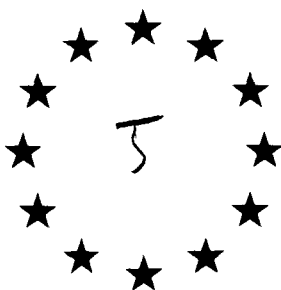


COUNCIL  
OF EUROPE



CONSEIL  
DE L'EUROPE

Committee of Ministers  
Comité des Ministres

Strasbourg, 13 October 1989

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Addendum

Audio-visual EUREKA:  
Follow-up to the Joint Declaration  
of 2 October 1989

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Joint Declaration  
on Audio-visual EUREKA

E19.493  
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Forty years  
Council of Europe  
Quarante ans  
Conseil de l'Europe

JOINT DECLARATION  
ON AUDIOVISUAL EUREKA

THE MINISTERS OR REPRESENTATIVES OF 26 EUROPEAN STATES AS WELL AS THE PRESIDENT OF THE COMMISSION OF THE EUROPEAN COMMUNITIES, MEETING IN PARIS ON 2 OCTOBER, 1989,

following the initiative of the President of the French Republic and the conclusions reached at the European Council at Rhodes in December 1988 by the Heads of State and Government of the Member States of the European Community,

recalling the work already undertaken in the Council of Europe and its role in the cultural and audiovisual field,

aware of the importance of a coordinated and effective organisation of the development of a coherent, dynamic and open audiovisual market taking into account the cultural character and impact of the audiovisual sector,

convinced that the response to the cultural, technological and industrial challenges arising from changes in communications techniques and the growing need for audiovisual programmes lies primarily in the mobilisation of professionals and their dynamism,

desiring to bring about the strengthening and greater competitiveness of programme industries in Europe, while respecting the cultural identity and the interests of the creators,

affirming their common will to develop cooperation in the cultural and audiovisual field throughout Europe,

attentive to the views and proposals of the professionals in this sector on the occasion of the European Audiovisual Conference organised jointly by the French government and the Commission of the European Communities,

concerned to give due attention to projects which can encourage the diffusion of the cultures and languages which constitute the richness of Europe,

attached to the principle of the free development and full flowering of creative capacities from all European countries,

wishing to pay particular attention to countries having a limited geographical or linguistic coverage in Europe and to preserve the pluralism of European cultures,

1. have agreed to take the necessary steps for the establishment of a series of measures entitled Audiovisual EUREKA having the objectives of encouraging:

- the emergence of a more transparent and dynamic audiovisual market on a European scale,

- the launching of actions and concrete cooperation projects of interest for the future of the European audiovisual programme industry, including its technological aspects, with the objective of strengthening the capacity of European enterprises to create and produce and of promoting their competitiveness,

- the widest possible distribution of European programmes, the multiplication of exchanges within Europe and the increase of Europe's share of the world market,

- the development and the widest possible diffusion of production from countries having a limited geographic or linguistic coverage in Europe,

- the promotion of European technologies, particularly in the field of HDTV, for the production and transmission of films and audiovisual programmes.

2. intend, within the limits of their powers, to take appropriate measures and to implement coherent policies with a view to promoting appropriate general conditions and a legal environment favourable to the creation, production, co-production and exchange of audiovisual programmes in Europe, these being the decisive factors for the success of Audiovisual EUREKA.

3. propose to consult each other, and continue, within the competent institutions, the examination of the particular conditions for the development of a coherent and dynamic audiovisual market on a European scale, respecting their international commitments.

4. intend to examine the possibility of taking additional measures in support of Audiovisual EUREKA.

5. recall that Audiovisual EUREKA is aimed at all enterprises and bodies contributing to or participating in the process of conception, finance, production, distribution or transmission of European films and audiovisual programmes.

6. decide to establish an Audiovisual EUREKA Coordinators' Committee, composed of the representatives of the governments of the participating States and the Commission of the European Communities. The Secretary General of the Council of Europe is invited to designate a representative to participate in its work. The Committee will draw up its rules of procedure.

It will have the task of giving further examination to the content and the objectives of Audiovisual EUREKA, and of regularly evaluating its results.

Based on the individual coordinators' consultations with the professional circles, the Committee may develop recommendations designed to improve the market structures and ground rules of the audiovisual industry. To this end, the Committee will examine in particular the various suggestions put forward at the European Audiovisual Conference.

