMBER +49 30 27577 571

WWW www.visionkino.de

CONTACT PERSON Maren Wurster, maren.wurster@visionkino.de

TARGET GROUP OF THE ACTIVITIES

Mostly Educators also Other

SHORT DESCRIPTION OF THE INITIATIVE

Vision Kino publishes a variety of publications for teachers, some for parents and cinema operators: monthly FilmTipps of current films usable for film education; Praxisleitfäden/ guides for teachers, parents, cinema operators; educational DVDs; study guides to certain films; USB sticks with materials and programmes for film education.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

Some of the publications appear regularly (FilmTipps); others are constantly in the programme and get new editions (Leitfäden) and some are only published once (Filmhefte); most publications are free for Teachers (and others), DVDs and USB sticks are offered at cost price.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

Vision Kino, sometimes partners.

GERMANY

NAME OF THE INITIATIVE

Vision Kino: Kongresse

ADDRESS Vision Kino, Große Präsidentenstraße 9, 10178 Berlin

PHONE NUMBER +49 30 27577 571

WWW www.visionkino.de

CONTACT PERSON Maren Wurster, maren.wurster@visionkino.de

TARGET GROUP OF THE ACTIVITIES

Educators, Other

SHORT DESCRIPTION OF THE INITIATIVE

The Vision Kino Congresses take place every second year and provide a forum for about 400 players in the field of education, film industry, culture and politics. Each congress broadens the issue of a central theme in film education.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

The themes so far:

- ▶ 2006 What was achieved since the 'Filmkompetenz-Erklärung' in the German educational system and how can we achieve improvements in film education and literacy
- ▶ 2008 How can we reach children and youth with diverse educational backgrounds and how can the medium

film provide means in intercultural understanding and as an element of integration

- ▶ 2010 The role of parents in media education and the education of teachers and other educationists in film education
- ▶ 2012 The role of film education for the self-development of children und youth and the requirements of inclusive education policies towards film education as well as the chances of film education for inclusion 2014 planning'

COORDINATING INSTITUTION, PARTNERS, FUNDERS

Vision Kino, different partners like Film+Schule NRW, Bundeszentrale für politische Bildung, Filmdienst, Deutsche Welle, Medienzentrum Clip; different funders like Film- und Medienstiftung NRW, Landesanstalt für Medien Nordrhein-

-Westfalen, VGF, Stadt Köln, Medienboard Berlin-Brandenburg, Medienanstalt Berlin-Brandenburg, Hauptstadtkulturfonds and others.

ACTIVITIES AND PARTNERS FOR WHICH YOU ARE LOOKING FOR

Partners in Germany for special themes; Funders; contributors to panels from other EU states.

GERMANY

NAME OF THE INITIATIVE

Treffpunkt FILMKULTUR e.V. c/o ARRI Kino

ADDRESS Tuerkenstrasse 91, D-80799 MUNICH

PHONE NUMBER +49 89 2720097

WWW www.treffpunkt-filmkultur.de

CONTACT PERSON Gabriele Guggemos, gabriele-guggemos@t-online.de

TARGET GROUP OF THE ACTIVITIES

Children (Young audience), Educators, Other (Filmmakers)



SHORT DESCRIPTION OF THE INITIATIVE

'Treffpunkt FILMKULTUR' has started 2005 as a private initiative of filmmakers to foster film education in a local partnership with professionals and schools, supported by educational and cultural authorities. All activities are provided for the young audience and emphasize on the cinema as the core of film culture and media literacy.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

The 'Youth Cinema Project' combines workshops und projects at cinema and at school. Filmmakers join together with students and teachers. Further provisions are made concerning teacher training and collaboration with other partners engaged in the cultural sector. Film

education in a wide sense should promote creativity and communication, the dialogue between filmmakers and audience as well as a broader understanding in society.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

ARRI Kino, ARRI Film and TV Services, Munich filmmakers and companies, Munich municipals (Kulturreferat, Schulreferat), Munich schools, Schulkinowocher Bayern (Vision Kino), Bavarian State Ministry of Education and Culture.

ACTIVITIES AND PARTNERS FOR WHICH YOU ARE LOOKING FOR

Film history, film archives, exchange of national film cultures, filmmakers.

GERMANY

NAME OF THE INITIATIVE

SchülerFilmStadt

ADDRESS up-and-coming Int. Film Festival Hannover Postfach 1967,
30019 Hannover

PHONE NUMBER +49 511661102

WWW www.schuelerfilmstadt.de

CONTACT PERSON Burkhard Inhülsen, burkhard@up-and-coming.de

TARGET GROUP OF THE ACTIVITIES

Children

SHORT DESCRIPTION OF THE INITIATIVE

In chosen cities pupils of nine schools make films in their city, of their city and with their city.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

Aachen, Gera, Flensburg, Wunstorf and Würzburg are SchülerFilmStädte 2011 – 2013.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

Bundesministerium für Bildung und Forschung; Initiative of up-and-coming Abendrealschule Aachen, Inda-Gymnasium, Käthe-Kollwitz-Schule, Stadt Aachen, Aachener Presseamt, Wahlkreis-Büro, Ulla Schmidt Aachen, Oberbürgermeister Marcel

Phillip, Euregionales Medienzentrum der Stadt und der StädteRegion Aachen, Aachener Nachrichten, Goethe-Schule, Käthe-Lassen-Schule, Fördergymnasium, Fritjof-Nansen-Schule, Universität Mobil Flensburg, Erich Kästner Grundschule, Goldener Spatz, Thüringer Landesmedienanstalt (TLM), Siebold-Gymnasium Würzburg.

GERMANY

NAME OF THE INITIATIVE

Vision Kino: SchulKinoWochen

ADDRESS Vision Kino, Große Präsidentenstraße 9, 10178 Berlin

PHONE NUMBER +49 30 27577574

WWW www.schulkinowochen.de

CONTACT PERSON Michael Jahn, michael.jahn@visionkino.de

TARGET GROUP OF THE ACTIVITIES

Children, Educators

SHORT DESCRIPTION OF THE INITIATIVE

Vision Kino has established the project SchulKinoWoche (one week of special films for school classes) in all 16 German countries. Each SchulKinoWoche takes place during one week a year and the pupils and teachers are given the opportunity to transfer their school lessons into the movie theater. The teachers get teaching material in advance as well as training seminars.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

Every Year for one week pupils and their teachers take part at the SchulKinoWochen. A manifold programme of relevant films, educational materials for each film and training seminars for teachers complete the programme. About 800 cinemas take

part and offer special entrance fees. Per annum about 680.000 pupils and their teachers use the offer to change their classroom to the cinema and about 1.000 teachers use the possibility to take part in the accompanying training seminars. Filmmakers and actors join some of the seminars for pupils taking place at the cinema before and after the screenings. There are also special programmes like '50 Jahre Elysee' and 'Winter Adé' in addition to the usual programme.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

Vision Kino; the cultural and educational ministries of the 16 participating countries, the Federal Ministry of Education and Research, numerous directors, actors, numerous other cultural institutions are involved in the project.

GERMANY

NAME OF THE INITIATIVE

Vision Kino

ADDRESS Vision Kino, Große Praesidentenstraße 9, 10178 Berlin

PHONE NUMBER +49 30 27577 571

WWW www.visionkino.de

CONTACT PERSON Sarah Duve, sarah.duve@visionkino.de

TARGET GROUP OF THE ACTIVITIES

Educators, Children, Parents

SHORT DESCRIPTION OF THE INITIATIVE

Vision Kino is a film and media competences network active throughout Germany providing a service for educational film work both in and outside school. Vision Kino aims at heightening the perception of film as a cultural good, especially among young people, and developing an awareness of cinema as both an experiential and educational location. The long-term aim is to enhance the skills needed to decipher moving pictures and foster greater knowledge of film and its traditions.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

Promoting educational films in the cinema; Networking and coordinating educational

film initiatives in Germany; Providing information and advice for teachers and others; Developing initiatives and model projects for film as an education medium; Supplying film materials for educational purposes. Organizing further and advanced teacher training; Initiating regular Congresses on film education; Vision Kino has established the project SchulKinoWoche (one week of special films for school classes) in all 16 German countries and the online database kinofenster.de with addresses and information on events and initiatives, films and film studies, and experts and materials (together with BpB).

COORDINATING INSTITUTION, PARTNERS, FUNDERS

The organization was founded in 2005 by the Federal Commissioner for Cultural

and Media Affairs, which is based in the German chancellor's office, the German Federal Film Board (FFA) and Kino macht Schule GbR (German film industry association, including the German Distributors Association). Partners: the cultural and educational ministries of the 16 German countries, Federal Ministry of Education and Research, Federal Agency for Civic Education, Internationale Filmfestspiele Berlin/ Generation, Hamburg Media School, KiKA, Bewegliche Ziele e.V., AG Kurzfilm e.V., Deutsche Filmakademie e.V., City 46 Bremen, Deutsches Filminstitut/ Deutsches Filmmuseum, Europäische Jugendbildungs- und Jugendbegegnungsstätte Weimar, Film & Medienbüro Niedersachsen e. V., FILM+SCHULE NRW, Filmland Mecklenburg-Vorpommern gGmbH, Filmernst, JugendKulturService gGmbH, KurzFilmAgentur Hamburg e.V., Landesmedienzentrum Baden-Württemberg, Landeszentrale für politische Bildung Saarland, Objektiv e.V., Pädagogisches Landesinstitut RLP, Staatsinstitut für Schulqualität und Bildungsforschung a.o.

ACTIVITIES AND PARTNERS FOR WHICH YOU ARE LOOKING FOR

Partners for our congresses, DVD and other publication projects, model projects with other EU countries.

ITALY

NAME OF THE INITIATIVE

How to work with cinema?

ADDRESS Mediateca provinciale di Bergamo, Via Angelo Goisis 96/b, 24124 Bergamo

PHONE NUMBER +35 320828

WWW www.sas.bg.it

CONTACT PERSON Daniela Previtali, biblioteca@sas.bg.it

TARGET GROUP OF THE ACTIVITIES

Educators

SHORT DESCRIPTION OF THE INITIATIVE

The project wants to help educators to use cinema in class by creating books/DVDs/e-books containing activities and subject-oriented or operative suggestions.

ACTIVITIES AND PARTNERS FOR WHICH YOU ARE LOOKING FOR

Experts who can organize educational supports.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

Identify a significant title or a group of films with a common theme, work in order to create and organize (and then publish) 1) activities useful to analyze the language, the themes, the structure of the narration or, 2) offer inspiration to other paths starting from that title or theme.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

Mediateca provinciale di Bergamo.

LATVIA

NAME OF THE INITIATIVE

'Diagnosis – Cinema' at Rigas Kinomuzejs

ADDRESS Peitavas 10/12, Riga, LV1050

PHONE NUMBER +37 167 358 873

WWW www.kinomuzejs.lv/pasakumi-un-kinolektoriji#260

CONTACT PERSON Zane Balcus, zane.balcus@kinomuzejs.lv

TARGET GROUP OF THE ACTIVITIES

Other

SHORT DESCRIPTION OF THE INITIATIVE

A regular activity taking place once a month on Thursday evenings, screening Latvian films and meeting with filmmakers for analytical discussion.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

Starts this September.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

Funder – State Culture Capital Foundation.

LATVIA

NAME OF THE INITIATIVE

Lecture 'What is Cinema?' at Rigas Kinomuzejs

ADDRESS Peitavas 10/12, Riga, LV1050

PHONE NUMBER +37 167 358 873

WWW www.kinomuzejs.lv/izzini-ekskursijas

CONTACT PERSON Juris Freidenbergs, juris.freidenbergs@kinomuzejs.lv

TARGET GROUP OF THE ACTIVITIES

Children

SHORT DESCRIPTION OF THE INITIATIVE

Regular activity giving the basic info on filmmaking process to the schoolchildren in the forms 1 – 6.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

Active interest from schools.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

Film Museum.

LATVIA

NAME OF THE INITIATIVE

Kinogalerija/Cinema K.Suns

ADDRESS Elizabetes 83/85, Rīga, LV1011

PHONE NUMBER +37167 285 411

WWW www.kinogalerija.lvCONTACT PERSON Juris Zviedris, kino@dtc.lv

TARGET GROUP OF THE ACTIVITIES

Educators, Parents, Children, Other

SHORT DESCRIPTION OF THE INITIATIVE

On regular basis different initiatives of the cinema K.Suns, starting from school club for children and ending with screenings combined with discussion on film theory for adults – within the framework of Europa Cinemas initiative.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

Considerable enlargement of audience interested in cinema.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

Funders: Culture institutions and embassies of other countries; State Culture Capital Foundation; Riga City Council.

LATVIA

NAME OF THE INITIATIVE

Kinoskola

ADDRESS 13. janvāra iela 33, Rīga LV1050

PHONE NUMBER

WWW www.kinoskola.lv/lat/aktualitates/kinoskola/?news=275CONTACT PERSON Dita Rietuma, kinoskola@kinoskola.lv

TARGET GROUP OF THE ACTIVITIES

Other

SHORT DESCRIPTION OF THE INITIATIVE

Developing amateur skills in filmmaking; organizing courses and lectures on world and European cinema, e.g. Auteur Film Festival in September this year featuring Aki Kaurismeki.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

Considerable enlargement of audience interested in cinema.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

Funders: Riga City Council, Nordplus
Horizontal

ACTIVITIES AND PARTNERS FOR WHICH YOU ARE LOOKING FOR

Similar organization in Europe.

LATVIA

NAME OF THE INITIATIVE

Splendid Palace

ADDRESS Elizabetes 61, Rīga LV1050

PHONE NUMBER +37 129 464 386

WWW www.splendidpalace.lv

CONTACT PERSON Daira Ābolīņa, daira.abolina@riga.lv

TARGET GROUP OF THE ACTIVITIES

Educators, Children

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

Considerable enlargement of audience interested in cinema.

SHORT DESCRIPTION OF THE INITIATIVE

On regular basis different initiatives of the cinema K.Suns, starting from school club for children and ending with screenings combined with discussion on film theory for adults – within the framework of Europa Cinemas initiative. E.g. Screening of Vudj Allan films followed by discussion

<http://splendidpalace.lv/lv/news/view/no-13-septembra-splendid-palace-jaunaja-zale>

-vudija-allena-filmu-vakari or Cinema Worm School for young children on animation

<http://splendidpalace.lv/lv/news/view/ats-aksies-spoza-kino-tarpina-skolas-nodarbibas>.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

Funders: Riga City Council, State Culture Capital Foundation.

LITHUANIA

NAME OF THE INITIATIVE

Film school for youngsters SKALVIJA FILM ACADEMY

ADDRESS A. Gostauto 2/15, Vilnius

PHONE NUMBER +37 0 526 10 505

WWW www.skalvijoskinoakademija.lt

CONTACT PERSON Goda Sosnovskiene, goda@skalvija.lt

TARGET GROUP OF THE ACTIVITIES

Other



SHORT DESCRIPTION OF THE INITIATIVE

SKALVIJA FILM ACADEMY is film school aimed at 14-18 year-old youngsters successfully operating for seven years.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

SKALVIJA FILM ACADEMY is a long-term (1 to 2 years) hands-on workshop taking place twice a week. Students choose from three different study programmes – feature film, documentary film, film critics and analysis. Young filmmakers are guided and consulted by film professionals, and their results are screened publicly in the cinema twice a year. Once a year we SKALVIJA releases a DVD with films made by youngsters.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

Cinema Center SKALVIJA (www.skalvija.lt). Funded by Lithuanian Film Center, Lithuanian Ministry of Culture and Vilnius Municipality.

ACTIVITIES AND PARTNERS FOR WHICH YOU ARE LOOKING FOR

Film schools for youngsters for student exchange, common workshops, summer camps.

LITHUANIA

NAME OF THE INITIATIVE

National school cinema project MOKAUSI IS KINO

ADDRESS A. Gostauto 2/15, Vilnius

PHONE NUMBER +37 0 526 10 505

WWW www.mokausiiskino.lt

CONTACT PERSON Goda Sosnovskiene, goda@skalvija.lt

TARGET GROUP OF THE ACTIVITIES

Educators, Children

(Panevezys), Kaunas International Film Festival (Kaunas), film company CIOBRELIAI (Vilnius), travelling cinemas KINOBUSAS (CUMA).

ACTIVITIES AND PARTNERS FOR WHICH YOU ARE LOOKING FOR

Film festivals for children, travelling school film programs.

SHORT DESCRIPTION OF THE INITIATIVE

MOKAUSI IS KINO is a national film education project aimed at schoolchildren of all ages and teachers.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

The project consists of film program designed for schools and film workshops for school groups. Film programme consists of 30 European films including several national titles and is primarily designed to help children and adolescent audience develop taste for cinema and critical thinking. School cinema screenings are run at the request of teachers/ schools outside the film theatre's regular schedule. These usually are early morning or afternoon screenings. All of school screenings are

accompanied by short introductions to the film and discussions (30-40 min.) held after the projections. Special speakers (film professionals or media pedagogues) are invited to discuss the films with groups of children (class up to 25 people).

In the frame of the project teaching material for teachers are produced as well. Film making workshops for school groups are designed for different ages as well. The classes are invited to 3-day out-of school film workshops during the regular school days. In the frame of the project 10 film analysis and filmmaking seminars for teachers are also organized.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

Cinema center SKALVIJA (www.skalvija.lt) with the partners film theatre PASAKA (Vilnius), GARSAS Cinema Center

LITHUANIA

NAME OF THE INITIATIVE

Kino busas

ADDRESS V. Carneckio str. 138-1, LT-11311 Vilnius, Lithuania

PHONE NUMBER +37 0 676 37 996

WWW www.kinobusas.lt www.cuma.lt

CONTACT PERSON Asta Valciukaitė; asta@cuma.lt;

TARGET GROUP OF THE ACTIVITIES

Educators, Children

SHORT DESCRIPTION OF THE INITIATIVE

Mission: This project is intended to acquaint Lithuanian children and young people with the art of cinema and to inform teachers about the possibilities of the use of film in the process of education.

Short Presentation of the Project: Kino busas is a team of young film professionals and necessary technical equipment (a minibus, digital projector, sound gear, screen, shooting equipment etc.). The team is traveling from town to town, visits schools, community centers demonstrating quality films and holding discussions and lectures about cinema, its history and production. The project Kino busas is valuable in educational and cultural respects. It acquaints young people both with the technical aspects of film

production and the aesthetic perception of film art.

Aims and goals: to motivate and develop screening traditions of arthouse films for children and young people, to restore film culture in the countryside of Lithuania, to develop the ability of children and young people for visual communication and to motivate their interest in the art of cinema, to develop the aesthetic taste of the children and young people, to train the young audience, to develop abilities of children and young people to understand the meaning of the visual language and to reveal possibilities of visual text in teaching of the other subjects, to organize seminars and workshops for teachers and to impart the knowledge about possibilities of film education and perspectives in educational process, to introduce more knowledge on film art, film history, film making process for

children, young people and teachers, to solve leisure problems of children and young people in the countryside.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

The project consists of 3 major parts:

1. A Competition for script ideas.
2. Workshops: theoretical lectures and practical tutoring as well as shooting selected and developed scripts together with authors and their teams.
3. The main tour of Kino busas visiting towns and villages: lectures and discussions about cinema, screenings of professional films for kinds and young people as well as screenings of teenagers films created together with Kino busas.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

Funders: Lithuanian Film Centre.

ACTIVITIES AND PARTNERS FOR WHICH YOU ARE LOOKING FOR

We are looking for partners willing to initiate, organize, participate in international media education/media literacy projects for young people. For us it is very important to educate Lithuanian school teachers, as well as to organize trainings for our educators.

