



YOUNG AUDIENCE AWARD



ACROSS EUROPE



3 FILMS



1 WINNER





YOUNG AUDIENCE AWARD

WATCH FILMS & EXPERIENCE EUROPE!



NORTH ATLANTIC OCEAN

Morocco

Israel

Kuwait

Leaflet | Tangram



THE EVENT FOR YOUNG FILM FANS IN EUROPE!

- ❖ The EFA Young Audience Award was established in 2012.
- ❖ It is an official category of the European Film Awards.
- ❖ A selection committee of European film experts pre-selects six films for an audience of 12-14-year-olds.
- ❖ In a second step a children's nomination committee of five kids from different European countries then nominates three of those films.
- ❖ On the day of the EFA Young Audience Award three nominated films are screened in cinemas in many European cities in over 40 countries,
- ❖ ...or they watch the nominated films per online streaming.
- ❖ The young audiences act as a jury and vote for their favourite film.





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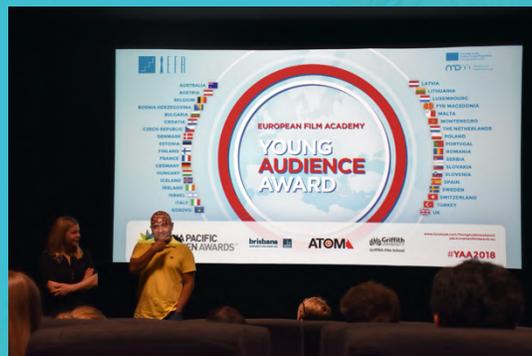
- ❖ All participating cities interact with each other via video conferencing tools and social media.
- ❖ Film professionals and film educators lead the discussions and workshops.
- ❖ The highlight of the day is the ceremony in the evening, during which the children transmit the results of the national votes - a bit like the Eurovision Song Contest.
- ❖ The ceremony is streamed live at: yaa.europeanfilmawards.eu





YOUNG
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THE AIM OF THE INITIATIVE



The EFA Young Audience Award:

- ❖ offers the opportunity to discover European high-quality films
- ❖ builds bridges between cultures, allowing for a meaningful and peaceful exchange of views
- ❖ raises awareness of important social issues
- ❖ empowers young people to be catalysts for positive change and allows them to develop a sense of community and tolerance, as well as a greater understanding of their European neighbours
- ❖ provides the experience of being an active member of the European community in a democratic process

WHAT'S IN FOR YOUNG PEOPLE

The young participants:

- ❖ develop a better understanding of film analysis and visual storytelling
- ❖ experience an interactive project that simultaneously takes place all over Europe
- ❖ take on responsibility as active jury members
- ❖ are active members of a democratic process



The young audiences:

- participate in this extracurricular project on their own initiative
- act as designers of their own leisure time
- are open to new concepts and ideas
- possess team spirit and a sense of community
- are media literate





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12-14-year olds from all over Europe

Our young audiences experience the EFA Young Audience Award as an authentic pan-European event offering them a unique view of their European neighbours and the world of European film.

Want to watch our trailer?

Just scan the QR code!





YOUNG
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12-14-year olds from all over Europe

„Being part of the jury was really enjoyable. I saw films that I would never have watched otherwise and the YAA had some good discussions.“ (Boy from Ireland)



„I tried first time the experience of watching a movie analytically, with critical eye.“ (Girl from Italy)

„The thing I enjoy the most is that films are in different languages.“ (Girl from Slovenia)



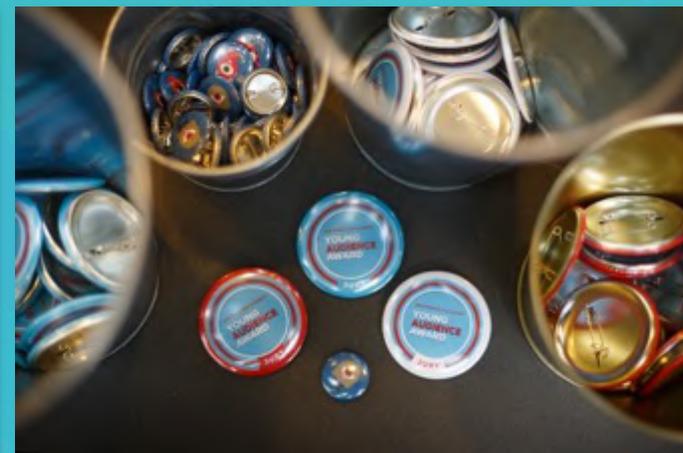
„The best day this year.“ (Boy from Denmark)



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INTEGRATION OF SPONSORS

Various possibilities for visibility:





