

LUX FILM PRIZE

Programme 2019

1) Introduction

The LUX FILM PRIZE shows the European Parliament's commitment to culture and promotes cultural diversity in close relationship with other European policies. With the growing legislative powers accorded to it by the Lisbon Treaty, the European Parliament also has the ability to adopt initiatives with strong symbolic significance.

One such initiative was the establishment of a European Parliament film prize, which was awarded for the first time in 2007 - the year of the 50th anniversary of the Rome Treaty.

The LUX FILM PRIZE casts an annual spotlight on films that reach the heart of the European public debate. Cinema, as cultural mass medium, can be an ideal vehicle for debating and reflecting on Europe and its future. Beyond the stories they tell, the films selected or competing for the LUX FILM PRIZE, explore and question European shared values and address cross-border concerns such as economic and social crisis, immigration, justice, solidarity, civil liberties and fundamental rights. Each film offers a glimpse into the lives of Europeans, their convictions and doubts and their quest for identity. The films help to air different views on some of the main social and political issues of the day and, as such, contribute to building a wider debate on European identity and its diversities.

By supporting European cinema, the European Parliament and the LUX FILM PRIZE seek to take up the challenge of finding new forms of communication with EU citizens, making European cinema one of the most powerful mirrors of debate amongst the thousands of faces in a pluralistic Europe.

While facing the current economic, political and social crisis, where arts, culture and cinema are also threatened, the LUX FILM PRIZE aims to support European creativity and its diversity. Backing and supporting European cinema is a remedy to overcome the growing boundaries - both physical and psychological - that divide Europe.

Cinema is one of the richest and strongest of all cultural expressions and has the potential to oppose the walls of fear and insecurity that are surrounding our lives. Cinema is a mirror in which we can recognize how much we have in common, or how curious and interesting our diversities are.

2) The underlying principles

The European Parliament, projecting cultural diversity

Culture and its specific cinematic form continue to be effective areas within which Parliament can and must continue to place its communication with the citizens of the European Union with a view to making itself even better known and understood by them. The LUX FILM PRIZE, which is the tangible manifestation of an original initiative taken by Parliament alone, is one way of fulfilling this aim.

The European Parliament is committed to culture

While the European Union has only supporting and coordinating powers in this area, Parliament has traditionally put culture at the heart of Community law.

The public hearing held on 27 October 2010 on the initiative of the Committee on Culture and Education on the subject of ‘Cinema and European Identities’ is a proof of this, as well as the most recent one (10 October 2016) organised in the presence of Ken Loach, Céline Sciamma and Andrea Segre on “What role for European cinema in tomorrow’s Europe”.

Just to quote but some, other examples are the simultaneous screening organised on the occasion of the International Holocaust Remembrance Day with the former President Schulz and Géza Rohrig (Foreign Language Oscar 2016 and Lux Selection), or the simultaneous screening and debate organised in 28 Member States in the framework of the LUX FILM DAYS and the participation of MEPs in round table and debates on culture, digital agenda, etc. at major international film festivals.

Further development of the LUX Film Prize

During 2015, to increase the audience and improve the cost-audience ratio, informal talks between Parliament and the European Commission supported the idea of pooling resources, to reinforce the awareness of the LUX Film Prize.

The objective of a partnership between the two parties is to reinforce the visibility of the LUX Film Prize vis-à-vis the European film industry and the European public sphere.

The cooperation was implemented in 2016 and has been developed for 2017 and 2018, with two simultaneous screenings which were added to the usual screenings of the LUX FILM PRIZE, reaching all European countries. This cooperation is meant to be maintained and improved in 2019.

In the framework of the 2019 European Elections and in the light of the new Parliament which will follow, the European Parliament should build on existing synergies with the Commission. Enlarging the cooperation to more areas would be desirable. Below are some suggestions to be explored in 2019 as regards the cooperation between the EP and the EC:

- continue simultaneous screenings which proved to be an innovative tool in line with a European spirit reaching out young audiences.
- cooperate on the presence of LUX films on on-line platforms
- cooperate on the provision of subtitles created by the EP for LUX films within a database of European film subtitles
- cooperate on cultural diplomacy by involving LUX films in a European package of films to represent EU in the world
- cooperate at institutional level on European elections 2019.

The aim of any cooperation should be to enhance the visibility and media coverage of the European Parliament. Reaching out to new audiences, especially youngsters and multipliers, while keeping the LUX Film Prize Ceremony inside the European Parliament should be at the core of the future direction.

