



**Fest of Fests** is an initiative to connect the international network of youth film festivals, as well as academic and educational institutions leading the design and implementation of film literacy programs, and international and national media education policy-makers.

The **Fest of Fests Launch Forum** was held on **June 25-28, 2018**, at the **Michael Cacoyannis Foundation** in Athens. 65 experts from the sectors referenced above participated in presentation and discussion groups around how to develop “screenwise” young viewers, as well as the launch of the “Screenwiser” platform. The new platform, developed **under the scientific auspices of EKOME S.A.**, will be the virtual forum for keeping the discussion going and bringing in new voices, while developing film literacy education tools recommended by the community.

The Foundation has renewed the invitation for 2019, with the vision to expand and further cultivate the critical capacity of “screenwise” users to interpret, analyze and create audiovisual stimuli. This will advance the audiovisual industry and, more broadly, the information society.

The global map of film education actions is highly segmented. It features multiple stakeholders and a wide variety of frameworks and approaches, from various professions – the audio-visual and media industries, governments, and the education community. Therefore, the focus of the **Screenwiser platform** is to use social networking and communication to share initiatives, experiences and innovations toward creating screen-wise viewers with deep knowledge of cinema.

### **The overall priorities so far are:**

- Promote film literacy as an action item for policy at national and international level;
- Advocate for increasing funding for film education, as lifelong learning and skill, in formal and non-formal education settings;
- Further promote film literacy as a concrete action policy in UNESCO & GAPMIL, CIFEJ & ECFA, and among other stakeholders, civil society, NGO, and grassroots groups;

- Promote joint research on setting measurable film literacy indicators;
- Promote the exchange of best educational practices, methodologies, curricula and new ideas at festivals and markets worldwide;
- Promote the community platform Screenwiser as an “agora” for sharing experiences and pursuing help with specific needs.

### **With specific actions in the fields of:**

**Policy** – Raise media education higher in the attention and priorities of national, regional and global organizations. Center media literacy initiatives in the education ministry, not just the cultural ministry. Focus on educator training, but also engage parents and civil society in a grassroots movement.

**Promotion** – With its connections to the global cinema, film literacy already has a “wow” factor. Going further, celebrity ambassadors can help build co-engagement across generations on how to approach film culture with a critical eye; parents and grandparents are often the ones who get kids to the cinema and pay.

**Resource and Expertise sharing** – Share success stories around awareness, funding, resources, and promotion, that build grassroots incentives for participation.

### **As per the Fest of Fests discussion groups, the proposed focus and priorities are:**

#### **A) Priorities in the field of Institutions**

- ✓ Advocate to increase funding for film education, and empower interregional cooperation to tap into relevant funding instruments;
- ✓ Further promote film literacy as a concrete action policy in UNESCO Youth & Media Agenda & the GAPMIL network, with emphasis on education;
- ✓ Advocate for integrating film literacy into formal education & lifelong learning as a key skill (Ministries of Culture, Education, Media, Digital Policy);
- ✓ Encourage closer cooperation by CIFEJ and ECFA to intensify the exchange of content (productions and educational) among their members.

With tangible actions

- ✓ Set key performance indicators for measuring film literacy actions;
- ✓ Incorporate the promotional functions of the Screenwiser platform into relevant networks.

## B) Priorities in the field of Festivals

- ✓ Encourage closer cooperation by CIFEJ and ECFA to intensify the exchange of content (productions and educational) among their members;
- ✓ Investigate the common representation of youth and kids film festivals to global film and media markets.

### With tangible actions

- ✓ Gather and publish information about festival activities to create screen-wise audiences on the Screenwiser platform;
- ✓ Publish, promote and broadcast the content created and exchanged by CIFEJ and ECFA members.

## C) Priorities in the field of Education

- ✓ Advocate for integrating film literacy into formal education & lifelong learning as a key skill (Ministries of Culture, Education, Media, Digital Policy);
- ✓ Conduct or facilitate research on film, media and new technology education methodologies;
- ✓ Engage the Screenwiser platform to formulate a dynamic, interactive presence of all involved parties to promote the exchange of best practices and ideas.

### With tangible actions

- ✓ Set key performance indicators for measuring film literacy actions;
- ✓ Research the outcomes of applied methodologies in film and media education;
- ✓ Establish synergies for setting up common film and media education curricula.