

# cultural cinema partnership

## code of ethics

### Introduction

The **Cultural Cinema Partnership** (CCP) is composed of the [Irish Film Institute](#), [Galway Film Fleadh](#), [Dublin International Film Festival](#), [Cork International Film Festival](#) and [access>CINEMA](#).

The aim of the CCP is to:

- network with each other and share learnings
- create better conditions for cultural cinema exhibition in Ireland
- research, explore ideas and champion audience development strategies to attract audiences to cinemas
- strengthen and promote film culture, together with filmmakers, film audiences and other associations

The CCP is committed to a pluralistic and fair society and speaks out against any form of discrimination. Diversity should be taken into account in all areas of film exhibition. The activities of the CCP are characterised by an artistic curatorial intention and a programmatic profile. They are places of encounter. They promote film culture and filmmakers. The best possible projection of film works in cinemas or cinema-like situations is part of their self-image, as well as serving as forums for exchange and opinion-forming.

### Key Elements

#### 1. Diversity & Inclusivity

- 1.1. The CCP is committed to supporting equality, diversity and inclusion (EDI) in all aspects of its activities, employment and operations, reflected both in internal structures and in external presentation.
- 1.2. Film programmes and screenings should be inclusive. They should welcome and enable all social groups to participate in festival and cinema events, regardless of physical, cognitive or social barriers.
- 1.3. CCP members should be fair employers and pay all employees fairly for their work.

#### 2. Transparency

- 2.1. The positions of CEO and Artistic Director should be advertised publicly and appointments made following a clear and transparent procedure.
- 2.2. Programmers and juries should be diverse and independent.
- 2.3. Submission modalities must be transparent and clear - this applies, for example, to the rules and the prizes to be won. This information will be published prominently on the CCP members' respective websites year-round.
- 2.4. Festivals that charge an entry fee undertake to view the films submitted. Entry fees must be reasonable. If a film is not accepted, the CCP member will inform the applicants. The form of the rejection must be clear from the regulations.
- 2.5. Audience statistics must be kept according to transparent criteria.



### **3. Legal Permissions**

- 3.1. The CCP members undertake to ensure that all films have been classified or are presented under the 'film club' exhibition system.
- 3.2. The CCP members will ensure that screenings are presented to the appropriate age groups, and where applicable, indicate the recommended age for unclassified films.

### **4. Screenings & Film Presentation**

- 4.1. The number of screenings will be agreed upon and clarified with the rights holders as part of the invitation.
- 4.2. The CCP members will show the film in the format agreed upon with the rights holders in good time. We will guarantee the best possible projection and will not show any unfinished versions or versions marked as viewing material.
- 4.3. CCP members will undertake to handle the analogue and digital film copies and materials provided with care. They respect the interests of the rights holders and other festivals.
- 4.4. The CCP will indicate the authorship of the works presented in their publications

### **5. Promotion & Marketing Support**

- 5.1. The CCP members are committed to supporting and promoting all films included in their programmes.
- 5.2. The organisations agree to promote via some or all of the following activities:
  - Press releases and/or photo calls
  - Social media posts
  - Catalogue & website materials
  - PR support and press activities
  - Inclusion in media and other related activities

### **6. Talent & Artist Support**

- 6.1. The CCP members, where possible, will invite filmmakers to promote exchange with the audience and networking among filmmakers.
- 6.2. The CCP members will provide representatives of the selected films with an allocation of free tickets or free accreditation.
- 6.3. Depending on the budgets of the respective organisation, optional extras will include covering travel, accommodation and hospitality costs. These 'extras' may form part of the agreed negotiation regarding screening fees, etc.

### **7. Artist Payment & Screening Fees**

- 7.1. The CCP members are committed to fair and equitable remuneration for film artists. We lead by example within our sector with equitable rates of remuneration and fair engagement



conditions to ensure that film and other artists are paid in line with international best practices and statutory requirements.

- 7.2. The CCP values the work of artists - and those working in the arts - and believes that fair pay not only applies to artists but to *all* arts workers, and aims to lead by example in fairly paying all staff.
- 7.3. All members of the CCP agree to proactively offer the payment of screening fees to the rights holder and retain the right to negotiate these fees in line with industry practice. The rights holder is free to have their own pricing model, which has to be respected by the CCP members. The screening fee may vary in different countries and on different continents.
- 7.3. The CCP's rates will reflect industry norms and recognise the distinction between commercial and non-commercial exhibition screenings, theatrical and digital presentations, and festival competitive and non-competitive categories.
  - 7.3.1. For Commercial Screenings, as defined by the Film Distributors' Association (FDA), which represents the interests of film distributors in the UK and Ireland, the majority of artist fees are paid through the agreed distributor and box office splits.
  - 7.3.2. For Non-Commercial Screenings, e.g. films without distribution, fees are agreed and paid to the sales agent, production company or filmmaker directly.
  - 7.3.3. For Festival exhibition, the CCP conforms to the internationally recognised industry distinction between competition and non-competitive screenings. Films that are not in competition become eligible to receive screening fees unless the filmmaker or a representative is invited and all costs regarding travel and accommodation are covered by the festival.
  - 7.3.4. In relation to the exhibition of short films, the CCP members observe the internationally recognised Short Film Conference's Code of Ethics.
- 7.5. Other artists' fees e.g. musicians, panel contributors, etc., are remunerated in line with industry norms.

