

Cannes 2004 declaration

Europe Day at the Cannes Film Festival - 18 May 2004

Declaration of the European Ministers for Culture and the Member of the Commission in charge of Education and Culture

Meeting in response to an invitation from Gilles Jacob, President of the Cannes Film Festival, and Viviane Reding, Member of the European Commission responsible for Education and Culture, in the presence of well-known film practitioners, under the patronage of Renaud Donnedieu de Vabres, French Minister for Culture and Communication, and Viviane Reding, the Ministers for Culture of Belgium, the Czech Republic, Estonia, Germany Italy, Cyprus, Latvia, Lithuania, Hungary, Malta, the Netherlands, Poland, Portugal, Slovenia, Slovakia, Sweden and the United Kingdom and the European Commissioner hereby declare:

1. The success of the European Union depends to a considerable degree on its ability to give Europeans the chance to get to know the culture of their neighbours. Feature film is an art form with a particular ability to promote dialogue between cultures both in Europe and internationally because of the power of images and because they can be shown and broadcast widely. At a time when the European Union is preparing to adopt a new financial framework, the participants call for the resources that are devoted to the creation of audiovisual works to be increased. They call on the profession to rally to achieve this objective.
2. The Ministers for Culture of the European Union who are present and the European Commissioner consider it essential to promote creative European film that really gets to grips with what is happening in our societies and the world. It follows that, in international trade, the Member States and the European Union must retain the right to conduct strong policies for promoting film-making.
3. The Ministers and the European Commissioner underline the importance of introducing or strengthening media literacy and increasing people's familiarity with our cinematographic heritage.
4. The Ministers and the European Commissioner welcome the adoption of the directive on the enforcement of intellectual property rights. They call for exchanges of best practices and for the coordination of initiatives in Europe to fight more effectively against piracy. There is no copyright without rights holders.
5. Europe has many talented young film-makers whose films have become box-office successes and won prizes in film festivals across the world. Our continent also has excellent training establishments, especially in the new Member States of the European Union. However, the small number of films now being made in the new Member States and the persistent substantial fragmentation of film markets in Europe are leading to the under-use of our talents and training capacities. The Ministers for Culture of the European Union who are present and the European Commissioner commit themselves to endeavour, within their specific areas of responsibility, to:

- work, together with the schools and other establishments providing training in cinema occupations, on strengthening the European dimension of film education and training in artistic and economic terms and to enhance cooperation between professionals in the enlarged European Union;
- encourage the schools, universities and vocational training centres that provide film training to form networks, notably in order to improve the industry's skills base through high-quality common training courses in areas such as script-writing techniques, financial and commercial management of the production, distribution and promotion of audiovisual works or the use of digital technologies;
- support, through these networks, European training pathways (in particular an "*Initiative de Lancement des Jeunes Cinéastes*"/"Young Filmmakers' Take-Off Initiative") for film students, thereby giving them European experience and practical knowledge of film-making and markets in other European countries, right from their first years of study;
- adopt specific measures to promote film in the new Member States of the European Union and to increase the circulation of their films;
- facilitate the passage from training to working as a film-maker through cooperation with and between established film practitioners ("film mentors") and through high-profile film events.