LITHUANIA

NAME OF THE INITIATIVE

Film education programme Film at my School and Mediateque

ADDRESS Vilnius st. 39, Vilnius, LT-01119

PHONE NUMBER +37 0 680 50 575

WWW www.menoavilyls.org

CONTACT PERSON Ginte Zulyte, gzulyte@gmail.com

TARGET GROUP OF THE ACTIVITIES

Educators, Other

SHORT DESCRIPTION OF THE INITIATIVE

Film at my School has been developed in 2006 as the first programme in Lithuania exploring film potential in Lithuanian educational system, comprehensive schools in particular. Programme is led by film education NGO Meno Avilyls that was established in 2005. When answering the question 'how useful are the films in learning process', programme's authors claim that the learning process shall not be based only upon knowledge provision, however seek for creativity and independent thinking within this. Film serves as an extremely attractive media for students due to its embrace of different subjects and themes: from Decalogue to the issues of Baltic Sea pollution, from geography to art critic aspects. This variety

of themes enables the film to be used in number of different disciplines. Mediateque is a place that contains a collection of classic cinema as well as works of contemporary film directors, and literature on audiovisual media. It is open for everyone willing to deepen one's knowledge about the cinema world. Every year in Mediateque people can attend public cinema events (discussions, screenings, artist's talks) and video courses which offer basic knowledge and skills for those who want to try one's hand at filmmaking.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

The nationwide programme so far had developed three projects (each under different topic). Each project consists of a thematic DVD compilation published for

schools, a teaching guide and trainings for educators in 10 counties of Lithuania. There are about 300 schools participating in each project.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

Coordinating institution: film education NGO Meno Avilyls. Programme Film at my School is funded by Ministry of Culture and Ministry of Education. Some activities were a part of the international project Viducate (www.viducate.net) which was supported in the framework of Life Long Learning Programme. Mediateque is funded by Ministry of Culture.

ACTIVITIES AND PARTNERS FOR WHICH YOU ARE LOOKING FOR

International virtual educational platform and research (based on participant observation method) about film as a teaching tool.

LITHUANIA

NAME OF THE INITIATIVE

Film education programme 'Cinema: literature of the 21 century'

ADDRESS Šv. Ignoto 4/3, Vilnius

PHONE NUMBER +37 0 526 11 516

WWW www.kinopasaka.ltCONTACT PERSON Guoda Ungulaitytė, goudal.jetta@kinopasaka.lt

TARGET GROUP OF THE ACTIVITIES

Children, Parents, Other (youth audience)

COORDINATING INSTITUTION, PARTNERS, FUNDERS

Coordinating institution: art-house cinema theatre 'Kino pasaka'; funders: Lithuanian Ministry of Culture, Lithuanian film center.

ACTIVITIES AND PARTNERS FOR WHICH YOU ARE LOOKING FOR

We are looking for the institutions with the similar educational profile, which are interested in collaboration, sharing ideas and experience. 'Kino pasaka' is also interested in the funding partners and possible funding opportunities.

SHORT DESCRIPTION OF THE INITIATIVE

Film education programme 'Cinema: literature of the 21 century' is a project-based initiative organized by cinema theatre 'Kino pasaka'. The main goal of this initiative is well-organized film education programme which offers services for different age of groups, including children, academic youth and adults. This programme provides an opportunity to learn about European and national films in a comprehensive way and to participate in special different activities related to training and educating of future film talents and art film spectators in Lithuania.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

The main activities of the film education programme 'Cinema: literature of the 21 century' are: filmmaking, animation workshops for the youth audience, lectures about the most famous film directors, film genres and cinema history with professionals, speakers from the film industry for adults. Another important initiative is the project called 'Weekend with the fairy-tale', which includes different creative workshops for children and their parents before the movie screenings in the cinema theatre. 'Kino pasaka' also offers the special conditions (price, schedules) for the School's screenings.

LITHUANIA

NAME OF THE INITIATIVE

Database of film education resources

ADDRESS 2.Sierakausko str. 15, Vilnius

PHONE NUMBER +37 0 521 37 979

WWW www.lkc.lt

CONTACT PERSON Jurgita Kažukauskaitė-Sarnickienė, i.sarnickiene@lkc.lt

TARGET GROUP OF THE ACTIVITIES

Educators, Children

SHORT DESCRIPTION OF THE INITIATIVE

This is the first and the only one of its kind film education program that prioritizes a national cinema. The Database of film education resources consists of Lithuanian films. Each film has the training material (film description, analysis of film language, discussion topics and assignments for students). This year 15 films (fiction, documentary, animation) were selected.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

Lithuanian Film Centre under the Ministry of Culture.

ACTIVITIES AND PARTNERS FOR WHICH YOU ARE LOOKING FOR

Establish international educational platform to provide educational resources to wider audiences.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

The aim of this project to provide educational resources.

NETHERLANDS

NAME OF THE INITIATIVE

Netherlands Institute for Sound and Vision: 'Verhalen Kijken' ('Watching Stories')

ADDRESS Postbox 1060 / 1200BB / Hilversum / The Netherlands

PHONE NUMBER +31 6 13407405

WWW www.beeldengeluid.nl/verhalenkijken

CONTACT PERSON John Leek (j.leek@beeldengeluid.nl), Leontien Lems (llems@beeldengeluid.nl)

TARGET GROUP OF THE ACTIVITIES

Educators, Children



SHORT DESCRIPTION OF THE INITIATIVE

This workshop brings together aspects of history, film literacy and education. Children will create, working together, a stop-motion movie in which they interpret a historical event, inspired by historical film material. In doing so, they can explore several roles that are involved in similar professional production processes.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

Netherlands Institute for Sound and Vision, Mediawijzer.net, Nu.nl.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

The workshop runs on basis of booking and was already successfully programmed for 6 continuous weeks in the central public library in Amsterdam.

NETHERLANDS

NAME OF THE INITIATIVE

Stichting De frisse blik -----Name of the described project:
'Wat is Waar?' Nieuws! / 'What's Real?' News!

ADDRESS De Noord 3, 1452PS IJpendam

PHONE NUMBER +31 202610007

WWW www.defrisseblik.nl

CONTACT PERSON Mirna Ligthart, mirna@defrisseblik.nl

TARGET GROUP OF THE ACTIVITIES

Children, Educators

COORDINATING INSTITUTION, PARTNERS, FUNDERS

Het Jeugdjournaal' the Dutch youth news broadcast is an important partner during the project. Especially since the reports and the statements will be shown on their website. Also, the project is funded by a couple of Dutch organizations: AFK, SNS Reaal Fonds, Stichting Democratie en Media and AMVJ.

SHORT DESCRIPTION OF THE INITIATIVE

The media literacy project 'What's Real?' News! Is about representation, images and stereotypes in news items. Primary school students in the age range of 10 till 12 are educated to become aware of choices journalist and editors make before presenting the news. The students learn to develop a critical eye in relation to news and in the end they will make there own news item.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

First, the teacher is educated by the idea of 'Flipping the classroom'. 'De frisse blik' will make use of this reverse instruction whereby the teacher learns about media literacy, the Virtual Learning Environment

and ways to analyze clips with students. Next the teacher carries out 3 virtual lessons, before the workshop starts. Within these lessons students think about the development of news, representation, manipulation and visual language. When these lessons are completed 'De frisse blik' will attend the school for one day, with a lot of iPads. The students will report on a certain statement and they have to try to convince the audience. One group will shine light on the side where people 'agree' on the statement while another group will focus on 'disagreement' on the statement. Afterwards the students will edit there own movie and the documentaries will be showed in class and on the website of a famous Dutch youth new broadcast: 'Het Jeugdjournaal'.

NETHERLANDS

NAME OF THE INITIATIVE

UNICEF Kinderrechten Filmfestival

ADDRESS Molenweg 3

PHONE NUMBER +31 611410741

WWW www.stichtingenactie.nl

CONTACT PERSON Filip Braams, fillip@krff.nl

TARGET GROUP OF THE ACTIVITIES

Mainly Children, Other

SHORT DESCRIPTION OF THE INITIATIVE

The film festival UNICEF Kinderrechten Film festival is a film project where kids learn about film and children's right in a fun and educational way. Online lessons teach them the basic about film and how to write a script. School groups (10 – 12 years) can either work independently on their film or a film coach can come and help them. The short film (5 minutes) premieres together with about 12 to max 14 other films in a Pathe Cinema. A jury decides which film goes to the national final.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

Activities: Online lesson material, scriptwriting and filmmaking, independently of with a professional film

coach. The premiere in the Pathe cinema is for most kids the highlight of the project and something they will never forget. Achievements: The UNICEF Kinderrechten film festival is with over 200 participating school groups making over 200 films and 20 premieres Holland's largest film festival in which children make their own film. On the 20th of November (int. kids rights day) there is also a premiere in Berlin. Coordinating institution, partners, funders Hollywood in de klas is a small organization that started this format in 2005, since 2013 Hollywood in de klas works with UNICEF and the main sponsor Ziggo (Holland's 2nd largest media company) Pathe cinemas has been giving their cinemas away to premiere the films for free since 2005.

ACTIVITIES AND PARTNERS FOR WHICH YOU ARE LOOKING FOR

Kids rights with 54 articles is an enormous source of inspiration for kids as a theme to make films with. Hollywood in de klas works after 8 years of experience extremely sufficient. It would be great to work with other mind like organizations making a European film festival with the kids rights as a theme.

NETHERLANDS

NAME OF THE INITIATIVE

Netherlands Institute for Sound and Vision: 'Depottour' (Highlighttour in the archives)

ADDRESS Postbox 1060 / 1200BB / Hilversum / The Netherlands

PHONE NUMBER +31 6 13407405

WWW www.beeldengeluid.nl/depottour

CONTACT PERSON John Leek (j.leek@beeldengeluid.nl) / Martine Verstraete

TARGET GROUP OF THE ACTIVITIES

Educators, Children, Parents



SHORT DESCRIPTION OF THE INITIATIVE

This special tour gives participants a real feeling of the 'behind the screens' environment of the national audiovisual archive of the Netherlands.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

Netherlands Institute for Sound and Vision,
Mediawijzer.net.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

Participants interact with a specially trained guide and learn everything about the ins and outs of TV and radio-history, the way objects as camera's and other equipment are being restored, preserved and exposed, and can experience more than one hundred years of national audiovisual history. Also visitors can experience the way analogue and digital assets are being held and treated.

NETHERLANDS

NAME OF THE INITIATIVE

Netherlands Institute for Sound and Vision: 'Hilversum's Got Mediatalent'

ADDRESS Postbox 1060 / 1200BB / Hilversum / The Netherlands

PHONE NUMBER +31 6 13407405

WWW www.beeldengeluid.nl/hilversumsgotmediatalent

CONTACT PERSON John Leek (j.leek@beeldengeluid.nl), Leontien Lems (llems@beeldengeluid.nl)

TARGET GROUP OF THE ACTIVITIES

Educators, Children



SHORT DESCRIPTION OF THE INITIATIVE

This program enables children of 44 primary schools and their teachers in Hilversum, the heart of the broadcast industry in the Netherlands, to develop audiovisual skills related to television and film and all the competences that are related.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

Netherlands Institute for Sound and Vision, Council of the city of Hilversum.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

During special events children experiment with skills like set dressing, styling, camera-work etc. to learn where their interests lie and to become more film- and media literate. Once a year one school is specially supported in the production of the school musical in which illiteracy aspects are crucial.

NETHERLANDS

NAME OF THE INITIATIVE

Netherlands Institute for Sound and Vision: 'Hilversum Media Campus'

ADDRESS Postbox 1060 / 1200BB / Hilversum / The Netherlands

PHONE NUMBER +31 6 13407405

WWW www.beeldengeluid.nl/nieuws/201306/start-onderzoek-hilversum-media-campus

CONTACT PERSON John Leek, j.leek@beeldengeluid.nl

TARGET GROUP OF THE ACTIVITIES

Educators , Other (students)



SHORT DESCRIPTION OF THE INITIATIVE

This program focuses on the creation of a campus area in which special groups of students, coming from Universities (E.G.: Applied Media Sciences, Film & Television-studies) work together with media producers to create innovative, user centered media-solutions. In doing so, they develop their film- and media literacy skills towards 21Century-skills standards. The Netherlands Institute for Sound and Vision will host these activities in an open lab-like environment.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

Netherlands Institute for Sound and Vision,
Council of the city of Hilversum.

NETHERLANDS

NAME OF THE INITIATIVE

EYEWalk videotour

ADDRESS EYE, IJpromenade 1, Amsterdam / Postbus 37767, 1030 BJ
Amsterdam

PHONE NUMBER +31 207582360

WWW www.moviezone.nl www.serie.moviezone.nl

CONTACT PERSON EYE Education, Back Office

TARGET GROUP OF THE ACTIVITIES

Parents, Children

SHORT DESCRIPTION OF THE INITIATIVE

The EYE Walk is a video tour for kids from 7 up to 12 years old and their families. By using a tablet and head phone, kids are guided on a special tour through the new film museum EYE. In the tour, they learn about film history, technical aspects, meet famous film stars and get to play in their own film in front of a green screen. Please watch the promotion film (in Dutch) on www.eyefilm.nl/films/kinderprogramma/eyewalk/eyewalk.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

The Eye Walk is initiated by EYE, produced by Godmother films and funded by the SNS Reaal innovation fund.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

Since the EYEWalk will be brought to the audience starting October 6th 2013, results can not yet be presented.

NETHERLANDS

NAME OF THE INITIATIVE

Cinekid

ADDRESS Cinekid Foundation, Kleine-Gartmanplantsoen 21 1017 RP Amsterdam

PHONE NUMBER +31 20 5317890

WWW www.cinekid.nl

CONTACT PERSON Eric Mund – Head of film department, e.mund@cinekid.nl

TARGET GROUP OF THE ACTIVITIES

Children

SHORT DESCRIPTION OF THE INITIATIVE

The Cinekid Festival, taking place in October, consists of different events within the festival: a film, television, and new media festival for children and Cinekid for Professionals. Next to the festival, Cinekid organizes multiple projects for children during the year. The objectives of Cinekid are: promotion of the quality of audio visual media culture (for children), promotion of active and creative participation of children with media in order to strengthen their position towards media in regards to developing taste and a critical attitude.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

Cinekid Film Game: Children (6-10 years) can make their own short animation. The game teaches children playfully how animation works, introduces the different techniques step by step, and guides children throughout the game with assignments. The emphasis is on creative storytelling. Children create their own story by using two different techniques to complete a short animation. First Film: First Film buys and distributes European children films that are distinguished by their exceptional quality, cinematography, narrative style or theme. The films are not placed on the Dutch market by regular distributors but deserve to be seen by Dutch children – in the movie theatre, classroom, or at home. First Film

thus supports the spread of the qualitative European children's film. Cinekid MediaLab: The MediaLab, located in an 1200 m² industrial building, is the new media department of the Cinekid festival and contains over 50 workshops, installations, games and performances. Its goal is to enhance media literacy through the creation of a unique opportunity for kids, alongside their parents, professionals and decision makers, to discover the array of new possibilities in image culture, art and media convergence in a hands-on and playful manner. This digital playground and experimental garden invites the visitor to discover, experiment, observe and be amazed. The Cinekid MediaLab is one of the biggest media labs for kids in the world and visitors will be able to smell and feel what is hot & new on the media horizon and witness how kids move and play around freely within this experimental garden.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

Dutch Film Fund, EYE Film Institute The Netherlands, Dutch Public Television (NPO), MEDIA, Mediawijzer.net, City of Amsterdam, several private funding

ACTIVITIES AND PARTNERS FOR WHICH YOU ARE LOOKING FOR

First Film: Cinekid is looking for partners to internationalize this project, especially within Europe because of possible funding

by the European Commission. Film Game & new digital platform: Cinekid is looking for partners to develop and share (new) film-/media-educational tools with. Especially tools for children (3-14 years) to create media productions. Network: Cinekid is looking for potential members of a new European network aimed at film and media literacy for children (4-14 years) with a annual meeting at the Cinekid festival in October (where the industry meets at Cinekid for Professionals) to share knowledge and best practices. MediaLab: Cinekid is looking for partners who want to share or co-develop (new) interactive installations and workshops. For example film institutes, cultural centers, museums, educational organizations.

NETHERLANDS

NAME OF THE INITIATIVE

Fantastisch Kinderfilm Festival

ADDRESS Timorplein 52

PHONE NUMBER +31 626364667

WWW www.fantastischkinderfilmfestival.nl

CONTACT PERSON Liselotte van der Burg, liselotte@imaginefilmfestival.nl

TARGET GROUP OF THE ACTIVITIES

Children

SHORT DESCRIPTION OF THE INITIATIVE

The Fantastic Children's Film Festival is a travelling festival for children between two and nine years old. Not only movies are shown, but all children can participate in an interactive playground where they are encouraged to discover, invent, hear, smell and taste all the materials and installations.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

In a playful and creative way young children learn the basics of audiovisual technique and visual language.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

Partners; EYE Film Institute, Imagine Film Festival.

NETHERLANDS

NAME OF THE INITIATIVE

IDFA's Docschool (Educational program of the International Documentary Film Festival Amsterdam)

ADDRESS IDFA, Frederiksplein 52, 1017 XN Amsterdam

PHONE NUMBER +31 206273329

WWW www.idfa.nl

CONTACT PERSON Meike Statema, idfaacademy@idfa.nl

TARGET GROUP OF THE ACTIVITIES

Children, Educators

SHORT DESCRIPTION OF THE INITIATIVE

The festival's educational program consists of special film screenings for youngsters during the festival and workshops and teaching tools that can be accessed on the website throughout the year.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

About 6,000 Dutch students are coming to IDFA to attend early-morning screenings of films selected for either primary school children (ages 9-12), high school underclassmen (ages 12-14), or high school upperclassmen (ages 15-18). The films will be shown at IDFA venues as well as in selected other theaters in Amsterdam and elsewhere in the Netherlands. In cooperation with distributors, IDFA has

set up online and DVD label for educational purposes, offering a wide range of documentaries for screening in classrooms. In addition to these screenings and teaching aids, IDFA organizes in-school master classes and workshops, introducing students to filmmakers who discuss their practical experiences.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

EYE Film Institute, Stichting De frisse blik.

NETHERLANDS

NAME OF THE INITIATIVE

MovieZone – the series (Max and Billy's Drill Machine Girl)

ADDRESS EYE, IJpromenade 1, Amsterdam / Postbus 37767, 1030 BJ Amsterdam

PHONE NUMBER +31 207582360

WWW www.moviezone.nl www.serie.moviezone.nl

CONTACT PERSON Eva Laurillard, evalaurillard@eyefilm.com

TARGET GROUP OF THE ACTIVITIES All youngsters (age 12-18 year old);

Secondary: Educators (teachers or educational employee of cinema's or other organizations that work with film and young people).

SHORT DESCRIPTION OF THE INITIATIVE

Max and Billy's Drill Machine Girl is youth series (10x10 minutes) about two boys who want to make a movie. Every episode explains one aspect of filmmaking. The series will be presented both on television and online. The website serie.moviezone.nl is an interactive platform where the series is shown with 'second screen'. The second screen offers a broad range of extra information on film, film history and filmmaking.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

The series + online platform + events like MovieZone jury's at big national Film festivals (like International Film festival Rotterdam, Movies that Matter, etc)

and the MovieZone festival + educational materials (for educators). In the series, through the website and social media (you can find MovieZone also at Facebook, Twitter and Instagram) we invite young film makers to participate in the MovieZone talent programs.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

Max and Billy's Drill Machine Girl is initiated by EYE, produced by NewBeTV and funded by SNS Reaal Fonds. Veronica is the broadcasting organization that shows the series on television.

