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**ECFA's General Assembly at Berlin, February 10th 2001**  
**Eva Schwarzwald is ECFA's new President**

Who will be the new president of ECFA? The big question during the General Assembly, which was held during the Berlin Film Festival, was full of suspense.

The election should have been one year ago but had to be postponed for there was nobody willing to candidate as the organisation's new president. Domenico Lucchini chaired ECFA since 1994 and - according to ECFA's statutes - could not be re-elected. He and the other board members's, whose mandates ran out, received a warm applause for the work they have done from the 23 members who were present. The assembly had to elect or re-elect up to six board members. Florence Dupont (F), Dick de Jonge (NL), Katrijn Korten (B), Mia Lindrup (N), Anna Sola (E), Rose-Marie Strand (S) got the highest votes and joined the board. Together with Elke Ried (D) and Eva Schwarzwald (I), whose mandates are still running, the ECFA-board now consists of eight members. On the board, Eva Schwarzwald will take the function of the president, Mia Lindrup will be vice-president and Rose-Marie Strand treasurer.



The new ECFA-board: Above Eva Schwarzwald, Rose-Marie Strand, Florence Dupont, below Felix Vanginderhuysen (General Secretary), Elke Ried and Dick de Jonge (from left to right). Not in the picture: Katrijn Korten, Mia Lindrup, Anna Sola.

Foto: RTS

All the other topics on the agenda could be decided quite rapidly: ECFA's former financial problems were resolved, as General Secretary Felix Vanginderhuysen pointed out. His report on last year's activities (restart of ECFA-Journal, Kid' Screen 6 at Varese, preparation of the ECFA-participations at the 3rd World Summit on Media for Children and at the Conference on Documentary Films for Children) was passed unanimously. The same happened to the financial report of the year 2000 and the budget for 2001.

- ECFA's major projects for this year are:
- The 3rd World Summit on Media for Children (Thessaloniki/Greece, March 23rd to 26th 2001), where ECFA participates with several contributions;
  - the Conference on Documentary Films for Children (Cologne/Germany, September 21st to 23rd 2001);
  - development of ECFA's website to improve the communication to the members and others working for children's film culture.

After the General Assembly ECFA together with several German children's film organisations hosted a party at Berlin's Café am neuen See, which was attended by approximately 200 people and lasted until the early morning...

**New Plans for ECFA's Online-Communication**

ECFA will improve her internet-communication during this year. At the moment ECFA-contents can be found on two websites:

<http://users.swing.be/cinejeunes/> is run by Roland Biernaux from Cine Jeune in Belgium and offers basic informations on ECFA in four languages (English, French, German, Flemish), a collection of addresses and - new - ECFA-journal in pdf-format. Roland Biernaux plans to upload ECFA-journal in a French version, too. We hope together we will soon publish this journal in English and French versions.

The 2nd website, [www.bjf.bkj.de/ecfnet/](http://www.bjf.bkj.de/ecfnet/) is edited by German based Bundesverband Jugend und Film and offers informations on children's film festivals, on high quality European films for children and on their distributors in several countries. Furthermore a discussion on quality criterias of films for children has been started (but did not receive much reaction yet). The databases on this website will be updated thoroughly presently.

All these contents have to be joined under a common web-address which will serve as the central point of com-

munication and information for everybody who is working in film culture for children all over Europe.

ECFA-journal will inform you of the progress of this project. Keep us informed on what is going on in your organisation or company and tell us if you miss something that an organisation like ECFA should offer.

