

**PRESS RELEASE****November 6, 2024****ZLÍN FILM FESTIVAL LAUNCHES A NEW EDUCATIONAL PLATFORM**

**Zlín – Starting in November, schools and educational institutions can enrich their lessons using short films. They will be able to access them on the Zlín Fest Screen platform launched by the Zlín Film Festival. All films are available for free, accompanied by methodological plans and worksheets. Sample lessons called "Learning with Film" were given as part of this year's festival.**

Subjects such as Czech language, history, art, biology, and others can now take a different form in schools. The new VOD platform Zlín Fest Screen is beginning to offer films to schools that aim to enhance and make lessons more effective. *"Their run time doesn't go over twenty minutes and they are selected to help address sensitive and challenging topics,"* explained Markéta Pášmová, the artistic director of the Zlín Film Festival, which operates the platform. The focus will not primarily be on teaching film, but on using film as a tool to supplement lessons.

The Zlín Fest Screen is a platform exclusively designed for schools and educational institutions, offering free access to all its materials. Each film is accompanied by teaching guides for educators and worksheets for students. *"We collaborated with expert lecturers from Free Cinema for their preparation,"* stated Markéta Pášmová. The selection includes both Czech and international films and will be continuously expanded.

This project is part of a broader initiative of the festival, created under the European Children's Film Festival Network, supported by the Creative Europe MEDIA program. In preparation for the platform's launch, research was conducted among educators, revealing that 96% of the teachers surveyed were eager to use films as a supplement to their lessons. The research also showed that most schools are technically equipped for film screenings.

During the 64th Zlín Film Festival, the "Learning with Film" project organized sample lessons for teachers, simulating 45-minute lessons based on short films. These sessions were led by experienced educators from the Association for Audiovisual Education, demonstrating how easily and effectively films can be integrated into classroom teaching.

*"We believe that films have enormous potential not only to entertain but also to educate. With the Zlín Fest Screen platform, we aim to provide teachers with a tool to enhance and enrich their lessons. This is another step in the festival's long-standing effort to connect the world of*

*film with education and contribute to the development of critical thinking in the younger generation,"* confirmed Markéta Pášmová.

You can find more at <https://video.zlifest.cz/>

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The Zlín Film Festival – International Film Festival for Children and Youth is the oldest festival of its kind globally. With its scope, history, and tradition, it stands out on the international stage. It presents a comprehensive selection of contemporary global film productions for children and youth. The program focuses on films where children and adolescents are the central themes, offering young viewers films that they wouldn't otherwise have access to due to their origin or non-commercial nature. Every year, it features nearly 300 films from over 50 countries, accompanied by film delegations from around the world.

Since 2021, the festival has been part of the **European Children's Film Festival Network**, supported by the Creative Europe MEDIA program, which led to the creation of **the Zlín Fest Screen platform**.