

## **LANDMARK PARTNERSHIP WILL INSPIRE MILLIONS OF YOUNG PEOPLE TO RESPECT COPYRIGHT**

**- New partnership with Film Nation UK and Industry Trust for IP Awareness formed -**

**8<sup>th</sup> November 2013:** Film Nation UK and the Industry Trust for IP Awareness today announced a landmark collaboration that aims to inspire millions of young people to respect intellectual property. Combining their unique expertise and experience they will deliver a series of powerful, sustainable copyright education programmes over the next three years that will engage young people across the UK.

The new collaboration was unveiled by Paul Reeve, CEO, Film Nation UK at the close of the inaugural National Youth Film Festival today. By working with young people, schools, colleges and youth groups to educate about the role and value of copyright, Film Nation UK and the Industry Trust aim to encourage the next generation of film fans to choose to enjoy their content from official providers.

Paul Reeve, CEO, Film Nation UK, said: “We’re delighted to be partnering with the Industry Trust to ensure that IP education is a central part of Film Nation UK’s activities. With copyright infringement posing a growing challenge to the film industry, and indeed young people increasingly becoming creators of their own work, it’s vital that they are encouraged to understand and respect the value of creativity and IP. We believe through our collaboration with the Industry Trust we can deliver a meaningful and lasting difference.”

Liz Bales, Director-General of the Industry Trust for IP Awareness, said: “With nearly ten years’ experience designing and delivering IP education programmes for young people, we know that winning their hearts and minds on copyright from an early age can have a significant positive impact on their viewing choices as they grow older. By collaborating with Film Nation UK we will be able to achieve the same, powerful results we have in the past, but on a much bigger scale.”

Film Nation UK and the Industry Trust also unveiled the first IP education programme to be delivered by the new collaboration, *Creating Movie Magic*, which will launch in January 2014. The programme will offer teachers new curriculum-linked resources that inspire respect for intellectual property by building appreciation for the film-making process and skills and people associated with it, and reinforcing the positive role copyright plays in protecting film's future.

The resources will allow teachers to recreate the innovation of the film industry in the classroom and offer young people the chance to become filmmakers and IP owners themselves, crafting their own magic movie moments using their design and technology skills. The resources will also invite debate about film piracy and its implications in an open and honest manner.

The roll-out of the resource pack in January 2014 will be accompanied by the announcement of a major new creative competition which will encourage thousands of young people to experience filmmaking first-hand – many for the first time.

Liz Bales said: "By bringing to life the talent and tenacity it takes to make great films, *Creating Movie Magic* will encourage young people to make positive choices about IP when they access film, TV, and video content – and inspire the next generation of UK filmmakers. We believe it's a really strong start to our collaboration with Film Nation UK, which we look forward to building on over the coming year."

Teachers and youth workers interested to find out more about *Creating Movie Magic*, which will launch in January 2014, can register their interest at [www.filmnationuk.org/creatingmoviemagic](http://www.filmnationuk.org/creatingmoviemagic)

Following on from the National Youth Film Festival activity, the collaboration with Industry Trust for IP Awareness is one of the first initiatives from Film Nation UK, the new organisation that has been awarded national lottery funding of £26 million over four years by the BFI - the largest investment in film education ever seen in this country. In addition, the Film Nation UK and Industry Trust for IP Awareness collaboration is supported

by Cinema First - the cross-industry group representing cinema exhibition and distribution. The curriculum-linked resources are being developed in consultation with Film Nation UK delivery partner, National Schools Partnership.

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**NOTES TO EDITOR**

**About The Industry Trust for IP Awareness**

The Industry Trust is the UK film, TV and video industry's consumer education body, promoting the value of copyright and creativity. Its consumer awareness programmes address the on-going challenge of film and TV copyright infringement by inspiring audiences to value great movie moments and choose to watch film, TV and video via legitimate sources. Industry funded, their work aims to engage three distinct audience groups: young people, 16-34-year-old men; and parents, providing extensive insight around audience attitudes and understanding of intellectual property. For more information on the Industry Trust's work, [visit www.industrytrust.co.uk](http://www.industrytrust.co.uk)

**About Film Nation UK**

Film Nation UK's mission is to put film at the heart of children and young people's learning and cultural experience.

Supported by the BFI, together with funding from the film industry and a number of other sources, we will deliver an ambitious new programme that seeks to make a step change in film learning for 5-19 year olds across the UK, encouraging and enabling watching, making and critical understanding of film in one accessible offer.

Film Nation UK incorporates the legacy of two leading film education charities, First Light and FILMCLUB, and will be working together with a range of partners in England, Northern Ireland, Scotland and Wales.

For more information please visit: [www.filmnationuk.org](http://www.filmnationuk.org)

**FILM NATION UK is a registered charity (Number: 1154030)**

### **About the National Youth Film Festival**

The National Youth Film Festival is a new event on the arts and culture calendar. The free event offers young people aged from 5 years old to 19 years old the opportunity to engage with and enjoy a range of films, get creative and engage with the film industry. The festival will include free screenings of films, including classics, documentaries, foreign language and new previews, Q&A's and workshops with top film industry professionals.

The National Youth Film Festival is part of the new film education activity through Film Nation UK, the new organisation formed this year by FILMCLUB and First Light. The National Youth Film Festival is supported by the BFI National Lottery Funding, Cinema First, RealD 3D, The TES and First News.

### **About the BFI**

The BFI is investing £26m of Lottery funding over four years for Film Nation UK to deliver a bold and visionary new film education programme, available to every 5-19 year old and the 26,700 schools in the UK. The BFI's aim is to create a single unified programme for watching, making and learning about film in order to safeguard and boost future film audiences through learning and appreciation of film and stimulate a new generation of filmmakers and film talent.

The BFI is the lead body for film in the UK with the ambition to create a flourishing film environment in which innovation, opportunity and creativity can thrive by:

- Connecting audiences to the widest choice of British and World cinema
- Preserving and restoring the most significant film collection in the world for today and future generations
- Championing emerging and world class film makers in the UK
- Investing in creative, distinctive and entertaining work
- Promoting British film and talent to the world
- Growing the next generation of film makers and audiences

The BFI is now a Government arm's-length body and distributor of Lottery funds for film. The BFI serves a public role, which covers the cultural, creative and economic aspects of film in the UK. It delivers this role:

- As the UK-wide organisation for film, a charity core funded by Government
- By providing Lottery and Government funds for film across the UK
- By working with partners to advance the position of film in the UK.

Founded in 1933, the BFI is a registered charity governed by Royal Charter. The BFI Board of Governors is chaired by Greg Dyke.

### **About Cinema First**

Cinema First is a cross-industry group representing cinema exhibition and distribution, charged with promoting and protecting the cinema-going experience. Responsible for the allocation of funds generated by the Orange Wednesdays promotion, Cinema First has supported initiatives to improve children's education about and understanding of film and cinema as well as raising public awareness about the importance of Intellectual Property and copyright protection. Representing the whole industry, Cinema First is now a significant benefactor of Film Nation UK through cash and in-kind commitments. The Board of Cinema First comprises senior executives from Odeon, Cineworld, Vue and Showcase Cinemas, the Cinema Exhibitors' Association (CEA), Universal, 20th Century Fox, Sony, StudioCanal and Film Distributors' Association (FDA).