## The News Section:

### Films on the Horizon

One of the favourites in the children's film festivals this year for sure will be „There is only one Jimmy Grimble“ by John Hay, GB 2000. The film won at Berlin and opens BUFF Malmö. World Sales: Pathé International, Beverly Hills/USA, phone ++1-310-2474700

Without award yet, but highly recommendable: „Ikingut“ by Gisli Snaer Erlingsson, Iceland 2001. World Sales: Icelandic Film Corporation, phone ++354-5512260

### Films, Festivals, Prizes

#### 3rd Olympia Film Festival for Children and Young People, Greece

Awards of the international jury:

Best feature film: „Maternal Love“, Kamal Tabrizi, Iran 1998

Best short film: „Ghobo and God“, Vangelis Maderakis, USA 1999

Best feature film direction:

Valery Priemykhov for „Who else if not us?“, Russia 1998

Awards of the children's jury:

Best feature film: „Only Clouds move the Stars“, Torun Lian, Norway 1998

Best short film: „No Stress“, Jean-Luc Gossens, Belgium 1999

#### International Filmfestival Berlin

Awards of the children's jury:

Best feature film: „There is only one Jimmy Grimble“, John Hay, GB 2000

Special mention:

„The Testimony of Taliesin Jones“, Martin Duffy, USA/GB 2000

Best short film: „Hooves of Fire“, Richard Golezowski, GB 1999

Special mention: „O Blanco“ / „The Colour White“, Ángela Pires, Liliana Sulzbach, Brazil 2000

Awards of the international jury:

Best short film: „Hooves of Fire“

Special mention: „La nota final“ / „My final Note“, Maite Rivera Carbonell, Costa Rica/Spain 2000

Best feature film: „Nagisa“, Masaru Konuma, Japan 2000

Special mention: „Il Cielo Cade“, Andrea & Antonia Frazzi, Italy 2000

Contact: International Filmfestival Berlin

Kinderfilmfest, Renate Zylla  
Potsdamer Str. 5, D-10785 Berlin

Phone: ++49 - 30 - 25 92 00

Fax: ++49 - 30 - 25 92 0 - 429

eMail: info@berlinale.de

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## A Proposal for the international DVD-Distribution :

# DVD - Let's do it together!

**Today the international DVD-market is mostly occupied by US-Major productions. These international companies control the distribution of their films worldwide and thus have the means to use this medium in an adequate way: with several dubbed and dozens of subtitled versions they distribute their DVDs all around the world.**

Independent distributors usually have a problem in publishing their films on DVD on a profitable basis because they only work on a national level. Therefore most independent productions, especially art films, films for certain audiences like children, are not published on DVD at all or only for a national distribution with limited possibilities of refinancing.

Therefore Klaus Gerke, K-Films Paris, together with independent distributors from Europe, the US and other countries suggests an international co-ordination of the production and diffusion of DVD-film-editions. The possibilities offered by this co-operation will allow the distribution of these films on a larger scale and at a lower cost. Moreover, the „All zone“ format gives the opportunity to remove the zone barrier from the market. All these elements mean that a wider public can be reached and sufficient possibilities can be found to make the edition of these films on DVD profitable.

#### K-Film's Proposal for Co-operation

For each movie only one DLT with a maximum of subtitles has to be manufactured. With this master, a DVD can be pressed to be used everywhere and sold to all co-editors.

One distributor will be in charge of the copyrights dealing for a maximum of countries, handling the manufacturing of the master (DLT NTSC with subtitles in a maximum of languages), and selling the DVD to partners (co-editors) at the manufacturing price.

Each co-editor will buy in advance a certain number of DVDs and will print the sleeves for his national market. He also, of course, can sell worldwide - but it is expected to respect the tacit agreement not to enter the co-editors' own markets - and can re-purchase unsold DVD stock from his partners at the initial price.

A co-ordination and sales website is already in development and features links to all the partners' own sales websites: <http://dvdvideointernational.com>

The co-editors will pay royalties to the co-ordinator (25%) or copyright holder (depending on the DVD world rights).

Each co-editor can propose new titles for DVD edition and help to find the best prices for the manufacturing process (lab, print, translation etc.). Furthermore they

have the possibility to ask for financial support (private, national or European).

#### Questions and Answers

1) What about accounts with a co-editor?  
- Each co-editor buys 500 DVDs at the manufacturing price and can resell them to his customers (wholesalers, mailorder catalogues etc.) The co-editor refunds 25% of his sales to the copyright holder.

