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For the 1st time at the World Summit on Media for Children: 

The „Cinema Department“ in the Children’s Media Landscape

More than 700 experts on Media for children from all over the world gathered in Thessaloniki/Greece for the „3rd World Summit on Media for Children“. The organizers, Athens-based European Children’s Television Centre (ECTC), for the first time included cinema for children within the congress. Together with CIFEJ (Centre International du Film pour l’Enfance et la Jeunesse) ECFA represented film and cinema for children among the TV- and internet-people who made up the majority of participants.

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The new ECFA-Website is www.ecfaweb.org

When this ECFA-Journal is out to you, dear readers, the first sections of ECFA’s new website will already be online.

The website will contain the main sections - production - festivals - distribution - exhibition - film education of films for children.

Of course, the European Children’s Films Distribution Network with databases on festivals, films, addresses of producers, sales agents, distributors and TV-stations have been included.

Each section will also serve as an archive with material from ECFA’s and other conferences. It offers to all who are interested useful information that might help you to find new ideas for children’s film culture.

Furthermore, there will be a section with links to all the member’s websites we know – and as the world is bigger than ECFA – to other interesting sites as well. So check, if your website has already been linked. Otherwise please mail us to say where we can find you on the web.

The website will be edited by German ECFA-member Bundesverband Jugend und Film (editor: Reinholds T. Schoeffel, webmaster: Udo Lange). The French version will be prepared by Roland Biernaux from Belgium and will go online throughout the year.

We hope this website will serve you well. If you have any ideas about what we can add, please let us know.
Films on the Horizon:

A big discussion began about the film „The Last Man Alive“ during the German Children’s Film & TV Festival at Gera. Some days before the festival the film was rated 12 years or older. Therefore the distributor stopped the cinema launch. All the children’s film experts at Gera were divided in pros (some) and cons (most). Nevertheless most of the children in the audience were quite enthusiastic about this provocative adaptation of A. S. Neill’s book.

Information: www.gruenewolke.de
World Sales: Road Sales,
E-Mail: office@road-movies.de

Films, Festivals, Prizes

BUFF - International Children and Youth Film-Festival Malmö/Sweden
Children’s and young people’s award: „There is only one Jimmy Grimble“ by John Hay, GB 2000
Contact: BUFF Malmö, Director: Lennart Ström
P.O. Box 179, S-20101 Malmö
Phone: +46 - 40 - 30 91 64
Fax: +46 - 40 - 30 53 22
E-Mail: info@buff.nu
Internet: www.buff.nu

German Children’s Film- & Television - Festival „Goldener Sparrow“, Gera
Best feature film: „Emil und die Detektive“ by Franziska Buch, Germany 2000
Best short film: „Die Pfefferkörner“ by Matthias Steurer, Germany 1999
Best long animation: „Tobias Totz und sein Löwe“ by Thilo Graf Rothkirch and Piet de Rycker, Germany/Belgium 1997
Contact: Stiftung “Goldener Spatz”
Director: Margret Albers
Heinrichstraße 47, D-07545 Gera
Phone: ++49 - 365 - 80 04 874
Fax: ++49 - 365 - 80 01 344
E-Mail: info@goldenerspatz.gera.de
Internet: www.goldenerspatz.gera.de

Festival International de Cinéma Jeune Public de Laon/France
Grand Prix: „Miracle“ by Natasha Arty, Denmark 2000
CIFEJ-Prize: „A Summer Tale“ by Ulf Malmros, Sweden 2000
Children’s Jury’s: „The Spring of Life“ by Milan Cieslar, Czech Republic 2000
Audience Award: „A Small Christmas Tale“ by Mari Marten-Bias Wahlgren and Åsa Sjöström, Sweden 2000
Contact: Festival International de Cinéma Jeune Public
Director: Florence Dupont
B.P.526 / 9 rue du Bourg
F-02001 Laon Cedex
Phone: ++33 - 323 - 79 39 - 37, Fax -32
E-Mail: festival.cinema.laon@wanadoo.fr
Internet: www.laonfilmfest.com

Also children had a say during the 3rd World Summit on Media for Children: the „Roaming Reporters“ at the closing event at Thessaloniki.

