

10<sup>th</sup> Edition of MEDICI – the Film Funding Journey  
6 - 8 October 2021, Athens, Greece

## PROGRAMME

The programme starts approx. at 6pm on October 6th and ends approx. at 4pm on October 8th

Head of Training: Tamara Tatisvhili  
Moderator: Petri Kempainen  
Consultant: Themba Bhebhe

Remark: All presentations, conversations and keynotes are followed by Q& A sessions.

### INTRODUCTION

#### MEDICI as a Journey – Context, Values & Foresight

Opening remarks by Tamara Tatishvili, MEDICI Head of Training

### BLOCK ONE

#### Meet the Reformers & Hear Their Stories

##### Part 1

#### STROMBOLI and the Future of European Film

Keynote by Matthijs Wouter Knol, director of the European Film Academy

**Outline:** Having a look at the story of Rossellini's masterpiece STROMBOLI, this keynote will give a bird's eye view of the current state of the European film industry, the questions that frequently emerge and how to find solutions. Helming the European Film Academy since January 2021, Matthijs Wouter Knol will unveil strategies that the Academy will use to build a stronger brand for European film, build new audiences and create a feeling of 'celebrating our cinema' all over Europe.

##### Part 2

#### Focus on Upcoming Territories – Film Affairs Unfolding in Kosovo

Arben Zharku, Director of Kosovo Cinematography Center, in conversation with Tamara Tatishvili

**Outline:** Arben Zharku will spread light on the daily operations of the Kosovo Cinematography Center, talk about fund & team structure, existing support mechanisms as well as other operational issues. This exchange will unpack current issues of the Kosovar film industry and point towards the future perspectives of its film center.

### BLOCK TWO

#### Film Funds as Proactive Enablers – Elements of Change

**Context:** It's time to revisit some of the key elements traditionally supported by public film funds. Articulated by the MEDICI team, participants will travel through some of the funding stages and rethink their vitality. Fueled by input of established practitioners across the film value chain, the module will attempt to capture the thin line between business as usual and the foggy notion of "new normal".

##### Part 1

#### The Beginning: Empowering Talent – Developing Skills and Projects

Kristina Trapp, CEO of EAVE Training, in conversation with Petri Kempainen

**Outline:** The session will focus on the notion of vocational trainings as a way of developing a more sustainable industry. It will show possibilities how funds could be better informed of what happens in the field of professional training; what should be taken into account and how training can be used efficiently and strategically in order to develop local talent. It includes also issues linked to co-production markets and development labs questioning how a fund could improve its work with these platforms.

## Part 2

### At the Film Market: What Could be the ingredients, and How to Do the Cooking?

Keynotes, animated by Tamara Tatishvili and Petri Kempainen, by:

- Tobias Pausinger, Match Factory, Head of Acquisitions and Development
- Giorgos Karnavas, Founder and Producer of Heretic
- Ioanna Stais, Head of Sales and Acquisitions, Heretic Outreach
- Sonja Heinen, Managing Director of European Film Promotion

**Outline:** The session will start with a topical input by Tobias Pausinger, explaining how numerous films that are produced with public funds could reach the international market better. Participants will discuss better ways of financing and funding promotion and other methods of sustainably strengthening and stimulating the circulation and distribution of films. What are the appropriate measures to evaluate successful distribution abroad? The collaboration between an independent producer and a sales agent will be analysed in order to find a common understanding of the complex market needs in the post cinema lockdown era and the often questioned abolishment of the theatrical release paradigm.

The talk will then shift its focus towards the perspective of low production capacity countries where sales and distribution operations face further limitations. Two speakers, Giorgos Karnavas and Ioanna Stais, will present an editorial case study on Heretic Outreach based in Athens – the first sales agency established in southeastern Europe.

Finally, Sonja Heinen will join the speakers and explain how the EFP sees the "new normal" of sales and promotion of European titles. She will underline the current relevance of the EFP's activities against its historical missions. She will unpack her personal vision of what works and what doesn't in sales & promotion support mechanisms and tell about practical experiences of the flagship programme "EFP sales support".