YOUNG AUDIENCE AWARD

INTEGRATION OF SPONSORS



NORTH ATLANTIC OCEAN

Morocco

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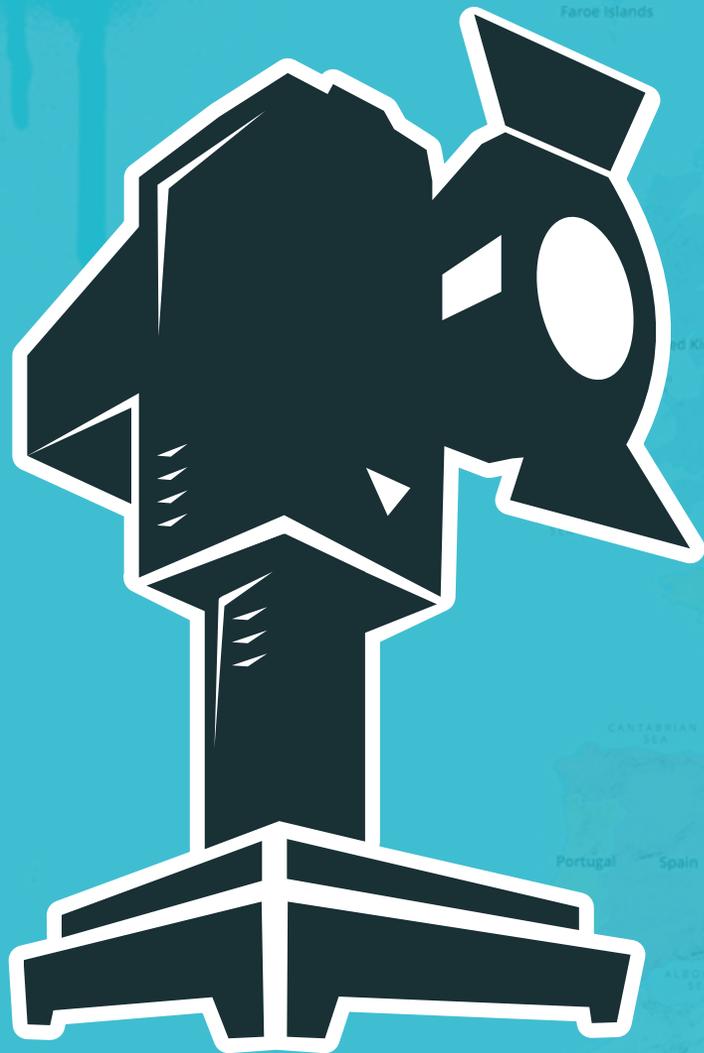
Lebanon | Tanganyika

Kazakhstan
Uzbekistan
Kyrgyzstan
Afghanistan



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INTEGRATION OF SPONSORS



PRINT & DIGITAL:

- logo on poster, jury booklet, certificate of honour
- merchandising
- pop-up display
- pre-roll video ad („presented by“)
- logo on screengraphic in cinema
- logo in the end-credits
- logo on [YAA website](http://yaa.europeanfilmawards.eu): yaa.europeanfilmawards.eu



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INTEGRATION OF SPONSORS



THE TARGET GROUP:

- young people interested in film (and their friends)
- parents, teachers, film educators
- more than 3.600 members of the European Film Academy
- film professionals and guests of the European Film Awards



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ONLINE REACH

YAA social media channels:

- YAA & EFA Facebook
 - EFA Twitter
 - EFA Instagram
 - YAA YouTube
- ❖ Campaign reached over 2 million people across Europe (Feb –June 2020)
 - ❖ 470,000 users engaged with the campaign.
 - ❖ #YAA2020 was mentioned in at least 360+ posts and 110+ Instagram stories..
 - ❖ The YAA Ceremony reached 15,000 views on YouTube.

Total reach: 2M Impressions: 6M Unique link clicks: 11,441



YOUNG
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PARTICIPANTS in 2021: 38 countries

Due to the Covid-19 pandemic the 2021 edition is organised as a hybrid event. Some participating countries offer cinema screenings, others will participate online.

AUSTRALIA

AUSTRIA

BELGIUM

BOSNIA HERZEGOVINA

BULGARIA

CROATIA

CYPRUS

CZECH REPUBLIC

DENMARK

ESTONIA

FRANCE

GEORGIA

GERMANY

GREECE

GREENLAND

HUNGARY

ICELAND

IRELAND

ITALY

KOSOVO

LATVIA

LITHUANIA

LUXEMBOURG

MALTA

MONTENEGRO

NORTH MACEDONIA

NORWAY

POLAND

PORTUGAL

ROMANIA

RUSSIA

SERBIA

SLOVAKIA

SLOVENIA

SPAIN

SWITZERLAND

TURKEY

UK

THE EVENT IN EACH CITY



- ❖ The partner institutions organise their local events independently within the frameworks of their respective film literacy programs.
- ❖ The children are guided through the screenings, discussions and workshops by national film professionals, using educational material on the nominated films provided by EFA.
- ❖ At the end of the day the young jurors in each partner city cast their votes and the results are transmitted to Erfurt (Germany) by the jury speakers of each country.

