



**International Council
for Film, Television and
Audiovisual Communication**

Official Partner of UNESCO

**International Council for Film, Television and Audiovisual Communication
(CICT-ICFT)**

**Represented by Ms Xueyuan HUN
41st General Conference of UNESCO
9-24 Novembre, 2021**

Mr. President of the General Conference,
Mr. President of the Executive Board,
Madam Director-General,
Excellencies,
Ladies and Gentlemen,

I am pleased to represent the International Council for Film, Television and Audiovisual Communication (CICT-ICFT) at this 41st Session of UNESCO's General Conference. At the outset, I would like to congratulate His Excellency Ambassador Mr Santiago Irazabal Mourão for his election as President of the General Conference, and sincere congratulations to Madam Audrey Azoulay for her reelection as Director General.

Based on the former International Educational Cinematographic Institute initiated by Italy at the League of Nations in 1928, the concept of ICFT was adopted at the 10th General Conference of UNESCO held in 1956 in New Delhi.

ICFT encourages high standard audio-visual creations, values potential in media for social development and culture of peace, and supports UN SDGs. ICFT federates audio-visual and media organizations worldwide such as FIPRESCI, SIGNIS, OCCAM created by UNESCO, UNICA, EBU, United Nations Association Film Festival (UNAFF)..., and professionals. Platform for Creativity and Innovation, a branch for youth, was launched within the framework of ICFT in 2020.

Since its creation, ICFT has been working closely with UNESCO in promoting its mandate and ideals, especially in 2005 Convention, media education, freedom of expression, digital transformation, culture of peace, gender issues, youth and so forth.

ICFT collaborates with international film festivals such as in Venice, Cannes, Berlin, Goa, Algiers, Ouagadougou, New York..., in organizing seminars and workshops and as jury awarding its Prize accompanied by the UNESCO Fellini or Gandhi Medal.

During the lockdown and curfew time, ICFT-PCI organized two online short video contests to raise awareness of the value of sport in health promotion; and cooperated with International Dance Council, to express the values of UNESCO through Choreography. In the framework of Mostra of Venice 2021, ICFT organized the 23rd Euromediterranean Conference on the theme of “Expanded Cinema from Screen to Platform in the age of Covid”.

The expressive value of cinema should be preserved with its spirit of peace and solidarity, and its future needs to be incorporated in UNESCO’s digital policies and initiatives. ICFT would like to propose UNESCO to draw a Charter on Ethical Principles with digital audio-visual services providers and concerned stakeholders. The Charter should define the relationship of media platforms with their suppliers and users, and reflect the values and principles promoted by the UN and UNESCO.

Thank you for your kind attention. Happy 75th birthday to UNESCO!

Novembre, 2021, Paris