2) Can a co-editor sell his DVDs to someone else? - Yes, but at the manufacturing price and preferably to another co-editor. He will have to inform the copyright holder, too, so he can get his 25% from this new partner.

3) Are the co-ordinator and the co-editors always the same? - No. In fact, we encourage others to share the work. Maybe copyright holders will prefer to work with a coordinator in their own country. For each edited title, the co-ordinator will be chosen according to his personal style, his film catalogue and his commercial interest.

4) Territory questions: - For our DVDs we have to work not only at a national

„We need to do this now with as many internationally acclaimed arthouse films as possible in order to become a leader on the DVD market. Dream about it and do it! Before the DVD market becomes a poor excuse for cinema and our movies end up on the sidelines. Send in your questions, send in your films.“  
Klaus Gerke

but also at an international level. The borders are drawn where wide-spread editing is limited. Co-editors can sell wherever they like without hurting the networks of the national markets.

5) Why different covers?  
- Because each editor targets a local public. Therefore, editors will design covers in their own language and style.

6) Why is it better to work with us rather than sell the film rights to each country? - Selling DVD rights is only profitable if the editor can sell at least 2.000 units, which is not the case for the films we love best. Together, we will be able to sell 3.000 units or more. We will even enhance the films' value by adding new subtitles (which will be included in the manufacturing price), which will in turn open new markets (international festivals, TV, Internet streaming...). This means the prices keep getting better and each new edition will allow us to grant a bigger percentage to the copyright holder.

7) Can we get a digital beta with new subtitles (available on the DVD version) in order to edit the film on VHS? - Yes, but it will entail transfer costs. There will also be a MPEG 2 version for Internet.

Contact: K-Films Video, Klaus Gerke,  
15 rue de Saintonge, F-75003 Paris,  
tel. ++33-1-42747014,  
fax ++33-1-42747024,  
email : k-films@wanadoo.fr  
Internet: www.k-films.com

# 3rd World Summit on Media for Children, Thessaloniki/Greece, March 23rd - 26th 2001



Children's Television and New Media will be the main topics at the 3rd World Summit on Media for Children, where professionals from all over the world come together. ECFA participates at the Summit with several workshops on films for children and - of course - with screenings of some of the best films. See [www.3rd-ws.org](http://www.3rd-ws.org) for the final programme.

## March 22nd, evening

### Official Opening

Kids for Kids Festival: Award Ceremony

## March 23rd, morning sessions:

### Going Global

- Opening, Keynote Speech
- Panels on Global Culture and TV

## March 23rd, afternoon sessions:

### Special Events:

- Children's Channels
- Indigenous Project
- Children's Radio

## Going Global: „Minds wide open“

Educational TV-Panels (AITED, Discovery Channel, Censis)

## Going Global: Strategies for Tomorrow

Panels on Challenges in Quality production of Children's programmes (Scholastic Entertainment, NHK, Citti/S4C International, Sesame Workshop/CTW, Itsy Bitsy Entertainment)

## New Technologies: Virtual Kids World

- Empowering Children through the Internet (Wendy Pye Ltd.)
- Kahootz (Australian Children's Television Foundation)

## New Technologies: Poster Sessions

- The Digital Classroom (George Lucas Educational Foundation)
- Interactive Media f. Kids (i TV & Web)
- I\*Earn Projects around the world
- Teachers talking about Learning website (UNICEF)

## Children Have a Say

- Interactive Media (masterclass)
- Round table: Media Education Cultures
- Children need Spirituality (Workshop)
- Round table: Children's Images of TV

## Growing up with Cinema

- Film Education (GB)
- Skölbio (Sweden)
- Station Next (DK)
- Pame Cinema (Greece)

## Kids on Film - Case Studies on Children working in films

- „Jaime“, A. P. Vasconcellos (P)
- „Intervista a mia madre“, A. Nocera (I)

## Animation

- Plenary Session: The Pan-European Creative Umbrella (AV Eureka)
- Panel: Animated Characters Psychology
- Top Animation Retrospectives 1