The LUX Film Prize in the European public sphere

Thanks to LUX FILM DAYS, each year the contending films for the LUX Film Prize are screened more than 240 times, in more than 50 European cities via theatres or festivals, enlarging the network

of stakeholders and multipliers. Almost 40,000 cinemagoers attend the screenings, often followed by debates, and more than 27,000 follow the LUX Film Prize on Facebook.

Young Europeans

Focus on young Europeans has been one of the strategic guidelines of the LUX Prize. Since 2010 the '28 Times Cinema' project has been established and promoted by the LUX Film Prize and partners such as Giornate degli Autori (Venice Festival) and Europa cinemas. This initiative builds on an intensive 10-day training course in Venice for 28 young European cinephiles. During the course, they meet with MEPs, film directors, Selection panel members, and they represent the youngest jury of Venice Festival. Once back in their own country, they become "LUX Ambassadors", promoting the LUX films and activities in their network and environment. A network of more than 200 supporters, enthusiastic 'LUX ambassadors' and multipliers is growing each year.

The LUX Film Prize also enters educational establishments. Education packs on the competing films are available to support debates and study not only about the films but also on Europe.

Cinema is at the heart of the European cultural model

Film, by crystallizing interpretations of cultural diversity, demonstrates its cultural and industrial value to any society that wishes to exert its influence within and beyond its frontiers. Film is one of the cultural forms most likely to create a sense of belonging to a shared space, and in this case to create a European spirit. Culture is a human and political construction and cinema is at its heart.

The LUX FILM PRIZE is part of the communication strategy of the European Parliament.

The LUX FILM PRIZE is an instrument that contributes to the communication policy of the European Parliament.

It entrusts a panel of film industry professionals with the official selection and competition to give artistic and cinematic legitimacy to the LUX FILM PRIZE.

3) Objectives

- **Enlighten the public debate on the European Union and its policies**
- **Support the circulation of European (co)productions within the Union.**

The European cultural landscape is fragmented. Only a few artists and works are able to go beyond the borders and find a public away from their home country. Cinema is not an exception. Indeed, the original language in which a film is shot is a barrier to the diffusion of it in a multilingual market.

The LUX FILM PRIZE continuously builds a catalogue of high quality European films available in all the EU linguistic versions, including educational materials.

4) Selection Process

How films are selected – Selection Panel

The [Selection Panel](#) - a 21-person panel drawn from the European film industry selects the films for the LUX FILM PRIZE Official Selection and Competition. The panel includes producers, distributors, cinema operators, festival directors and film critics, as well as a representative from Eurimages. A representative of the European Commission -Creative Europe programme seats as observer.

The European Parliament's Committee on Culture and Education appoints the panel members. A representative of the winning film from the previous year becomes an ex officio member of the panel.

The Members of the Selection Panel propose films for the LUX Prize Official Selection / Competition. The Members cannot propose more than 3 films. Films can also be submitted by Members of the European Parliament and by the spontaneous submission of cinema professionals.

Members of the Selection Panel who have participated in the production or commercial exploitation of a film in the Competition may still propose films but cannot vote for those in which they have commercial interest.

The Selection Panel's decisions are implemented following an overall majority or, failing that, a relative majority reached through a ballot. The members are sworn to secrecy until the official announcement of the Selection (July) and of the Competition (end July).

The meetings of the Selection Panel take place at the European Parliament in Brussels in April/May, where the members discuss and select the 10 films for the Official Selection. These will be announced at the beginning of July at the Karlovy Vary International Film Festival. Among these 10 selected films, the 3 films that qualify for the Competition will go on to be subtitled in all 24 official languages of the European Union.

5) Voting procedure and award of the LUX FILM PRIZE in Strasbourg

The LUX FILM PRIZE Winner is decided by the Members of the European Parliament and announced in November during the plenary session.

The voting procedure allows each MEP to vote for just one film, and lasts for one month.

MEPs can watch the films in four ways:

The LUX Theatre set up inside the European Parliament for 2 weeks (2 screening per day).

In their respective Member State, according to the LUX film events organised by the Information offices of the EP (LUX FILM DAYS)

On a Video on Demand Platform (available following the request of a password for all MEPs)

On watermarked DVD (very limited number and mainly for Members of the Committee on Culture and Vice-presidents).

The voting procedure is closed the day before the Award Ceremony. The outcome of the vote is therefore unknown until the Ceremony.