Also children had a say during the 3rd World Summit on Media for Children: the „Roaming Reporters“ at the closing event at Thessaloniki.

Films for children. It was well frequented for the duration of the Summit, but when the participants were invited for some giant bottles of Ouzo, our desk suddenly became the centre of the whole event.

The first co-operation between the children’s film organisations and the World Summit was definitely a positive experience for everybody who was involved, and a promising starting point for future events.

Apart from the „Cinema Department“ ECFA-board member Mia Lindrup (Norway) organized the „Kids for Kids Festival“, a world-wide competition of videos made by children. The results were quite impressive, especially in the animation section. The awards were given during the opening of the 3rd World Summit.

For more information on the 3rd World Summit on Media for Children see the website www.3rd-ws.org.

The 4th World Summit on Media for Children will take place in Rio de Janeiro in 2004.
The Conclusions of the Cinema Working Group

The 3rd World Summit on Media for Children was the first Summit to include cinema in its program. As representatives of the cinema working group, CIFEJ and ECFA were very proud to take part in the event.

Cinema is an important narrative audio-visual medium and therefore a basis for media literacy of any kind. What we have to care for is the preservation of cinema's cultural authenticity. This is important for European countries as well as for other national cinematographies open to international media markets. Children want to use media and especially cinema to reflect on themselves, who they are and who they want to be, what the future means to them and what they need to achieve. Authentic films that relate to children’s own cultural backgrounds help them to identify their own relationship to reality. The special atmosphere of cinema is that children see films together and are able to communicate with one another about films. This is the main difference between privately consumed audio-visual media and cinema.

Considering all this we believe in the importance of various workshops that make children familiar with films from their own countries as well as from neighbouring countries and other cultures from all around the world. We support film educational projects teaching children the language of cinema and how they can use it as an instrument for their own biographical development. We support projects that bring films to children who do not have access to cinema.

The cinema we have in mind cannot exist without the partnership of other media. The TV stations as well as video, DVD and Internet providers all around the world are important partners in the production, promotion and distribution of high quality films for children. Let us work together using different media to serve the best interests of children today and tomorrow.

The News Section:

Films, Festivals, Prizes

Kristiansand International Children’s Film Festival, Kristiansand/Norway
Best Film: “A Summer Tale” by Ulf Malmros, Sweden 2000
Contact: Kristiansand Kino
D. 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.filmbiblioteket.no/kristiansandkino/barn
International Festival of Short Films
Oberhausen/Children’s Film Section
Prize of the Children’s Jury: „Tro højv Batman” by Linda Krogsgaard Holmberg, Denmark 2000
Contact: Internationale Kurzfilmtage
Director: Lars Henrik Gass
Grillstraße 34
D-46045 Oberhausen
Tel. +49-208-82 52 652
Fax +49-208-82 55 473
E-Mail info@kurzfilmtage.de
Internet: www.kurzfilmtage.de
International Festival of Films for Children “Ala Knolin”, Poznan/Poland
Grand Prix for the best feature film for children: „There is only one Jimmy Grumble” by John Hay, GB 2000
2nd prize: „Ikingut”, Gisli Snaer Erlingsson, Iceland/Norway/Denmark 2000
Best animation film: „Shangoul and Mangoul” by Farkondeh Torabi & Mortezah Ahaadi, Iran 2000
Best film for youngsters: „Pretty Devils” by Serge Maynard, France 1999
Young Audience’s Award: “Crazy” by Hans-Christian Schmid, Germany 2000
CIFEJ-Award: „The Girl in the Sneakers” by Rassul Sadr-Ameli, Iran 1999
Contact: National Center of Art for Children and Young People
Director: Jerzy Moszkowicz
St. Marcin Street 80/82
PL-61809 Poznan
Fax: +48-61-852 85 80
Phone: +48-61-853 60 90
E-Mail: alekino@sylaba.pl
Internet: www.alekino.sylaba.pl
Cannes Junior
In the Children’s section at the Cannes Film Festival „A Handful of Grass” by Roland Suso Richter, Germany 2000, was awarded „for its respect for children and childhood”. World Sales: www.bavaria-film.de
Contact: Festival International du Films de Cannes - Cannes Junior
99, Boulevard Malesherbes
F-75 008 Paris
Phone: +33-1-45 61 66 00
Fax: +33-1-45 61 45 88
E-Mail: cinefondation@festival-cannes.fr

