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Cine-Regio Building Bridges

Cine-Regio is proud to present its 2016 Focus Report ***BUILDING BRIDGES – Diversity in European film*** at the 66th Berlinale. The presentation will take place during Cine-Regio yearly strategic meeting, hosted this year at the Thüringer Landesvertretung.

We hope Cine-Regio with ***BUILDING BRIDGES – Diversity in European film*** will contribute to the creation of a framework for discussion about diversity. *“By assessing actions and policies so far, combined with a sharp analysis of the current market situation we have a strong tool for the formulation of effective strategies, which will make a significant impact on diversity”* says General Secretary Charlotte Appelgren and continues: *“We need new knowledge on a topic where there is a great need and yet little knowledge.”*

The report analyses and evaluates current and potential action to improve the diversity of European film. It argues that in order to ensure a flourishing future European film sector there is a need to build bridges between diversity in content creation and diversity in consumption. Effective action on diversity begins by building demand and engagement with audiences. As the reports author Michael Gubbins puts it: *“Diversity is the lifeblood of any art form”*.

The need for the creation of a framework for discussion about diversity is becoming more and more important in the European context in general and in particular in European policy making. The topic is therefore part of Cine-Regio’s public affair activities, which is one of the core activities of Cine-Regio - to be the voice and ears of the regional film funds in EU-matters.

The report will be available as a free download from the web-page of Cine-Regio from 17th February 2016.

Cine-Regio is a non-profit association of regional film funds in Europe. The network counts 42 regional film funds from 14 European countries – and together the members represent a total funding capital of €168 million



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