

SCHOOL CINEMA



MED SKOLEN I BIOGRAFEN

Det Danske Filminstituts skolebioordning sæson 2021-22

THE CINEMA AS CLASSROOM

SCHOOL CINEMA

The School Cinema programme was launched in 2000 in the Northern Region of Denmark.

Since then, the programme has grown. Today, around 130 cinemas and 80% of the country's municipalities are involved.

More than 250,000 teachers and students participate every year, equal to more than one third of all schoolchildren in Denmark.

The ambition is to qualify film education and improve conditions for schools to use the cinema as a classroom.



SCHOOL CINEMA 2000-2021



7 local programmes
(5 regions in DK)

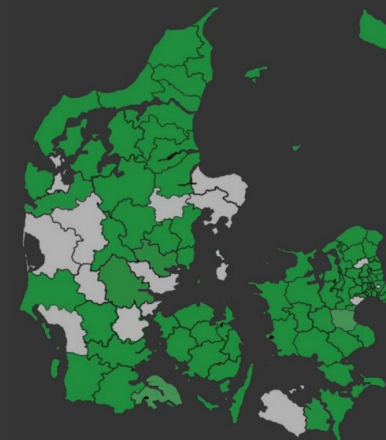
80-85 municipalities
(80-87% of municipalities in DK)

130-140 cinemas
(80-85% of cinemas in DK)

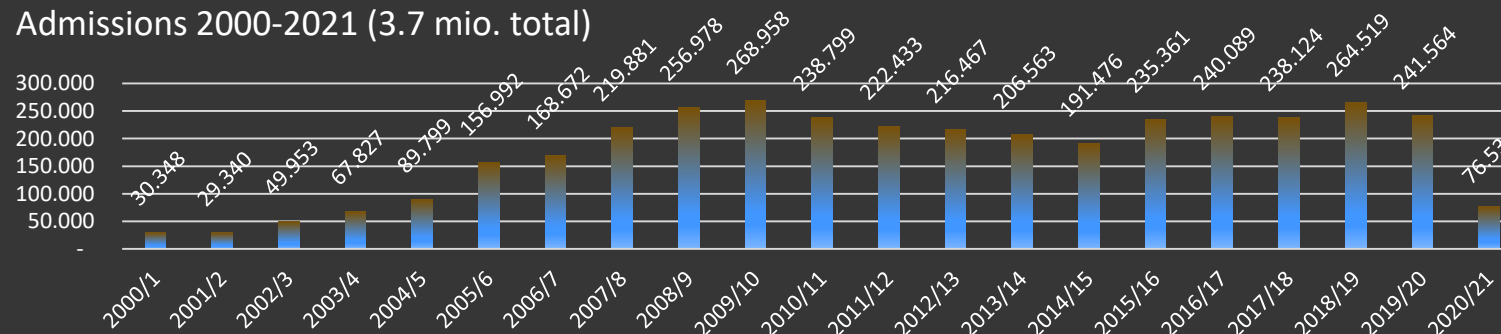
10-15 films a year
(309 films in total)

c. 250,000 admissions
(Ticket price: 2,4 EUR
Cinemas' share c. 600-670 EUR)

c. 2.000 screenings
Screening fee: 90-200 EUR
(Distributors' share c. 250.000 EUR)



Admissions 2000-2021 (3.7 mio. total)



SCHOOL CINEMA – FILM & PROGRAMME

A film programme, usually consisting of 10 titles suitable for educational purposes, tours the cinemas involved. There are films for all levels of learning – from kindergartens to high schools and other secondary schools.

The films are screened during school hours and all titles are accompanied by teaching materials, available at the Danish Film Institute's educational website Filmcentralen.

The image shows the cover of the 'Med Skolen i Biografen' 2021-2022 programme, featuring a collage of children's faces. Below it is a page of teaching materials titled 'UNDERVISNINGSMATERIALER' with a grid of film thumbnails and descriptions.