NETHERLANDS

NAME OF THE INITIATIVE

National Film Education Network

ADDRESS EYE, IJpromenade 1, Amsterdam, Postbus 37767, 1030 BJ Amsterdam

PHONE NUMBER +31 207582360

WWW www.filmeducatie.nl

CONTACT PERSON educatie@eyefilm.nl

TARGET GROUP OF THE ACTIVITIES

Educators, Other

SHORT DESCRIPTION OF THE INITIATIVE

The Network Filmeducation is a consortium of 18 film organizations with a national scope that all organize film educative activities on a regular basis. Partners range from film festivals to film heritage organizations to companies that mainly offer film making workshops to kids, youngsters and teachers.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

The partners meet each other at least 3 times a year. In these meetings they share knowledge on film education and work together on campaigns to interest the educational field in film. Also experts are invited to talk about topics of interest. The Network attends conferences

and present themselves on educational trade shows together.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

EYE coordinates the Network. Members pay a contribution, which is spent on communication activities towards the educational field.

NETHERLANDS

NAME OF THE INITIATIVE

NFFS National Film Festival for Students (12 – 18)

ADDRESS Menkemaborg 60 8226 TC Lelystad

PHONE NUMBER +31 612469690

WWW www.nffs.nl

CONTACT PERSON Dorée de Kruijk, dkruijk@gmail.com

TARGET GROUP OF THE ACTIVITIES

Educators, Children



SHORT DESCRIPTION OF THE INITIATIVE

Festival day, workshops by professional filmmakers, films of students analyzed by professional filmmakers, development of talent, day to develop teachers.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

EYE, NFF (Dutch Film Festival), ScholenGemeenschapLelystad, HollandAnimationFilm festival, IFFR

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

500 students and their teachers participate in the festival day. They do workshops about their own films (analyzed by professionals) they present their own films to the public, they work with professionals in workshops, they give notifications for the award of the audience. 50 teachers participate in the day of the teachers. They do 2 long workshops about didactic skills, or about technical skills. During the year we work with most talented students to develop more.

ACTIVITIES AND PARTNERS FOR WHICH YOU ARE LOOKING FOR

festivals for students (12 – 18) to send their films and the participate and the inspire.

NETHERLANDS

NAME OF THE INITIATIVE

We Want Cinema

ADDRESS Bremstraat 1

PHONE NUMBER +31 204283025

WWW www.wewantcinema.com

CONTACT PERSON Marieke Jonker, marieke@wewantcinema.com

TARGET GROUP OF THE ACTIVITIES

Educators, Children

SHORT DESCRIPTION OF THE INITIATIVE

We Want Cinema is an online platform on which the customer decides what is being shown in the movie theatre. Schools are a welcome target group of WWC, as WWC will give school classes the opportunity to see films in a cinema setting, at time slots that are not directly profitable for cinemas. We Want Cinema created a total new market and target audience (teachers) for the platform by integrating the educational tool. Today, many schools offer film screenings and some universities even use cinema venues for lectures. Film is an essential instrument for teaching. One of our ideals is therefore to offer a low-threshold access to film heritage to education institutions. Once a group is recognized as an education institute, WWC will offer

reductions for using a cinema venue and make other arrangements for payment (e.g. package deals, time slot offers). This improvement will be pursued by the national partners and the management of contact with schools will happen in cooperation with the national film institutions like in The Netherlands with 'EYE education'.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

This educational project will be initiated firstly in the Netherlands in school year 2013/2014, and will be extended to other countries in coming years (see table 5). Together with the EYE film institute in the Netherlands, and national film institutions in other countries, WWC has developed an education tool within the We Want Cinema Platform. The tool

makes it easy for teachers to select films (with educational materials) and organize an educational screening inside a local cinema. Resulting in an increasing amount of educational film events and thus in revenue for the associated cinemas and content owners. In 2013/2014, research will be carried out in the participating countries to detect the best way of serving the educational market and get insights in the market size and competition of that territory.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

Dutch Film Fund, EYE education, We Want Cinema.

ACTIVITIES AND PARTNERS FOR WHICH YOU ARE LOOKING FOR

We are looking for (film) educational partners who are willing to introduce the educational tool of We Want Cinema in countries where We Want Cinema is, or soon will be active. The tool should be introduced by these partners in schools and to teachers.

NORWAY

NAME OF THE INITIATIVE

Norwegian Film Institute

ADDRESS The Norwegian Film Institute, Dronningensgate 16, 0152 Oslo, Norway. Post: pobox 482 Sentrum, 0105 Oslo, Norway

PHONE NUMBER +47 22474500

WWW www.nfi.no

CONTACT PERSON Mette Tharaldsen, mette.tharaldsen@nfi.no

TARGET GROUP OF THE ACTIVITIES

Children, Parents

SHORT DESCRIPTION OF THE INITIATIVE

The Norwegian Film Institute (NFI) operates under the auspices of The Royal Norwegian Ministry for Culture and is the government's civil executive body for the film sector and its advisor in questions of film policy.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

The NFI offer a variety of film literacy activities and projects; They are in charge of the film museum and exhibitions at Filmens Hus, they distribute Norwegian films on DVD and streaming services and offer information and advice about the use of film in education. The NFI support and foster campaigns for young filmmakers and their productions – and the NFI support the production of

five Norwegian children films a year.

The NFI also offer training and courses for professionals working with children films.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

The Norwegian Film Institute (NFI) operates under the auspices of The Royal Norwegian Ministry for Culture and is the government's civil executive body for the film sector and its advisor in questions of film policy. Through Regulations delivered by the Ministry and its general mandate the NFI is charged with putting the government's film policy into practice. NFI also cooperate with Film & Kino on creating a national action – plan to increase children's knowledge about film and media through activities such as production courses, study – sheets for schools and children's film clubs.

NORWAY

NAME OF THE INITIATIVE

TRYGG BRUK (Safer Internet Centre Norway)

ADDRESS Medietilsynet (The Norwegian Media Authority), Nygata 4, 1607 Fredrikstad, Norway, www.medietilsynet.no

PHONE NUMBER +47 69301200

WWW www.tryggbruk.no www.korspahalsen.no

CONTACT PERSON Pia Lang, pia.lang@medietilsynet

TARGET GROUP OF THE ACTIVITIES

Children, Parents, Educators and Carers

SHORT DESCRIPTION OF THE INITIATIVE

Safer Internet Centre Norway In cooperation with Red Cross' helpline «Kors på halsen» (Cross my heart), we aim to ensure that children across Norway are empowered to take sensible choices in their everyday digital life. Like the other 30 Safer Internet Centers across Europe, we produce and distribute advice, films, educational and awareness-raising material and tools which can be used by children and young people, parents, teachers and carers.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

Kors på halsen someone to talk to «Kors på halsen» (Cross my heart) is a helpline run by the Norwegian Red Cross, and gives children and young people a place to go

when they need to talk to an adult about big and small issues, also related to their digital lives. Since 2010 the helpline is national helpline for digital issues. All persons below 18 years old can contact the helpline on phone, chat or e-mail. One of 135 trained volunteers answer them. On the website, www.korspahalsen.no, the young people can give each other advice in a forum. The website also gives information ranging from online safety to loneliness and being in love. The Norwegian Media Authority has initiated a children's panel, a youth panel and a parent's panel. In addition, the helpline, Cross your heart, has established its own youth expert panel. The Norwegian Media Authority's existing youth panel consists of ten youth ranging from 13 to 15 years old, and the Cross your heart youth panel consists of nine youth ranging from 15 to 17 years old. The panels

give us an important touch point with the centre's target groups where they can harvest feedback on topics important for their daily work. The centre's work is grounded in the Convention on the Rights of the Child (CRC) Article 12 – the right of children to express their views and to be heard in matters that affect them. Respect for young people's involvement is important: the centre always consider when to involve them, informing them of any changes as soon as possible, making sure that there is a genuine opportunity for real participation and involvement and giving feedback on the results of their involvement.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

The Norwegian Media Authority is the national coordinator for initiatives regarding online child safety. Knowledge about children and young people's digital lives is vital to ensure effective awareness-raising and the Norwegian Media Authority has since 2003 performed bi-annual surveys amongst children, young people and parents. The Norwegian Media Authority receives funding from the European Commission's Safer Internet Programme, and four different ministries to coordinate the Safer Internet Centre in Norway.

NORWAY

NAME OF THE INITIATIVE

DU BESTEMMER / (You Decide)

ADDRESS Senter for IKT i utdanningen, PB 530, 9256 Tromsø, Norway

PHONE NUMBER +47 85419000

WWW www.dubestemmer.no

CONTACT PERSON Karoline Tømte, karoline.tomte@iktsenteret.no

TARGET GROUP OF THE ACTIVITIES

Children, Parents, Educators

SHORT DESCRIPTION OF THE INITIATIVE

You decide' is a cooperation between the Norwegian Board of Technology, the Norwegian Data Inspectorate and the Centre for ICT in education. The aim of the project is to increase young people's knowledge of privacy and to raise their consciousness about the choices they make when they use digital media such as the Internet and mobile phones.

The project has developed two packages with teaching material: One aimed at secondary schools and one at the oldest children in primary school (ages 9-13). Each package consists of a brochure with facts, real life examples and topics for discussions/tasks. Throughout the project a number of films that highlight the subject have been developed. These films are

meant to stimulate the debate in the classroom. Emphasis has been put on creating reflection and discussion, and not on rules. We ask open questions, so that each individual can reflect on his or her own boundaries. If you have knowledge about the consequences of the different choices you make, you can also take responsibility for your actions.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

The Norwegian You Decide project has been adopted in about 16 countries. These are examples of implementation in different countries:

Faroe Islands: the Data Protection Agency has translated both brochures and made own films.

Finland: the Educational board has translated You Decide to Finnish and Swedish.

Denmark: the Danish Board of Technology has translated the youth brochure and made an interactive version.

Slovenia: the Information Commissioner links to the films.

Austria: the Austrian Data Protection Commission has translated the brochure and dubbed the films.

Germany: the Media Authority of Rhineland-Palatinate (LMK) has texted the films.

Canada: has created a film competition inspired by the You Decide campaign.

Andorra: Agència Andorrana de Protecció de Dades has translated the youth brochure and dubbed og texted the films into.

Belgium: the Commission for the protection of privacy has made a campaign (and links to the films) inspired by the You Decide campaign, and an educational publishing company wants to use the film Marius.

Spain: the Spanish Data Protection Agency has translated the youth brochure and dubbed the films into Spanish and Basque.

Macedonia: has translated the youth brochure.

Switzerland: the Federal Data Protection and Information Commissioner of Switzerland wants to use the brochure and the website.

Greece: Hellenic Data Protection Authority used parts of the You Decide campaign at the Data Protection Day 2010.

Estonia: the Consumer Protection Board of has translated the material.

USA/Canada: You Decide inspired a Canadian and American privacy initiative in 2009 that also links to the films on their homepage.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

'You decide' is a cooperation between the Norwegian Board of Technology, the Norwegian Data Inspectorate and the Centre for ICT in education. The project is funded by the Norwegian Directorate for Education and Training, (an executive agency for the Ministry of Education and Research).

NORWAY

NAME OF THE INITIATIVE

NETTVETT

ADDRESS Post og teletilsynet, Pb 93, 4791 Lillesand, Norway

PHONE NUMBER +47 22824600

WWW www.nettvett.no

CONTACT PERSON

TARGET GROUP OF THE ACTIVITIES

Parents, Educators, Other (small businesses and consumers)

SHORT DESCRIPTION OF THE INITIATIVE

Nettvett is a website/ facebook/ twittersite run by the Norwegian Post and Telecommunications Authority and it offers advice and guidance about safe internet use. The information is aimed at consumers and small businesses but also parents, schools and educators – and relates to digital judgment and online skills, both considered important elements in media literacy.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

The site provides tips and information about issues such as: e-mail use, chat, social media, spam, viruses, sharing files on the net, online shopping and banking and privacy policy.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

The site is run by the Norwegian Post and Telecommunications Authority commissioned by the Ministry of Transport and Communications and other public bodies, the IT industry and consumer representatives.

NORWAY

NAME OF THE INITIATIVE

BRUK HUE (Use Your Head)

ADDRESS

PHONE NUMBER +47 90166434

WWW www.brukhue.no

CONTACT PERSON Terje Baardseth, post@brukhue.no

TARGET GROUP OF THE ACTIVITIES

Educators, Children, Parents

SHORT DESCRIPTION OF THE INITIATIVE

Bruk Hue is a national school campaign set up to raise awareness about digital bullying. Bruk Hue offers tips and advice to victims and observers of digital bullying.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

The main focus of BrukHue is a national school tour, with daytime school seminars for pupils about digital bullying, and a follow up evening seminar for parents. The seminars include film screenings and plenary discussions.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

Bruk Hue is a campaign lead by Norwegian telecommunications company Telenor,

the worlds seventh largest mobile phone operator in cooperation with the Norwegian Media Authority TRYGG BRUK, Red Cross and Barnevakten.

NORWAY

NAME OF THE INITIATIVE

SLETT MEG (Delete ME)

ADDRESS Norwegian Centre for Information Security (norSIS)

Merkantilveien 2, 2815 Gjøvik, Norway

PHONE NUMBER Helpline: +47 91129392, Info: +47 08247

WWW www.slettmeg.no

CONTACT PERSON Hans Mariuss Tessem, hans@norsis.no

TARGET GROUP OF THE ACTIVITIES

Children, Parents, Educators and Carers

COORDINATING INSTITUTION, PARTNERS, FUNDERS

The website and help- service is operated by the Norwegian Centre for Information Security (NorSIS), and part-funded by the Norwegian SIC.

SHORT DESCRIPTION OF THE INITIATIVE

'Delete me' (slettmeg.no) is a national helpline and a website, helping people of all age groups who experience privacy violations online. Operated by the Norwegian Centre for Information Security (NorSIS), and part-funded by the Norwegian SIC, 'Delete me' offers advice and guidance to people of all ages who find offending material about themselves on the internet. Offending material might be photos published without permission, fake profiles on different web-based services, incorrect personal information or harassment. People who have published this information themselves, but regret it and want this information removed, may also get in touch with slettmeg.no for support.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

Slettmeg.no has no mandate to demand anything removed from the Internet. The service is only meant to give advice and guidance on how to act if you want information about yourself on the Internet deleted or corrected. The website contains informative self-help articles on subjects related to privacy violations online, articles informing about the relevant legal rights on the Internet and contact details for the most important Internet service providers. Slettmeg.no is, however, more than a web page. People may contact the service by phone or e-mail for help and advice.

NORWAY

NAME OF THE INITIATIVE

SENIORNETT

ADDRESS Seniornett Norge, Postboks 1002, Sentrum, 0104 Oslo

PHONE NUMBER +47 22429626

WWW www.seniornett.no

CONTACT PERSON kontor@seniornett.no

TARGET GROUP OF THE ACTIVITIES

Other (Senior Citizens [55+])

the development of a smart phone system based on GPS technology that will assist users of different automatic ticket systems, online banking etc and finally NetPower a project raising awareness of the uses of social software and media for senior citizens. Seniornett was nominated for the e-inclusion Aging well Award in 2008.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

Seniornett is a volunteer organization founded in 1997 the organization has regional/local member clubs who arrange courses and activities for members.

SHORT DESCRIPTION OF THE INITIATIVE

Seniornett is a non-profit association aimed at inspiring senior citizens (55+) to take an active role in information society. The aim is that all senior citizens of Norway should be/have the possibility to be familiar with information technology and effectively achieve a higher level of public digital literacy.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

Seniornett participate in a number of projects, among them; 'Trygghetspakke og helsebemannet kontaktsenter' – a project exploring and testing new technology in senior care, the project is health oriented, aimed at the private market – and seeks challenge the borders between home

and institution using technology that will ultimately improve everyday safety, prevent disease and contribute to a better standard of life for the users. T& T net is another project that seniornett is part of. This project aims to create a travel planner that supports the traveler throughout the journey, using elements of AI learning about the user in the process. The typical user being a senior citizen (and his/her family/carers) with a smartphone. (Project is coordinated by Spanish ISOIN). Seniornett is also a reference advice group for the 'E-vote trial', a project testing different types of internet voting systems, funded by the Ministry of local government and regional development. And Seniornett is also part of an e-inclusion project called www.e-me.no aiming at providing knowledge about security and risks related to social media, MobileSage

NORWAY

NAME OF THE INITIATIVE

BARNEVAKTEN (Kids and Media)

ADDRESS Barnevakten, POBOX:2420 Solheimsviken, 5824 Bergen, Norway

PHONE NUMBER +47 90166434

WWW www.barnevakten.no www.kidsandmedia.no

CONTACT PERSON Merethe Clausen Moe (CEO), merethe@barnevakten.no

TARGET GROUP OF THE ACTIVITIES

Educators, Children, Parents

SHORT DESCRIPTION OF THE INITIATIVE

Kids and Media is a non-profit, charitable organization which gives information and advice about children's use of digital media. Their vision is to see children and teenagers using media with safety and awareness. The main target group is parents. The organization wish to help parents to guide and guard their children in a digital world, different from the media world they themselves experienced as children. Kids and Media seek to support, equip and empower parents and professionals who work with children and teenagers. The work is rooted in the UN's Convention on the Rights of the Child, which underlines children's rights to use media, at the same time as they have a right to protection from harmful

content. The information and advice the organization gives is politically and religiously neutral. The organization was founded in Norway year 2000. Kids and Media Norway has a network of speakers all over the country who offer courses for parents, schools and professionals. The board of editors for www.kidsandmedia.co.uk is based in Norway and collaborates with organizations and institutions both in the UK and EU.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

Kids and Media works closely with charitable organizations, public institutions and commercial media. Every year Kids and Media reviews about 300 PC and console games and organizes Europe's largest non-commercial games convention

in Norway. The organization publish about 100 games and movie reviews yearly. The best products are awarded with the organization's stamp of recommendation.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

The organization has its own board and professional advisory council consisting of people who represent varied proficiency when it comes to school, children's and youth work, digital media, psychology and family counseling. Kids and Media is based on voluntary work and is mainly financed through economical gifts from parents. The organization is lead by Director Øystein Samnoen.

POLAND

NAME OF THE INITIATIVE

Filmoteka Szkolna



Filmoteka Szkolna

ADDRESS olski Instytut Sztuki Filmowej, ul. Krakowskie Przedmieście 21/23, 00-071 Warszawa

PHONE NUMBER +48 22 42 10 559

WWW www.filmotekaszkolna.pl

CONTACT PERSON Agata Sotomska, agata.sotomska@pif.s.pl

TARGET GROUP OF THE ACTIVITIES

Children (middle and secondary school pupils), Educators



SHORT DESCRIPTION OF THE INITIATIVE

Filmoteka Szkolna is the first nationwide film education programme run in Poland that each and every secondary school (pupils age 12-19) can take part in. The project is based on the box of 121 key Polish films that are accessible free of charge to all (14 000) middle and secondary schools in Poland through the website: www.filmotekaszkolna.pl. All films are divided into 54 topics, such as: 'Camera morality', 'Crossroads of history', 'New aesthetics', 'Around national stereotypes', 'Between fiction and reality', 'Painting inspirations', 'Equality, Diversity, Democracy'. The programme is related to curricula of such subjects as Polish, arts, history, citizenship. The programme's website is a rich source of teaching

resources and additional materials, e.g.: film reviews, articles, interviews. The main goal is to enable pupils to approach cinema consciously and critically, to understand the meaning of film in artistic and social life – its part in the discourse of state's standing, history, human beings, creative output and to teach them basic techniques and means of film expression.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

Filmoteka Szkolna provides web resources together with workshops for teachers and pupils to support study of Polish films in the curriculum. These are divided into several projects:

► Filmoteka Szkolna. Akcja!

The project's goal is to support schools in the use of films from Filmoteka Szkolna during classes. Teachers and pupils can

participate in three months online courses where they get useful advice from educators who comment their work on-line. As a result more than 1,000 schools run their own initiatives among which you will find: school film clubs, festivals, workshops, urban games, school magazines related to film subjects.

