



# EUROPA DISTRIBUTION

## WORKSHOP IN SAN SEBASTIAN

*Public Film Funding*

24-28 September 2017

**THE INDUSTRY CLUB**



DONOSTIA ZINEMALDIA  
FESTIVAL DE SAN SEBASTIAN  
INTERNATIONAL FILM FESTIVAL

*With the support of the MEDIA Programme of the European Union*

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## PROGRAMME

Europa Distribution has organised this programme in partnership with the San Sebastian Film Festival. We kindly ask you to participate in all Europa Distribution and Festival Activities (Cine en Construcción, Glocal in Progress, screenings and meetings).

### SUNDAY SEPTEMBER 24

#### ARRIVALS & FESTIVAL ACTIVITIES (screenings and meetings)

### MONDAY SEPTEMBER 25

#### 10.00-11.30 EUROPA DISTRIBUTION PANEL (open to all accredited professionals)

Venue: San Telmo Museum, Function Hall

#### *The Bigger Picture: A fresh approach to public film funding*

Public funding for film has been largely focused on production in Europe, but there is now an emerging consensus towards a change of approach.

The theatrical film market has become over-supplied in recent years, while new opportunities in VoD are still emerging. Meanwhile, the industry has become concerned about diversity, in terms of both film-making and audiences, with particular attention on the reach of European film beyond national borders and to younger people. There is now a growing consensus that public policy and funding could evolve and assist in negotiating these new challenges by dedicating more funds to the marketing, distribution and screening of films.

In collaboration with the Industry Club, Europa Distribution has invited experts from across the film value chain, public funds, policy makers and industry stakeholders to debate the issues at hand and consider a different approach to public funding. This open panel will examine the possibilities for the industry to move forward across the board, from creation, to production, to distribution and beyond.

#### SPEAKERS

**Artemio Benki** - CEO, Artcam Films & Sirena Film (CZ)

**Jeanne Brunfaut** - Director, Centre du Cinéma, Fédération Wallonie-Bruxelles (BE)

**Bérénice Honold** – Adviser, International Affairs, FFA (DE)

**Lucia Recalde** – Head of the MEDIA Unit, European Commission (EU)

**Enrico Vannucci** - Deputy Executive Director, Eurimages (EU)

**Ilse Schooneknaep** – Researcher & Consultant, Vrije Universiteit Brussel (BE)

MODERATOR: **Michael Gubbins** – Founder, SampoMedia; Chair, Ffilm Cymru Wales (UK)

#### 12.00 – 13.20 CINE EN CONSTRUCCIÓN

Venue: Cines Príncipe

*Kairos* by Nicolás Buenaventura (France/Colombia – 78')

#### 15.30 – 17.15 GLOCAL IN PROGRESS – NEW INDUSTRY ACTIVITY!

Venue: Cines Príncipe

*Un om la locul lui/A Decent Man* by Hadrian Marcu (Romania – 104')

#### 20.30 EUROPA DISTRIBUTION GET-TOGETHER DINNER

Restaurant La Muralla

Calle Embeltrán, 3, San Sebastián



**TUESDAY SEPTEMBER 26**

**09.00-11.45 THINK TANK DISCUSSION** (*closed*)

**Venue:** Kursaal, Room 9

This closed session, welcoming ED members, representatives of national agencies, the European institutions and speakers from Monday's panel, is designed to stimulate discussion, share experiences and voice feedback on issues such as:

*How can funds do more to help films reach, engage and satisfy their audience?*

*Which policy initiatives can assist in this process?*

*Where can public funds be most effective in a changing environment?*

*Which innovative approaches to film support work best?*

**SPEAKERS**

**Ilse Schooneknaep** – Researcher & Consultant, Vrije Universiteit Brussels (BE)

**Julie-Jeanne Régnault** – EU and Multilateral Adviser, CNC (FR)

**Andreas Bühlmann** – Consultant, Film & First Feature, Swiss Films (CH)

**Liza Linardou** – Promotion & Festivals, Greek Film Centre (GR)

**Silje Riise Naess** – Commissioner, Feature Film & Drama Series,  
Norwegian Film Institute (NO)

**MODERATOR: Michael Gubbins** – Founder, SampoMedia; Chair, Ffilm Cymru Wales (UK)

**12.00 – 13.30 CINE EN CONSTRUCCIÓN**

**Venue:** Cines Príncipe

*Familia sumergida (Immersed Family)* by María Alché (Argentina/Brazil/Germany – 86')

**15.30 – 16.40 GLOCAL IN PROGRESS – NEW INDUSTRY ACTIVITY!**

**Venue:** Cines Príncipe

*Dantza* by Telmo Esnal (Spain – 67')

**WEDNESDAY SEPTEMBER 27**

**09.30 – 13.30 CINE EN CONSTRUCCIÓN**

**Venue:** Cines Príncipe

09.30 *Niña errante (Wandering Girl)* by Rubén Mendoza (Colombia/France – 80')

