

North Sea Screen Partners

North Sea Interreg IVb
Lead Beneficiary Conference
Bremen
October 2010



www.northseascreen.eu



Today

- Project outline
- Project history
- Partners
- Work packages
- Interreg projects – key aspects

- Trans-nationality

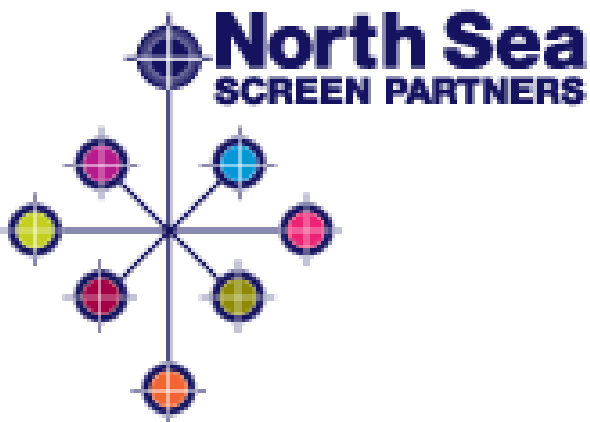
Ever closer union?

- EEC - EC - EU
- determined to lay the foundations of an ever closer union among the peoples of Europe,
- resolved to ensure the economic and social progress of their countries by common action to eliminate the barriers which divide Europe,
- affirming as the essential objective of their efforts the constant improvements of the living and working conditions of their peoples,



Produce • Shoot • Post • Learn

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North Sea Screen Partners (NSSP)

A new innovative partnership for the screen industries supported by the European Union to help you **Produce, Shoot, Post** and **Learn** across all media.

Produce: connect with business and industry development

Shoot: find partners, locations and production services

Post: join the post-production network for the new VFX Lab

Learn: source training and professional development opportunities

For further information, latest news and events, please visit

www.northseascreen.eu



Partners // Bergen Media By, Norway // Duncan of Jordanstone College of Art and Design (University of Dundee), Scotland, UK // Dundee College, Scotland, UK // Dutch Indies, Netherlands // PtoScreen & ToScreen and Dundee City Council, Scotland, UK // Filmby Aarhus, Denmark // FilmPyr, Denmark // nordmedia, Germany // Region Västtra Götaland, Sweden // Roskilde University, Denmark // Screen East, England, UK // Screen South, England, UK // Tatkon Business College, Denmark

Project History

- From 2007 Funding research post ERDF
Invited to present possible project to
Innovation and Education Group
North Sea Commission
- April 2008 Submitted bid to second round
North Sea Interreg
- June 2008 Project approved – Euros 5.9 million
- June 2009 Final contracts issued
- Apr/Oct 2009 Formal start date

Project Partners

Denmark

Film Fynen
Filmby Aarhus
Roskilde University
Tietgen Business College

Germany

nordmedia

Netherlands

(originally Rotterdam Film
Fund)
Dutch Indies

Norway

Bergen Mediaby
(originally KHIB)

Sweden

Region Vastra Gotaland
(Funding region for Film I Vast)

UK

Dundee College
Dundee City Council/
FifeScreen & TayScreen
Screen South (new partner)
University of Dundee
(originally also Screen East)

Project Manager

FifeScreen & TayScreen

www.tayscreen.com

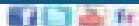
Partnership of:

Angus Council

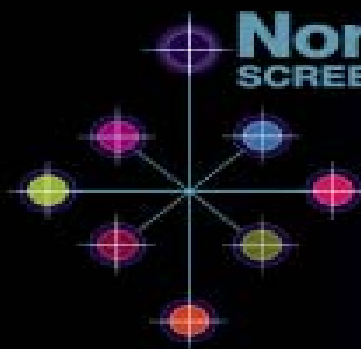
Dundee City Council

Fife Council

Perth & Kinross Council

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North Sea SCREEN PARTNERS



Produce Shoot Post Learn

North Sea Screen Partners is a new network for all kinds of media in the countries round the North Sea. If you want to **produce, shoot, post** or **learn**, we're here to help you - for film, TV, games, commercials, print, web,...

North Sea Screen Partners is an on-going project, so check back regularly for news, events, and updates.