► Filmoteka Szkolna. Akademia

The project is divided into two sections: 1) online course of the history of Polish cinema, 2) film workshops organised in Warsaw Film School. The theoretical part consists of four modules: photography and the beginning of the film, documentary film, feature film, animated film. After finishing each module pupils can participate in an online class carried by a film theoretician. Film workshops are devoted to the basics of the art of cinematography and film editing.

The project is aimed at pupils and teachers.

- Postgraduate studies for teachers
Teachers gain professional knowledge and practical skills related to cinematography that they're supposed to use while working on their own film projects with pupils. They also become culture animators in their towns and villages.
- Filmoteka Szkolna. Kinoterapia
The project is aimed at teachers. Its goal is to emphasise the sociological and psychological issues of films that can be discussed at schools. Teaching materials – lesson plans and helpful articles prepared by experts are accessible on Filmoteka Szkolna website.
The big advantage of Filmoteka Szkolna is a network of teachers based across Poland who are leaders in film education. In 2014 PISF equipped schools where they work with special classrooms for film screenings.



COORDINATING INSTITUTION, PARTNERS, FUNDERS

Filmoteka Szkolna is the film education programme run by Polish Film Institute in partnership with Center for Citizenship Education, Warsaw Film School, Fundacja Generator, New Horizons Association, Polish Filmmakers Association and Digital Movie Repository. The programme is funded by PISF. Postgraduate studies are funded by Ministry of Culture and National Heritage.

ACTIVITIES AND PARTNERS FOR WHICH YOU ARE LOOKING FOR

Open to proposals from similar activities in Europe to exchange experiences and share good practice.

POLAND

NAME OF THE INITIATIVE

Program edukacji filmowo-medialnej KinoSzkoła

ADDRESS

PHONE NUMBER +48 605 56 97 46

WWW www.kinoszkola.pl

CONTACT PERSON Joanna Zablocka-Skorek, biuro@kinoszkola.pl

TARGET GROUP OF THE ACTIVITIES

Children, Educators



KinoSzkoła

SHORT DESCRIPTION OF THE INITIATIVE

KinoSzkoła is addressed to pupils of all levels of formal education – from kindergarten to secondary school. It involves 25 institutions from the south of Poland. Each month 5,000 young viewers watch films and hundreds of pupils participate in workshops. The main aim of the project is to increase awareness and media competence among preschoolers, pupils and teachers.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

Topics of lectures and the selection of films is based on the curricula of such subjects as: polish, arts, ethics, citizenship, education for family life, as well as on the basis of social prevention projects. Pressbooks of all these

films are accessible on the project's website www.kinoszkola.pl. Teachers receive lesson plans before each meeting. The project is divided into several sections: 1) shaping moral and social attitudes through the contact with film, 2) broadening pupils' knowledge in the field of film studies terminology, 3) film workshops, 4) media education workshops, 5) film and media education workshops for teachers, 6) classes for preschoolers.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

KinoSzkoła, cinemas and culture centres, Arthouse Cinemas Network (Sieć Kin Studyjnych i Lokalnych)

ACTIVITIES AND PARTNERS FOR WHICH YOU ARE LOOKING FOR

Open to proposals.

POLAND

NAME OF THE INITIATIVE

Social campaign 'Skrytykuj.pl'

ADDRESS Polski Instytut Sztuki Filmowej, ul. Krakowskie Przedmieście 21/23, 00-071 Warszawa

PHONE NUMBER +48 22 42 10 559

WWW www.skrytykuj.pl

CONTACT PERSON Agata Sotomska, agata.sotomska@pisf.pl

TARGET GROUP OF THE ACTIVITIES

Children (12+)



SHORT DESCRIPTION OF THE INITIATIVE

Social campaign 'Skrytykuj.pl' promotes conscious and critical discussion about cinema among young people through various activities.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

Competitions for films' reviews and video essays on film subjects are the main part of this project. Teenagers who win are invited to youth jury at Off Plus Camera International Festival of Independent Cinema, Gdynia Film Festival and International Young Audience Film Festival Ale Kino! On the website Skrytykuj.pl you will find a 'Guide for a film critic' and vlogs of campaign's Ambassadors (Polish actors

and musicians) – video comments, in which they talk about films that are important to them. Teenagers can post their reviews and video essays on a blogging platform. Second important activity are film debates led by professional film critics after screenings. Such meetings are organised across Poland mainly in small towns and villages.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

Polish Film Institute.

ACTIVITIES AND PARTNERS FOR WHICH YOU ARE LOOKING FOR

Open to proposals from similar activities in Europe to exchange experiences and share good practice.

POLAND

NAME OF THE INITIATIVE

Akademia Polskiego Filmu

akademia
polskiego
filmu

POLISH FILM ACADEMY

ADDRESS Polski Instytut Sztuki Filmowej, ul. Krakowskie Przedmieście

21/23, 00-071 Warszawa

PHONE NUMBER +48 22 42 10 559

WWW www.akademiapolskiegofilmu.pl

CONTACT PERSON Natalia Chojna, natalia.chojna@pisf.pl

TARGET GROUP OF THE ACTIVITIES

Other (mainly university students)

SHORT DESCRIPTION OF THE INITIATIVE

The project provides a rare chance to watch old and ambitious Polish features and such films are almost non-existent in commercial repertoire of cinemas and are hardly ever broadcasted on television. Project's idea refers to the exhibition '100 years of Polish cinema' that was organised by the Polish Film Institute – titles chosen for the project's programme were taken from the exhibition. The chronological construction of the programme enables participants to learn about general tendencies typical of particular periods in Polish history and art movements. In some of the cities, the project is open to foreigners – films, lectures and meeting with actors/filmmakers are accompanied by simultaneous interpretation.

The website

– www.akademiapolskiegofilmu.pl – is a rich source of materials on history of Polish feature film: video lectures of most outstanding Polish film scholars, interviews with filmmakers, articles and reviews from magazines, posters, stills and many fragments of books and scripts.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

The project is based on weekly meetings that include: lecture, screening of two films, meeting with filmmakers and actors. The programme consists of 96 titles divided into 4 semesters showing chronologically a wide range of names, genres and topics of Polish features. The first semester is dedicated to films from 1908-1959, the second semester 1959-1971, the third semester 1971-1981,

the fourth semester 1981-1999. Classes take place at cinemas in several cities in Poland (Warsaw, Łódź, Wrocław, Kielce, Cracow and soon in Gliwice). Lectures are recorded and can be viewed online.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

Polish Film Institute in partnership with local organizers in Warsaw, Łódź, Wrocław, Kielce, Cracow together with film theoreticians and academic lecturers.

ACTIVITIES AND PARTNERS FOR WHICH YOU ARE LOOKING FOR

Open to proposals from similar activities in Europe to exchange experiences and share good practice.

POLAND

NAME OF THE INITIATIVE

New Horizons of Film Education

ADDRESS New Horizons Association, ul. Zamenhofa 1, 00-153 Warsaw

PHONE NUMBER +48 22 530 66 40

WWW www.nhef.pl

CONTACT PERSON Agnieszka Wrzak, agnieszka@nowehoryzonty.pl

TARGET GROUP OF THE ACTIVITIES

Educators, Children: pupils and students from primary, middle and secondary schools



SHORT DESCRIPTION OF THE INITIATIVE

New Horizons of Film Education is a long tradition project, which was designed for film education of young viewers. It's the 12th edition of our young audience project and it is open for pupils of all ages (at the age between: 7-10, 11-13, 14-16, and 17-19 years old). The main attribute of New Horizons of Film Education is its educational formula. The programme is related to school curriculum and pupils take part in it during school hours. Each screening is accompanied by a lecture on the subject. Our main goal is to make young people more familiar with the language and history of film, as well as to encourage them to visit cinema more often. We also emphasise the sociological and psychological issues in the film.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

Each age category has a two or three-year autonomous programme. Apart from feature films, we show documentaries and animated shorts and, if possible, we organise meetings with directors and film professionals, multimedial presentations, discussions and workshops, interdisciplinary teaching materials. The programme is primarily based on Polish and European films – mostly we show films which have Polish distributors, sometimes we cooperate with foreign producers. Achievements: 40 thousand pupils and students from 1800 schools participated in the last year's edition. Cooperation with cinemas in 40 cities.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

New Horizons Association is the only institution coordinating all of activities. Organization is a beneficiary of Ministry of Culture and National Heritage of Poland and Polish Film Institute.

ACTIVITIES AND PARTNERS FOR WHICH YOU ARE LOOKING FOR

New Horizons of Film Education in spite of long tradition is in constant development. Every year program includes new films which attracts young audience. Special emphasis is placed on broadening horizons, taming of cultural diversity through the implementation of films from different parts of the world. We are interested in establishing new contacts with institutions in order to share best practice

and experience in the filed of education. Our goal is constant exchange and comparison of experiences and practical knowledge.

POLAND

NAME OF THE INITIATIVE

Film on the Horizon

ADDRESS New Horizons Association, ul. Zamenhofa 1, 00-153 Warsaw

PHONE NUMBER +48 22 530 66 40

WWW www.nhef.pl

CONTACT PERSON Agnieszka Wrzak, agnieszka@nowehoryzonty.pl

TARGET GROUP OF THE ACTIVITIES

Children from middle and secondary schools



SHORT DESCRIPTION OF THE INITIATIVE

Film on the Horizon is dedicated to middle and secondary schools. The project introduce young people with movie making. It was created by New Horizon Association and editors of Film PRO magazine. Our project consist of two versions – BASIC and PRO. The first one includes internet course, the second consists of internet course and three movie workshops in Warsaw. Project is all-polish. After the project the best film made by pupils will be awarded.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

The programme is divided into three steps: first step – making a movie script, second – taking film photos, third – cinematic

techniques. Participants of basic version use internet to gain knowledge about film making. They also get some advice by the professionals who comment their work on-line. Pro version includes internet lessons and three meetings in Warsaw. Every film crew have their own film expert who help them in making a movie. During workshops in Warsaw participants communicate with professionals and other groups. Authors of best etudes in recruiting process have a chance to join this part of the project.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

New Horizons Association is the only institution coordinating all of activities in cooperation with FilmPro – quarterly created for professionals involved in the production of film and television, as

well as for people interested in the arts and film.

ACTIVITIES AND PARTNERS FOR WHICH YOU ARE LOOKING FOR

Special emphasis is placed on broadening horizons, taming of cultural diversity through the implementation of films from different parts of the world. We are interested in establishing new contacts with institutions in order to share best practice and experience in the field of education. Our goal is constant exchange and comparison of experiences and practical knowledge.

POLAND

NAME OF THE INITIATIVE

New Horizons Academy

ADDRESS New Horizons Association, ul. Zamenhofa 1, 00-153 Warsaw

PHONE NUMBER +48 22 530 66 40

WWW www.nhef.pl

CONTACT PERSON Agnieszka Wrzak, agnieszka@nowehoryzonty.pl

TARGET GROUP OF THE ACTIVITIES

Educators from primary, middle and secondary schools



SHORT DESCRIPTION OF THE INITIATIVE

New Horizon Academy was created for teachers who are interested in film making. We teach them how to make a movie and relay gained knowledge to their pupils. Our goal is to teach practical skills (participants will be working on their own film projects) and find a place for film education in school program.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

The participants of Academy learn writing a script, taking photos and become more familiar with montage and making films. Each teacher from whole Poland can participate in this project. The project consists of 9 meetings that take place in Warsaw from November to July. After

finishing Academy teachers are obliged to include their own ideas into educational programme in their school next year and they should create web blog.

Achievements: The first edition during school year 2012/2013 of the academy graduated 17 teachers. In the second edition during school year 2013/2014 attended 49 participants, which were divided into 3 groups, related to 2 cities Warsaw and Wroctaw and to one all-Polish group.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

New Horizons Association is the only institution coordinating all of activities in cooperation with Warsaw Centre for Socio-Educational Innovation and Training (WCIES) – local government-operated teacher development facility, an institution providing knowledge and education New

Horizons Association is a beneficiary of Ministry of Culture and National Heritage of Poland.

ACTIVITIES AND PARTNERS FOR WHICH YOU ARE LOOKING FOR

Special emphasis is placed on broadening horizons, taming of cultural diversity through the implementation of films from different parts of the world. We are interested in establishing new contacts with institutions in order to share best practice and experience in the filed of education. Our goal is constant exchange and comparison of experiences and practical knowledge.

POLAND

NAME OF THE INITIATIVE

Workshops during IFF T-Mobile New Horizons in Wrocław

ADDRESS New Horizons Association, ul. Zamenhofa 1, 00-153 Warsaw

PHONE NUMBER +48 22 530 66 40

WWW www.nhef.pl

CONTACT PERSON Agnieszka Wrzak, agnieszka@nowehoryzonty.pl

TARGET GROUP OF THE ACTIVITIES

Educators, for primary, middle, and secondary school teachers



SHORT DESCRIPTION OF THE INITIATIVE

During International Film Festival T-Mobile New Horizons in Wrocław teachers participate in special film workshops.

The program of workshops raises various subjects related to film studies (history of cinematography, montage or movie language and so on), making a movie and films shown at the festival. The main goal is to encourage teachers to use films in their class and create some space to exchange movie experiences.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

Achievements: Thanks meetings in Wrocław expands group of educators convinced of the need and effectiveness of film education. They include film education into

school program and they encourage other teachers to do it as well. During the seven editions of the workshop participated more than 1200 teacher (each years about 200 participants).

COORDINATING INSTITUTION, PARTNERS, FUNDERS

New Horizons Association is the only institution coordinating all of activities in cooperation with National Audiovisual Institute responsible for organizing the curatorial panel.

ACTIVITIES AND PARTNERS FOR WHICH YOU ARE LOOKING FOR

Special emphasis is placed on broadening horizons, taming of cultural diversity through the implementation of films from different parts of the world. We are interested in establishing new contacts

with institutions in order to share best practice and experience in the field of education. Our goal is constant exchange and comparison of experiences and practical knowledge.

POLAND

NAME OF THE INITIATIVE

Ogólnopolski Konkurs Wiedzy o Filmie

ADDRESS Gdańskie Centrum Filmowe 'Neptun – Helikon-Kameralne',
ul. Długa 57, 80-831 Gdańsk

PHONE NUMBER +48 58 301 53 31

WWW

CONTACT PERSON Anna Knap-Morzyk, a.morzyk@neptunfilm.pl

TARGET GROUP OF THE ACTIVITIES

Children (secondary school pupils), Educators



SHORT DESCRIPTION OF THE INITIATIVE

It is a contest organized annually since 1989 by Pomorska Fundacja Filmowa. It is aimed at pupils of secondary schools interested in both history and modern day film art. The winners go to film festivals including Berlinale they also can start film studies at Jagiellonian University without taking entrance exams. The contest jury comprises of best filmologists and film theoreticians from Polish universities. The main goals of the initiative are: dissemination of film culture, developing interest in artistic film and extending the knowledge of Polish, European and world cinema among youth, popularization of education through art among teachers.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

The contest is divided into three parts. First are regional qualifications held across Poland. The second are five day finals organised in Gdańsk when participants write several tests and essays on film topics. Additionally they may take part in workshops and meetings with filmmakers. Teachers who come to Gdańsk with their pupils can also participate in lectures and workshops about film education. The last day is the Grand Final organised before a live audience, when three best teams compete in various film challenges.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

Pomorska Fundacja Filmowa, Gdańsk Film Centre, Arthouse Cinemas Network (SKSiL). It's co-funded by Polish Film Institute.

ACTIVITIES AND PARTNERS FOR WHICH YOU ARE LOOKING FOR

Open to proposals.

POLAND

NAME OF THE INITIATIVE

Ogólnopolska Konferencja Filmoznawcza

ADDRESS Centralny Gabinet Edukacji Filmowej, Wyszyńskiego 86,
94-050 Łódź

PHONE NUMBER +48 42 686 34 45

WWW

CONTACT PERSON Ewa Kanownik, gabinetfilmowy@op.pl

TARGET GROUP OF THE ACTIVITIES

Educators



SHORT DESCRIPTION OF THE INITIATIVE

The annual conference organised since 1991 focuses on the selected issues related to the film culture and education. Each year more than 100 teachers, educators and cinema owners from across Poland participates in this four day seminar.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

The programme of the conference includes lectures on film analysis, proposals for the use of films at school and extracurricular activities, meetings with filmmakers and film screenings. Exemplary topics included: 'Films by Polish directors in relation to school curriculum', 'Film portraits of Poles', 'Film as a participant of Polish discourses at the beginning of

the 21. century: history and historical memory, family, love, death, everyday life', 'Cinema beyond the storyline', 'After transformation – the reality of the post-communist countries in films'.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

Association 'Venae Artis', Centralny Gabinet Edukacji Filmowej w Łodzi, Pałac Młodzieży im. J. Tuwima w Łodzi. The conference is co-funded by Polish Film Institute.

ACTIVITIES AND PARTNERS FOR WHICH YOU ARE LOOKING FOR

Open to proposals.

POLAND

NAME OF THE INITIATIVE

The Lessons in Cinema

ADDRESS The Centre of Film Education, Wileńska Street 51, 05-200 Wotomin

PHONE NUMBER +48 (22) 763 96 49

WWW www.lekcje.info.pl

CONTACT PERSON Magdalena Kudłacz

TARGET GROUP OF THE ACTIVITIES

Children, Educators



SHORT DESCRIPTION OF THE INITIATIVE

The Centre of Film Education has been offering special education programme named The Lesson in Cinema for 10 years. The Lesson in Cinema is a multimedia and interactive presentation, innovative in its formula, which contains fragments of films, animations, stills, reports, charts. The lesson is dynamically conducted by a professional actor.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

It is a series of events, combining fun and education in an attractive way. The lessons are held in cinemas in over a hundred Polish cities. The project is directed to pupils and teaches of Polish schools and includes all levels of teaching

education: kindergarten, elementary, high school and upper. In all the theaters participating in the project multimedia educational lessons connected with film projections are implemented. During these classes, students learn about the most important issues in the field of film language and find out about possibilities of using various means of expression and what function they played in the texts of audiovisual culture. The film accompanying the lesson will help students understand these concepts.

Achievements: Up to 250.000 students take a part in The Lesson in Cinema each year and the number is growing up.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

The Centre of Film Education is the institution coordinating The Lesson

in Cinema project. The Centre cooperates with filmmakers and film experts, because in the creation of each lesson professionals and specialists in different fields of film education are involved. Among the creators of the program there is also a group of teachers and methodologists who ensure that the subject of the lessons and the language of communication is adapted to different age groups, and the whole lesson is consistent with school education. The Lesson in Cinema also consists of a group of professional actors who take part and are willing to share their experience, skills and knowledge. Finally, there is a team implementing lessons in particular cities, dealing with organizational and technical cases. There are also representatives who arrive with an offer to school. All people working on the project have one thing

in common: a deep conviction that they create a really valuable project.

ACTIVITIES AND PARTNERS FOR WHICH YOU ARE LOOKING FOR

The Centre of Film Education is interested in cooperation with film and education organizations, film portals, film coalitions and educators.