## Cinema

Tsatsiki, Mum and the Policeman (S)

## March 24th, morning sessions:

### Media for all:

- Opening
- Round Table: Children have the Right to Quality Media
- Keynote Speech and Responses
- Round Table: Initiatives for Quality Media

## March 24th, afternoon sessions:

### Media for all:

- Children's Television Charters and Declarations
- Challenges for today's Children and Children's Media: AIDS, Poverty, Child Labour, Conflict Situations, Gender Equity

## Going Global: „Minds wide open“

Educational TV-Panels (Japan Contest Prize, BBC Worldwide, SABC)

## Going Global: Strategies for Tomorrow

Panels on Challenges in Quality production of Children's programmes (Minds Eye International, Screen Digest Editions, TV Loonland, CFTF)

## New Technologies: Virtual Kids World

- Virtual Tour of Digital Initiatives around the World
- Follow-up Initiatives, Action Plan and International Co-operation for Bridging the Divide Declaration and Commitments

## New Technologies: Poster Sessions

- Content, usability and little kids in a digital age (BBC)
- Learning in the Digital Age (BBC)
- Educational Meaning of the Robot Contest (Asian Broadcasting Union)
- Edutainment (Nous S.A.)
- Games to teach & learn (6.12 Agence)

## Children Have a Say

- Children in Media changing Environment
- Media Education in Practice
- The Discourses of Media Violences
- Masterclass: Formative Resaerch

## Growing up with Cinema

- Olympia Children's Film Festival
- Arrivano i Film (Italy)
- Beeldspraak (Belgium)
- Mobile Cinema & School Film Tours (D)

## Kids on Film - Case Studies on Children working in films

„Only Clouds move the Stars“, T. Lian (N)

## Animation:

- History of Animation (ACM Siggraph)
- Masters of Animation (Cartoon d'Or)
- Top Animation Retrospectives 2

## Cinema

The Last Man Alive (D), world premiere

# The News Section:

## Films, Festivals, Prizes

### Europees Jeugdfilmfestival Vlaanderen, Antwerp & Brugge/Belgium

February 26th to March 4th 2001

#### Feature films:

Professional jury: „There's only one Jimmy Grimble“, John Hay, GB 2000

Children's jury: „Mariken“, André van Duren, NL/B 2000

Film critic's Award: „The Cow and the President“, Philippe Muyl, France 2000

#### Short films:

Professional's & Children's jury:

„BSSS“, Felix Gönner, D 2000

Film critic's Award: „Trompe l'oeil“, Ingo Panke, D 1999

#### Contact:

Europees Jeugdfilmfestival Vlaanderen

Director: Katrijn Kortens

Bisschopstraat 67, B-2060 Antwerpen

Phone: ++32 - 3 - 23 26 409

Fax: ++32 - 3 - 21 31 492

eMail: [kidfilm@glo.be](mailto:kidfilm@glo.be)

Internet: [www.jeugdfilmfestival.be](http://www.jeugdfilmfestival.be)

## Forthcoming Festivals

### BUFF - International Children and Youth Film-Festival Malmö/Sweden

March 13th - 18th 2001

Internat. competition, new nordic films

Director: Lennart Ström

Features, Shorts, Animations, Documentaries

Contact: BUFF Malmö, P.O. Box 179  
S-20101 Malmö

Phone: ++46 - 40 - 30 91 64

Fax: ++46 - 40 - 305 322

eMail: [info@buff.nu](mailto:info@buff.nu)

Internet: [www.buff.nu](http://www.buff.nu)

### German Children's Film- & Television - Festival „Golden Sparrow“, Gera

March 25th to 31st 2001

Director: Margret Albers

TV-Programmes, Features, Shorts,

Animations, Documentaries

Contact: Stiftung "Goldener Spatz"