FILM - TOP 10 SCHOOL CINEMA



#	FILM	NATIONALITY	YEAR	ADMISSIONS
1	Billy Elliot	UK	2000	52,260
2	The Little Prince	France	2015	49,336
3	The Giant Pear	Denmark	2017	48,748
4	I Am William	Denmark	2017	48,479
5	The Shamer's Daughter	Denmark	2015	44,919
6	Albert	Denmark	2015	41,908
7	Scars	Norway	2002	38,379
8	Whale Rider	New Zealand	2002	37,682
9	Song of the Sea	Ireland	2014	34,248
10	We Shall Overcome	Denmark	2006	33,863

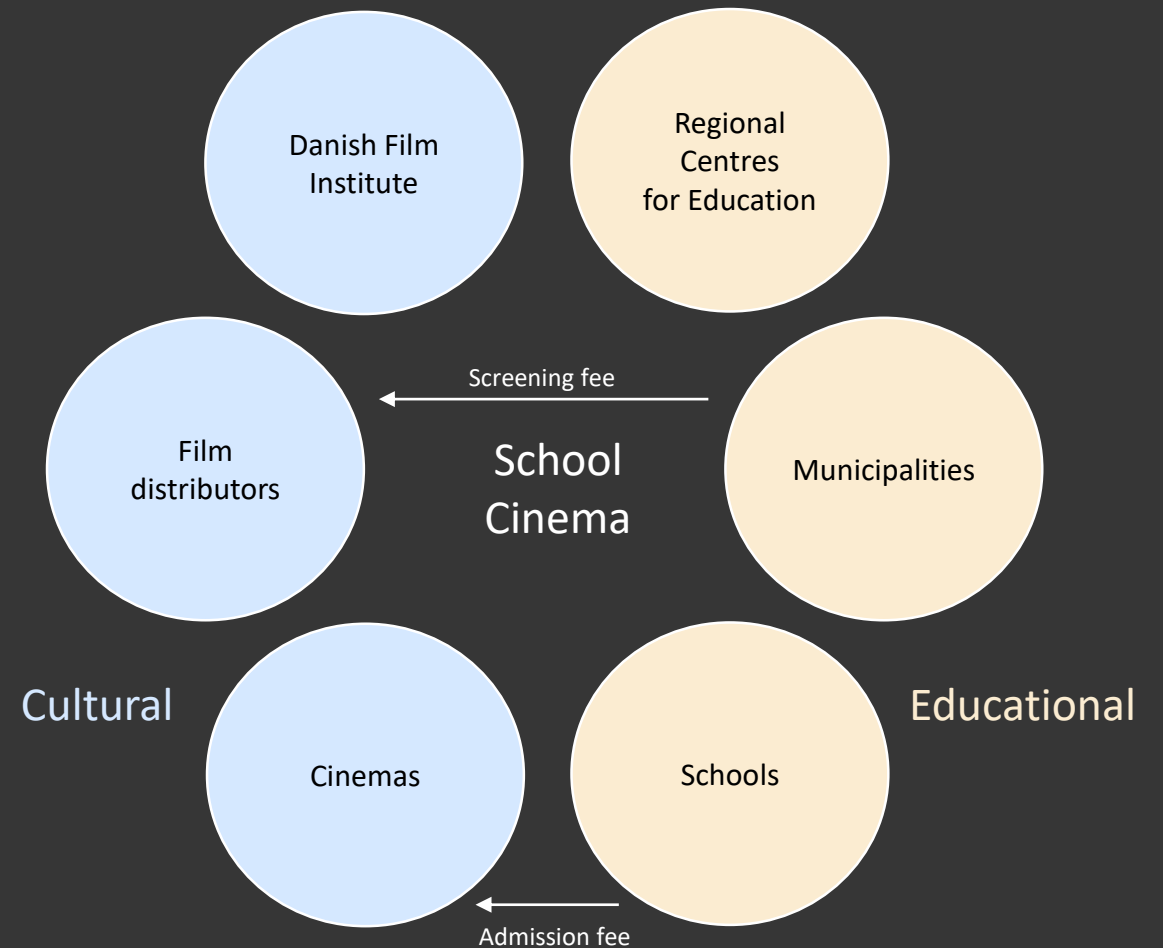
SCHOOL CINEMA – PARTNERSHIPS

School Cinema links schools with arts and culture. It is a partnership between a government institution of culture (Danish Film Institute), representatives of the educational sector (schools, centres of education), civic institutions, such as the municipalities, and the market players (cinemas and distributors).

