

# The European Producers Club

## RECOGNISING EUROPEAN PRODUCERS

RECOMMENDATIONS FOR FILM FESTIVALS AND ACADEMIES



### Introduction

European Independent Producers play an indispensable role in the **creation, financing, and delivery** of films presented at international festivals. Despite this, recent testimonies from European Producers Club members highlight a lack of recognition and inclusion of producers across key aspects of festival participation. To address this gap, we offer the following recommendations to **enhance the visibility, hospitality, and recognition of producers** at film festivals worldwide.

In the midst of the ground-shaking transformation we're witnessing each day, in an industry marked by the growing concentration of finance and decision-making power, championing the role of the original, or lead, producer is about **safeguarding our ecosystem diversity, fueling its innovation, and ensuring its cultural relevance for the future.**



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September 2025

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## RECOMMENDATIONS FOR FILM FESTIVALS AND ACADEMIES

### IMPROVE VISIBILITY IN FESTIVAL COMMUNICATIONS

#### Mention Producers in Official Festival Materials

Credit lead producers alongside directors, writers, and main cast members in all public-facing materials, including:

- The festival catalogue
- Press releases
- Website and app
- Screening schedules and signage

### STRONGER RECOGNITION IN CEREMONIES

#### Ensure Acknowledgement in Opening and Closing Ceremonies

When introducing films, ensure producers' names are mentioned, particularly in official introductions and presentations.

#### Encourage On-Stage Presence During Awards

When a film wins an award, in agreement with the director, invite producers to join the team on stage, recognizing their essential contribution to the production's success.

### CONSIDER JURY ELIGIBILITY AND REPRESENTATION

#### Allow Producers to Serve on Festival Juries

Recognize producers as creative professionals and decision-makers with a deep understanding of cinema. Festivals should encourage experienced producers to serve on juries, helping reflect the full ecosystem of film creation.

### ENHANCE INVITATIONS AND HOSPITALITY FOR PRODUCERS OF SELECTED FILMS

#### Extend Official Invitations to Key Producers

Invite at least one credited lead producers of selected films through official channels, rather than relying on intermediaries.

#### Provide Accommodation and Travel Support

Where feasible, offer support for accommodation and travel, especially for officially selected films, similar to provisions offered to directors and actors.

#### Ensure Access to Key Festival Events

Avoid relying solely on distributors for communication. Ensure that accredited producers receive timely and direct information on schedules, tickets, and access.

Ensure invitations to key events (e.g., opening and closing ceremonies, gala dinners, networking lunches) are extended to producers, particularly those with films in competition.

Offer a fair share of tickets screenings to producers.

## CONCLUSION

*We invite all film festivals and academies to join us* in elevating the role of producers, ensuring they are acknowledged, welcomed, and celebrated on par with their creative peers.

Recognising producers is essential for reflecting the **collaborative nature of filmmaking**. By adopting these recommendations, festivals can better support the entire creative team behind the films they showcase and strengthen their position as inclusive, forward-thinking cultural institutions.



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