Audiovisual: training scheme for professionals of European programmme industry, MEDIA II

1995/0026(SYN) - 12/06/1995

Following the adoption of the report on MEDIA II, which will be put to the vote in plenary on 15 June, Mrs ANDRE-LEONARD (ELDR, B), satisfied with the new text, stated that everything had to be done to improve the efficiency of our cinema, to ensure that Europe stopped bringing up the rear in this area and to prevent a drain of European cinema talent to the USA. The financial reference amount proposed was twice the level of appropriations for Media I, with ECU 58 million allocated to the training programme. The programme should be open to Cyprus and Malta and to the CEECs within the framework of the PHARE and TACIS programmes. As regards implementation and monitoring of the programmes, it is planned to set up an advisory committee (consisting of representatives from the Member States and experts) to assist the Commission. In addition, a committee made up of representatives of the profession would be involved in the Commission's work, but only in connection with training measures. The Committee on Culture intends to respect fully the Member States' responsibility for the content and organization of vocational training and the cultural diversity of the countries and regions. Professionals in the audiovisual industry should have the economic and commercial management skills needed for production. The objectives of the programme, which seek to allow professionals to adapt to the European and international dimension of the audiovisual market, should include special attention to the specific needs of SMEs and countries with little production capacity and/or a restricted linguistic or geographical area. Industry's needs should be met and its competitiveness enhanced by improving continuing training for audiovisual professionals, in order to increase their knowledge of different markets, and the markets should develop their capacity for addressing a European and rather than just a national audience. Priority should be given to using and developing new multimedia, cinema and television technologies to produce programmes with a high added value. The committee intends to encourage cooperation and exchanges of know-how by setting up networks between the partners involved in training (training institutes, professional sector and firms working in the cinema industry in Europe) and by developing teacher training. The amended report also makes provision for a European arts and audiovisual training centre. Continuing training in the form of practical involvement with productions should be encouraged by making it easier for graduates of vocational training institutes to enter the European audiovisual industry.