



UWACADE / ARP

*Union of West African Cinema and Audiovisuals
Designers And Entrepreneurs*

*Union des Créateurs et Entrepreneurs du Cinéma et de l'Audiovisuel
de l'Afrique de l'Ouest.*



Recommandations Motion

“BEAUNE TO BAMAKO” CINEMATOGRAPHIC MEETING

THIRD EDITION

February the 24 / 25th 2005

Participants have suggested as a matter of recommendations :

About Production:

- *To motivate TV channel to co-produce African movies*
- *To share skills and tools (actors, technicians, producers, « materiel ») on a regional level in order to help short features production. Such short feature will be shown during the next UCECAO meetings;*
- *To give preference to North-South as well as South-South co-production agreement;*
- *To create cinema features on national TV channels*
- *To give preference to digital video shooting;*

About traditional and domestic distribution and broadcasting:

- *To broadcast african movies and advertisement on african airlines such as Air Burkina, Air Mauritanie, Ethiopian airlines , Air Senegal, Afriqiyah, Air France etc...*
- *To Advertise cinema programs on national TV channels;*
- *To develop and support efficient marketing policies and strategies*
- *To set up mobile cinema circuits;*
- *To create a centralised national ticketing system as a way of controlling distribution with clear and fair division of generated incomes;*
- *To equipe cinema theatre with digital projectors, VHS, CD Room, DVD, VCD.*

About training:

- *To organise an information sharing day about cinema and audiovisual employment and economic opportunities*
- *To create a regional cinema school;*
- *To strengthen existing african cinema schools;*
- *To train marketers to promote and sell cultural products*
- *To include cinema and audiovisual modules within university curriculum*
- *To provide grants to students interested in film studies*
- *To organise exchange programs, internships, meetings on a north-south and south-south basis*

About UWACADE :

- *To create a website*
- *To encourage gender equity within UCECAO activities ;*
- *The urgency of representing UCECAO in regional and subregional institutions ;*
- *To create a UCECAO label for video editing ;*
- *To ensure availability of cinema theatre in every subregional countries to broadcast UCECAO movies;*
- *To identify realities relative to piracy in each ECOWAS member country so as to discuss that one during the next UCECAO meeting;*
- *To establish a deontologic charter.*

Conclusion :

These recommendations are nothing more than a general framework for a future UCECAO detailed and scheduled program that UCECAO is intending to achieve in the coming year.

Industry's actors have to move forward in order to keep african cinema, an essential part of every economic and human development, alive.

Therefore, this enterprise must benefit from the necessary help of public authorities, so as to express through image the african culture which has been universally recognised for ages.