For more on what we can do for you - click [here](#)

Produce

Screen East offer an insight into UK feature film investment

Screen East is inviting North Sea Screen Partners and NSSP feature film professionals to learn about investment appraisal for feature film finance in the UK

[more >>>](#)



Shoot

Digital Revolution: The Active Audience

Report by Michael Gubbins on the key issues of today's film business. Commissioned by Cine-Regio in collaboration with Nimby Aarhus.

[more >>>](#)



Learn

Creative Industries Partnerships

Dundee College is currently involved in a number of projects in the Creative Industries

[more >>>](#)



Post

A lab at the cutting edge - a network for post

Peter Richardson's take on a new Visual Effects research lab (VERL) and network (VERN) for the North Sea Region.

[more >>>](#)



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The Interreg IVB
North Sea Region
Programme

Investing in the future by working together
for a sustainable and competitive region



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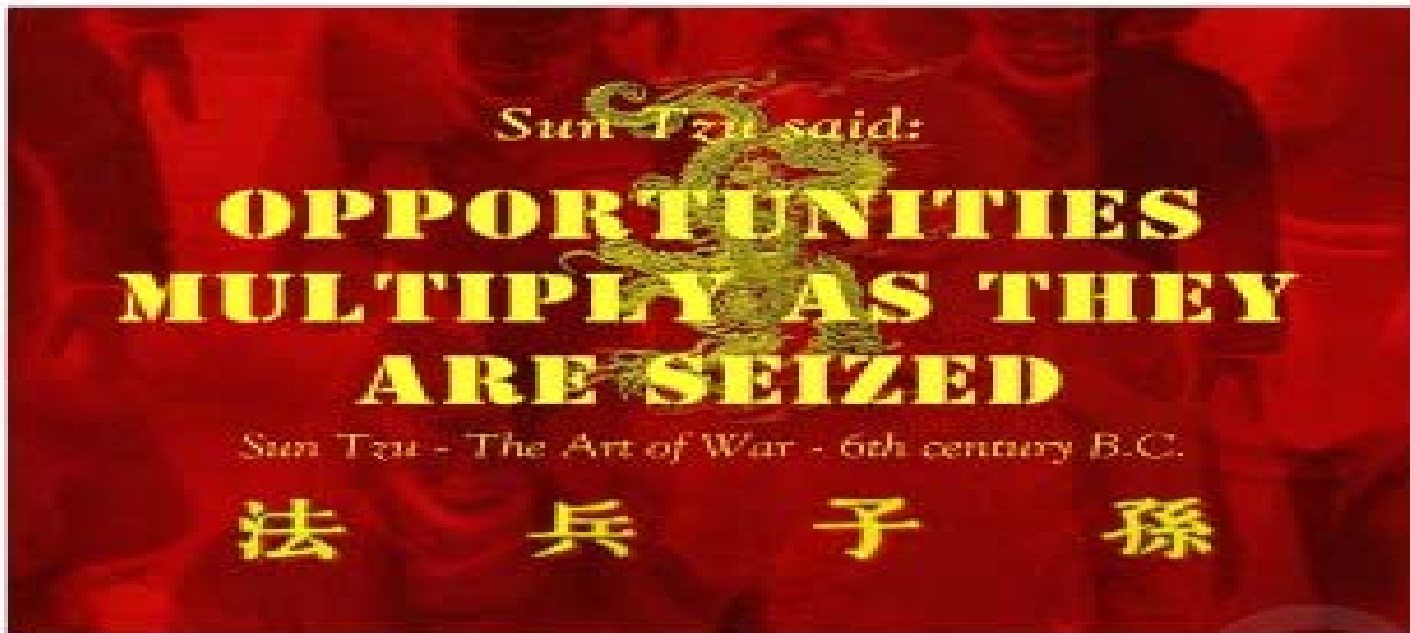
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Trans-nationality – Key Aspects

- Trans-nationality runs through the project process: planning, activities, outcomes, dissemination of outcomes, follow-up
- Project relevant to the transnational strategy of Interreg
- Positive impact in several parts of the transnational area.
- Outcome of the project is different from what can be achieved without transnational co-operation
- Contribution of each partner creates real added-value to the project results
- Continued co-operation after the project shows partners find the co-operation useful.

Method, Motivation, Opportunity



Trans-nationality: Method-Six Appeal

I KEEP six honest serving-men
(They taught me all I knew);
Their names are What and Why
and When
And How and Where and Who.
I send them over land and sea,
I send them east and west;
But after they have worked for me,
I give them all a rest.