## Part 3

### The Future

#### Film as business of art – thoughts about spending and earning during the "new normal"

Personal keynote by Petri Kempainen, followed by a conversation with Roberto Olla, Executive Director of Eurimages

**Outline:** Financing films is at crossroads. New money has entered the system and steers creation alongside the traditional public policy players. How is the dialogue working? Who nurtures diversity of talent and content? What about IPR and ownership? Reflections through Petri Kempainen's personal lenses of someone switching sides, from public to private sector.

In a dialogue with Roberto Olla, he will further reflect on the issue of the future funding. They will talk about digital platforms as suppliers of high-end content, but the discovery of new and diverse content may be limited for some of the subscribers. And does the clean-cut separation between film and TV still make sense

## BLOCK THREE

### Thinking Inclusion Policy—Funding and the Paradigm Shift

**Module context:** The past decade witnessed the rise of the various iterations of the 50/50 by 2020 movements which have intersectionally coincided with calls for greater ethnic participation in these movements and the industry at large.

In many ways, 2020 was an accelerator for inclusive thinking. As the steely gaze of white supremacy was caught on camera twice in a matter of months, in Central Park, then on the streets of Minneapolis, as statues were toppled, as millions took the streets in protest of George Floyd's murder and anti-black police violence, the structures of racism were laid bare in plain sight.

As the dust has begun to settle over the past 18 months, the film industry has questioned its role, responsibility and actions in a paradigm that remains the status quo. In the context of the proliferation of statements, open letters and calls to action, the following discussions will explore the areas of resistance, the progress, the change-makers, criticisms and initiative that enable us to gain a better understanding of the present maelstrom.

**Part 1****Introduction – The Story on How and Why Someone Becomes an Advocate for a More Inclusive Industry**

Themba Bhebhe, Film Industry Programmer, Diversity & Inclusion EFM

**Outline:** The dialogue attempts to understand Themba Bhebhe's career path, and in particular the motivations that led him to the transition from international film sales to inclusion work at film markets and festivals. This conversation will be set against the backdrop of the film industry's shifts over the past decade which have very much formed the content of Themba's work at the EFM and beyond. The discussion will also delve into the conditions that led to the formation of entities such as the Programmers of Colour Collective (POC<sup>2</sup>), ARTEF and Engage.

**Part 2****Inclusion Panorama**

Conversation between Themba Bhebhe and Tamara Tatishvili, featuring recorded segments by Emilia Roig, Center for Intersectional Justice

**Outline:** This discussion will provide a cartography of some of the most critical concepts in inclusive thinking and policy such as the generalised transition from multiculturalism to anti-racism and inclusion, the shift from concerns around onscreen representation to structural marginalisation, unconscious bias, intersectionality and several other key concepts, in order to provide a common and shared understanding of terminology and notions.

As the exchange progresses, it will quickly move from the theoretical notions towards more pragmatic applications such as the diverse talent pipeline. The conversation will take stock and provide a comparative panorama of the trends of the current inclusion landscape.

**Part 3****Data and Policy-Driven Strategies for Inclusion in Film Production and Funding**

Presentation by Joshua Kwesi Aikins, Senior Research Scientist "Advocating for Inclusion", Vielfalt entscheidet – Diversity in Leadership, follow-up debate, animated by Themba Bhebhe & Petri Kempainen

**Outline:** Film production and film funding are confronted with greater demands for comprehensive inclusion not just in terms of cast, crew, writers and producers, but also at the level of film funding. Funding agencies are increasingly asked to ensure inclusion through intersectional funding criteria that demonstrably increase the participation of marginalised voices at every level of filmmaking. Drawing on years of expertise with the gathering of equality data as well as crafting policy options to create more inclusive cultural funding in Germany, Joshua Kwesi Aikins will offer unique insights not just into the status quo, but also into specific steps that can be taken towards data and policy-driven inclusion strategies.

**Part 4****Funding for the Future**

Keynote by Anna Serner, Swedish Film Institute

**Outline:** Delivering a concluding keynote on her work as a public financier, Anne Serner, outgoing CEO of the Swedish Film Institute, will reflect on milestones of her career as a policymaker. She will take the participants on a forward-looking, personal journey of what makes the future of sustainable and equitable funding.

**FINAL SESSION**

**MEDICI wrap and closing remarks**