12.00 *Agosto (August)* by Armando Capó (Costa Rica/Cuba/France – 86')

**15.30 – 16.55 GLOCAL IN PROGRESS – NEW INDUSTRY ACTIVITY!**

**Venue:** Cines Príncipe

*Izbrisana/Erased* by Miha Mazzini (Slovenia/Croatia/Serbia – 84')

**19.30 ANNOUNCEMENT OF INDUSTRY AWARDS**

**Venue:** Kursaal, Rooms 2 & 3

**21.00 INDUSTRY COCKTAIL**

**Venue:** San Telmo Museum

**THURSDAY SEPTEMBER 28**

**FESTIVAL ACTIVITIES (Screenings and meetings) & DEPARTURES**

## USEFUL INFORMATION

### ACCOMMODATION

You should have received information on your accommodation from either Europa Distribution or the festival (unless organised yourself). If this isn't the case, then please to get in touch and we'd be happy to help!

### TRANSPORTATION

#### TO REACH SAN SEBASTIAN/YOUR HOTEL

The festival has organised pick-ups for guests who gave them their arrival/departure information during their registration. Please refer to the information provided by the festival. If you have any problems (delays etc...) during your trip, please contact the festival transfer department hotline: **+34 943 483 324 / +34 639 739 533**

#### TO GET AROUND IN SAN SEBASTIAN

**The public transportation system (The 'dBus')** will take you quickly and cheaply from one point in the city to another. Locate the routes that suit you best on the dBus website: <http://www.dbus.eus/en/> (Tel : +34 943 000 200). Low price tickets will be on sale at the accreditation desk. More info will be given to you with your welcome bag or by the hotel desk.

#### TAXIS:

- **Taxis Vallina** – Tel : +34 943 40 40 40 ([www.vallinagrupo.com](http://www.vallinagrupo.com))
- **Radio Taxi Donosti** – Tel : +34 943 46 46 46

In addition, the Festival provides a **bus service on the days of the Co-Production Forum and Cine en Construcción** (Monday 25, Tuesday 26 and Wednesday 27 September) with the following pick-ups:  
Hotel San Sebastián – 8.45 // Hotel Aránzazu – 8.47 // Hotel Codina – 8.50 // Hotel Costa Vasca – 8.55 // Hotel Amara Plaza/Hotel Astoria (the bus stops at the Amara Plaza) – 9.00 // Paseo Nuevo (final stop) – 9.15

### GENERAL INFORMATION

#### ACCREDITATION

You should collect your festival documentation from the accreditations desk, in the **Kursaal Centre**.  
**Don't forget to bring your ID with you!**

#### APP

The App, "Festival de San Sebastian", is free of charge and is available in three languages (Basque, Spanish and English). It can be downloaded from the App Store, Windows Phone and Google Play.

