

## Why and what

### Why a LUX FILM PRIZE?

Since 2007, the European Parliament LUX FILM PRIZE casts an annual spotlight on films that go to the heart of European public debate. The Parliament believes that cinema, a mass cultural medium, can be an ideal vehicle for debate and reflection on Europe and its future.

### What does it offer?

The films selected for the LUX FILM PRIZE competition help to air different views on some of the main social and political issues of the day and, as such, contribute to building a stronger European identity. They help celebrate the universal reach of European values, illustrate the diversity of European traditions and shed light on the process of European integration.

The LUX FILM PRIZE has become a quality label backing European film productions. Its winning films have become hits within the EU and beyond. It has helped publicise films that might have otherwise been seen and discovered by few people and has put the spotlight on urgent topical issues.

When Parliament created the LUX FILM PRIZE, it decided to focus on distribution because it believes that this is 'the Achilles heel of European cinema'. Unlike the largely unified North American market, the film industry in European countries faces huge organisational and economic difficulties which are worsened by language barriers.