

Strasbourg, 8 December 2021

DGII/EUR(2021)13 REV

Strategy of Eurimages 2022-2026

*adopted by the Board of Management at its 164th meeting
(30 November – 8 December 2021)*

Mission

Our mission is cultural. Eurimages aims at fostering co-production and circulation of independent, culturally diverse and original quality filmmaking. Eurimages encourages cultural and economic cooperation across borders, whilst taking into account gender equality, diversity, inclusion and environmental protection.

Vision

Eurimages enhances co-operation for the purpose of stimulating high quality film and audiovisual production as an important means of promoting independent cinematography and cultural exchanges within Europe and beyond, thus contributing to more inclusive and peaceful societies.

Core values

- freedom of artistic expression
- pluralism
- diversified creative storytelling
- cultural cooperation and exchange
- equality, diversity and inclusion
- transparency and neutrality
- environmental sustainability

Eurimages Policy Guidelines 2022 – 2026

1. To secure a diverse portfolio of quality co-productions

- ✓ Support a variety of co-production projects of the highest possible quality including:
 - Animation,
 - Children's films,
 - Documentaries,
 - Fiction films including elevated genre,
 - Hybrid forms,at all budget levels ranging from works for specialised niche audiences to ambitious titles for a wider public;

- ✓ Take into consideration geographical diversity and a variety of filmmaking talent;
- ✓ Ensure a variety of profiles in the Fund's external experts;
- ✓ Foster innovation and nurture new talent by treasuring first and second features, non-conventional works and encouraging new producing talent.

2. To strengthen focus on audience development and on the circulation of supported projects

- ✓ Increase synergy between co-production and distribution support;
- ✓ Take into account evolving audience preferences in terms of content and ways of accessing it;
- ✓ In supporting a variety of projects of the highest possible quality, encourage those which optimise their potential for the widest possible circulation and independent of budget;
- ✓ The Fund puts emphasis on theatrical distribution but is also open to any other form of presentation to audiences.

3. To aim for gender equality, diversity, inclusion and sustainability in all the Fund's activities

- ✓ Ensure, as far as possible, gender equality, diversity and inclusion in the overall functioning of the Fund;
- ✓ Pursue the implementation of the Gender Equality Strategy covering all areas of the Fund's support and, in particular, share funding equitably between women and men;
- ✓ Implement a Diversity Strategy;
- ✓ Study and implement, as far as possible, the means to improve the Fund's green footprint in its functioning and raise awareness on green production to applicants and beneficiaries of the Fund.