

## **CINEMA JUNIOR, THE NETHERLANDS**

### Background

Some 20 years ago Dutch producer Burny Bos noticed the lack of national films specifically aimed at children and decided to do something about it. He started developing films for children and their parents, starting with two adaptations of books from the Netherlands' most famous writer. These films were very successful and soon more producers started to produce children's and family films. The revival of the Dutch family film had begun and attracted large audiences to Dutch cinemas.

### First edition: 2003-2009

Most films, however, were based on famous children's books, and there still was a lack of quality films for young people based on an original script. This is why the Netherlands Film Fund, the Dutch Media Fund and the Dutch Public Broadcaster started the bi-annual project **Cinema Junior** in 2003. Dutch writers and/or directors were asked to submit plans for a children's film suitable for cinema and television. Out of the submissions 8 projects were granted a subsidy to write a treatment, of which 4 were granted money to write a script. This resulted in the funding of two children's films; one for 4 to 8 year olds and one for 9 to 12 year olds. Cinema Junior ran three times and produced six children's films.

Films coming out of **Cinema Junior** editions:

Bonkers (284.170 visitors, 57 int. festivals, 14 int. awards, 108 int. sales)

Don (20.805 visitors, 24 int. festivals, 7 int. awards, 3 int. sales )

Frogs and Toads (187.999 visitors, 48 int. festivals, 8 int. awards, 126 int. sales)

The Indian (329.158 visitors, 47 int. festivals, 7 int. awards, 38 int. sales)

Kauwboy (27.000 visitors, 101 int. festivals, 23 int. awards, 21 int. sales)

Fidgety Bram (129.199 visitors, 30 int. festivals, 5 int. awards, 24 int. sales)

### Second edition: 2017-2019

**Cinema Junior** in this iteration is a collaboration of the Netherlands Film Fund, Dutch public broadcasters VPRO, NTR and CoBO Fund and is aimed at developing, realising and distributing distinctive original feature films of high cinematographic quality for families and children ages 8 to 12.

Two-yearly, two feature films can be realised. The collaborating partners are looking for original, contemporary and (inter)nationally appealing stories for children, narrated using powerful and cinematographic imagery.

### **Who is eligible?**

- A production company (a legal entity) established for at least two years in the Netherlands, EU, EEA or Switzerland and continuously producing and exploiting films and other audiovisual productions.
- The production company is represented by a producer who has been the main responsible person for the realisation and theatrical release of at least two feature films in the Netherlands.
- Writers, directors and producers are invited to submit proposals in a team.

- Both novice and experienced feature film directors are eligible. Preferably, the screen writers involved have experience in writing feature film scenarios.
- It is permitted to submit more than one project, but no more than three projects per producer.
- Up to one director's project can be honored.

### **Contribution**

6 projects can be supported during the treatment phase, then 4 projects in the scenario phase. Finally, a maximum of two projects are selected for a production contribution.

Treatment development (for up to 6 projects)

- Up to €8,000 for a debut writer or up to €15,000 for an experienced writer.
- Up to €2,500 can be requested for a script coach in this phase.
- Up to 15% producer's fee and overhead of the development costs deemed eligible by the Fund.

Scenario development (for up to 4 projects)

- Up to €16,000 for a debut artist or up to €25,000 for an experienced writer. In this phase, up to €2,500 can be requested for a starting director or €5,000 for an experienced director and up to €2,500 for a script coach.
- Up to 15% producer's fee and overhead of the development costs deemed eligible by the Fund.

Production (for up to 2 projects)

- Up to €700,000 for production development and production, including the earmarked contributions for marketing and promotion, sales deliveries, audio description and subtitling.
- Up to €100,000 matching contributions for international co-productions may be requested in accordance with the terms set out in the Financial & Production Protocol of the Fund.

After selection for production, the broadcasters are supported by CoBO Fund, so that a total amount of around €1 million per film will be made available.

### **Conditions**

- The project has a minimum length of 70 minutes
- The target audience of the film is families and children aged 8-12 years
- The films carry a contemporary theme and appeal to the children's experience world
- Original scripts only
- Applications that have previously been submitted with the Netherlands Film Fund or the Dutch broadcasters are not accepted
- The feature film will have a budget of at least €1 million

### **Deadlines**

2017

15/8 deadline submission of the synopsis (before 17:00)

For selected projects:

4/10 project presentations of up to 10 projects

2018

1/2 delivery treatments (before 17:00)

15/3 selection for scenario

1/12 delivery scenarios (before 17:00)

2019

15/1 select 2 movies that receive a production fee

## **PROCEDURE**

Requests that meet the stipulated conditions are assessed in stages by a committee chaired by the Film Fund consisting of the film consultant for children's & youth films, and consisting of an external advisor on behalf of the Film Fund and a representative of both participating broadcasters.

From the submitted plans of the first round, the selection committee selects up to 10 projects whose teams may start their plan in early October 2017.

Following this, 6 projects are selected that receive a contribution from the Film Fund for treatment development. Guidance of teams in the development phase is carried out by the Film Commissioner of the Fund.

After the selection of the treatments, the committee selects 4 projects that contribute to scenario development of the Film Fund. In this phase, each broadcaster selects 2 projects being supervised by these broadcasters. The film consultant is in touch with all 4 project groups in this phase.

The scenarios will be delivered by 1 December 2018. On January 15, 2019, the selection will be announced of the two projects that are given the opportunity to realise their film.

The selection for the treatment phase takes into account:

- Synopsis quality (up to 4 pages)
- The track record of the director, the producer and the writer
- The motivation of the creative team and what kind of film they have in mind
- To what extent the projects capture the spirit of time in content and form and to which extent they are suitable for the target group
- The ability to realise the plan within the available budget

## **CONTACT**

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