Welcome to the European Film Factory - Cinema is the New School

ONLINE EVENT 13 October 2020, 16:00 - 18:00 CEST

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16:00-16:15  WELCOMING WORDS
Presentation of the European Film Factory project
Emilie Boucheteil, Director of Cinema Department, Institut français

16:15-17:00  DEBATE
Film literacy goes digital: Opportunities and challenges for European cinema & education
Moderated by Annette Gerlach, journalist, ARTE
Followed by Q&A session.

SPEAKERS
- Maria-Silvia Gatta, Policy Officer, Communications Networks, Content & Technology, I.3 Unit – Audiovisual Industry & Media Programmes, European Commission
- Sabine Genz, Project Manager Publications and Projects, VISION KINO – Network for Film and Media Competences
- Maciej Jakubczyk, Head of Education, Nowe Horyzonty Film Festival
- Elena Maddalena, Communication department, INDIRE – the National Institute for Documentation, Innovation and Educational Research of Italy
- Claus Noer Hjorth, Chair of the Film Education Working Group, European Film Agency Directors Association (EFAD), Head of Children & Youth, Danish Film Institute
- Ciara Power, EFF Focus Group Teacher, Manor House School, Ireland

17:00-17:45  European Film Factory platform presentation
Followed by Q&A session.
Louise Andrieu, Head of Contents, Education and Training, Educ’ARTE

17:45-18:00  CLOSING WORDS
Information point - masterclasses and webinars
Emilie Boucheteil, Director of Cinema Department, Institut français
SPEAKERS’ BIOS

WELCOMING AND CLOSING

Emilie Boucheteil is the director of the Cinema Department at the Institut français and has been working in the film industry for 15 years. She fell into films working for the Short Film Festival of Clermont-Ferrand. She then became an expert of exhibition and young audiences’ policies at Europa Cinemas. She took her new position as Director of the Cinema Department of the French Cultural Institute – Institut français in Paris in 2018. She and her team are in charge of promoting French cinema abroad: a large catalogue of patrimonial and contemporary films is proposed (French and African films) as well as tools to help young filmmakers from southern and emergent countries coproduce their films with France (La Fabrique de cinéma and Aide aux cinémas du monde) and educational tools for teachers and youngsters, among which European Film Factory, a film educational programme headed by the Institut français.

DEBATE SPEAKERS

Maria Silvia Gatta joined the European Commission in 1993 after completion of her studies at the University of Bologna and at the Johns Hopkins University School of Advanced International Studies. Her first assignment has been within the PHARE Programme, the assistance for the Central and Eastern European Countries in the transition towards liberal democracies after the fall of the Eastern bloc. Subsequently, Maria Silvia joined the MEDIA programme, in charge first of the evaluation of the MEDIA+ programme and afterwards of the Distribution action. In 2008 she took up the post of political advisor at the Representation of the European Commission in the Netherlands for 9 years. In 2019 Maria Silvia returned to the Creative Europe-MEDIA Programme to follow the film education scheme and the support for film heritage in the EU.

Sabine Genz (born 1965 in Bremen, Germany) studied Media Studies with a focus on film as well as Psychology in Marburg and Berlin, Germany. Since then, she concentrated on media for children and young people and started as production assistant in film, public radio and audio-productions. After that practical period, she worked in a film educational project, where she managed the organization of SchulKinoWochen (school-cinema-weeks) Berlin for five years. Since 2014 she is part of the team of VISION KINO, and is, among other things, responsible for teaching material, monthly film recommendations for education, copyright issues and international co-operations.

Born in Berlin, Annette Gerlach lives in France where she is a well known journalist and presenter for the European Culture Channel ARTE. She has been a bilingual news anchor for the last 25 years specializing in live events such as Cannes or the Berlin Film Festival, together with season openings at the Scala di Milano, la Fenice in Venice or the new Mariinsky Concert Hall in Saint Petersburg. She also regularly presents symposiums, round tables and award ceremonies for the European Council, the European Parliament and other cultural and European institutions. Annette Gerlach is also a public appearance and stagework coach and in charge of the development of Educ’ARTE in Germany.
Claus Hjorth is the chair of the Film Education Working Group of the European Film Agency Directors association (EFAD) and Head of Children & Youth Department at the Danish Film Institute. He is the Head of Secretariat, Danish Media Council for Children and Young People and the General Manager of Awareness Centre Denmark (EU Connecting Europe Facility Programme).

