The initiative

- KIDS Regio is a lobby initiative designed for the industry professionals in film for children and youth with the objective to build a strong, vital and diverse children’s film culture in Europe that is visible and accessible.

- With a special focus on live-action children’s films, KIDS Regio is strengthening existing industry networks or building up new ones in order to enhance competencies for the children’s media industry in Europe.

- We are supporting co-financing markets like the Financing Forum for Kids Content in Malmö (Sweden) and KIDS Film Forum in Warsaw (Poland) in organising business and networking events for professionals with the objective to improve the profile, circulation and diversity of European productions.

- KIDS Regio is imbedded as a project within the German Children’s Media Foundation GOLDEN SPARROW and financially supported by the regional film funding institution Mitteldeutsche Medienförderung und the State Chancellery of Thuringia. KIDS Regio is a sub group of Cine Regio.

Cornerstones of KIDS Regio

- The Berlinale Meeting Point during Berlinale, February, Berlin, Germany
- KIDS Regio Forum, each 5 years, Erfurt, Germany – next edition 2019

Previous Forum KIDS Regio edition 2014: bridging the film industry with research in collaboration with the University of Erfurt with the title Children as Audience – From The Perspective of Research and Practice. Representatives from within the European film industry, alongside film academics, discussed how to raise the visibility and an increasing access to children’s films in all European territories

Principles

- KIDS Regio acts on the principles of the Erfurt declaration [http://www.kids-regio.org/erfurt-declaration/](http://www.kids-regio.org/erfurt-declaration/) from 2009 and the recommendations agreed at the KIDS Regio Forum 2014 by 80 media professionals from 18 countries working within different fields of activities in the children’s film industry
Milestones

- 2012 the European Film Academy has established the European Young Audience Award [https://yaa.europeanfilmawards.eu/en_EN/intro](https://yaa.europeanfilmawards.eu/en_EN/intro) awarded at a Young Audience Film Day that now takes place across Europe in 37 Cities in 31 Countries

- Germany has given a **special attention** on funding German children’s films based on **original scripts** and reached a **Governmental resolution** in **2013**

- In 2014 the new **Creative Europe Programme** has given a **special attention to live-action children’s films** within the **new distribution scheme** and stronger attention is paid to **audience development** and **film literacy**


Our goal is to **instigate similar activities** in other regions/countries in Europe.

Ambition

- **We want to encourage professionals to make outstanding children’s films**
- **We want to encourage them to be ambitious**
- **We want to encourage professionals to come together, exchange and instigate activities**

Contact

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