



[www.at-coalition.org](http://www.at-coalition.org)

## **ATC MANIFESTO**

The Audiovisual Training Coalition (ATC) believes that high quality training, development and networking for professionals has an indispensable role in the maintenance and growth of an economically and culturally valuable audiovisual sector in Europe as well as other regions of an increasingly inter- dependent world.

ATC is an umbrella organisation that represents independent organisations which believe that the European audiovisual training sector has played and will continue to play a decisive role in:

- Providing audiovisual professionals with the tools and perspectives to develop their talent and skills, as well as to strengthen the economic performance of the European film, television and multi-media industries.
- Concentrating on sustainability, knowledge transfer, exchange across generations and cultures, market awareness, innovative ideas and creativity.
- Fostering the strong sense of cultural diversity and individuality which provides the basis for international collaboration, co-production, distribution and exhibition.
- Creating pan-European networks leading to concrete, creative and economic transnational partnerships which are an essential aspect of creating a viable and culturally vibrant audiovisual future.
- Strengthening the quality of professional audiovisual development and training activities through the exchange of best practice, expertise and experience.
- Enhancing the quality and cost effectiveness of audiovisual productions through working individually with key professionals such as directors, script writers and editors, producers, production managers, sales agents, financiers and lawyers, and providing them with the knowledge to work in an increasingly complex and fast changing global industry.

ATC believes that the following are essential goals:

- To insist on the central place of creativity and innovation in the audiovisual training, development and production process without which there cannot be cultural or economic success.

- To reflect the innovative nature of the audiovisual sector (e.g. digitization, new ways of distribution, audience building) and preparing professionals by means of professional training to embrace these changes in order to succeed in a competitive marketplace.
- To create a process of critical reflection and future policy formulation based on dialogue between training and development providers, the industry, training financiers and media politicians.
- To ensure that the professional training sector is sufficiently structurally and financially sustainable - thanks to public funding and partnerships with the private sector where possible - to decisively capitalize on its specialised knowledge to contribute to the next phase of professional development in Europe and other regions of the world.
- To deepen a close and ongoing relationship with the audiovisual industries with the objective of ensuring that there is a two way dialogue about the function and value of continuous professional development and to encourage industry financial participation.
- To define a space, and financial support, for creative collaboration, activity based research and future thinking both amongst the participants of our many and varied projects as well as between our organisations and industry partners.
- To encourage productive relationships between the various levels of audiovisual education and training available which includes a comprehensive understanding of the concept of continuous professional development.
- To contribute to the further development of accurate and innovative modes of assessment of both participant experience and training projects.

ATC believes that the realisation of these objectives can provide the springboard from which to more fully realise the potential of training and development fully integrated into the culture, economy and policies of the European and global audiovisual industries.

(revised 2013, updated 2016)