Heinrichstraße 47, D-07545 Gera

Phone: ++49 - 365 - 80 04 874

Fax: ++49 - 365 - 80 01 344

eMail: [info@goldenerspatz.gera.de](mailto:info@goldenerspatz.gera.de)

Internet: [www.goldenerspatz.gera.de](http://www.goldenerspatz.gera.de)

### Stockholm Junior Festival

April 1st to 6th 2001

Director: Anna Karina de Carvalho

Contact: Stockholm Junior Festival

Olaf Palmes gata 20 B 1tr Box 3136

S-10362 Stockholm

Phone: ++46-8-6775027

Fax: ++46-8-200590

E-Mail: [junior@cinema.se](mailto:junior@cinema.se)

Internet: [www.filmfestivalen.se/junior](http://www.filmfestivalen.se/junior)

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## The News Section: Forthcoming Festivals

### Festival International de Cinéma Jeune Public de Laon/France

April 3rd to 13th 2001

Director: Florence Dupont

About 100 films will be shown, ten feature films previously unreleased in France will participate in the competition. Tributes are dedicated to Mark Herman („Brassed Off“, „Little Voice“, „Purely Belter“) and the film music composer Bruno Coulais („Himalaya“, „Microcosmos“ etc.)

Contact: Festival International de Cinéma Jeune Public  
B.P.526 / 9 rue du Bourg  
F-02001 Laon Cedex

Phone: ++33 - 323 - 79 39 37

Fax: ++33 - 323 - 79 39 32

eMail: festival.cinema.laon@wanadoo.fr

Internet: www.laonfilmfest.com

### Children's Film Fest Kassel/Germany

April 5th to - 13th 2001

Director: Ellen Herold-Witzel

Contact: Filmladen Kassel e.V.

Goethestrasse 31, D-34119 Kassel

Phone: ++49 - 561 - 70764-0

Fax: ++49 - 561 - 7076441

eMail: heroldwitzel@filmladen.de

Internet: www.filmladen.de

### Istanbul International Film Festival/ Children's Film Section

April 14th - 29th 2001

Director: Mrs. Hülya Ucansu

Contact: Istanbul Internat. Film Festival

Istanbul Kültür ve Sanat Vakfı

Istiklal Caddesi No.146, Luvr.Apt. 2

TR-80070 Istanbul

Phone: ++90-212-29 33 133

Fax: ++90-212-249 77 71

eMail: film.fest@istfest-tr.org

Internet: www.istfest.org

### Kristiansand International Children's Film Festival, Kristiansand/Norway

May 2nd to 6th 2001

Contact: Kristiansand Kino

Danckert M.- Krohn

P.O.Box 356

N-4663 Kristiansand, Norway

Tel. ++47-38-10 42 05

Fax ++47-38-10 42 01

E-Mail d.krohn@kristiansand-kino.no

www.filmweb.no/kristiansandkino/barn

### International Festival of Short Films Oberhausen/Children's Film Section

Director: Lars Henrik Gass

Contact: Internationale Kurzfilmtage

Grillostraße 34

D-46045 Oberhausen

Tel. ++49-208-82 52 652

Fax ++49-208-82 55 413

E-Mail info@kurzfilmtage.de

Internet: www.kurzfilmtage.de



Continuing from page 3

## The provisional Programme 3rd World Summit on Media for Children

### March 25th, morning sessions:

#### New Technologies Forum 1:

- Opening
- Convergence of Computer based and TV based Broadcasting
- Digital Broadcasting and Interactive Television
- Education and Digital Divide

### March 25th, afternoon sessions:

#### New Technologies Forum 2:

- Networking for Technology Education/ New Media Literacy
- Delivery of Educational Material and Information through Digital media
- New Technologies' Projects combining Education and Entertainment

### Going Global: „Minds Wide Open“

TV-Panels on

- New educational audiovisual Methods for Children (Channel 4)
- Alternative Media for Children (TV Cultura, Brazil)
- The French Connection for Children's Media Education (CNDP)

### Going Global: Strategies for Tomorrow

Panels:

- Designing successful Distribution
- Financing Children's Television

### Children have a Say

- Round Table: Video & Computer Games
- Round Table: Media Images of Children
- Masterclass: Advertising and Children's Consumer Behaviour
- Challenging „Orthodoxies“ in Media Education

### Growing up with Cinema

- Filmfan (NL)
- Ulisses (P)
- Portugese Film Centre (P)
- Mediefabrikken (N)

### Kids on Film - Case Studies on Children working in films

„Sixten“, C. Edfeld (S)

### Animation:

- Interactive Fiction (BBC Interactive)
- Masters of Animation (Pixar)
- Top Animation Retrospectives 3

### Cinema

Visages d'Enfant (CH)

### March 26th, morning sessions:

#### Children Have a Say:

- Opening
- Panel: Children's Rights
- Panel: Media Literacy/Education & Communication
- Decision Maker's Meeting: Commitment for the Future

### March 26th, afternoon sessions:

#### Special Events:

- Children's Channels
- Indigenous Project
- Children's Radio

### Going Global: „Minds Wide Open“

TV-Panels on

- Blues Clues (Nickelodeon)
- A Toi l'actua - Daily News Magazine (France 3)
- Intercultural Education and Media (Hellenic Ministry of Education)

### Going Global: Strategies for Tomorrow

Panel: Markets, Festivals, Magazines - Their Influence on the Global market

### New Technologies: Virtual Kids World

World Link Up (Australian Broadcasting Corporation)

### New Technologies: Poster Sessions

- MIT Junior Summit (MIT Media Lab)
- Support All Learners (Scholastic Software and Internet Group)
- The Learning Company (Mattel Interactive)
- Security for Children online (Silver tech/eKIDS Internet)
- Student's Presentation: Building a Global Network of Youth

### Children have a Say

- Round Table: Children's Capacity to construct Meanings
- Round Table: Research carried out within the Industry

### Growing up with Cinema

- Israel Film Service

### Kids on Film - Case Studies on Children working in films

Polish Films for Children presented by Andrej Maleska

### Animation:

- Panel: Virtual Actors, Virtual Presenters
- Masters of Animation (Aardman)
- Plenary Session: Report of the Summit Facts

## Constant Activities at Helexpo Congress Centre:

### Technology Playground

Exhibition Hall: New Technologies' Initiatives, National Umbrellas, NGO's

Animation: Pan-European Creative Umbrella - Creators showcase their work

Cinema Village: Professionals showcase their work in cinema education

Kids for Kids Festival: Video- & Copy-Kiosk operated by children

Screenings of awarded films for children

Contact & registration: 3rd World Summit on Media for Children, c/o C. M. D. Ltd.,  
1 Zefixidos str., GR-54622 Thessaloniki,  
phone: ++30-31-240 109, fax: ++30-31-257 282,  
E-Mail: summit@cmd.gr, Internet: www.3rd-ws.org

**A Network of Quality Films for Schools and Spare Time:**

# Arrivano i Film - Here come the films

**Lombardia Cinema Ragazzi is a project promoted by the Councillor for Cultures, Identities and Autonomies of the Lombardy Region (Italy) in Collaboration with ANEC Lombardia. It educates on cinema and gives attention to young audiences, whilst respecting their sensibilities and emotions.**

This attention expresses itself through the choice of films, the balance struck between European and Extra-European cinema, and the educational activities that can be started within schools, thanks to the promotion of materials developed for pupils and teachers.

Quality cinema helps young people to better understand our society, being aware that they are its future. Cultural growth today means learning about media, acquiring technical competence and taking active part in the cultural processes that focus on images

Thus, the Lombardy Region operates on various levels: through the promotion of films that are suitable for children, through the stimulation of the distribution of unreleased films in schools, and through the support of the production of educational videos on cinema language and other issues that are relevant in a school context. This point of view, taking into account the UN-Charter of Rights of the Child, underlines the centrality of the subjects to whom it is addressed: children and youth of both sexes, who are intelligent and sensitive spectators. The region has taken upon itself the duty and the responsibility of protecting and respecting this audience.

