



EUROPEAN CHILDREN'S FILM ASSOCIATION GUIDELINES FOR ECFA JURIES

To clarify ECFA's expectations regarding the ECFA juries that represent our organization in a number of festivals, hereby you'll find the ECFA guidelines.

We kindly request festivals to send their ECFA jury members a link to these guidelines or deliver them to the jury in printed format.

- The ECFA Award was established in order to promote and support the European production of children's films. Therefore an award can only be given to a film that is in majority produced by a European company.

- The ECFA Award supports a continuous production of high quality films for children. Therefore the jury should estimate the chosen movie's main target audience as maximum 14 years old.

- As jury member you represent ECFA as an organization. Therefore the chosen film should respect the values that ECFA stands for (as discussed on the ECFA website under 'Quality' (<http://www.ecfaweb.org/ecfnet/quality.php>)). Most notable are:

- The chosen film should convey basic standards accepted within our society, such as tolerance, non-violence, self-development, solidarity, etc.
- The chosen film should respect the perspective of children and tell its story in a way that children can understand and identify with.
- The chosen film should endorse emancipatory feelings, support diversity and inclusion and respect equality.
- Professionalism in a film's production process could be considered as a sign of respect for the young audience.

- ECFA has 3 categories: ECFA Award for Feature Film, ECFA Doc Award and ECFA Short Film Award. Feature Film's minimum duration is 60 minutes, Short Film maximum duration is 59 minutes.

- ECFA's target audience are children and youngsters in the age group of 3 to 14 years. Therefore the awarded films should address this particular age group (max. 14 years) and not the young adolescents.

- The ECFA jury can't add other titles from the festival catalogue to their selection but should put their trust in the hosting festival's programming decisions.

- Special Mentions are allowed but not promoted: films receiving a Special Mention will not be taken into account for the final Award selection and the titles will not be communicated through ECFA's communication channels.

- ECFA realizes the interpretation of these criteria can never be made strictly binding. That's why we count on jury members to do their judging as good 'ECFA ambassadors'.

Enjoy your job as a jury member!

Approved by the ECFA Board in June 2022