COLLABORATION MATTERS

The nationwide programme owes its success, reach and impact to collaboration and partnerships. It is important to find the right partners to secure and embed the programme both locally and regionally. One benefit of collaboration is that ticket prices are kept at a minimum, increasing accessibility for schools.

A natural choice of partner, the regional centres of education offer teaching resources and materials, teacher training and guidance, and are widely used by teachers. The centres help design the film programmes and handle the administrative work relating to the local School Cinema programme.



SCHOOL CINEMA – TASKS AND ECONOMY

Danish Film Institute - Overall coordination and administration, film selection, contracts and partnership agreements with municipalities and regional partners. Developing study guides and designing programme leaflets, posters and other marketing materials.

Regional centres of education - Local and regional coordination and administration. Devising screening schedules. Responsible for ticket booking, distribution of materials to schools, teacher training, etc. The centres receive an administration fee from the participating municipalities.

Schools - Pay about 2 euros per ticket, plus possible transportation costs, which can be expensive. Proceeds from ticket sales go to the cinemas.

Municipalities - Pay for film rental and distribution, and an administration fee to the regional centres of education.

Cinemas - Receives about 2 euros per ticket and a minimum of 140 euros per screening.

Distributors - Receives fees for rental and distribution of their films depending on the size of the cinema. The films can be screened multiple times per day during school hours without extra cost.

SCHOOL CINEMA – SELECTING FILMS



A good educational film is above all a good film. In selecting titles, we look at the quality of the film itself. We evaluate its suitability in terms of the age of the students and strive for a varied programme, as far as possible seeking out films of different nationalities, genres and topics. We seek out films that an audience of Danish children and teens would not normally experience. Cultural diversity is important.

The Danish Film Institute makes an overall list of possible film titles. At an annual meeting with teachers and educational consultants from the regional centres of education, it is decided which films to offer. The final titles included in the various local programmes are selected at annual regional meetings with representatives of cinemas, municipalities and schools.

In our experience, films that complement the teaching, syllabus and curriculum are popular. Moreover, Danish titles have a large audience, especially adaptations of books. Likewise, films dealing with historical topics or film that can be watched in connection with language studies, such as English, German and French, are often selected.

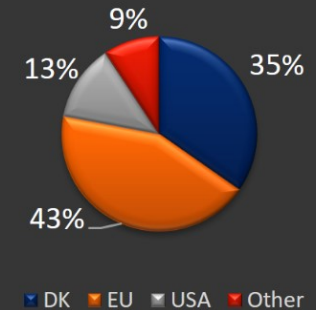
SCHOOL CINEMA – CULTURAL DIVERSITY

School Cinema ...

- **strengthens cultural diversity**
- **gives the films a longer life and increases their reach**
- **inspires and helps develop new and future audiences**

FILM	ADMISSION SCHOOL CINEMA	ADMISSION CINEMA	INCREASE IN ADMISSION
El Bola – Pellet	21.654	3.013	719%
The Boy in the Striped Pajamas	22.863	3.157	724%
Angus, Thongs and Perfect Snogging	22.522	3.328	677%
What Will People Say	21.219	3.922	541%
Song of the Sea	34.248	4.943	693%
Ernest & Celestine	27.635	5.627	491%
Where Is Winky's Horse?	22.851	7.639	299%
This is England	27.099	10.410	260%
The Fox and the Child	26.535	13.153	202%
Winky's Horse	25.837	15.669	165%
The Wave	20.905	18.072	116%
Kirikou and the Sorceress	29.315	22.623	130%
Scars	38.379	25.429	151%
The Little Prince	49.336	32.600	151%
Billy Elliot	52.260	74.211	70%

School Cinema Nationality - Admissions



Ordinary Cinema Nationality - Admissions