The project's aim is to promote the distribution in Italy of some films that would have otherwise remained unknown to young audiences, and to stimulate the distribution of quality films suitable for a school audience. In collaboration with AGIS-ANEC of Lombardy and with the 11 provincial administrations of the territory, a network of 100 cinemas and 276 Comuni taking part every year in the initiative are co-ordinated.

The aim is to develop the two-fold value of Cinema: its value as something that can be consumed collectively and that helps socialisation, and as a means to transmit „positive“ messages through quality films.

Since 1985 more than 40 films otherwise left undistributed in Italy have been included in the network „Arrivano i film“. Almost 150.000 young people go to the cinema during the year thanks to this initiative. The network is promoted also through the distribution of catalogues and educational cards, teaching materials, dossiers for children and promotional materials.

## **Un Cinema Per Amico**

In Milano and Hinterland, screenings are

organised during the week-ends by Cine-VideoScuola for children, their friends or families.

## **Dossiers**

Going to the cinema is in itself a recreational and socialising activity for young people which can, if properly sustained, educate, whilst amusing not only with the language of images, but developing other activities. For example, it could be a means to approach reading, or the respect of „others“ or the knowledge of one's own and other people's rights. Images, decomposed and analysed, can thus help the young to express fears and emotions, in order to better understand the stories on screen as well as their own. The dossiers published so far – „The Blue Arrow“, „Watch me fly“, „From Roald Dahl to Cinema“, „Rubber Tarzan“, „Kirikou“, „Cinema and Children's Rights“ – have this purpose: helping children to learn about films, but also opening up their minds, their discussions and their fantasies.

## **www.lombardiaspettacolo.com**

The website has been conceived as a „window“ on the shows available in the region and as a working instrument for cultural operators, teachers and pupils. It also contains all information concerning the project „Lombardia Cinema Ragazzi“. There it is possible to find the synopses of the films, the timetable of family showings, the synopses of the didactic productions, as well as the program of all cinemas of the Lombardy Region.

## **Even more Activities:**

In order to accompany the screenings of films with didactic work in schools that helps children to learn about the language of cinema, a series of audio-visual didactic aids (videos, manuals, slides etc.) have been produced by the Centre for the Study of Educational Imagery with the support of the Lombardy Region. The material has been originally conceived for children from 6 to 13 but it is useful at all levels of schooling, even at University. Six kits have been produced so far which illustrate the ways, means and techniques of cinema language.

Further informations:

Regione Lombardia  
Direzione Generale Culture, Identità e Autonomie della Lombardia  
Struttura Cinema e Multimedia  
Piazza IV Novembre, 5, I-20124 Milano  
phone ++39-2-67652612/1/0  
fax ++39-2-67652732  
e-mail:  
Graziella\_Gattulli@regione.lombardia.it

## **The News Section:**

### **Forthcoming Festivals**

**International Festival of Films for Children "Ale Kino!", Poznan/Poland**

**Director: Jerzy Moszkowicz**

**Contact: National Center of Art for Children and Young People**

**St. Marcin Street 80/82**

**PL-61809 Poznan**

**Tel. ++48-61-853 60 90**

**Fax ++48-61-852 85 80**

**E-Mail alekino@sylaba.pl**

**Internet: www.alekino.sylaba.pl**

### **International Competition**

#### **Ideas and draft scripts for animated short films for children**

„Divercine“ Festival internacional de cine para niños y jóvenes de Montevideo/Uruguay and Internationales Kinder- und Jugendfilmfest in Marl/Germany invite entries for an international competition of story ideas/draft scripts for children's films, in 2001 for children's animated short films. The primary aim of this international competition is to promote high quality children's films.

The treatment (max. 3 pages/2000 words) must be clearly recognisable as outlines for a children's animated film, which is suitable for children between five and twelve years. The stories submitted may be written in the following languages: Spanish, Portuguese, English, French, German.