POLAND

NAME OF THE INITIATIVE

Wielkopolska Edukacja Medialna

ADDRESS Kino Rialto, ul. Dąbrowskiego 38, 60-842 Poznań

PHONE NUMBER +48 61 847 53 99

WWW www.kinorialto.poznan.pl

CONTACT PERSON piotr@kinorialto.poznan.pl

TARGET GROUP OF THE ACTIVITIES

Children, Educators

SHORT DESCRIPTION OF THE INITIATIVE

This film education programme has been organised in Rialto cinema in Poznań since 1992. It is complementary to school education. It's goal is to make children and teenagers familiar with history of cinematography and film as an art form. It enables pupils to learn about the best examples of Polish and European films. Each month about 1500 pupils participate in the screenings.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

The core of the project is based on monthly meetings at cinema, where pupils watch film and listen to multimedia lectures on film related topics. The project is aimed at four age groups: the youngest learn

the basic concepts associated with the film, visit the projection cabin, watch film tapes, participate in contests and workshops. Older pupils are broadly acquainted with the language of film, the history of cinema, they learn how to interpret films. Secondary school pupils explore and learn the language of film genres, how to analyse and interpret films. The whole programme is divided into several theme sections. Additionally meetings with filmmakers and film theoreticians are organised.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

Intermedia s.c. Jolanta Myszk, Piotr Zakens, Rialto cinema. The Project is organised with the financial support from the Polish Film Institute.

ACTIVITIES AND PARTNERS FOR WHICH YOU ARE LOOKING FOR

Open to proposals.

POLAND

NAME OF THE INITIATIVE

Se-ma-for Museum of Animation



ADDRESS Fundacja Filmowa Se-ma-for, Targowa 1/3 B. 24, 90-022 Łódź

PHONE NUMBER +48 42 682 26 01

WWW www.muzeum.se-ma-for.com

CONTACT PERSON Justyna Radziej, radziej@se-ma-for.com, muzeum@se-ma-for.com

TARGET GROUP OF THE ACTIVITIES

Children

Se-ma-for professionals you can, among other things, learn how to create stop motion animation, learn pixilation technique or build your own animation puppet. The workshops are aimed at different age groups. Preschoolers can participate for example in: 'Musical play activities with Teddy Floppy-ear' or 'The Magic Pencil' and primary and middle school pupils in: 'My own puppet', 'Animated story', 'I have an idea for a film', 'Peter and the Wolf's mysterious world'. During the workshop, children change into a film crew, learn about the work on animation and create their first film.

SHORT DESCRIPTION OF THE INITIATIVE

Se-ma-for Museum of Animation is one of the most interesting cultural institutions in Łódź. It has been established to promote animation, the work by Se-ma-for Studio, which has won the Academy Award twice, and broadly defined visual art. It's based on Museum of Fairy Tales. At Se-ma-for Museum of Animation characters from fairy tales will introduce you to the magical world of animation. Here you can take a close look at how a film is created, see a stop motion camera and a set. Interactive games and play activities as well as a stand to create animation will change ordinary visiting into an unforgettable adventure! A rich educational offer remains an excellent continuation of the journey started in the museum, stimulating creativity and artistic skills.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

The content of the exhibitions are created in accordance with the newest idea of a participatory museum. Multimedia desktops, three-dimensional exhibitions, storyboards, dubbing of the fairy tales or play of light – these fragments of Se-ma-for Museum of Animation easily engage into playing together. Exhibition consists of seven parts: the masters of animation, from the idea to creating a puppet, scenography, film set, editing, post production and scoring, the types of animation, semafor cinema – where everyone is invited for a projection of a short animated film as a part of the visiting of the museum. Apart from the exhibition, the museum offers also a variety of workshops. Under the eye of

COORDINATING INSTITUTION, PARTNERS, FUNDERS

The museum works under the auspices of Se-ma-for Film Foundation. The projects are co-funded by Ministry of Culture and National Heritage and Polish Film Institute.

ACTIVITIES AND PARTNERS FOR WHICH YOU ARE LOOKING FOR

Open to proposals.

POLAND

NAME OF THE INITIATIVE

Dziecięca Wytwórnia 'Entropia' we Wrocławiu

ADDRESS Galeria Entropia, Rzeźnicza 4, Wrocław

PHONE NUMBER +48 71 3444 634

WWW www.entropia.art.pl/_old/DWF/Warsztaty2.htm

CONTACT PERSON Alicja Jodko, alicja@entropia.art.pl

TARGET GROUP OF THE ACTIVITIES

Children

SHORT DESCRIPTION OF THE INITIATIVE

Dziecięca Wytwórnia Filmowa (DWF) – Children's Film Factory is the name of an animated film workshop for children that has operated in Galeria Entropia since 1985. The workshop, run by Alicja Jodko together with Mariusz Jodko and Andrzej Rerak, teaches children how to make animated films in classical stop motion technique. Classes are held every week during the school year. DWF makes it possible for children to take the role of creators, to change their attitudes from passive and consumer-like to active towards surroundings, culture and media. The workshop has produced many award-winning animated short films presented at numerous festivals and special screenings all over the world.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

Workshops are based on the study of animation. At a basic level, children create their own animated pieces by working together and having fun with a stop-motion camera connected to a computer. Following the simple steps of moving objects, cutting figures, drawing new elements or modelling plasticine in front of the lens of the camera, they make their first animated film. At a more advanced level children create more complex projects in various techniques, which are then edited and provided with sound. Artists from different fields and media are invited to participate in the workshops to present the techniques in which they create images, sculptures, spatial arrangements, photography, graphics, films, 3D

animations, music. Getting to know the background of different fields helps children apply various animation techniques when making their own films. DWF cultivates the tradition of familiarizing children with the history of this genre through screenings of selected works of Polish and world animation, the variety and richness of the animation far beyond the standard Disney. The opportunity of having contact with personalities and works of great authors, notwithstanding how much it could surpass children's perception as regards realization capabilities or the contents conveyed, has a major meaning for its development and leaves in children's imagination indelible traces.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

Galeria Entropia.

ACTIVITIES AND PARTNERS FOR WHICH YOU ARE LOOKING FOR

Open to proposals.

POLAND

NAME OF THE INITIATIVE

The Film Museum

ADDRESS Muzeum Kinematografii, Plac Zwycięstwa 1, Łódź

PHONE NUMBER +48 42 6 740 957

WWW www.kinomuzeum.pl

CONTACT PERSON rezerwacja@kinomuzeum.pl

TARGET GROUP OF THE ACTIVITIES

Children

SHORT DESCRIPTION OF THE INITIATIVE

The Film Museum (Muzeum Kinematografii w Łodzi) runs extensive educational activities (meetings with filmmakers, activities for children and youth) and exhibitions. It houses a collection of film exhibits and documents the history of Polish cinema – arts, techniques and film production, of which Łódź has been the centre for many years. In the museum collection are found valuable, often unique equipment of the period immediately preceding the development of cinema: magic lanterns, stereoscopes, optical games. There are also amateur and professional film cameras for various film gauges; also projectors and screens, a large collection of still cameras and equipment, machines and equipment

for the processing of film material and lighting and associated apparatus. An important part of the collection consists of film set and costume designs, designs for animated films, photos, photo-documentation from the sets of selected productions, prizes and personal souvenirs concerning the greatest Polish cinema authors. The collection of Polish and foreign film posters is among the most important in existence.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

- ▶ Small Cinematograph – classes for the youngest children, from the age of 3. Children together watch, visit and learn, create: paint, cut out, construct; create space, think and talk. They learn a great history of Polish animation by watching classic cartoons and puppet stories that

are screened in the museum's cinema. They participate in animation workshops, visit the animated film exhibitions and meet with filmmakers and children's books authors.

- ▶ Museum lessons – are aimed at children from 5 years of age and older; relate to the broader history of cinema and film history of the city. Lessons are run in the form of interactive classes that allow pupils to actively participate in and influence their course. Selected lessons include a theoretical part (presentation and discussion) and a practical part, during which pupils use their knowledge while solving tasks or executing projects related to the topic of the lesson.
- ▶ Exhibitions – children visit the permanent exhibitions devoted to children animation where fragments of set design as well as dolls, drawings and stills are presented.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

The Film Museum in Łódź.

ACTIVITIES AND PARTNERS FOR WHICH YOU ARE LOOKING FOR

Open to proposals.

POLAND

NAME OF THE INITIATIVE

Akademia Planete+ Doc



ADDRESS Akademia PLANETE+ DOC, ul. Widok 5/7/9 pok.410 Warszawa

PHONE NUMBER +48 668 160 433

WWW www.akademia.planetedocff.pl

CONTACT PERSON Diana Gaik, diana@docreview.pl,
edukacja@planetedocff.pl

TARGET GROUP OF THE ACTIVITIES

Children, Educators, Other (Students)

COORDINATING INSTITUTION, PARTNERS, FUNDERS

ACTIVITIES AND PARTNERS FOR WHICH YOU ARE LOOKING FOR

Open to proposals.

SHORT DESCRIPTION OF THE INITIATIVE

This is an education program for middle and secondary school students as well as higher education students, based entirely on documentary films, selected from the rich program of the festival Planete+ Doc. The documentary films as a mirror reflect the condition of the modern world, thus the educational value of documentary film is undeniable and obvious. Films were chosen to accompany the schools curricula. It is worth noting that this project is not only aimed at pupils and students interested in human disciplines, but also at those who are fascinated by physics, chemistry and biology.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

- ▶ For schools – the meeting includes: screening, 45minute lesson after the film and a lesson plan for the teacher to use in school. Classes are held on request outside the school, in cinemas and culture centres. Teachers can participate in special workshops on use of documentary films in education.
- ▶ For university students – Academy Planete+ Doc started in 2013 in several cities in Poland as a facultative subject. Classes are held in cinema once a week. The aim of the project is to awaken the interest in documentaries, and above all provide students with the appropriate tools for their critical analysis. The program includes films with very different themes: psychology, globalisation, politics.

POLAND

NAME OF THE INITIATIVE

Arthouse Cinemas Network

ADDRESS FilMOTEKA Narodowa, ul. Puławska 61, 00-975 Warszawa

PHONE NUMBER +48 22 88 00 384

WWW www.kinastudujne.pl

CONTACT PERSON sks@fn.org.pl

TARGET GROUP OF THE ACTIVITIES

Children, Educators

SHORT DESCRIPTION OF THE INITIATIVE

Sieć Kin Studyjnych i Lokalnych (SKSiL) – Arthouse Cinemas Network runs a number of film education projects aimed at pupils of primary, middle and secondary schools as well as teachers. Most of them are classes for schools organised in cinemas across Poland, workshops and contests.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

- ▶ EdukacjaFilmowa.pl – the aim of this website is to provide educational materials, primarily lesson plans regarding the latest films, a glossary of film terms, teaching materials devoted to the use of video cameras and software installation.
- ▶ 'Dwa srebrne ekrany' is a competition for

the most interesting statements in the discussion on a selected topic, addressed to pupils attending classes run by cinema networks. The most interesting comments are awarded film festival passes.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

Arthouse Cinemas Network together with local cinemas and film education organization based in Łódź – Centralny Gabinet Edukacji Filmowej.

ACTIVITIES AND PARTNERS FOR WHICH YOU ARE LOOKING FOR

Open to proposals.

POLAND

NAME OF THE INITIATIVE

Kinoterapia. Spotkania między kadrami

ADDRESS Fundacja Generator, ul. Wędrorców 11, 02-830 Warszawa

PHONE NUMBER +48 601 565 000

WWW www.kinoterapia.pl

CONTACT PERSON Lucyna Zembowicz, lucyna@kinoterapia.pl

TARGET GROUP OF THE ACTIVITIES



SHORT DESCRIPTION OF THE INITIATIVE

Since 2009 Fundacja Generator has organised workshops using film as a psychological tool in people's personal development and education. The project's goal is to examine the sources and impact of cinema, to promote valuable art projects. Discussions on films carried out in an interdisciplinary group allow participants to combine reflection from cultural studies, film studies and psychological approach. The project is divided into several cycles, e.g.: 'Otherness' 'Relationships', 'My friend – film', 'Communicatig with happy-end'. Some of the cycles are aimed at children.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

Screenings of selected films that are organized every few weeks are enriched by discussions with psychologists and therapists, psychology lectures. These 'screenings without popcorn' are aimed at a deeper reflection on cinema in opposition to the hasty contact with the film so popular nowadays.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

Fundacja Generator with the support of Ministry of Culture and National Heritage and British Council.

ACTIVITIES AND PARTNERS FOR WHICH YOU ARE LOOKING FOR

Open to proposals.

POLAND

NAME OF THE INITIATIVE

The Great Film Adventure

ADDRESS ul. Św. Marcin 80/82, 61-809 Poznan

PHONE NUMBER +48 61 6464486

WWW <http://csdpoznan.pl/en/great-film-adventure>

CONTACT PERSON Marian Suchanecki, msuchanecki@alekino.com

TARGET GROUP OF THE ACTIVITIES Mostly children but the teachers from schools and community centres whose pupils are involved in the project, can also benefit and acquire new teaching skills while watching the children take part in the project.



SHORT DESCRIPTION OF THE INITIATIVE

The Great Film Adventure (Wielka Przygoda z Filmem) project, which has been organised by the Children's Art Centre in Poznan since 1994, is a cycle of workshops aimed at pupils and students aged 13-20 years. Their task during the workshops is to use their own idea to make a short fiction or documentary film, either animated or live-action. During the filmmaking process, they are helped by outstanding film directors and cameramen who enjoy working with children. The assumption of the workshops is to involve schoolchildren at every stage of the process, from idea to execution, from screenplay, through film set, to film editing. It is the young participants who choose the topic of the film, write the screenplay

and assign the tasks necessary to make a film. The resulting movies reflect the reality that young artists struggle with at home and at school. Our workshops are a practical way of widening and supplementing film education at school. They also give children the right tools for analysing and interpreting various film and TV productions independently and critically. The workshops have been delivered by well-known Polish directors such as Tomasz Dettloff, Stanisław Jędryka, Jacek Filipiak, Mikołaj Haremski, Katarzyna Kasica, Krystyna Krupska-Wysocka, Stanisław Lenartowicz, Dorota Latour, Igor Mołodecki, Jerzy Moszkowicz, Krzysztof Nowak-Tyszowiecki, Michał Rosa, Wiktor Skrzynecki.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

In the 20 workshop editions held so far, more than 1500 pupils and students took part and made over 100 shorts and documentaries. The films have their premieres at special screenings of the International Young Audience Film Festival Ale Kino!, which is also organised by our Centre. The films have also been shown and awarded at international amateur film festivals in Greece, Barcelona and Warsaw. For a few years, we have been trying to make the workshops a part of a larger therapeutic and educational process through the involvement of children and youths with hearing, vision, motor and intellectual disabilities, as well as children and young people from youth therapeutic centres and organisations working with street children.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

The project is implemented by Centrum Sztuki Dziecka w Poznaniu (Children's Art Centre in Poznan).

ACTIVITIES AND PARTNERS FOR WHICH YOU ARE LOOKING FOR

The Children's Art Centre is looking for similar activities in Europe to exchange experiences and share the films made under similar projects.

POLAND

NAME OF THE INITIATIVE

Film Kindergarten

ADDRESS Wajda School

PHONE NUMBER +48 22 85110 56

WWW www.wajdaschool.pl/pl/program/przedzskole-filmowe

CONTACT PERSON info@wajdaschool.pl

TARGET GROUP OF THE ACTIVITIES

Children (secondary school pupils), Other (first year university students)

and the mistakes to be avoided, working on a film idea, research on the film's subject, the film idea development, the script, the basics of film production, preparation to the period of shooting, postproduction, film authorship, ethics in documentary film.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

Wajda School. Project is co-funded by Polish Film Institute.

ACTIVITIES AND PARTNERS FOR WHICH YOU ARE LOOKING FOR

Open to proposals.

SHORT DESCRIPTION OF THE INITIATIVE

Film Kindergarten (Przedzskole Filmowe) is a programme aimed at young people, secondary school and first year university students who are interested in film. Participants are not required to have a lot of experience of film, but they should already made the first attempts at photography, film or literature. The initiative is aimed at people who have the potential to develop in film direction.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

The whole course is organised in the spirit of the Wajda School – 'from concept to completion' which means working on the successive stages of a film according to your own ideas. During a nearly year course

participants are expected to make a medium or full length film. The film should talk about the young people environment in Poland. The programme consists of intensive weekend sessions and a field trip in the first half of August. During these sessions participants discuss the successive stages of the formation of film, they wonder how the film's topic or the characters should be selected, they discuss the pictures brought by others. All classes provide a hands-on experience. Invited guests – film masters and professionals are asked to develop specific topics in detail. During the sessions, participants watch films or scenes from the key polish films, discuss solutions that are applied and look for inspiration for their own films. The sessions are divided into several topics: Technical workshops – the basics of working with the camera

POLAND

NAME OF THE INITIATIVE

Towarzystwo Inicjatyw Twórczych 'e' / Cretative Initiatives Association 'e'

ADDRESS ul. Mokotowska 55, 00-542 Warsaw/Poland

PHONE NUMBER +48 22 22 43 490

WWW www.e.org.pl

CONTACT PERSON dorota.borodaj@gmail.com

TARGET GROUP OF THE ACTIVITIES

Children, Educators, Other



SHORT DESCRIPTION OF THE INITIATIVE

Young Creatives Cooperative (Spółdzielnia młodych twórców) is an alternative production studio, in which we create good conditions for young creatives to develop. Our rule is to develop projects 'from the idea to realization'. We organise workshops, open shows, portfolio reviews, coaching sessions; we produce film debuts and photographic projects. We run projects dedicated to young DIY media-makers, who want to develop their skills and knowledge over formal educational frames. We promote the work of young documentarists in Poland and abroad.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

We use visual media as a tool for social change – we reach for film not only in our work with young media makers, but also – in our programs dedicated to inter-generational dialogue, in work with cultural institutions and local NGOs all over Poland. We educate young generations of documentarists but also – we teach them how to use visual media in cultural animation. We also work as art-coaches, giving young creators tools to consciously plan their development and to clearly describe their goals and the methods used to achieve them. We run different project dedicated to young creators, among them: Polska.doc (Poland.doc;) is a series of crossmedia seminars for young artists and budding culture animateurs (18-30

years old) interested in film and photography. This project is about sharing experience and tested work methods with young creators, students of multimedia and cultural animation courses. It encourages cultural and educational actions, which utilise film and photography. It creates an opportunity for hands-on testing of the acquired skills. Wawa.Lab (supported by the Evens Foundation) – is a complex program dedicated to media education, addressed to young people aged 13-18. Through a series of meetings and workshops they will learn, how to use visual media and new technologies to describe and change their city. They will build up an interactive city map and share their knowledge and experiences with their peers and create a digital archive with visual stories about Warsaw.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

Since 2002, we have been realizing socio-cultural projects all over Poland. We train, give grants, publish books, create and promote new models of activity in the field of culture. We carry out projects arising from our passions and the way in which we see the world. We remain loyal to values, which are important to us: authenticity, high quality of proposals and getting satisfaction out of what we do. We run a network of animateurs in the entire country. We have long time partners. Our experience and skills let us experiment, outline new trends and implement new projects. We not only work with young media-makers, but also run a laboratory of socio-cultural projects and a think-tank, creating new solutions for

culture. We are a partner of the Doc Next Network – started by the European Cultrual Foundation 3 years ago – which is an international network that strives for social justice and inclusive public opinion in Europe. The DNN common methodology supports the ideas of access, free culture and expanded education in which (digital) media plays a crucial role.

ACTIVITIES AND PARTNERS FOR WHICH YOU ARE LOOKING FOR

We are open to cooperation with all organizations, that use vusal media and tools for empowering young generations of DIY media makers. We are also interested in all projects that use those media as a tools for social change – we want to create inter-disciplinary programmes, in which different competences and areas are connected for creating a more open, inclusive society and culture.