Rudyard Kipling



Trans-nationality – Who



It's about people

Trans-nationality – Six Appeal

- Who
- Where
- What
- Why
- When
- How
- [How much – money, time, resources]

Trans-nationality – Motivation

- Carl Jung
- The meeting of two personalities is like the contact of two chemical substances: if there is any reaction, both are transformed.

- (Dr. Joseph Trevaskis, Member of Jung Foundation)

Trans-nationality – Motivation

- KISS
- KEEP IT Short and Simple
- <http://www.youtube.com/watch?v=hoj5Scm7HaY>

NSSP – Not Like This



NSSP working together to produce

- Deliverables
- Connections
- Increased business
- Identity and visibility
- Even a little bit of magic!



Trans-nationality Discussion Tool - What

- Exchange of information and experience
- Learning partner ideas, strategies, activities
- Parallel development of innovative approaches - services, processes, systems, products
- Experimentation under different conditions
- Import or export or adoption of new approaches
- Adaptation of approaches tested elsewhere
- Joint product or system development
- Division of tasks with a common objective
- Organised learning
- Exchange of trainees, trainers
- Pooling of information/data
- Other

Trans-nationality Discussion Tool – Who, How...

- Specific tasks of each partner - do they compliment and/or reinforce each other
- Coordinate partner work and ensure full use of knowledge, skills, resources
- Decision mechanisms ensure/provide for active participation-all partners-all stages (design, implementation, follow-up, evaluation)
- Specific measures to enable the direct involvement of partners in the decision-making process
- Practical ways in which trans-national activities add value to partners - see below
- Translate Work Packages to detailed programme – eg. joint actions, outcomes, products, methods for operation/mgt
- Aspects of Work Packages particularly effective for promoting trans-national cooperation - subject, organisation, processes
- Strategies, methods and intended outcomes used to inform or influence European level policy development
- Resources - financial, human, technical - allocated to trans-national cooperation

Trans-nationality Discussion Tool - Outcomes

Specific benefits

- Impact on partners - benefits
- Impact on partners - practice External
- Impact - organisations
- External impact - individuals Impact on products

Innovative features

- Countries/partners
- Type of partners
- Methodologies
- Systems
- Products

Added value

- Supporting existing research
- Complimentary practice
- Policy ideas
- Complimentary policy
- Evidence of international transfer
- Evaluation/peer reviews
- Pilot models
- New products

Thank you

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WP1: Business Devpt – Produce	WP2 Locations/ investment - Shoot	WP3: Knowledge/Skills Learn	WP4: VERL/Vern Post
Business development platform to better coordinate NSR business support providers/networks	Network of screen partnerships and film funds to bring together resources	Coordinate NSR educational resource information, provision	Visual effects Research Network (VERN) and Lab (VERL)
Pilot workshops & master classes to transfer methodologies on entrepreneurship, innovation & finance to companies.	Transnational Screen Office Contacts Network Collectively promote the NSR to external companies. Protocols on sharing information on incoming production enquiries	Enhance NSR skills base.	Transnational innovation network in production and distribution technology.
Think Tank to engage NSR practitioners/stakeholders to discuss key sector themes Identify best practice through meetings and online forum	Web based Locations Service Protocols on cooperative arrangements Map existing NSR production clusters	Creation of a web database of educational information & contacts in film, digital media, animation, television and media industries within NSR to provide better information for students/professionals.	Transfer emergent technologies for commercial applications Review convergence issues (esp. In games industry) .
Create transnational SME Forum for networking, partnership building.	Portal to comprehensive data on production resources and services	Establish transnational work experience placements	Foster research in knowledge and advanced techniques Develop innovative ideas of commercial significance
Collaboration with NSR cinema/distribution/arthouse organisations to improve availability of digital, theatrical distribution & information on working practices of distribution & sales agents	Databases - production services, personnel; location facilities, sales agents, funding incentives.	Training exchanges in educational institutions Masterclasses in media/production using partner modules	Workshops on new technologies and applications for SMEs
Distribution Technology – focusing on new distribution platforms from theatre to web to mobile.	North Sea Interest Group within the European Film Commission Network Joint promotion at external film	Development of e-learning resource for dissemination of outcomes.	Act as product champion to obtain further investment partners for commercialisation activity