Awards: Main Prize 5.000 US \$, plus up to three special mentions. The promoters of the prize point out, that they will make every effort to produce a script and film on the basis of the 1st prize winning story idea. The rights to the prize-winning story shall be retained by the promoters of the competition for a maximum period of three years. If production of a film is not undertaken within this period, the rights to the stories shall be returned to the authors.

All stories submitted must be sent threefold to the following address by October 5th, 2001:

**media profile & communication**

**Detlef Ziegert**

**Elbestrasse 10**

**D-45768 Marl/Germany**

**Fax: ++49-2365-915229**

**email: filmfestmarl@t-online.de**

**Internet: www.kinderfilmfestival.de**

# ECFA journal

## Published by

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## ECFA - The EUROPEAN CHILDREN'S FILM ASSOCIATION

The goal of ECFA is to support cinema for children in its cultural, economical, esthetic, social, political and educational aspects. ECFA was founded in 1988 in Mons (Belgium) after the Conference of Troja (Portugal) and it brought together a wide range of European film professionals and associations, producers, directors, distributors. ECFA's aim is to set up a working structure in every European country for films for children and young people, a structure adapted to Europe's multicultural interests.

**For more informations and membership (membership-fee 200 Euros per year) contact:**

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## The European Children's Film Distribution Network:

[www.bjf.bkj.de/ecfnet/](http://www.bjf.bkj.de/ecfnet/)

Databases on children's film festivals, sales agents, distributors and TV-programmers interested in European films for children.

## ECFA in Persons: Eva Schwarzwald, Italy



ECFA's new President Eva Schwarzwald (Italy)

February 2001 she became president of the Association. „Among the ECFA-members I find particular attention is paid to the quality of films for children and I like the passion with which they promote these films within this European network.“

As the new president of ECFA Eva Schwarzwald wants to continue and strengthen, what the association has achieved during the last years: „ECFA has gained credibility all over Europe and beyond in the past five years under the presidency of Domenico Lucchini and the harmonious work of the board. This reputation is proved for example by the fact that ECFA has been invited to take part in the organisation of the 3rd World Summit on Media for Children. The previous Summits have only focussed on television. I believe that our contribution will bring attention to the relevance of cinema for children as well.“

Furthermore Eva Schwarzwald wants to give special attention to the training of young cultural and media educators who perhaps know more about interactivity and multimedia than cinema and cinema literacy. „Cinema is not only a form of art and leisure, but also a vehicle for prevention and communication to develop children's self esteem and awareness of their potential. Therefore we need experienced professionals who transmit their passion for cinema to children, so that they can use it as a tool for their orientation, in our time of cultural homogenisation.“

There is one more aspect Eva Schwarzwald points out: „ECFA must pay some more attention to the little girls, because the gender differences still put them in a disadvantage.“

Eva Schwarzwald, a lawyer by profession, works for the administration of Lombardy in Milano/Italy. Since 1980 she has been in charge of the Cinema office at the Department for Culture, where she promoted quality cinema and co-ordinated the different cinematographic activities in the region. In 1985 Eva Schwarzwald started the project Lombardia Cinema Ragazzi (see page 5) and later the annual meeting Kid'Screen in co-operation with ECFA. During the last years her responsibilities have expanded, including the production of educational materials, videos, CD-ROMS and other multimedia activities, aiming to create structures that enable young people to combine play and education with new technologies.

Eva Schwarzwald became involved with ECFA because she wanted to have contact with cultural workers from different countries in order to get the interdisciplinary connections between culture, education and Children's wellbeing. In 1996 she was elected in the board of ECFA, in



Welcoming the children's film community at the Berlin party: ECFA's new president Eva Schwarzwald, Reinhold T. Schöffel (managing director of Bundesverband Jugend und Film & editor of ECFA-Journal) and Margret Albers, President of the German Children's Film Association, managing director of the „Golden Sparrow Foundation“ and director of German Festival for Children's Film and Television at Gera (left to right).  
Foto: Holger Twele