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POLAND

NAME OF THE INITIATIVE

Akademia Filmowa

ADDRESS Fundacja Pro Art Tech, Ul. Trębacka 3, Warszawa

PHONE NUMBER +48 22 826 2137

WWW www.akademiafilmowa.pl

CONTACT PERSON fundacjaproarttech@interia.pl

TARGET GROUP OF THE ACTIVITIES

Other (university students)

SHORT DESCRIPTION OF THE INITIATIVE

Cyclical, 4-year study of the history of world cinema at the academic level. Film Academy was founded in the early 70s by the members of DKF 'KWANT'. Academy Award Lectures are considered elective courses by many universities in Warsaw. Film Academy introduces students to the development of film genres, film language, the evolution of drama, narrative and aesthetics of film, with the emergence of new styles, trends and film schools.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

Classes are held once a week in Iluzjon cinema in Warsaw, and since 2012 also in Wrocław Helios cinema New Horizons. Classes are organised once a week for eight

semesters. Each semester course ends with an exam. Each meeting consists of lectures and film screenings. During the first year of the course participants learn about the history of silent films, German expressionism, the origins of the avant-garde film school, Scandinavian cinema or Soviet propaganda. The second year of study brings the beginnings of sound films in Hollywood, France, the Soviet Union and Poland, the issues of genre cinema and poetic realism and the names of the legends of cinema: Orson Welles, Alfred Hitchcock, Jean Renoir and Frank Capra. The programme of the third year of the course covers the post-war cinema (such as Italian neorealism, the phenomenon of Japanese cinema), the new-wave exploration in France, Czechoslovakia, Poland, the UK and the U.S., films of the great masters of

cinema (Ingmar Bergman, Robert Bresson, Luis Buñuel, Michelangelo Antonioni) and the twilight of classical Hollywood. Fourth year of study is devoted to the works of several directors of world cinema, from Fellini, Pasolini, Polański, Tarkovsky, Forman, Saura, Allen and Herzog, to the lesser-known, but equally important names such as Ilia Awerbach, Nagisa Oshima, Aleksandar Petrović, Andrés Kovacs.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

The project was initiated by the National Film Archive and Film Club 'KWANT'. The project is financially supported by Polish Film Institute.

ACTIVITIES AND PARTNERS FOR WHICH YOU ARE LOOKING FOR

Open to proposals.

POLAND

NAME OF THE INITIATIVE

Teachers and Filmmakers' Forum at The International Young Audience Film Festival Ale Kino!

ADDRESS ul. Św. Marcin 80/82, 61-809 Poznań

PHONE NUMBER +48-61-64-64-470

WWW www.alekino.com

CONTACT PERSON Agnieszka Krajewska

TARGET GROUP OF THE ACTIVITIES

Educators

SHORT DESCRIPTION OF THE INITIATIVE

The International Young Audience Film Festival Ale Kino! has been founded for young and very young people who treat the cinema as a journey into the unknown, a challenge and a thrilling adventure. It shows films which avoid cultural and commercial clichés. Each year, there are a number of films for children and young people which, thanks to their sincerity, artistry and original outlook on the world of the young generation, escape excessive didacticism or mindless entertainment. The mission of the Festival is, first of all, enabling young audience to see films like this and promoting artistic cinema for children and young people. It is the Festival's tradition to organise meetings with film directors, actors

and film professionals from all over the world. The organisers invite a few hundred producers and distributors, as well as teachers, pedagogues and organisers of cultural events. One part of the Festival is the Forum, which hosts representatives of film, media, science and educational circles connected with audiovisual media for young audiences.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

Forum expands teachers and educators' knowledge of contemporary films for young audience. It develops the skills of using films and audiovisual media in the education of children and young people. It inspires the community of pedagogues and media educators in film education. The program includes theoretical presentations, good practice

presentations, art workshops, participation in festival film screenings and special events.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

The coordinating institution is Children's Art Centre in Poznań. The Centre has been operating since 1984. Its raison d'être is to inspire the creation of professional art for children and young people, to promote new valuable artistic performances, to popularise and aid in the development of new methods of culture awareness education, to maintain a record of artistic events and to exchange information concerning such events, institutions and people involved in the art for children. Forum is supported and co-financed by Polish Film Institute.

ACTIVITIES AND PARTNERS FOR WHICH YOU ARE LOOKING FOR

Children's Art Centre would be interested to exchange experiences and ideas of modern and good media education. We would like to cooperate with research workers, filmmakers, artists who can run workshops and share with their knowledge and experience.

ROMANIA

NAME OF THE INITIATIVE

EducaTIFF – the media & literacy programme for young audiences of Transilvania International Film Festival (TIFF)

ADDRESS 52 Popa Soare Str, Bucharest

PHONE NUMBER +40 213 266 480

WWW www.tiff.ro

CONTACT PERSON Ramona Sarbu – EducaTIFF Coordinator, ramona@tiff.ro

TARGET GROUP OF THE ACTIVITIES

Educators, Parents, Children



SHORT DESCRIPTION OF THE INITIATIVE

EducaTIFF premiered in 2009 with the aim to (re) light the passion of young and very young people for the great magic machinery called cinema, and to influence the first important steps towards a consistent school curriculum for media literacy in Romania. Nowadays, most people live under constant and often violent media exposure, and the younger in age, the more vulnerable they are to its influence. Films for young and very young people target an audience with enormous emotional and cultural needs. Film education stimulates learning and critical understanding, and encourages debates about films and the issues and emotions they provoke. As well, through film education, children and young people

become able to use film as a support for their own creativity, while the film industry is challenged to respect their voices. By developing EducaTIFF, TIFF is committed to foster a literate children and teenagers cinema audience in Romania, and has firmly enlisted alongside other similar European projects. In 2010, EducaTIFF was highly appreciated by the prestigious director and producer Wim Wenders, president of European Film Academy and in 2011 the programme received the Best Educational Project in Romania Award, at Education Awards Gala.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

Starting from 2012, EducaTIFF is organized in several stages, during the year:

- A. EducaTIFF as part of Transilvania International Film Festival (TIFF),

in the city Cluj-Napoca, with the following activities:

1. Film screenings for students which rely on an educational platform designed for schools in Cluj County, through which teachers get connected to lesson plans development resources (trainings, film screenings, after-screening lectures & debates in cinema, educational materials based on films). The films are programmed for specific student age groups and raised out of a strong film, and media literacy, in general, international educational good practice.
2. Film workshops for students (age 7-14), that open a gateway to the magical world of cinema. Working in crews, the children direct, act, shoot and edit their films. In a few hours, the participants make their own short films, which they can then screen and take home on DVD.

3. Young Film Critics Competition, film criticism workshops and master classes for students and teachers.
- B. EducaTIFF as part of other film festivals: TIFF Sibiu, 'Fool Moon' Horror and Fantasy Film Festival in Biertan – Transilvania, Alba Iulia Music and Film Festival.
- C. EducaTIFF as an independent project outside the festivals, in the cities: Cluj-Napoca, Sibiu, Bucharest. For the stages B and C, EducaTIFF consists in film screenings followed by debates and film workshops for students.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

EducaTIFF Coordinating institution: Romanian Film Promotion – one of the most important entities in the Romanian cinematography and film

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ROMANIA

NAME OF THE INITIATIVE

Education à l'image

ADDRESS NexT Cultural Society, 7 Sfantul Stefan Street, 023996 Bucharest

PHONE NUMBER +40 21 252 48 67

WWW www.nextfilmfestival.ro

CONTACT PERSON Yvonne Irimescu – Project coordinator,
yvonne@nextproject.ro

TARGET GROUP OF THE ACTIVITIES

Educators, Other (high school students)

promotion sector. Romanian Film Promotion was established in 2001 in order to support young film makers and film professionals, the distribution and promotion of the European values but also the formation of a new generation of viewers for the 21st century cinema.

Among the most known events organized by Romanian Film Promotion, we would mention: Transilvania International Film Festival, Gopo Awards, TIFF Caravan/Operation Kino, White Nights of Romanian Films, EducaTIFF- media & literacy programme for young audiences. EducaTIFF Partners: County Board of Education from Cluj and Sibiu, Educational Institutions, Cultural Centers, County Libraries and Bookstores from Cluj, Sibiu and Bucharest, Cinema Victoria from Cluj-Napoca, the City Hall from Biertan and Alba Iulia etc.

Funders: Administration of the National Cultural Fund and some private sponsors.

ACTIVITIES AND PARTNERS FOR WHICH YOU ARE LOOKING FOR

We are interested to find European partners from media & film education sector, to discuss about media and literacy programmes and find some opportunities for collaboration.

Funders: Romanian CNC (National Center of Cinematography), Institut Francais de Bucarest, NexT Cultural Society

ACTIVITIES AND PARTNERS FOR WHICH YOU ARE LOOKING FOR

For the moment, the project takes place only in Bucharest, but it is meant to be progressively implemented on a national level in the near future. In time, it is meant to be expanded to younger students (ages 10-14 and possibly even younger). Also, we are looking for European funds (it is a Romanian-French cooperation project, open for cooperation with other European countries).

SHORT DESCRIPTION OF THE INITIATIVE

Education à l'image is a cinema education program designed for high school students, initiated by the French Embassy in Bucharest and organized by NexT Cultural Society and the French Institute in Bucharest.

The objectives of the program: to expose high school students to arthouse cinema, to encourage students to see films in the cinema, to offer them instruments for understanding the specific cinema language and values, to raise awareness about the film related professions.

enrolled in the program, together with their teachers (a Romanian feature film, a French feature film, an international feature and an international documentary). At the beginning of the school year, teachers attend a four days cinema training, focused on the four films in the program. During the school year, teachers and their high school students view the films in the cinema and meet with Romanian film professionals for detailed debates around the films. Each year, NexT Cultural Society develops and publishes a comprehensive critical guide to the Romanian film included in the program.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

Each year, four art house films are chosen to be studied by the high school students

COORDINATING INSTITUTION, PARTNERS, FUNDERS

Organizers: NexT Cultural Society, Institut Francais de Bucarest

ROMANIA

NAME OF THE INITIATIVE

NexT Seminars (part of NexT International Film Festival)

ADDRESS NexT Cultural Society, 7 Sfantul Stefan Street, 023996 Bucharest

PHONE NUMBER +40 21 252 48 67

WWW www.nextfilmfestival.ro

CONTACT PERSON Yvonne Irimescu – Project coordinator,
Yvonne@nextproject.ro

TARGET GROUP OF THE ACTIVITIES

Other (young film professionals, general public)

Romanian Independent Filmmakers). Other funders, sponsors and partners (as for April 2013 edition): JTI, HBO, Romtelecom, ArCuB (Bucharest City Hall), MEDIA Desk Romania, Sony, Stage Expert, Abis, Chainsaw Europe, Digital Cube, CineLabs Romania, Spanish Embassy, Cervantes Institute, Goethe Institute, Embassy of Sweden, Camoes Instituto, Delagation Wallonie-Bruxelles, Balassi Institute.

ACTIVITIES AND PARTNERS FOR WHICH YOU ARE LOOKING FOR

Looking for: international film professionals willing to share their experience on various film related topics, international film organizations / film festivals in collaboration with whom to curate the seminars, European / international funding opportunities.

SHORT DESCRIPTION OF THE INITIATIVE

NexT International Film Festival is organized by NexT Cultural Society, created in 2006 in memory of film director Cristian Nemescu and sound-designer and composer Andrei Toncu. NexT International Film Festival celebrates innovative and creative filmmaking from all around the world. Its mission is to discover and support emerging international film talents by promoting their works locally, nationally and internationally. Besides the competition and off competition programmes, the agenda of the festival also includes a series of seminars on film related topics.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

Seminars, master classes, lectures, workshops on film related topics: film directing, sound design, scriptwriting, producing, marketing, distribution, film criticism etc. The audience (mainly young film professionals, film students etc.) get the chance to meet experienced international professionals providing important expertise for the emerging Romanian film industry.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

Organizer: NexT Cultural Society.
Main funders (as for April 2013 edition): Romanian CNC (National Center of Cinematography), UCIN (Union of

SLOVENIA

NAME OF THE INITIATIVE

Submarine – Film Education Programme for Children and Youth

ADDRESS Metelkova ulica 6, 1000 Ljubljana, Slovenia

PHONE NUMBER +38 6 1 43 18 008

WWW www.isolacinema.org

CONTACT PERSON Lorena Pavlič – Director, lorena.pavlic@isolacinema.org

TARGET GROUP OF THE ACTIVITIES

Educators, Parents, Children, Other

SHORT DESCRIPTION OF THE INITIATIVE

The Submarine programme is a film programme for children from 3 to 14 years. It shows film stories from all over the world, accompanied with guided talks, creative workshops, presentations etc. It is presented during the International Film Festival Kino Otok Isola Cinema, which is held annually in the coastal town of Izola, Slovenia. Beside the two weeks long programme during the Festival we occasionally organize single film education programmes for children and youth in Izola as well as in other parts of Slovenia.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

The Submarine activities include film projections for children, youth and families, projections of films by young artists (mostly primary and secondary school), guided talks and presentations after the projections, expert meetings/seminars and creative film workshops (film production, using recycling materials to make film brooches, jewelry, diaries ...) and creative childcare Sesame's Corner during the Festival. The Submarine programme has been exceptionally well-received; the great interest of viewers of all ages ensures that the Submarine will grow together with the young film audience of the Coastal-Karst region as well as the broader area of Slovenia.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

Funder and coordinating institution: Otok, Institute for the Development of Film Culture, Metelkova ulica 6, 1000 Ljubljana, Slovenia. Partners: Kinobalon, a programme for children and youth, by art cinema Kinodvor from Ljubljana, Slovenia, and film education programme Luksuz produkcija/DZMP from Krško, Slovenia.

ACTIVITIES AND PARTNERS FOR WHICH YOU ARE LOOKING FOR

Partners for film programming and realization of film education events. Film Literacy Initiatives networking activities. Training courses for programming children and youth film. Training courses for mentors of film education.

SLOVENIA

NAME OF THE INITIATIVE

The Elephant Programme

ADDRESS Tugomerjeva 8, 1000 Ljubljana

PHONE NUMBER +51 874 845 / +40 242 812

WWW www.slon.animateka.si

CONTACT PERSON Katja Koritnik, katja.koritnik@animateka.si

TARGET GROUP OF THE ACTIVITIES

Children

SHORT DESCRIPTION OF THE INITIATIVE

The Elephant Programme – Educational animated film programme for children comes from the Animateka Festival. Today, the Elephant is a recognized brand in Slovenia, associated with animated film. The main purpose of the programme is to present the art of animated films; from all the phases of production, development of the art form in history, to modern production techniques. The goal of the programme is to encourage children to be critical towards media, to evolve their emphatic ability and strengthen their creativity.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

A wide selection of activities at the festival is composed of feature and short animated

films, enriched with guided pedagogical conversations, animation weekly workshops and a couple of shorter workshops and many other activities. // Educational Animated Film Programme the Elephant was recognized as an example of good practice in 2009 by European Commission. In 2010 the program was presented at the UNESCO's 2nd World Conference of Education in Seoul.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

The Elephant programme is a part of the Association for Reanimation of Storytelling 2 Reels. The programme is supported by the Slovenian Film Centre, MOL – Municipality of Ljubljana, SOU – Student organization of the University of Ljubljana, Hostel Celica. (As well as Media – Indirectly through Animateka's film

programme, part of which is the Elephant film programme).

ACTIVITIES AND PARTNERS FOR WHICH YOU ARE LOOKING FOR

The Elephant programme is a part from Animateka's festival active during the whole year on national level with workshops, seminars and projections, DVD's. We are constantly looking for the advancement and expansion of activities and therefore we are always seeking for new partners (national, regional or in the private sector). We are also interested in co-operation with other associations (either film or something similar, to create something new).

SLOVENIA

NAME OF THE INITIATIVE

Zavod za uveljavljanje vizualne kulture Vizo / Vizo – Institute for assertion of visual art

ADDRESS Gallsuvo nabr. 39, 1000 Ljubljana

PHONE NUMBER +38 6 31 353 855

WWW www.vizo.si

CONTACT PERSON Rok Govendik – Director, rok.govendik@vizo.si

TARGET GROUP OF THE ACTIVITIES

Children

SHORT DESCRIPTION OF THE INITIATIVE

Association Vizo's main goal is improving the field of media education and film literacy in schools and kindergartens in Slovenia by providing children with tools for in-depth understanding and critical reflection of popular media content (through film talks, panels, workshops and similar.)

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

Vizo develops its film literacy programme on two levels: quality film programme for children in following age groups: 3-5 years, 6-8 years, 9-11 years, 12-14 years, 15-18 years; additional mentored activities accompanying the film from the aspect of film topic / film as an artistic expression. The key method used is mentored talk

about the film, while additional methods for cinemas and schools are mainly film clubs, workshops, exhibitions, round tables.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

Slovenian art cinema network, Slovenian Film Centre, Kinobalon, Elephant – Education programme of animated films, City of Ljubljana.

ACTIVITIES AND PARTNERS FOR WHICH YOU ARE LOOKING FOR

As we are a young initiative with the main project of film education programme for 10 members of Slovenian art cinema network, so we are first and foremost interested in good practice exchange and networking possibilities, while for the moment our partner network is being established in Slovenia.

SLOVENIA

NAME OF THE INITIATIVE

Kinodvor

ADDRESS Kinodvor, Kolodvorska 13, Ljubljana

PHONE NUMBER +38 6 12392220

WWW www.kinodvor.org

CONTACT PERSON Petra Slatinšek – Head of film education, petra.slatinsek@kinodvor.org

TARGET GROUP OF THE ACTIVITIES

Educators, Parents, Children, Other

SHORT DESCRIPTION OF THE INITIATIVE

Kinodvor is a public institution whose main aim is to screen a diverse selection of quality films. As well as being a city cinema with a regular film programme, Kinodvor is also a venue for special events and a (co-) producer offering its facilities, services and expertise to Slovenian and international partners.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

Kinobalon, a programme for children and youth, is a film education programme. Part of the programme takes place on weekday mornings, when screenings with accompanying activities are organized for kindergartens and primary and secondary schools. we do: introductions, talks,

educational materials, booklets for children, catalogue of films for schools, workshops. In 2010, Europa Cinemas gave the programme the Best Young Audience Activities in Europe Award. Europa Cinemas, supported by the MEDIA programme, is an international cinema network connecting 2,778 film screens in 1,005 cinemas in 566 European cities in 68 countries.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

City hall of Ljubljana, Slovenian Film Centre, Ministry of culture.

ACTIVITIES AND PARTNERS FOR WHICH YOU ARE LOOKING FOR

Exchange of educational materials (rights), booklets for children, joined international programmes.

SPAIN

NAME OF THE INITIATIVE

Cinema en curs

ADDRESS A Bao A Qu, Encarnació 42 local 4 – 08024 Barcelona

PHONE NUMBER +34 932853181, +34 626367394

WWW www.cinemaencurs.org/en – <http://bloc.cinemaencurs.org/en>

www.a-abaoaqu.org

CONTACT PERSON Núria Aidelman, nuria.aidelman@a-abaoaqu.org

TARGET GROUP OF THE ACTIVITIES

Children (from 3 to 18 years-old), Educators (from all educational levels)



SHORT DESCRIPTION OF THE INITIATIVE

A film literacy programme started in 2005. Its four main axis are:

- 1) workshops with groups of 3 to 18 year olds from highly diverse geographical and socio-cultural contexts. An approach to cinema through the link between film analysis and cinematographic praxis. Led concomitantly by film professionals and teachers during school timetable;
- 2) teacher training;
- 3) connection and repercussion in the participating neighborhoods and municipalities;
- 4) definition of proposals and methodologies applicable to all educational contexts, thought out to work the cinema issue (both viewing and making films), and explore their pedagogical potential.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

Overall, the workshops take place in public centers. During 2012-2013, thirty-two have been conducted mostly in Catalonia (Spain) and also in Galicia (Spain), Argentina and Brazil. This year 1,800 pupils have participated in the workshops and some 10,000 have benefited indirectly from them; 47 documentary and fictional short films have been shot. In a period of 8 years Cinema en curs has formed over 3,000 teachers. The films have been shown at 90 festivals all over the world (14 countries) and articles have been written for international publications. Several work nets have also been established such as a Comenius Regio and a Grundtvig programme.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

A programme of A Bao A Qu, a non-profit organization devoted to projects linking creation with education. So far Cinema en curs has received funding from the Cultural Dept. of the Generalitat de Catalunya and the Spanish Ministry of Culture. In 2013 however, no grants are called by either suitable for the programme. Some town halls have increased their support, particularly that of Barcelona. The Xunta de Galicia and The Municipalidad de Córdoba have joined in 2013. The Filmoteca de Catalunya and the Pompeu Fabra University collaborate. Since 2005, some workshops are developed in partnership with Le Cinéma, cent ans de jeunesse (Cinémathèque française).