European Film for Children gains popularity through television

More than a million for „Pettson and Findus”

The Swedish-German co-production „Pettson and Findus” (part 1) has been shown in the cinemas in several European countries during the first months of this year, in Sweden already a year ago. The box-office results were quite positive – with some interesting differences.

Children in many countries know „Pettson and Findus” from Nordqvist’s books, the CD-ROMs and – in some countries – the TV-series. These different media offer an excellent basis to launch a high quality film for children successfully in the cinemas. For example 250,000 admissions in Sweden have been a very positive result.

Simply sensational was the box office in those countries, where „Pettson and Findus” has been launched in the cinemas after the TV-series has been broadcasted on public television. In Germany for example the series was on TV in the autumn of 2000. Distributor MFA launched the film in the cinemas in December 2000. Since then „Pettson and Findus” had more than 1,2 million admissions!

Probably when it comes to films for children we sometimes have to rethink the traditional sequence of a film’s commercial path... – „Pettson 2” is out now or will be in the cinemas during the forthcoming year. Good luck!
The News Section:

41st Internat. Film Festival for Children and Youth Zlin/Czech Republic

International Jury for feature films:
Children's films, main Prize: „The Child and the Soldier“ by Seyyed Reza Mir-Karimi, Iran 2000
Children's films, special recognition: „Miracle“ by N. Arthy, Denmark 2000
Films for young people, main Prize: „Ali Zaoua“ by Nabil Ayouch, France, Morocco, Belgium 2000
Films for young people, special recognition: „The Rebels“ by Filip Renc, Czech Republic 2000

International Jury, animation films:
Main prize: „Bully Dance“ by Janet Perlman, Canada 2000
International Children's Jury, feature films: „Miracle“
International Children's Jury, animation films: „Marco Polo - Return to Xanadu“ by Ron Merk, USA, China, Slovakia 2000

Young People's Jury: „The Rebels“
Contact: International Film Festival for Children and Youth Zlin
Ateliéry Bonton Zlin, a.s.
Filmová 174
CZ-76179 Zlin
Phone: ++42-67-527 217
Fax: ++42-67-527 442
E-Mail: festival@zlin.cz
Internet: www.ateliery.cz/festival

Also at festivals on other continents
European films for children win most of the prizes:

Montreal Int. Children's Film Festival
Grand Prix best feature film (Adult jury): „Miracle“, Natasha Anty, Denmark 2000
Special Jury Prize: „Mariken“ by André van Duren, Netherlands 2000
CIFEJ Prize: „Ikingut“ by Gisli Snær Erlingsson, Iceland/Norway/DK 2000
People's choice award: „A Witch in the Family“ by Harald Hamrell, Sweden 2000
Children's jury: „Miracle“
Contact: jo-Anne Blouin
Phone: +1-514 848 3883
Fax: +1-514 848 3886
E-Mail: joannelbouin@videotron.ca

Cairo Int. Children's Film Festival
Golden Cairo for the best feature film: (Professional's Jury) and CIFEJ prize: „The Yellow Bicycle“ by Dimitri Stavrakis, Greece 1999
Bronze Cairo: „A Monkey's Tale“ by Jean-François Luguionie, France 1998

European Symposium:

Documentary Films for Children
Taking Stock - Best Practice - Perspectives
September 21st - 23rd, 2001, Cologne/Germany

The symposium will take stock of the situation of documentary films for children in Germany and Europe. Which documentary formats can be found on television, in cinema, within educational contexts? What are the models for promotion and funding of this genre? Are there any? Which trends are apparent within its contents and aesthetics? How strong are the children's demands for the genre? How do film schools fit the documentary film for children into their curricula?