The LUX FILM PRIZE Award Ceremony is preceded by a Seminar for Journalists where MEPs, experts and film directors discuss about cinema and Europe. The Award Ceremony is held in the Plenary Chamber in Strasbourg, usually following the end of debates, and preceding the votes.

The film directors of the three Competing films are all invited to the Award Ceremony and to the Plenary Chamber.

The President of the European Parliament announces the winner.

A representative of the winner film is invited to address the Plenary Chamber with a brief speech.

Since 2012, with the launching of the LUX FILM DAYS, a special *Audience Mention* has been created and it is announced at the Karlovy Vary International Film Festival in July, at the same time of the unveiling of the Official Selection of the following edition.

6) Eligibility criteria of the films

To be eligible for the LUX Prize films must meet the following criteria:

1. They are fictional films or creative documentaries (may be animated).
2. They have a minimum length of 60 minutes.
3. They result from productions or co-productions eligible under the CREATIVE EUROPE (MEDIA) PROGRAMME produced or co-produced in a European Union country or in Iceland, Liechtenstein, Norway.
4. They help celebrate the universal reach of European values, illustrate the diversity of European traditions, shed light on the process of European integration and provide insights into the building of Europe.
5. The films entitled to run for the 2019 LUX FILM PRIZE Edition will have or had their festival premiere/ first release between 30 May 2018 and 15 April 2019
6. Films awarded with first Prizes of "A" Festivals should not be submitted (Venice, San Sebastian, Berlin, Cannes, Karlovy Vary and Locarno).

7) What does LUX Prize offer?

Within the LUX FILM DAYS, the 3 films of the Competition are subtitled into the Official EU languages and DCP produced for each EU Member State. Similarly, educational kits in the respective languages are produced and distributed during the screenings across Europe.

The LUX FILM PRIZE Award also consists of adapting the original language version(s) for the visually or hearing impaired in more than the original version and improve its promotion over the Member States.

The LUX FILM PRIZE is becoming a powerful name in backing European film productions. It has helped films to find their place on the market and reach wide audiences that otherwise might not have such opportunity

8) Timetable of the LUX FILM PRIZE 2019 Competition

January

31/1: Closure of the Audience mention vote for the 2018 edition.

February

04/2: CULT Committee meeting: approval of the new Selection Panel

07-17/2: Berlin Film Festival, communication vis-à-vis professionals on the of LUX Film Prize. (Networking event in partnership with Europa Distribution, meeting Europa Cinemas, EFA, ARTE..).

Launch of the Selection process for the 2019 LUX FILM PRIZE

March

LUX FILM PRIZE & ARTE - online film of the month (screening on-line on ARTE of LUX selected films)

7-17/3: Sofia Film Festival (Bulgaria, Sofia and Plovdiv- as European Capital of Culture retrospective of LUX films and debates)

April

LUX FILM PRIZE & ARTE - online film of the month (screening on-line on ARTE of LUX selected films)

11-13/04: TEXEL Democracy Alive, festival which will gather more 5000 youngsters and decision-makers, organised civil society, business, trade unions, influencers, activists and citizens aiming to encourage civic engagement and increase interest in European democracy in view of the European elections. Screening of LUX films and debates.

15/04: Deadline for the Spontaneous Submission for LUX FILM PRIZE

End April / beginning May: Selection Panel meeting in Brussels in order to discuss and select the 10 films for the 2019 LUX FILM PRIZE Official Selection, as well as the 3 titles short-listed for the Official Competition.

May

LUX FILM PRIZE & ARTE - online film of the month (screening on-line on ARTE of LUX selected films)

09/05: Europe Day activities across Europe

14-25/5: Cannes Film Festival (17-20/5 - call to vote action)

June

28/06 - 06/07: Karlovy Vary Film Festival (Public announcement of the 10-LUX films of the Official Selection and the Audience Mention 2018)

July

Announcement of the 3 films in the Official Competition at the Venice Days press conference in Rome, as well as the 28 Times Cinema jury.

August-Sept

Venice Days - 10th edition of 28 Times Cinema, screenings of the 3 LUX Competition films.

October

Opening of the LUX Film Days 2019 edition (EPLOs and Creative Desks) in Member States.

Internal competition in the EP

Art Cinema Day (in partnership with CICAÉ). Joint communication including screenings.

November

Simultaneous screenings across Europe

11- 22: LUX theatre screenings

27 Nov: LUX Prize Award Ceremony and seminar for journalists in Strasbourg.

December

7/12 European Film Academy Awards