ACTIVITIES AND PARTNERS FOR WHICH YOU ARE LOOKING FOR

Organizations and institutions which develop film literacy projects where special relevance is attached to discovering our surroundings through the cinema media, both in documentary and fiction. Organizations and institutions generating strategies aimed at training teachers and cinema professionals.

SPAIN

NAME OF THE INITIATIVE

Barcelona International Audiovisual Festival (FIAB) by the European Observatory on Children's Television (OETI)

ADDRESS C/ Aragón 290-292 5 B, 08009 Barcelona

PHONE NUMBER +34 934881914

WWW www.oeti.org

CONTACT PERSON Cristina Tresserras – Director of the European Observatory on Children's Television, fitb@oeti.org

TARGET GROUP OF THE ACTIVITIES

Educators, Parents, Other

SHORT DESCRIPTION OF THE INITIATIVE

The Barcelona International Audiovisual Festival (FIAB) is a 17 years old festival that promotes film literacy with the objective that children have audiovisual criteria. This festival includes screening sessions: films made for children, films that talk about children or films produced by children under the film literacy umbrella. And it also includes multidisciplinary round tables to share, reflect and discuss experiences around the world, related to film and audiovisual aimed at children and their necessary relationship in the world of education.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

Every year more than 1,000 film and audiovisual professionals, educators,

thinkers, families and children participate actively in our activities.

The FIAB represents a meeting point between the world of films and the world of education, thanks to its main activities: the screening sessions and the World Forum on Children's Television and the Observatory Sessions round tables. Each year, more children attend with their schools to the FIAB screening sessions, and have the opportunity to present their own productions, dialogue with professional filmmakers, provide feedback voting Mention Audience Award and learn more about the audiovisual language at the classroom, through pedagogical guides prepared by OETI. We are proud to help open the eyes of many schools than after participating at the Festival, initiate film literacy projects in their classrooms. In the same way, our activities help to raise

awareness among the film professionals and the society in general, of the importance of interaction between the film world and education.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

OETI and the FIAB activities, have the collaboration of an international network of experts in film education. The FIAB has alliances with international festivals as Plural Plus in New York or Divercine in Chile. The activities are supported by the European Commission Representation in Barcelona, Media Antena Catalunya, the Ministry of Culture of Spain, the Government of Catalonia and Barcelona City Council mainly.

ACTIVITIES AND PARTNERS FOR WHICH YOU ARE LOOKING FOR

We would continue to grow through partnership with other European festivals, sharing movies and experiences, creating film and audiovisual markets focused at children, and finding funding sources.

SPAIN

NAME OF THE INITIATIVE

DRAC MÀGIC

ADDRESS Drac Màgic, Sant Pere Mitjà 66, Barcelona 08003

PHONE NUMBER +34 932160004

WWW www.dracmagic.cat

CONTACT PERSON Angels Seix, angels@dracmagic.cat

TARGET GROUP OF THE ACTIVITIES

Mainly Children (3 – 18).

SHORT DESCRIPTION OF THE INITIATIVE

Based on cinema and audiovisual media Drac Màgic designs a wide range of schemes and programmes dealing with media literacy, the representation of women in the media, the presence of women as filmmakers, and also conducts debates based on film screenings to approach different social issues. Drac Màgic is in charge of creating, developing and implementing these projects. Drac Màgic was founded in 1970 and is actively involved in studying and divulging cinema and other audiovisual works and using them in educational, social and cultural activities. One of our preferential areas of expertise is the representation of women in the media and their presence in filmmaking and critics,

creating and also promoting innovative projects addressing audiovisual media, education and women. Alongside establishing platforms of coordination, we foster room for critical analysis, fight for recognition, and create activities to raise awareness. Drac Màgic stands out for its team of experts and for taking part in innovative projects, always devising networks of collaboration with other agents. Drac Màgic also fosters and continues to endorse associations of cinema festivals, etc.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

Construir mirades. Education in Media Literacy. Construir mirades is a programme of activities aimed at improving the knowledge on cinema and audiovisual culture among primary and secondary

schools throughout Catalonia. Construir mirades is a set of teaching schemes designed for each education stage in order to improve learning and training on media literacy in the school curriculum. Our main objective is to provide knowledge and tools to develop a critical approach to the ideas and values conveyed and represented by images. This scheme consists of film screenings at the cinema and audiovisual workshops in class:

- ▶ In cinema screenings films become a means to understand what films express and convey and which devices they use to do this. One of the educators in our team conducts these sessions at the cinema and makes a presentation and a closing speech after answering the students' opinions and questions about the film.
- ▶ In audiovisual workshops the classroom becomes a place for thinking and reflecting on images and even creating new ones.

Our activities always include extra teaching material with contents and activities so that students can work in class and build up on what they have learnt. Film Series of Human Rights and the Rights of Children. Education programme comprising films addressed to primary and secondary schools in Barcelona, aimed at learning about human rights and, more precisely, the rights of children. This programme gives special attention to the promotion of values such as peaceful

coexistence, freedom, solidarity, participation, environmental defense and culture of peace. These cinema sessions take place around 20th November, which is the International Children's Rights Day. These film series were born in the year 2000 as an initiative created by the Department of Civil Rights and the Institute of Education of Barcelona City Council, and is currently developed by Drac Màgic.

Drac Màgic also provides extensive teaching material with theoretical contents and a wide range of activities for the students to work in class. Prior to the screening at the cinema, every film is introduced by a presentation that addresses the specific children's right that is tackled by the film. After the success this programme has had with the schools, since 2010 it is also offered to families and the general public. Teaching Materials. Monographic essays on films, which include theoretical contents for teachers, and a series of activities for students to do in class, addressed to the corresponding education stage. All these materials are originally written and developed by our team of experts in education, cinema and audiovisual communication. International Women's Film Festival of Barcelona. The International Women's Film Festival of Barcelona, running every year since 1993, aims to promote cinema made by women, to increase the visibility of

women in audiovisual culture and screen films by women filmmakers from all over the world, thus proving the significance of women's contribution to the development of audiovisual creation. After two decades of history, the International Women's Film Festival of Barcelona has become a stable cultural event and a platform for alternative screening increasingly committed to the debate on creative processes. The International Women's Film Festival of Barcelona co-founded and is part of Trama (Coordinator of Festivals of Cinema, Video and Multimedia Works by Women) in Spain and CI&VI, Coordinator of Cinema and Video Festivals in Catalonia. The One-Minute Video. A Space of one's own. International project of video creation by women. It invites all women to film those aspects of reality meaningful and relevant to them as individuals. All the videographic works, one-minute long and filmed in a single take, become a collective film that every year focuses on a different topic. The aim of this project is to encourage audiovisual creation by women and build up a network and an audiovisual archive that collect and gather the viewpoints of women regarding a range of issues of their reality. The One-Minute Video: a space of one's own is an initiative that was put forward in 1997 by Drac Màgic – Women's International Film Festival of Barcelona and now is organized by TRAMA (Coordinator of Festivals of Cinema, Video

and Multimedia Works by Women) throughout Spain. Since 2002 the Festival Internacional de Films de Femmes de Créteil (Paris) collaborates in this project, and since 2008 several Arab and Spanish-American countries, such as Jordania, Egypt, Syria, El Salvador, Costa Rica and Bolivia, among others, also take part in it through the organization Entre Cineastas. Observatory of Women's Representation in the Media. The Observatory is a public body of citizen participation that wants to go beyond the response and defense of consumers regarding their complaints against companies and people responsible for communicative contents which are vexatory and sexist. The Observatory is an organization that provides tools for critical vision, critical analysis and social awareness in order to foster critical reflection on discriminatory and sexist contents in the media. It practices and makes confrontation visible in the media from a gender perspective, as well as promoting public debate on discriminatory practice in the media. The Observatory of Women's Representation in the Media is a ground-breaking initiative in Catalonia, started up in September 2000 by five women councils in the area of Baix Llobregat (Cornellà de Llobregat, Sant Boi de Llobregat, Esplugues de Llobregat, Sant Feliu de Llobregat and Sant Joan Despí) together with Drac Màgic, Cooperativa Promotora

de Mitjans Audiovisuals, with the objective of conducting public debate on the role of media in overcoming gender archetypes. Since 2009 the Observatory is an association formed by a series of city councils in Catalonia. The Observatory develops its activities through Drac Màgic, who is responsible for: creation of the initial project, together with five founding city councils in Baix Llobregat, direction and implementation of the project and the activities of the Observatory since its creation, with the coordination of all the members, Creation of contents as an expert organization.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

DRAC MÀGIC.

SWEDEN

NAME OF THE INITIATIVE

Cinema Literacy

ADDRESS Riksföreningen Folkets Bio, Linnégatan 21 S-413 04 Göteborg, Sweden

PHONE NUMBER +46 31121090

WWW www.filmpedagogerna.se

CONTACT PERSON Johan Holmberg, johan@filmpedagogerna.se

TARGET GROUP OF THE ACTIVITIES

Educators, Children, Other, Parents

COORDINATING INSTITUTION, PARTNERS, FUNDERS

Coordinating institution: Folkets Bio.
Partners: Biograf Centralen. Together we represent more than 30 Europa Cinema members in Sweden. The Norwegian organization Film og Kino, with 200 cinemas. Folkets Bio has a Film pedagogical department with five teachers, most of them have worked since the start more than twenty years ago. They have produced educational material for the Swedish government for 15 years. Since 2010 they are partners with UNESCO and are currently producing their Media and Information Literacy online multimedia tool.

SHORT DESCRIPTION OF THE INITIATIVE

We want cinemas to meet the audience, young and old, and give them a greater experience. To show the audience that the cinema can be more than a place where films are screened. To make them a place where discussions about films and the art of film are always present. For this we need to train staff working in cinemas to become 'film communicators'. To give them the tools and the confidence to have discussions, presentations or seminars around films that they screen. We also need to produce educational material about film literacy in general but also specifics about the cinema of the different countries. A network of communicators will be formed.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

Target group: Europa Cinema members and affiliates. Courses for EC members staff will be held nationally and/or transnationally. But will also be possible for local implementation. For some of the staff we want to offer more advanced classes. A network of 'film communicators' and educators will be formed to help each other and exchange experiences. It will also work as a pool of experienced communicators and lecturers for EC cinemas to contact for help. Educational material with methods and examples will be produced. Each country should write a material about the specifics of their cinema, to help analyze and talk about European film in other countries.

ACTIVITIES AND PARTNERS FOR WHICH YOU ARE LOOKING FOR

We seek partners that are Europa Cinemas members or their affiliated networks. Partners who already have educational/communicational activities and are interested in sharing their experiences, and cinemas that are interested in training their staff. We would like to reach film educators and also producers of film educational material.

SWEDEN

NAME OF THE INITIATIVE

Film in the Classroom

ADDRESS Riksföreningen Folkets Bio, Linnégatan 21 S-413 04 Göteborg, Sweden

PHONE NUMBER +46 31121090

WWW www.filmpedagogerna.se

CONTACT PERSON Johan Holmberg , johan@filmpedagogerna.se

TARGET GROUP OF THE ACTIVITIES

Educators, Children, Other

SHORT DESCRIPTION OF THE INITIATIVE

The object is to provide schools with quality educational material using existing film and moving images that are free and available for everybody everywhere. This through producing a web site, an OERs, Open Educational Resources. The OER will consist of current clips with film and moving images and lesson plans on how to use them in the classroom. We will form a Pan- European editorial group to coordinate the work. Please visit the Swedish initiative produced for the National Board of Education and check resources for the different subjects, listed on the left.

<http://bit.ly/filmintheclassroom>

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

Creating lesson plans built on clips from films and other moving images, relevant to the subjects in the countries national curriculum. Setting up a pan European editorial group to decide on common guidelines on how to produce and publish the educational material. They will translate and publish the best resources in all languages on a common platform. The project will considerably increase the schools access to film and moving images. The project will make it easier to share, experience and learn more about other European countries and cultures.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

Coordinating institution: Folkets Bio, with 17 members of Europa Cinemas. Folkets Bio has a film pedagogical department with more than twenty years of experience. Five teachers work with film education and production of film educational material. They have produced educational material for the Swedish government for 15 years. Since 2010 they are partners with UNESCO. They are currently producing UNESCOs Media and Information Literacy online multimedia tool, built on the Swedish 'Film i klassrummet' (Film in the classroom).

ACTIVITIES AND PARTNERS FOR WHICH YOU ARE LOOKING FOR

We seek partners in as many EU countries as possible. Partners who already have educational communicational activities and are interested in sharing their experiences. We would like to reach film educators and also producers of film educational material. We want to connect existing resources and activities.

SWEDEN

NAME OF THE INITIATIVE

Swedish Film Institute

ADDRESS The Swedish Film Institute, Box 27126

PHONE NUMBER +46 8 6651238

WWW www.sfi.se/filmiskolan

CONTACT PERSON Per Eriksson, per.eriksson@sfi.se

TARGET GROUP OF THE ACTIVITIES

Educators, Children, Other

partners who already have experience from a project like that or who want to join us. Also, we are interested in launching a project about digitally restored children's films. How can we work with this material in order to bring it out to the public and to the kids of today. We are also very much interested in experience in teacher training or training of film education specialists. And finally also projects that focus on trying to establish young film clubs, where young people watch films (and discuss and choose them) in their spare time, not in schools.

SHORT DESCRIPTION OF THE INITIATIVE

Film Institute supports film education in schools and municipalities throughout Sweden. The aim is to provide quality film experiences for children and young people, and to encourage them to deepen their knowledge of film and to express themselves through.

to try their hand at filmmaking in schools and in their spare time through various national and regional initiatives.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

The Swedish Film Institute but our film education work is carried out in close partnership with regional resources centers for film, whose function is to provide local support for film both at school and as a leisure time activity.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

School Cinema is a key part of the initiative, enabling children and young people to see films at their local cinemas during school time. The Film Institute regularly produces various guides and teaching materials for current films and special theme project (right now with film and literature/reading). Children and young people are encouraged

ACTIVITIES AND PARTNERS FOR WHICH YOU ARE LOOKING FOR

We are right now launching a project about film and reading/literature – hoping to heighten understanding of film and ability to decipher texts by exploring films based on books and encourage young people to themselves film texts – we are looking for

UNITED KINGDOM

NAME OF THE INITIATIVE

BFI Future Film

ADDRESS BFI Southbank, SE1 8XT London, United Kingdom

PHONE NUMBER +44 20 7633 0274

WWW www.bfi.org.uk/futurefilm

CONTACT PERSON Nikki Christie, nikki.christie@bfi.org.uk

TARGET GROUP OF THE ACTIVITIES

Children

SHORT DESCRIPTION OF THE INITIATIVE

The BFI's programme for 15-25 year olds. Providing support through our master classes, exclusive opportunities and Q&A's with guest industry professionals.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

We host Future Film events every month for 15 – 25 year olds who love film. Our exciting events focus on a different area of film or the industry and help young filmmakers learn more about their craft. The annual Future Film Festival takes place over a weekend in February every year, with a packed line up of workshops, master classes, networking opportunities, screenings and Q&As at BFI Southbank.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

Funded by the British Film Institute. The regular events and festival are programmed in partnership with the Future Film Institute, a steering group of young people.

ACTIVITIES AND PARTNERS FOR WHICH YOU ARE LOOKING FOR

Open to proposals.

UNITED KINGDOM

NAME OF THE INITIATIVE

BFI Film Academy

ADDRESS BFI, 21 Stephen Street, London, W1T 1LN

PHONE NUMBER

WWW www.bfi.org.uk/filmacademy

CONTACT PERSON Nikki Christie and Jen Sobol, filmacademy@bfi.org.uk

TARGET GROUP OF THE ACTIVITIES

Educators, Children, Other

SHORT DESCRIPTION OF THE INITIATIVE

Led by industry experts, BFI Film Academy courses cover every area of the film industry, enabling young people to develop the commercial and cultural knowledge and skills to help make a career in film a reality.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

Now in its second year, the BFI Film Academy is building on previous success to extend its reach across the UK into Scotland, Northern Ireland and Wales offering a total of 900 places across all courses – up from just under 500 in 2012. The BFI Film Academy scheme also expands this year to incorporate new residential courses in Animation, Documentary, Screenwriting and VFX.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

The BFI's flagship Film Academy programme is supported by the Department for Education in England who have committed £1m pa funding from April 2012 and 31 March 2015 and by the National Lottery. The BFI Film Academy is run through a network of over 40 partners across the UK.

ACTIVITIES AND PARTNERS FOR WHICH YOU ARE LOOKING FOR

Open to proposals that would expand the academy model across Europe.

UNITED KINGDOM

NAME OF THE INITIATIVE

BFI Audience Network – Cultural Hubs

ADDRESS BFI, 21 Stephen Street, London, W1T 1LN

PHONE NUMBER +44 20 7255 1444

WWW www.bfi.org.uk/film-audience-network

CONTACT PERSON Nikki Christie, nikki.christie@bfi.org.uk

TARGET GROUP OF THE ACTIVITIES

Educators, Parents, Children, Other

SHORT DESCRIPTION OF THE INITIATIVE

The BFI Film Audience Network (BFI FAN) is a major initiative developed by the BFI to enable film and events experts to work in partnership to boost film audiences across the UK, particularly in the areas of specialised and independent British film.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

The Network is made up of nine Film Hubs which cover the whole of the UK. Each Film Hub is led by a Film Hub Lead Organization (FHLO) that will receive funding from the BFI to deliver extensive programming, audience development activity and support sector training in their region. e.g. The Cornerhouse in Manchester Projector Programme.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

The eight Film Hub Lead Organization (FHLO) are: A consortium led by Regional Screen Scotland, QFT (Queen's Film Theatre) Belfast, Cornerhouse Manchester, Chapter Arts Centre Cardiff, Broadway Nottingham & Cambridge Film Trust, Film London, A consortium led by the University of Brighton, and Watershed Bristol.

ACTIVITIES AND PARTNERS FOR WHICH YOU ARE LOOKING FOR

Open to proposals.

UNITED KINGDOM

NAME OF THE INITIATIVE

Barbican Creative Learning

ADDRESS Barbican Centre, Silk Street, London, EC2Y 8DS

PHONE NUMBER +20 7648 4141

WWW www.barbican.org.uk/

CONTACT PERSON Lorna Gemmel – Head of Communications, lorna.gemmel@barbican.org.uk

TARGET GROUP OF THE ACTIVITIES

Children, Parents, Other

SHORT DESCRIPTION OF THE INITIATIVE

Creative Learning aims to shape and deliver new approaches to engagement with the arts, involving people of all ages across a diverse range of styles, genres and disciplines. Last year our learning programme involved 40,000 people of all ages, backgrounds and abilities, from offering first experiences of the arts to developing skills to professional level.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

Barbican Young Programmers is an opportunity for a group of young people aged 14-24 to learn how to programme and review films; putting their skills into practice during our film festivals and our monthly events, curated by the Young

Programmers themselves.

The Framed Film Festival is a celebration of international film and exciting activities that give young Londoners the opportunity to see, make and dissect films from all angles.

