



European Collaboration and Networking Projects,  
for Audiovisual Companies – Ongoing and Future Initiatives

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**Carlo Donzella**  
**Financial Development Agency of Lazio Region (FILAS SpA)**





## European Collaboration and Networking Projects for Audiovisual Companies – Plans, Visions, Ideas

Filas

### Instruments supporting Creative Industries in Lazio Region



Within Lazio Region, Filas ( Financial Development Agency of Lazio ) , has adopted **several instruments** to support the creative Industries.

In particular Filas :

- manages a **regional audiovisual fund**
- coordinates three **international networking initiatives/projects**: SILK-NET, INNOMEDIA, ImMediaTe



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## Filas' Audiovisual Fund

Established in 2006 as a specialisation of the VC regional fund

Aims at supporting the production and co-production of national and international, audiovisual and cinematographic projects, provided that at least 50% of the total "under the line" project production budget is spent in the Lazio Region.

More broadly with its Audiovisual Fund and with other initiatives in the sector ( FILMS ), Filas aims at :

- developing the Lazio audiovisual industry and its reference market
- promoting FILAS audiovisual instruments in Italy, in Europe, and internationally
- developing and supporting film and audiovisual co-production at the local and international levels
- promoting the regional territory through the audiovisual industry in Italy, in Europe, and internationally

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### State-of-the-art of the fund (end 2008)



3 identified and formally defined subcategories:  
movies, multimedia works, first works

68 received proposals requesting up to 33.5 MEUR

24 approved projects for a budget of 5.25 MEUR

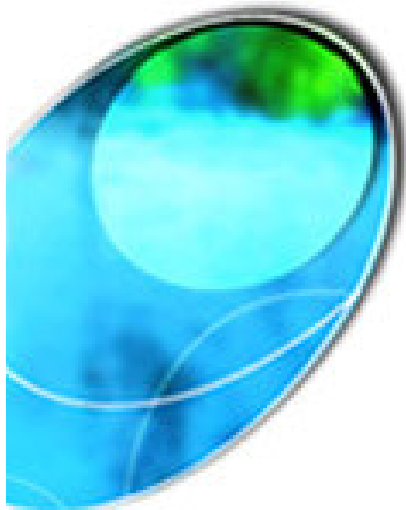
average fund investment is about 250 KEUR

mobilized investment is more than 50 MEUR



## Ongoing projects: **SILK-NET** (1/2)

- It is a permanent **consultation network** between **European and Asian organisations** sharing the mission of supporting media development
- Favoured by the success of the ASIA-INVEST project **SILK AVENUE**, who organised a B2B meeting of 250 EU and Asian audiovisual SMEs in Rome on October 2005
- Already organised many **joint co-production meetings** in the **EU** (Berlin, Cannes, Rome) and in **Asia** (Singapore, Mumbai, Hong Kong)
- It is now a working group of **CINEREGIO**, the network of European regional audiovisual funds



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### Ongoing projects : **SILK-NET** (2/2)

Based on partners with whom FILAS has already signed bilateral Memorandums of Understanding:

- **Media Development Authority - MDA** (Singapore) in 2006,
- **Federation of Indian Chambers of Commerce and Industries - FICCI**, Entertainment Division, (India) in 2007,
- **Multimedia Development Corporation - MDEC**, Digital Content Department (Malaysia)
- **Confederation of Indian Industries - CII**, Media & Entertainment Group (India) in 2008

Other organisations in Hong Kong and Dubai have already expressed their interest in joining the network.

2009

## Ongoing projects: INNOMEDIA

(1/2)



-It is one of the five pilot actions launched by the InnoActions EC project **INNODEAL** (Analysis, Diagnosis, Evaluation, Pilot Actions and Learning processes for Joint Innovation Programmes)

- Aimed at improving knowledge and take up of innovative schemes for supporting and financing the digital media and creative industries

- three workshops organised in 2008, one at Cannes, two in Rome

- presence at the **European Summit on Creativity and Innovation**, Stuttgart, May 2009

- more common initiatives planned in Stuttgart, Birmingham and Rome by the end of 2009



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## Ongoing projects: INNO-MEDIA

(2/2)

-The partners involved are signing today a main Cooperation Agreement on behalf and /or for the benefit of their Media Clusters/Funds/Initiatives

The founding partners are:


- **Finanziaria Laziale di Sviluppo - FILAS** (Lazio, Italy)
- **Advantage West Midlands - AWM** (West Midlands, UK)
- **Coventry University Enterprises Limited - CUE** (West Midlands, UK)
- **Wirtschaftsförderung Region Stuttgart - WRS** (Stuttgart Region, Germany)
- **Kompetenzzentrum Virtuelle Realitaet und kooperatives**

**Engineering - VDC** (Stuttgart Region, Germany)

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## New project: ImMediaTe

(1/2)



-project submitted in response to Call for Proposals (EuropeINNOVA-ENT-CIP-09-C-N01S00) Strand 3 – Sectoral partnerships for the European Innovation Platform on Knowledge-Intensive Services (KIS-IP)

- ImMediaTe (Improving the value of Digital Media and Creative Industries through Innovative Business Models and Services)

- design, implement and delivery a comprehensive service-package covering all key factors (**finance, education, incubation, biz support**, etc.) to improve the performance of SMEs in the sector

- positively evaluated and now in the negotiation phase with the objective of starting in September 2009

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## New project: ImMediaTe

(2/2)

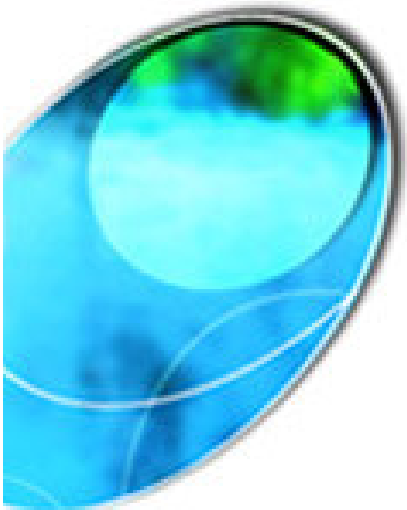
### CLUSTERS/FUNDS

- **FILAS - DTD, Italy**
- **Cap Digital, France**
- **22@Barcelona, Spain**
- **IIP Create, The Netherlands**
- **SmartCity, Malta (subcontractor to FTZ)**

### CONSULTANTS/STUDY CENTRES

- **IEB – Germany**
- **Media Deals/peacefulfish – France**
- **INNOVA – Italy**
- **Living Labs Global - DK**
- **Media Business School - Spain**





**THANKS FOR YOUR ATTENTION!**

**Carlo Donzella**  
**Consultant EU and international affairs**  
**FILAS**

<http://www.filas.eu>

**Tel: +39 347 7770725**  
**Fax: +39 06 233214282**  
**email: donzella@filas.it**  
**Skype: carlo.donzella**

