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Building Bridges - diversity in European film. In celebration of ten years of protecting cultural diversity under their umbrella, CineRegio has commissioned the first European Report to build bridges between diversity in content creation and diversity in consumption. ***Building Bridges*** analyses and evaluates current and potential action to improve the diversity of European film.

On Monday 18th May Cine-Regio launch its new Focus Report on Diversity Policy Strategies at its General Assembly during Cannes Film Festival. On the same day the organization celebrates its 10-year anniversary. ***Building Bridges*** analyses and evaluates current and potential action to improve the diversity of European film. The report will be available as a free download from the CineRegio Website from 30th June 2015.

Why did CineRegio commission this study?

Charlotte Appelgren, General Secretary of CineRegio: *Currently, it seems that there are few real policy initiatives related to diversity policy strategies. Most importantly, the issues of content creation and consumption tend to be discussed in isolation. However, the film industry's future depends on building the connection between diversity in supply and diversity in demand. She adds: The aim of Building Bridges is to create a framework for discussion about diversity, to assess actions so far and to help in the formulation of effective strategies. We want to learn and focus on policy and practice that might make a significant impact on diversity.*

The Report is written by Michael Gubbins, founder of the Sampo Media consultancy specialising in film and digital media and chair of Ffilm Cymru Wales.

Michael Gubbins: *The study analyses the underlying issues in the diversity debate, with particular emphasis on gender, age and social imbalance. There has been a general consensus in the recent discussions of diversity that film ought to be open to all and that some inequalities were insupportable. A real debate about diversity, however, opens up a*

whole series of debates about the role of film, the film industry and film culture in today's Europe – and exposes serious rifts.

This study suggests that it is impossible to create effective policies and practices that have a real impact, without clarity of objectives and an understanding of the underlying problems.

The report makes one big leap that may not be accepted by all and has been missing from much of the discussion so far: the audience.

The lack of diversity of the film industry is mirrored in the audience. European film struggles to reach beyond a core demographic, which tends to be whiter, older and from higher social brackets than the general population.

Some actions on diversity directly connect the industry production divide with the audience, and there is some evidence that effective action on diversity begins by building demand and engagement with audiences.

Gubbins is also the author of a series of reports on audience-driven change, which can be downloaded from www.cineregio.org: *The Active Audience* (2010); *Engaging Audiences* (2011); *The Active Audience. Reach. Experience. Engagement* (2012) and *Audience in the Mind* (2014).

Cine-Regio is a network of European Regional Film Funds, representing 43 members from 14 European countries, which together have a total funding capital of €165 million. At this year Cannes Film Festival 5 films in Main Competition are supported by CineRegio members (in total 27 feature films & 4 shorts has been selected for Cannes 2015)

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