ACTIVITIES AND PARTNERS FOR WHICH YOU ARE LOOKING FOR

Open to proposals.

UNITED KINGDOM

NAME OF THE INITIATIVE

Into Film

ADDRESS Into Film, 31 Islington Green, London, N1 8DU

PHONE NUMBER +44 207 288 4520

WWW www.intofilm.org

CONTACT PERSON Paul Reeve (Chief Executive)

TARGET GROUP OF THE ACTIVITIES

Educators, Parents, Children, Other



SHORT DESCRIPTION OF THE INITIATIVE

Into Film is an education charity that seeks to put film at the heart of children and young people's learning and cultural experience. Into Film's ambitious UK-wide programme will provide 5-19 year olds with unparalleled opportunities to see, think and imagine, contributing to their educational, cultural, creative and personal development.

This will be achieved by: working with the education and informal youth sectors to support and promote learning through and about film, partnering with industry to enhance the appreciation and understanding of film, taking advantage of the learning solutions made possible by digital technology. Into Film incorporates the legacy of two

leading film education charities, First Light and FILMCLUB, and works together with a range of partners in England, Northern Ireland, Scotland and Wales.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

Into Film provides a UK-wide programme of activity that seeks to increase the number, quality and geographical spread of film education opportunities. Activities include setting up and supporting film clubs in schools and non-school settings, providing filmmaking training and workshops, developing educational resources, training teachers and youth leaders, organizing industry interaction events and running outreach projects. In 2013/14 Into Film programme supported 8,056 film clubs across the UK reaching 281,960 children and young people. Into

Film's educational resources were downloaded 39,239 times and the programme trained and enabled 1,963 teaching professionals and youth leaders to use film as a teaching tool across the curriculum (including filmmaking). During the three-week film festival there were 246,434 attendees across 1,319 screenings in 407 UK cinemas. 132 films were included from UK and international distribution.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

The Into Film programme of film education is funded by the BFI (British Film Institute), Paul Hamlyn Foundation, Big Lottery Fund (Reaching Communities), Creative Skillset, Welsh Government, Northern Ireland Screen, Department for Communities Arts and Leisure, Isle of Man Film, the Grierson

Trust, and the Backstage Trust. Cinema First is also a key funder, investing, in and working in collaboration with, the Into Film Festival which is delivered with the support of National Schools Partnership. Over 100 partners at local, regional and national level will be bringing their expertise and creativity to Into Film.

ACTIVITIES AND PARTNERS FOR WHICH YOU ARE LOOKING FOR

Open to proposals.

UNITED KINGDOM

NAME OF THE INITIATIVE

Moving Image Education

ADDRESS Creative Scotland, Waverley Gate, 2 – 4 Waterloo Place,
Edinburgh EH1 3EG

PHONE NUMBER +44 141 302 1765

WWW www.scotlandonscreen.org.uk www.languagesonscreen.org.uk
www.screeningshorts.org.uk www.movingimageeducation.org.uk

CONTACT PERSON Scott Donaldson, scotttdonaldson@creativescotland.com

TARGET GROUP OF THE ACTIVITIES

Educators, Parents, Children, Other

SHORT DESCRIPTION OF THE INITIATIVE

Major online resources for moving image education.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

Creative Scotland, Education Scotland,
National Library of Scotland, BFI

ACTIVITIES AND PARTNERS FOR WHICH YOU ARE LOOKING FOR

Further development of online resources to incorporate best of European work, including eg work (translated as appropriate) of Station Next in Denmark and Cinematheque in France.

UNITED KINGDOM

NAME OF THE INITIATIVE

Lead practitioners in moving image education

ADDRESS Creative Scotland, Waverley Gate, 2 - 4 Waterloo Place,
Edinburgh EH1 3EG

PHONE NUMBER +44 141 302 1765

WWW www.creativescotland.com

CONTACT PERSON Scott Donaldson, scotttdonaldson@creativescotland.com

TARGET GROUP OF THE ACTIVITIES

Educators, Other

SHORT DESCRIPTION OF THE INITIATIVE

Development of a nationwide network of lead practitioners who can support the development of various moving image education initiatives across the country.

ACTIVITIES AND PARTNERS FOR WHICH YOU ARE LOOKING FOR

A pan-European network of such 'lead practitioners'.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

Network developed initially by Scottish Screen 2004-10. New approach planned to address changed context in Scotland.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

Creative Scotland.

UNITED KINGDOM

NAME OF THE INITIATIVE

Research to support advocacy

ADDRESS Creative Scotland, Waverley Gate, 2-4 Waterloo Place, Edinburgh EH1 3EG

PHONE NUMBER +44 141 302 1765

WWW www.creativescotland.com

CONTACT PERSON Scott Donaldson, scottdonaldson@creativescotland.com

TARGET GROUP OF THE ACTIVITIES

Other

SHORT DESCRIPTION OF THE INITIATIVE

In-depth research and evaluation of wide variety of film literacy work 2004-12.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

Major body of qualitative research available to inform future developments and advocacy. Carried out by Universities of Glasgow, Stirling, Aberdeen et al.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

Creative Scotland (and Scottish Government).

ACTIVITIES AND PARTNERS FOR WHICH YOU ARE LOOKING FOR

Collation of significant qualitative research across Europe to inform pan-European advocacy.

UNITED KINGDOM

NAME OF THE INITIATIVE

Scottish Survey of literacy

ADDRESS Scottish Qualifications Authority, The Optima Building, 58 Robertson Street, Glasgow G2 8DQ

PHONE NUMBER

WWW www.scotland.gov.uk/Topics/Statistics/Browse/School-Education/SSLN

CONTACT PERSON Gordon Brown, gordon.brown@sqa.org.uk

TARGET GROUP OF THE ACTIVITIES

Other

SHORT DESCRIPTION OF THE INITIATIVE

Quantitative survey of literacy carried out in 2012 by random sample in every school in Scotland. Curricular definition of literacy includes moving image, so the survey used film clips, web pages and paper. It will take place again using similar tests in 2014.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

Every school in Scotland saw film clips being used to test literacy. Major body of quantitative data available for research and baselining.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

Scottish Qualifications Authority

UNITED KINGDOM

NAME OF THE INITIATIVE

5 – 19 Moving Image Education / Film education in Scotland

ADDRESS Creative Scotland, Waverley Gate, 2 - 4 Waterloo Place, Edinburgh EH1 3EG

PHONE NUMBER +44 141 302 1765

WWW www.creativescotland.com

CONTACT PERSON Scott Donaldson, scottdonaldson@creativescotland.com

TARGET GROUP OF THE ACTIVITIES

Educators, Parents, Children, Other

SHORT DESCRIPTION OF THE INITIATIVE

New programme of film education (watching, making, understanding) specific to 5-19 age group, developing across the UK, with support from BFI and (in Scotland) Creative Scotland. Programme in Scotland delivered jointly by Into Film and Scottish Film (a Co-Operative comprising the Centre for the Moving Image, Dundee Contemporary Arts, Regional Screen Scotland, Eden Court Inverness, Glasgow Film Theater).

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

Film clubs, film making, curriculum, online resources, teacher development, lead practitioner development, research.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

BFI, Into Film, and (in Scotland) Creative Scotland.

UNITED KINGDOM

NAME OF THE INITIATIVE

BFI Film Academies in Scotland

ADDRESS BFI & Creative Scotland

PHONE NUMBER +44 141 302 1765

WWW www.creativescotland.com

CONTACT PERSON Nikkie Christie (nikki.christie@bfi.org.uk), Scott Donaldson (scottdonaldson@creativescotland.com)

TARGET GROUP OF THE ACTIVITIES

Educators, Children, Other

SHORT DESCRIPTION OF THE INITIATIVE

Film-making talent development with 16-19 year-olds, as part of the BFI's UK-wide Film Academies network.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

First year the scheme has run in Scotland (nearing completion as at May 14), but the second year for England. It will run again in 2014-15.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

Funders: BFI, Creative Scotland. Projects include Screen Education Edinburgh (with partners), Glasgow Media Access Centre (with partners) and Dundee Contemporary Arts.

ACTIVITIES AND PARTNERS FOR WHICH YOU ARE LOOKING FOR

Collation of expertise in pedagogies for creative filmmaking.

UNITED KINGDOM

NAME OF THE INITIATIVE

Understanding Cinema

ADDRESS Centre for the Moving Image, 88 Lothian Road, Edinburgh, EH3 9BZ

PHONE NUMBER +44 131 228 6382

WWW www.filmhousecinema.com/learning

CONTACT PERSON Nicola Kettlewood – Knowledge & Learning Events
Manager, Nicola.kettlewood@cmi-scotland.co.uk

TARGET GROUP OF THE ACTIVITIES

Educators, Other, Children

SHORT DESCRIPTION OF THE INITIATIVE

Further development of 'Cent Ans de Jeunesse' in partnership with BFI and Cinematheque Francaise.

European languages; licensing of accompanying film clips for pan-European use in education.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

Development of moving image education lead practitioners & school teachers in the Cinematheque pedagogical model.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

Funded by Creative Scotland.

ACTIVITIES AND PARTNERS FOR WHICH YOU ARE LOOKING FOR

Translation of 'Cent Ans de Jeunesse' projects from 1995 to date into all

UNITED KINGDOM

NAME OF THE INITIATIVE

Cineclub

CINECLUB

ADDRESS c/o The Devas Club, 2a Stormont Road, London, England, SW11 5EN

PHONE NUMBER +44 207 952 5545

WWW www.cineclub.org.uk

CONTACT PERSON Sandra Kazlauskaitė, Sandra@cineclub.org.uk

TARGET GROUP OF THE ACTIVITIES

Educators, Children



SHORT DESCRIPTION OF THE INITIATIVE

Cineclub focuses on training teachers and youth workers with low budget filmmaking skills so that they can work with film on a sustainable basis. In addition to training Cineclub provides an annual support scheme enabling schools and organizations to showcase their work through competitions and screening events in cinemas and enabling access to a wealth of resources and support for their activities. Cineclub also works directly with young people aged 7 – 19 running filmmaking and film analysis activities and workshops, all of which are delivered by our team of professional filmmakers.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

Cineclub has been in operation since 2004 and in that time has worked with over 18,000 young people and trained over 2,000 teachers. Cineclub's approach has been recognized as an example of quality, sustained engagement film based activities and hold various badges and kit marks including QISS emerged status (Quality in Study Support). All of our work incorporates creative activity and critical engagement with cinema from a variety of cultures. This is exemplified by our annual awards event where each year we challenge our network to study a different area of cinema and produce their own short films inspired by what they have seen. Previous topics for this event have included European Cinema, Silent Film and Adaptation.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

Cineclub is a limited company with social objectives. We have no core funding and charge organizations for our services. We have a board of friends who help direct our work including representatives from EMPIRE magazine, The British Film Institute, The Industry Trust and Ian Wall, Founder of Film Education. We have previously been commissioned to deliver high profile funded projects for amongst others Film: 21st Century Literacy, The BFI, Film London and the Industry Trust.

ACTIVITIES AND PARTNERS FOR WHICH YOU ARE LOOKING FOR

We have been successful in adapting our model for international use, having set up an Australian office in 2011. We would be

interested to hear from potential partner organizations from other EU countries who would be interested in discussing delivery of our model across Europe.

UNITED KINGDOM

NAME OF THE INITIATIVE

Doc Academy



ADDRESS The BritDoc Foundation, 50 Frith Street, London, W1D 4SQ

PHONE NUMBER

WWW docacademy@britdoc.org

CONTACT PERSON Andrew Battley, andrew@britdoc.org

TARGET GROUP OF THE ACTIVITIES

Educators, Parents, Children



SHORT DESCRIPTION OF THE INITIATIVE

Doc Academy aims to encourage the use of documentary film within formal learning in UK schools. We believe that easy, free access to high quality documentaries offer a deeper understanding of wider social issues, develops media literacy and teaches key skills. DocAcademy is now open to teachers, parents and students everywhere.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

Doc Academy has been piloted across the UK from September 2012. Following feedback Doc Academy will expand with an enhanced offering and broader range of films by Autumn 2013.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

Brought to you by BRITDOC and Riley Productions with the support of The Greirson Trust and TES English.

ACTIVITIES AND PARTNERS FOR WHICH YOU ARE LOOKING FOR

Open to proposals.

UNITED KINGDOM

NAME OF THE INITIATIVE

Doc Next Network

ADDRESS European Cultural Foundation (ECF), Jan van Goyenkade 5, 1075 HN Amsterdam

PHONE NUMBER +31 20 573 38 68

WWW www.docnextnetwork.org

CONTACT PERSON Menno Weijts - Secretary Doc Next Network, menno@eurocult.org

TARGET GROUP OF THE ACTIVITIES
Children

SHORT DESCRIPTION OF THE INITIATIVE

Central to the role and practice of the Doc Next Network is the Media Collection, consisting of over 350 short documentaries and remix works made by young people across Europe. These films are showcased online, through social media and live at events and festivals across Europe, as a means of highlighting how young people feel about a range of topics and issues, as well as providing starting points for discussions and debates.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

Since the conception of the Doc Next Network over 3 years ago, we have scouted over 120 films for the collection, produced over 45 new works through bursaries

and training programmes and showcased films across the country at a range of festivals including Sheffield Doc Fest, Open City Docs Fest, Glasgow Youth Film Festival and many more.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

BFI Future Film is one of the key Hub partners of the Doc Next Network together with Association of Creative Initiatives 'e' (Warsaw, Poland), ZEMOS98 (Seville, Spain) and MODE Istanbul (Istanbul, Turkey).

ACTIVITIES AND PARTNERS FOR WHICH YOU ARE LOOKING FOR

Open to proposals.

UNITED KINGDOM

NAME OF THE INITIATIVE

MoVIES

ADDRESS

PHONE NUMBER

WWW www.movies-group.org.uk

CONTACT PERSON Kathy Pool

TARGET GROUP OF THE ACTIVITIES
Other

SHORT DESCRIPTION OF THE INITIATIVE

MoVIES is the unique UK-wide proactive independent self-run network for moving image education specialists working in film exhibition.

ACTIVITIES AND PARTNERS FOR WHICH YOU ARE LOOKING FOR

Open to proposals.

UNITED KINGDOM

NAME OF THE INITIATIVE

8 1/2 Foundation

ADDRESS

PHONE NUMBER

WWW www.eightandahalf.org

CONTACT PERSON Matt Lloyd (matt@eightandahalf.org), Tamara Van Strijthem (tamara@eightandahalf.org)

TARGET GROUP OF THE ACTIVITIES

Children

SHORT DESCRIPTION OF THE INITIATIVE

The 8½ Foundation is a Scottish-based not-for-profit organization dedicated to introducing world cinema to children. Its aim is to create a new birthday: a film birthday, at the age of 8½, that celebrates the power of cinema to expand children's horizons and welcomes children into the wider world of movies, beyond what is normally available to them at the multiplex or on their TV screens.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

We've been working with schools and cinemas across Scotland to give away thousands of free films. Each hub has been given its own magic password that gives its children access to the secret cave on our

site. Once inside the cave, the children get to watch short clips of great films we are offering as presents on their 8½ birthday. Each eligible child can choose which films they most want to receive and send us a hand-written letter, telling us their 8½ birthday date. On their 8½ birthday — or as close as possible to that date — they will receive their very own, beautifully wrapped movie present by post.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

Supported by National Lottery Funds and Creative Scotland.

ACTIVITIES AND PARTNERS FOR WHICH YOU ARE LOOKING FOR

Open to proposals.

UNITED KINGDOM

NAME OF THE INITIATIVE

Film Agency Wales

ADDRESS S4C Media Centre, Llansishen, Cardiff, Wales, CF14 5DU

PHONE NUMBER +44 29 2046 7488

WWW www.filmagencywales.com/education-full.php

CONTACT PERSON Emma Flatley – Head of Exhibition & Education,

TARGET GROUP OF THE ACTIVITIES

Educators, Parents, Children, Other

SHORT DESCRIPTION OF THE INITIATIVE

We support a broad policy on film education to complement our central priority of creating and maintaining a dynamic film culture across Wales. We aim to enhance film literacy for all and stimulate an appetite for specialised, cultural and non-mainstream films. We aim to ensure that all young people aged 19 and under in Wales have the opportunity to learn about film, whilst increasing breadth, scale and ambition of film education initiatives across Wales.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

We are here to help, and we encourage individuals to discuss proposals prior to formal submission, should they wish. Our strategy and funding encompasses formal

and informal education (i.e. curriculum and non-curriculum), across all ages and sections of the community, and incorporating a range of delivery venues and methods, including via exhibitors, schools, at special events or within communities, as well as potentially via online, DVD and CD-ROM.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

We have collaborated with a wide network of organizations, including the UK Film Council, First Light, Film Club, Film Education, other Regions and Nations and the BFI in devising a UK-Wide film education strategy.

ACTIVITIES AND PARTNERS FOR WHICH YOU ARE LOOKING FOR

Open to proposals.

UNITED KINGDOM

NAME OF THE INITIATIVE

Cinemagic

ADDRESS 49 Botanic Avenue, Belfast, BT7 1JL

PHONE NUMBER +44 28 9031 1900

WWW www.cinemagic.co.uk

CONTACT PERSON Joan Burney Keatings – Chief Executive,
joan@cinemagic.co.uk

TARGET GROUP OF THE ACTIVITIES

Children

SHORT DESCRIPTION OF THE INITIATIVE

Cinemagic is an award-winning organization that uses the magic of film and all forms of moving image to entertain, educate motivate and inspire young people. Designed for and by young people, Cinemagic caters for young people (aged 4 to 25) with just about every level of interest in film, whether to watch and enjoy, create their own work or take things a stage further and find out more about a career in the film or television industry.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

Cinemagic hosts its annual film and television festival in Belfast every autumn as well as an annual festival in Dublin since 2008 and New York and Los

Angeles since 2010. The Festival Programmes includes an array of preview screenings, workshops for schools, special film events, Q&A's, Cinemagic Young Filmmaker Competitions, the young festival jury and master classes in all aspects of television and filmmaking.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

Cinemagic, funded by Northern Ireland Screen supported by DCAL.

ACTIVITIES AND PARTNERS FOR WHICH YOU ARE LOOKING FOR

Open to proposals.

UNITED KINGDOM

NAME OF THE INITIATIVE

Creative Learning Centers

ADDRESS Northern Ireland Screen, 3rd Floor, Alfred House, 21 Alfred St.
Belfast, BT2 8ED

PHONE NUMBER +44 280 902 32444

WWW www.northernirelandscreen.co.uk/sections/40/creative-learning-centers.aspx

CONTACT PERSON Bernard McCloskey – Head of Education,
bernard@northernirelandscreen.co.uk

TARGET GROUP OF THE ACTIVITIES
Educators, Children, Other



SHORT DESCRIPTION OF THE INITIATIVE

Northern Ireland Screen works in partnership with and provides funding for Northern Ireland's three Creative Learning Centers (CLCs); the Nerve Centre in Derry/Londonderry, Studio On in Crossnacreevy and the Southern Education and Library Board's Amma Centre in Armagh.

SHORT DESCRIPTION OF ACTIVITIES, ACHIEVEMENTS

All three centers deliver programmes for schools and young people in the use of new creative digital technologies. A key element to the services provided is professional development programmes for teachers and youth leaders.

COORDINATING INSTITUTION, PARTNERS, FUNDERS

Northern Ireland Screen provides funding from DCAL to enable the centers to offer a range of integrated programmes to build sustainability in schools and the youth sector.

ACTIVITIES AND PARTNERS FOR WHICH YOU ARE LOOKING FOR

Open to proposals.

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POLISH FILM INSTITUTE



Creative Europe Desk
Berlin-Brandenburg
MEDIA



Creative Europe
MEDIA
Creative Europe Desk DENMARK



Creative Europe
Desk Poland