The contexts and situation of the children's documentary today will be discussed, as well as the important issue of which audiovisual variety of forms should be offered to children at all - today and in the future.

The symposium will offer five workshops on the following subjects: promotion and funding, production contexts, distribution (e.g. documentary and children's films festivals, television), children's documentaries as a specific part of film training, development of stories and scripts. "Best practice" examples from Germany and, above all, from its neighbouring European countries will be presented in all workshops. Film screenings will be organised both as part of the workshops and as additional screenings.

Goals and perspectives:
The symposium is to draw the attention of the public as well as the film industry to documentary film for children, discussing and developing arguments and strategies to raise the visibility of the documentary for children once more. It is to strengthen the connection between script development and funding, between television and production, between distribution, cinemas and educational institutions with the aim of raising the number of productions of documentaries for children once again.

The symposium is to be a meeting place, a place of inspiration and exchanges of ideas, meant to foster the development of new deals and projects in the genre.

Participation for ECFA-members:

ECFA-members have the chance to participate on special conditions. Just send a few lines about your reasons for wanting to attend the symposium and maybe a suggestion for your contribution to

Target audience:
Film funding institutions, producers, documentary filmmakers, journalists, festival directors, television editors, film teachers and lecturers, decision makers and opinion leaders from children's film institutions in North-Rhine Westphalia, Germany and its European neighbours.

Organised by:
• Ministerium für Städtebau und Wohnen, Kultur und Sport des Landes NRW
• Dokumentarfilminitiative im Filmbüro NW
• E.C.F.A. (European Children's Film Association)
• Stiftung Goldener Spatz
• Bundesverband Jugend und Film
• as well as further co-operations with film institutes in Denmark, the Netherlands, Sweden, France and other European countries

Contact:
dfi - Dokumentarfilminitiative im Filmbüro NW - Petra L. Schmitz
Postfach 100 434, D-45405 Mülheim / Ruhr
phone: +49 (0)208 - 47 19 34
fax: +49 (0)208 - 47 41 13
E-Mail: dfi@filmbuero-nw.de
Internet: www.filmbuero-nw.de/dfi

„Sehen und Gesehen werden“ – A useful new book

Filmmarketing in smaller European Countries
A new book published by Austrian editors Lucie Bader, Barbara Haberl, Isabella Urban and Christine Weingartner deals with the fact, that films from European countries, especially those from the smaller ones, have increasing problems to find their way onto the screen and to their audience. To improve the situation the authors suggest strengthening the marketing of a film from the very beginning: From the outset the film makers should be aware of the target group, they are aiming at, and produce their film according to this target group's interests. The authors' marketing idea is even more important when we come to films for children. Although we have to be aware of the danger: If we produce our films strictly according to the market's rules they soon might look like Disney's.

The book is based on an Austrian survey which has proved a great sympathy for domestic films - if the audience has the chance to see them.

Sehen und Gesehen werden (German language only!), 13.- Euros.
PVS Verlag, Friedmannsgasse 44
A-1160 Wien, Phone: ++43-1-4072497,
Fax ++43-1-4072497
E-Mail: pvs.verleger@blackbox.net
ISBN 3-901196-404
European Meeting on audiovisual Works made by Children and young People:

Camera Zizanio

Active media work with children and young people becomes more and more an important part in film and media education. International meetings and competitions for young film and video amateurs offer them acknowledgement, gives them new ideas and a lot of motivation to go on. Therefore we appreciate the initiative of the Olympia Film Festival for Children and Young People to organize a European Meeting in Olympia from October 13th to 20th, 2001, to present and award audiovisual works (on film, video or DVD) by children and young people. The productions can be made either individually, at school or in independent workshops.

The Meeting will include side events where children's art works of all kinds will be exhibited: from story-board drawings to poetry to audio cassettes and whatever else the children come up with.