PRESENTATION OF THE AWARD

- ❖ The award ceremony is organised in Erfurt (Germany) and transmitted online as a livestream on the [YAA Website](#).
- ❖ The directors of the three nominated films are invited and the winner receives the European Film Awards statuette.
- ❖ Immediately after presentation of the award the winner is announced on the website and on social media channels.
- ❖ A press release is simultaneously distributed through an international network of press attachées.
- ❖ A newsletter captures the highlights of the day and informs subscribers about the winner.





YOUNG
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NOMINATED FILMS 2012 - 2021

2012



BLUE BIRD

by Gust van den Berghe
(Belgium)



SISTER

by Ursula Meyer
(France, Switzerland)



KAUWBOY

by Boudewijn Koole
(The Netherlands)



2013



THE SUICIDE SHOP

by Patrice Leconte
(France, Belgium, Canada)



UPSIDEDown

by Bernd Sahling
(Germany)



THE ZIGZAG KID

by Vincent Bal
(The Netherlands)



2014



THE CONTEST

by Martin Miehe-Renard
(Denmark)



REGRET

by Dave Schram
(The Netherlands)



WINDSTORM

by Katja von Garnier
(Germany)

2015



MY SKINNY SISTER

by Sanna Lenken
(Sweden, Germany)



INVISIBLE BOY

by Gabriele Salvatores
(Italy)



YOU 'RE UGLY TOO

by Mark Noonan
(Ireland)

2016



GIRLS LOST

by Alexandra-Therese Keining
(Sweden, Finland)



RAUF

by Barış Kaya, Soner Caner
(Turkey)



MISS IMPOSSIBLE

by Emilie Deleuze
(France)





**YOUNG
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NOMINATED FILMS 2012 - 2021

2017



GOODBYE BERLIN
by Fatih Akin
(Germany)



MY LIFE AS A ZUCCHINI
by Claude Barras
(Switzerland, France)



THE GIRL DOWN LOCH ÄNZI
by Alice Schmid
(Switzerland)

2018



GIRL IN FLIGHT
by Sandra Vanocchi
(Italy, Switzerland)



HOBBYHORSE REVOLUTION
by Selma Vilhunen
(Finland, Sweden)



WALLAY
by Berni Goldblat
(France, Burkina Faso)

2019



FIGHT GIRL
by Johan Timmers
(Netherlands, Belgium)



LOS BANDO
by Christian Lo
(Norway, Sweden)



OLD BOYS
by Toby MacDonald
(UK, Sweden)

2020



**MY BROTHER CHASES
DINOSAURS**
by Stefano Cipani
(Italy, Spain)



**MY EXTRAORDINARY SUMMER
WITH TESS**
by Steven Wouterlood
(The Netherlands, Germany)



ROCCA CHANGES THE WORLD
by Katja Benrath
(Germany)

2021



PINOCCHIO
by Matteo Garrone
(Italy, France)



THE CROSSING
by Johanne Helgeland
(Norway)



WOLFWALKERS
by Tomm Moore
(Ireland, Luxembourg)

CRITERIA FOR PARTICIPATING FILMS

Eligible films:

- are feature-length
- can be live-action, animation or documentary films
- are by a European director
- address an audience between 12 and 14 years of age
- have had their first official screening between 1 January and 31 December of the past year

More information about eligibility, submission, selection and nomination on this category: www.europeanfilmacademy.org





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THE PRODUCTION OF THE EVENT

EFA Productions:

- is responsible for the selection and nomination procedure of films
- provides detailed educational material about the nominated films
- delivers all necessary material for the subtitling process of nominated films
- provides and hosts the website and all social media presence, including the international press work
- arranges Q&A's between audiences and directors, live streamed
- organises the video conference and the „chat booth“
- produces the award ceremony and the live stream
- brings the nominated films on TVoD platforms across Europe



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THE PRODUCTION OF THE EVENT



Local partner organisations:

- are responsible for the organisation of the EFA Young Audience Award event in their city
- provide a cinema for screenings of the nominated films
- are responsible for the translation and creation of subtitles
- organise local press work



We're looking forward in welcoming you on board



A project by
European Film Academy e.V.
& EFA Productions gGmbH



in co-operation with



With the support of

