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Cine-Regio subgroups call for action – not talks!

European regional film funds body Cine-Regio is highlighting the importance of its influential sub-groups in taking on some of the most important issues for the industry today.

Sub-groups are an essential part of the organisations strategic approach, and are focused on finding and implementing practical responses to challenges in areas, such as diversity, the environment and young audiences. In other words, they are there when talking needs to be turned into action.

"The great advantage of the sub-groups is that they can work quickly and effectively in a highly focused way and the information and action they create can be shared immediately across Cine-Regio’s network of 44 film funds across Europe", says CineRegio's General-Secretary, Charlotte Appelgren.

A good example is the Green-Regio sub-group, which has played a critical role in creating and sharing environmentally-friendly initiatives across the network. It means that Europe’s regional film funds have been able to take a leading role in the industry in green practices and policies.

Green-Regio demonstrated its work at a conference in Cannes on Friday May 13, in collaboration with Green Film Shooting at the Italian Pavilion.

The conference – Sustainability in Vision: Green Practices in Cinema & TV - was well attended with strong interest in initiatives, including the "T-Green Film Rating System" to promote environmental sustainability in the film industry, launched by the Italian Trentino Film Fund.

The ratings offer green certification and financial incentives for environmentally-friendly productions.

Call for Action was also voiced by the KIDS-Regio sub-group with its showcase on "Connecting to Young Audiences" as part of the Creative Europe’s Wake up with MEDIA initiative on Monday 16th May.

Viola Gabrielli, project manager KIDS Regio and Carlotta Calori, Indigo film, Italy discussed the profile of children’s films in Europe as well as methods of how to better reach out to its audience that wants to be taken seriously.

The best practice example of the Italian awarded production THE INVISIBLE BOY (2014), directed by Gabriele Salvatores, was presented and the well-attended session was taking participants through the successfully individual audience design methods which were implemented during the creating process/development phase. The film won the EFA Young Audience Award 2015 voted by a young audience of 25 European countries.
CineRegio subgroup initiatives Cannes 2016

**GREEN REGIO**
**What:** Panel on Green Experiences  
**When:** Friday 13th May, 14.00-16.00  
**Where:** Italian Pavilion, Hotel Majestic, 10 la Croisette  
**Info:** see attached invitation. To register: greenfilmevents@gmail.com

**KIDS REGIO**
**What:** Connecting to Young Audiences – presentation of KIDS-REGIO & the Invisible Boy (part of the initiative *Wake up with MEDIA – priorities & future of MEDIA)*  
**When:** Monday 16th May, 09.30-10.15  
**Where:** Creative Europe MEDIA, Pavilion 121, Village International/Riviera  

**DOCU REGIO**
**What:** informal meet-up in Docu-Regio for a coffee & waffles / introducing the new working programme  
**When:** Monday 16th, 10.00 (by invitation only)  
**Where:** International Village Pantiero, Pavilion #217 (Sweden/Norway)

*Cine-Regio is a non-profit association of regional film funds in Europe. The network counts 44 regional film funds from 14 European countries – and together the members represent an annual total funding capital of €168 million. At Cannes Festival 2016, 43% of the European films selected for the Official Selection and Parallel Sections were backed by CineRegio members, incl. 6 titles in Main Competition and 6 feature films in Directors Fortnight. In total 30 films selected are backed by CineRegio members*

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