The Danish Film Institute Children & Youth department is responsible for film promotion and film education for children and young people. Based on the key words: Experience, understand and create, the strategies and activities are focused on all aspects of film education and the potential of film. Since 2015 the secretariat for the Danish Media Council for Children and Young People has been an integrated part of the department. The Media Council is appointed by the Danish Minister for Culture. Besides film classification, the unit is responsible for the promotion of Media Literacy, covering all aspects of children and young people’s critical understanding of the digital development and thereby strengthen their active participation and awareness in the digital society.

Previously, Claus has held the position as Senior Advisor at the Danish Ministry for Culture and at Local Government Denmark. Claus has a Master Degree in Political Science.

Maciej Jakubczyk is a member of the Board and director of the educational department of the New Horizons Association. Expert for Polish Film Institute on the production of films for young audiences and for the Ministry of Culture and National Heritage on educational projects. Co-creator of the New Horizons Film Education programme organised in several dozen cities and towns in Poland, Kids Kino International Film Festival and Kids Kino Lab (development program).

Member of the European Children Film Association and the Advisory Board of Kids Regio 2019 (Germany). Workshop leader for Europa Cinemas, mentor at the international School of Film Agents, and lecturer at the SWPS University in Warsaw. Nominated to the Man of The Year award in 2009 by a main cultural newspaper in Warsaw.

Elena Maddalena has been working at the INDIRE (Istituto Nazionale Documentazione Innovazione Ricerca Educativa) since 1998. Indire is the oldest research institute of the Italian Ministry of Education and the Italian National Agency Erasmus+ INDIRE (sectors: School education, Higher education and Adult learning) is also part of the Institute. The main tasks at the National Agency were connected with the following European programmes for education and training: Socrates I, Socrates II and the Lifelong Learning Programme, Erasmus+. From 1998 to 2006 she worked as a project officer, dealing with project selection, implementation and assistance to beneficiaries. In 2006 she became a professional journalist. Currently, she is working for the Communication Unit of INDIRE/Erasmus+ with the following tasks: media relations, web content, social media manager, reporter, copy editor.

Ciara Power is an English and French teacher from Waterford, Ireland. While studying a BA International at University College Cork, Ciara specialised in Contemporary European Cinema, Post-WWII European Cinema and 20th Century American Cinema. Following the completion of her BA, Ciara went on to study a Professional Masters in Education in UCC and graduated with First Class Honours. Ciara has been a lover of cinema from a young age and has always tried to incorporate film education into her teaching. In 2019, Ciara was chosen to be a part of the focus group of teachers that created the European Film Factory educational kits. She is currently teaching French, English and Film Studies in Dublin, Ireland.
PLATFORM PRESENTATION

Louise Andrieu, head of Contents, Education and Training for Educ’ARTE, graduated from King’s College London in European Public Policies. She is specialised in education, cultural policies, and social/digital entrepreneurship. She produced and realised short documentaries about citizen’s initiatives to foster sustainable development in big cities (New York, Mumbai, Paris...). She is now working at ARTE Education, being Head of Contents, Education and Training for Educ’ARTE, a pedagogical platform dedicated to teachers and students in secondary schools (www.educ.arte.tv). Educ’ARTE has been used as a pattern to create the European Film Factory (look, features, etc.).

MASTER OF CEREMONY

Claire Morvan is communication manager at the European Schoolnet, the European network of Ministries of Education. Claire holds a Masters’ Degrees in Law and Journalism from the Paul Cézanne University (France). Claire has 15 years of experience in strategic public relations and European Affairs with significant expertise in education, non-profit, and information technology. She has managed all aspects of strategy, public and media relations, community outreach, branding and events, from development to implementation. Claire works with Ministries of Education and the European Commission to develop plans that fit their needs, whether that is high-level communication plans or grassroots community relations.

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