It will be responsible for proposing, whenever there is a need, the convening of ministerial meetings with a view to adopting new guidelines or measures designed to promote Audiovisual EUREKA.

7. decide on the creation of a small and flexible Audiovisual EUREKA secretariat, which will be able to benefit from the logistic support of the Commission of the European Communities. The Council of Europe is invited to examine what logistic support it could offer to this secretariat.

Under the responsibility of the Audiovisual EUREKA Coordinators' Committee, the secretariat will have the tasks of:

- convening and preparing the meetings of the Audiovisual EUREKA Coordinators' committee;

- assisting interested enterprises and other bodies to establish, in liaison with the Coordinators, contacts with partners for Audiovisual EUREKA projects of participating states.

8. agree to entrust the Audiovisual EUREKA Coordinators with:

- circulating information relating to Audiovisual EUREKA projects submitted to them,

- facilitating contacts between enterprises and other bodies of the participating countries,

- providing the Audiovisual EUREKA Coordinators' Committee with all information relating to the description of projects and their conformity with Audiovisual EUREKA objectives and criteria,

- encouraging the implementation of Audiovisual EUREKA projects.

9. ask the Audiovisual EUREKA Coordinators' Committee to examine questions relating to the institution, role and organisation of a European Audiovisual Observatory, as well as the modalities of its establishment and functioning, in cooperation with the professionals of this sector.

The tasks of this Observatory - which could utilise in the best way the existing resources of participating states and European institutions - could be to collect and process existing information and statistics as well as to define possible further needs. This data should be placed at the disposal of the professionals and of the Audiovisual EUREKA Coordinators' Committee so as to promote a better view of the market and greater transparency and to facilitate the implementation of Audiovisual EUREKA projects.

The Council of Europe is invited to examine what measures could be taken to support the activities of this Observatory.

Paris, october 2 1989

## ANNEX I

### OBJECTIVES AND CRITERIA APPLICABLE TO AUDIOVISUAL EUREKA PROJECTS

The projects presented by enterprises and other interested bodies will have to meet objectives and criteria which will be defined at a later stage by the Audiovisual EUREKA Coordinators 'Committee.

The definition of these objectives and criteria should draw on the following principles:

- encouraging the exchange and the widest possible circulation of European works on cinema or television screens or through videocassettes, particularly by improving distribution mechanisms within Europe and surmounting the linguistic barriers which separate European audiences,
- creating a framework favourable to the financing of the production and co-production of original European works responding to the expectations of European audiences and being competitive on the international market,
- increasing contacts between professionals and ensuring the clarity and proper distribution of information in the artistic, legal and economic fields,
- adapting forms of training for audiovisual occupations to the new needs of the programme industry, while encouraging the development of creativity and cultural and linguistic identities,
- strengthening the competitiveness of European enterprises in the sector, including small and medium enterprises, on the European and world markets,
- being implemented within the framework of cooperation agreements applying to enterprises of more than one European country and, wherever possible, at least three European countries,
- *presenting clearly identifiable positive features arising from cooperation on a European scale, in particular by offering new possibilities of expression or new outlets to European creators and professionals,*
- containing adequate financial commitments on the part of participating enterprises,
- contributing to the development and wider audiovisual diffusion of programmes of countries with a weak production capacity and having limited linguistic coverage in Europe,
- promoting new technologies for the production and transmission of films and audiovisual programmes.

## ANNEX II

### RELATIONS BETWEEN AUDIOVISUAL EUREKA, THE EUROPEAN COMMUNITY, THE COUNCIL OF EUROPE AND OTHER EXISTING COOPERATION FRAMEWORKS

1. Various concrete initiatives have already been undertaken by the European Community (MEDIA pilot programme, Framework Programme for Research and Development), or by the Council of Europe (EURIMAGES Fund).

Audiovisual EUREKA projects are not conceived as a substitute for existing cooperation frameworks, their objective being rather to extend or complement these as appropriate.

2. The European Community will be able to participate in Audiovisual EUREKA projects, in particular through its programmes.

3. The Council of Europe is invited to cooperate in Audiovisual EUREKA.

4. As necessary the Audiovisual EUREKA Coordinators' Committee will check with the competent instances of the technological EUREKA on the complementary nature and appropriate synergy of their respective projects.