Animation workshops will also be available, as well as professional filmmakers, with whom the children will be able to shoot documentary or fiction films.

The Zizanio newspaper will be published daily, featuring news, stories, film critics, behind-the-scenes information, drawings, poems and more.

In other words, this will be a time when video cameras, tape recorders, key-boards, pens and paintbrushes will simply be bursting with energy!

The Meeting will comprise of two sections:
1. The European Section, in which works by children from all European countries will compete. This section will contain three subsections: a) for children up to 12 years of age; b) for children 13 to 18 years of age; and c) for young people aged 19 to 30.
2. The Greek Section, in which only works by children and young people from Greece will compete. This section will also be divided into three subsections.

The organizers are looking forward to receiving your films, poems, tapes, paintings and drawings, your letters, your thoughts and your feelings at the following address:

Olympia Film Festival - Camera Zizanio
18, Rodos Street
Athens 112 52, Greece
tel.: +30 1 8664470
fax: +30 1 8662344
E-mail: olyfest@otenet.gr

Research study by MEDIA Salles: Little Viewers - Big Screens

Television is best Promotion for Children’s Films

In the year 2000 MEDIA Salles asked more than 2,000 children in several countries about their cinema habits. The questionnaires were distributed to children aged 8 to 11 who visited theatres belonging to the Euro Kids Network and the audience of the Castellinaria Children’s Film Festival at Bellinzona/Switzerland.

Due to the selection process of the children taking part, the survey may not deliver factual evidence of a common nature, but it certainly reminds us about the strong elements and character of the cinema.

Even though children watch more films on TV or on videocassettes most children prefer the cinema. They enjoy the size of the screen, the darkness, to see the film together with their friends and they feel more excited and involved in the story. More than 75% of the children would like to go to cinema more often.

When children go to the cinema, they select a film they are interested in. Mostly they come to know about a film through television, but also posters and friends excite their interest.

The list of films children prefer is - as we all expect - led by Disney’s productions, Pokemon and other box office hits. But in those countries, where children have the chance to see other films as well, films like Kirikou and the Sorceress, Tsatsiki, Mum and the Policeman or Lucky and Zorba they gain high votes.

The full report of the research can be found at www.mediasalles.it/cri_main.htm
Mia Lindrup, 49, works as the manager of the Screen Education Committee and as film adviser for children and adolescents at the Norwegian Film Institute (Oslo). In February this year she was elected to the board of ECFA.

The Norwegian Film Institute (NFI) has become a member of ECFA because it wants to support and take part in ECFA’s very important work to promote good European films for children: “A strong European network is a valuable tool to achieve our aims and strengthen our influence upon decision makers throughout the continent and in our own country. The exchange of ideas, competence, methods and products is extremely important to improve the European and the national film cultural identity.”

Mia Lindrup’s vision is to get a common acknowledgement of society, that good films are an important factor in the upbringing of our children. „When parents, teachers and politicians realize that the stories told with moving images can be just as valuable as the stories told in books, I will be happy.”

Among ECFA’s activities Mia Lindrup points out the development of the organisation’s website. „Our ECFA-website will work as a very important meeting point for people dealing with films for children. Here we will find information on people, events and films – and hopefully we will also be able to share our opinions and experiences with ‘interrelated’ people in the same field.” But the virtual communication through the internet has to be followed up by real-life-encounters: „The organizing of a conference like Kid Screen once a year is also important in order to create a physical venue where we can meet face to face. Without these face to face meetings the network might end up as a sleeping partner.”

Mia Lindrup is full of ideas about ECFA and has already started to play an active part in our organisation. Of course she shares the problem of most creative people: the lack of time. “A lot of good will is demanded from people working on a voluntary basis besides their busy everyday life at work. Of course, our dream is a European ECFA-office with an employed staff, working to strengthen the network, to organize meetings and conferences, to serve our members with a European film archive for festival use – for instance. To establish an office like this we need a lot of European money...”