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 (EU) 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 one of the 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 for MUSTANG on the 10th anniversary of the LUX FILM PRIZE, the participation of Members of the European Parliament (MEPs) in the LUX FILM DAYS and in the 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 the Parliament and 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 with two simultaneous screenings which were added to the usual simultaneous screening of the LUX FILM PRIZE, reaching all European countries. This cooperation is meant to be maintained and improved in 2018.

In the framework of the 2018 European Year of Cultural Heritage 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 2018 but also 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 the EU in the world
- explore the possible cooperation as regards showing on-line heritage films from several European countries (in a limited time)
- 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 the 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. More than 40,000 cinema goers attend the screenings, often followed by debates, and more than 25,000 follow the LUX FILM PRIZE on Facebook. In addition, more than 16 million people were reached in 2016 via targeted communication on social media.

**Young Europeans**

Focus on young Europeans has been one of the strategic guidelines of the LUX FILM PRIZE. Since 2010 the ‘28 Times Cinema’ project has been established and promoted by the LUX FILM PRIZE and partners such as Venice Days and Europa cinemas. This initiative builds on an intensive 10-day training course in Venice 28 young European cinephiles. During the course they meet with MEPs, film directors, Selection panel members, represent the youngest jury of Venice Festival, etc. 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 deeply 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 20-person panel drawn from the film world select the films for the LUX film prize Official Selection and Competition. The panel includes producers, distributors, cinema operators, festival directors and film critics.

The European Parliament's Committee on Culture and Education approves the panel members. Each year, it replaces one-third of the members. A representative of the film, which won the previous year's LUX FILM PRIZE, is an ex officio member of the panel.

The Members of the Selection Panel propose the films for the LUX Prize Official Selection / Competition. The members cannot propose more than 4 films and not more than 2 films corresponding to their nationality.

They can be also submitted by the Members of the European Parliament and by the spontaneous submission of cinema professionals.

The members of the Selection Panel watch and establish the 10 films which will be part of the Official Selection, and in consequence the 3 films of the Competition.

The Selection Panel's decisions are based on an outright majority, or, failing that, by a relative majority reached in a ballot.

Members of the Selection Panel who have participated in the production or commercial exploitation of a film in Competition they might have proposed, are asked to abstain from the final vote whereas they have a direct commercial interest.

The members are sworn to secrecy till the official announcement of the Selection and of the Competition.

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

The laureate 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
- On a Video on Demand Platform (available following the request of a password for all MEPs)
- On 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 margins of the part-session in Strasbourg, usually following the end of the debate, 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, who does not know the title of the winning film until the opening of the sealed envelope, 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 also been created and it will be announced at the forthcoming Karlovy Vary International Film Festival, during the unveiling of the next Official Selection.

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. Films that had their festival première/ first release between 1 June and 31 May.
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 2018 Competition

**January**  31/1: Closure of the Audience mention vote of the 2017 LUX edition.

**February**  17-22/2: Berlin Film Festival, communication vis-à-vis professionals on the LUX Film Prize, Selection panel rules, sales agents agreements and LUX label on VOD platforms in Europe.

**March**  22nd Sofia Film Festival (Bulgaria), activities related to the Bulgarian presidency organized by the Sofia Film Festival CULT coordinators meeting, Selection panel approval and follow-up of negotiations - Launch of the Selection panel process.

**May**  Europe day screenings across Europe
Cannes film festival (communication mix oriented towards media), showcase of the LUX FILM PRIZE in the Creative Europe stand towards stakeholders and media (tbc).

**June**  Selection panel meeting to reach a decision on 10 films for the Official Selection and 3 short-listed for the Competition.

**July**  Karlovy Vary film festival - unveiling the 10 films of the Official Selection and Audience Mention; panel for professionals with Europa Distribution, Creative Europe Media desk CZ and KVIFF; Announcement of 3 films in Competition at the Venice Days press-conference in Rome and 28 times cinema-jury.

**August-Sept**  Venice days- 9th edition of 28 times cinema, screenings of the 3 LUX Competition films.

**October**  Opening of the new LUX Film Days edition (EPIOs and Creative Desks) in Member States and LUX theatre screenings in Yehudi Menuhin (1st week: 16-20/10)
Internal competition in the EP (communication, MEPs voting, DVDs)
Collaboration on the Cinema Art Day
November  SIMULTANEOUS SCREENINGS WITH THE EUROPEAN COMMISSION
          LUX Film Days
          2nd week of competition screenings for MEPs at LUX theatre (EP Brussels)
          14/11: LUX Award Ceremony and media workshop.

December  8/12: European Film Awards Ceremony, Sevilla