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

1995/0026(SYN) - 22/12/1995 - Final act

.OBJECTIVE: establishment of a vocational training programme aimed at supporting and supplementing action taken by Member States in this field in full recognition of cultural diversity and the responsibility of Member States for the content of training, in order to provide professionals in the European audiovisual industry with the skills they need to exploit the European dimension of the market and make use of new technology (to run from 1 January 1996 to 31 December 2000). .COMMUNITY MEASURE : Council Decision 95/564/EC on the implementation of a training programme for professionals in the European audiovisual programme industry (MEDIA II-Training). .SUBSTANCE: The aims of the programme cover: -improving initial and particularly continuing training for audio-visual professionals in the fields of: .economic and commercial management in this sector (including legal aspects), .utilization and development of new technologies for the production of audiovisual programmes with high commercial and artistic added value, supplementing training in the audiovisual professions, .screenplay techniques; -encouragement of cooperation and exchange of know-how by networking between partners involved in training (training institutions, the professional sector and businesses) and by developing teacher training. In carrying out the projects for training in economic management and in encouraging networking between partners, particular attention will be paid to projects emanating from regions with a low production capacity and/or a restricted linguistic area as well as the development of independent European production and distribution (and especially SMEs). An annex describes the actions qualifying under this programme and the procedures allowing access to Community funding. -Budget : ECU 45 million over five years. Recipients must provide at least 50% of project funding and in duly justified cases the Community may contribute up to 75% of the funding. The annual appropriations will be determined in accordance with the current financial perspective. -Implementation: the Commission will be responsible for implementing this programme with the assistance of a joint committee composed of two representatives from each Member State and whose responsibilities will be discharged, as appropriate, through the procedure of the management committee or advisory committee. -Cooperation: the programme will be open to the participation of the associated countries of central and eastern Europe, the EEA countries, Cyprus and Malta, and other countries with which the Community has concluded cooperation agreements. The arrangements for this participation (notably financial) are yet to be fixed. -Evaluation of actions: the actions will be subject to prior and subsequent evaluation; the beneficiaries must submit an annual report to the Commission on the implementation of their projects. The European Parliament, the Council and the Economic and Social Committee will be kept regularly informed of the financial support granted under the programme and the results obtained.