
Work package 5

CRESCINE - Increasing the Competitiveness of the Film Industry in Small European Countries



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About WP5

The objective of this WP is to **analyse film production, financing and training eco-systems in European small nations including additional analysis on long term impact by Covid-19 and current economic uncertainty.**

The WP analyses the **current state of talent** in the film workforce of small European countries, what obstacles are present for its development and what educational, industry and policy measures need to be established.

Through this WP, the project aims at **building a sustainable ecosystem model** that puts emphasis on cooperative production alliances between European small nations encouraging collaboration, knowledge and assets' sharing.

T5.1 Analysing film production and financing ecosystems (BFCT; MTU, TLU, IADT; M1-M16).

T5.1 **Building on WP3's overview** and comparison of European small markets, T5.1 will contribute to the research by focusing on European small nations' film production companies' performance, their typologies, investment strategies, infrastructure, and innovation needs.

Linking with T4.3, the task will look into existing film production funding models and how they affect the creative process and produced content's competitiveness. Successful production models and key differentials will be analysed.

Outcomes of the task will contribute to the detailed interactive and visual reports that will showcase the differences and similarities of the European small nations in **WP8**.

Currently BFCT is undertaking literature review activities.

T.5.4 Identifying competitive models of Cooperation in film production and piloting cooperative alliances at two different levels: regional/national and European (BFCT; M7-M36).

Models of cooperation (both theoretical and practical) that could boost the scale and the competitiveness of European small nations at different levels will be analysed including those in practice in Europe and beyond (in key markets such as US, South Korea and UK) including how they are supported and managed, and what factors influence greater or lesser cooperation. Among these factors will be personal connections, the size of the country, and the tax incentive model. **We will pilot cooperative alliance. Using the research conducted in this WP including T5.1, the project partners will share their knowledge of existing cooperation models.**

We are preparing theoretical background for guidelines at the moment.

Our aim is to organize a pilot audiovisual cluster in Croatia based on the Lithuanian model we have at BFCT. Initial talks have been held and we are planning a meeting in Croatia. Launch is expected during General Assembly in Croatia 2024.

At the same we will have another cluster alliance of existing European audiovisual

T5.5 Analysing the impact of COVID-19 on film production and identifying factors of Sustainable Growth (BFCT; M1-M12).

This task focuses on the impact of Covid-19 to the production pipeline, and analyse how changes may benefit European small nations. Building on existing assessments of the impact of Covid, the task will look at the markets that had neutral or positive outcomes due to Covid19 and identify best practices and policy recommendations to support resilience and adaptability.



Objectives

The primary objectives of Task 5.5 are as follows:

- To evaluate the effects of COVID-19 on European film production.
- To identify and document best practices that enabled small nations to respond effectively to the challenges posed by the pandemic.
- To formulate policy recommendations that promote the resilience and adaptability of the European film industry.
- To explore how changes resulting from COVID-19 may serve as catalysts for sustainable growth within the sector.

Methodology

The research methodology encompasses data collection through a structured questionnaire administered to participant countries within the CRESCINE project. This questionnaire will comprehensively cover all stages of the film production pipeline, including financing, development, production, post-production, distribution, and more. Data will be collected, analysed, and validated through qualitative and quantitative methods.

Research Questionnaire:

The research questionnaire is strategically crafted to gather insights from various stakeholders in the film production and distribution process. We will seek participation from key players such as financiers, producers, post-production teams, distributors, and others involved in the industry. Each group's perspective is vital to gaining a comprehensive understanding of the impact of COVID-19 and identifying effective strategies for sustainable growth. For each role, we aim to collect a representative sample of responses from multiple European small nations. This approach will ensure a diverse and insightful dataset, enabling a thorough assessment of how the industry has been affected by the pandemic and how it has adapted.



Who do we want to hear from

Film Offices and Investors (Financiers)

Private Film Investor

Producer

Director

Screenwriter

Crew Member (Specify in the text box)

Cast Member

Post-production Crew

Critics/Journalists/Scientists

Distributor/Sales

Exhibitor/Cinema

VOD Platform

Film Festival

Other

By collecting perspectives from these groups, we gain a comprehensive understanding of how COVID-19 affected the European film industry. This informs strategies for sustainable growth post-pandemic.



Expected Outcomes:

The research aims to identify best practices in adapting to COVID-19, formulate policy recommendations for industry resilience, and explore pathways to sustainable growth in European cinema. These outcomes support the CRESCINE project's goals of enhancing industry competitiveness and cultural diversity.

Conclusion

By comprehensively analysing the impact of COVID-19 on film production and identifying factors of sustainable growth, we aim to provide valuable insights and recommendations that will empower European small nations to navigate future challenges and thrive within the dynamic landscape of the film industry.



What is next

Questionnaire had test run in Lithuania

Quick call this week with task force on the next steps

All questionnaires on Microsoft Forms (allowing different languages) it will help with data visualisation

Interviews to follow

Goal

We aim to collect a total of 200 questionnaires from participants across all countries, with a target of 30 to 50 questionnaires per country.

Additionally, we plan to conduct a minimum follow up interviews, around 8 in each country.



THANK YOU



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