#### THE WORKSHOP ON TWITTER

@EurDist	#LetsTalk
@sansebastianfes	#65SSIFF

### CONTACTS ON-SITE

#### FOR QUESTIONS RELATED TO THE FESTIVAL (GENERAL MATTERS, LOGISTICS)

**Industry Club** +34 943 00 31 08

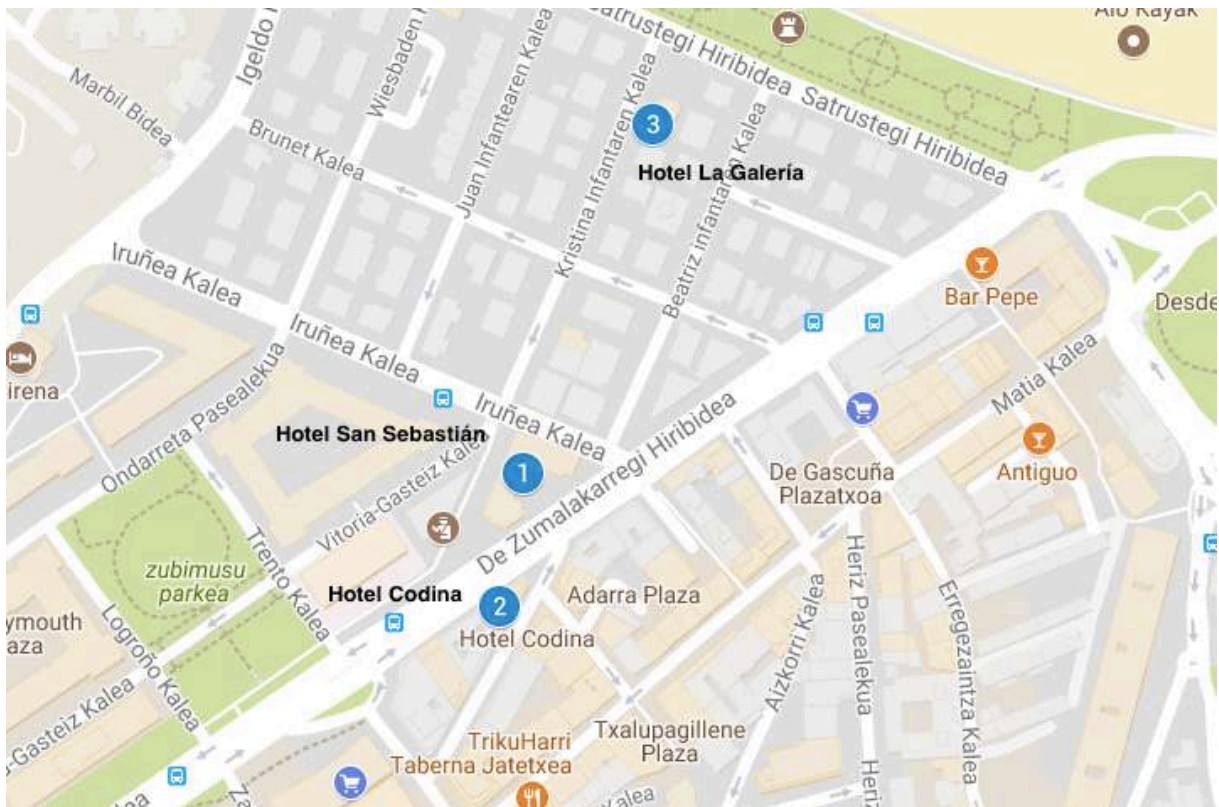
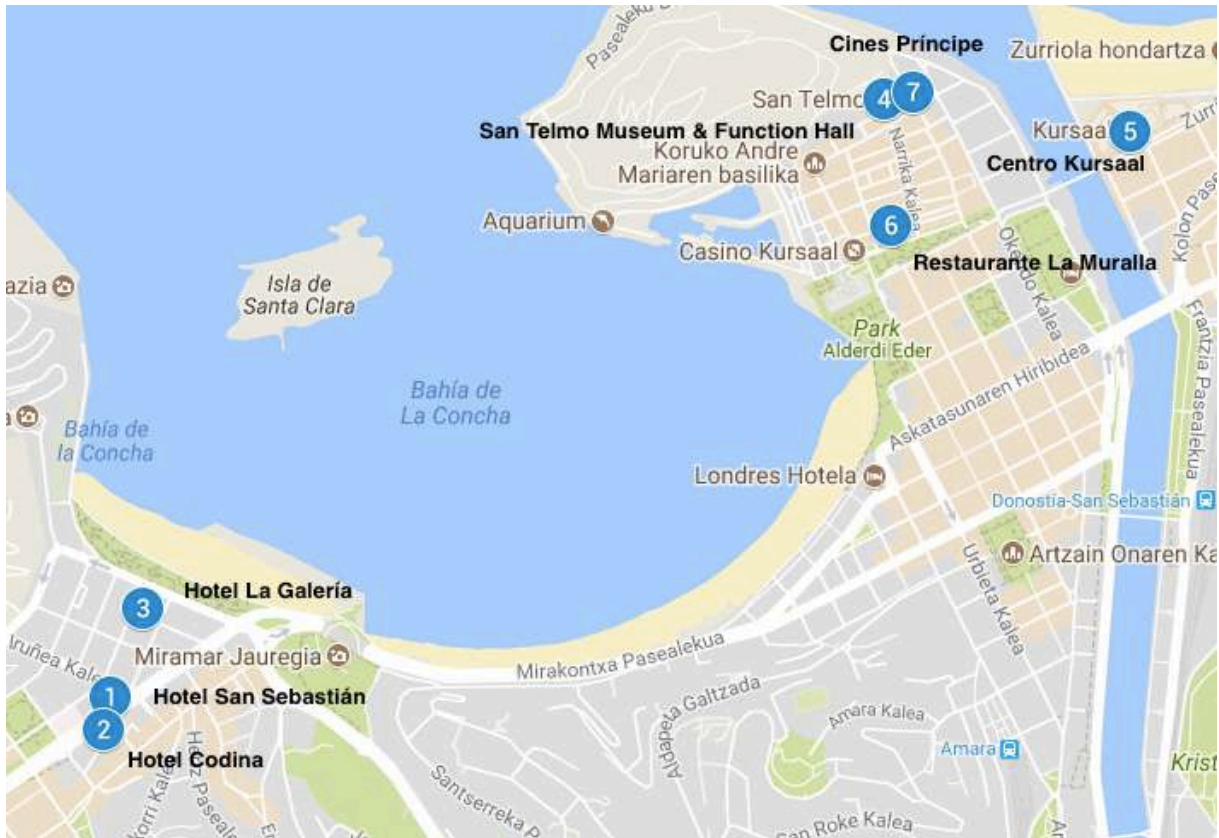
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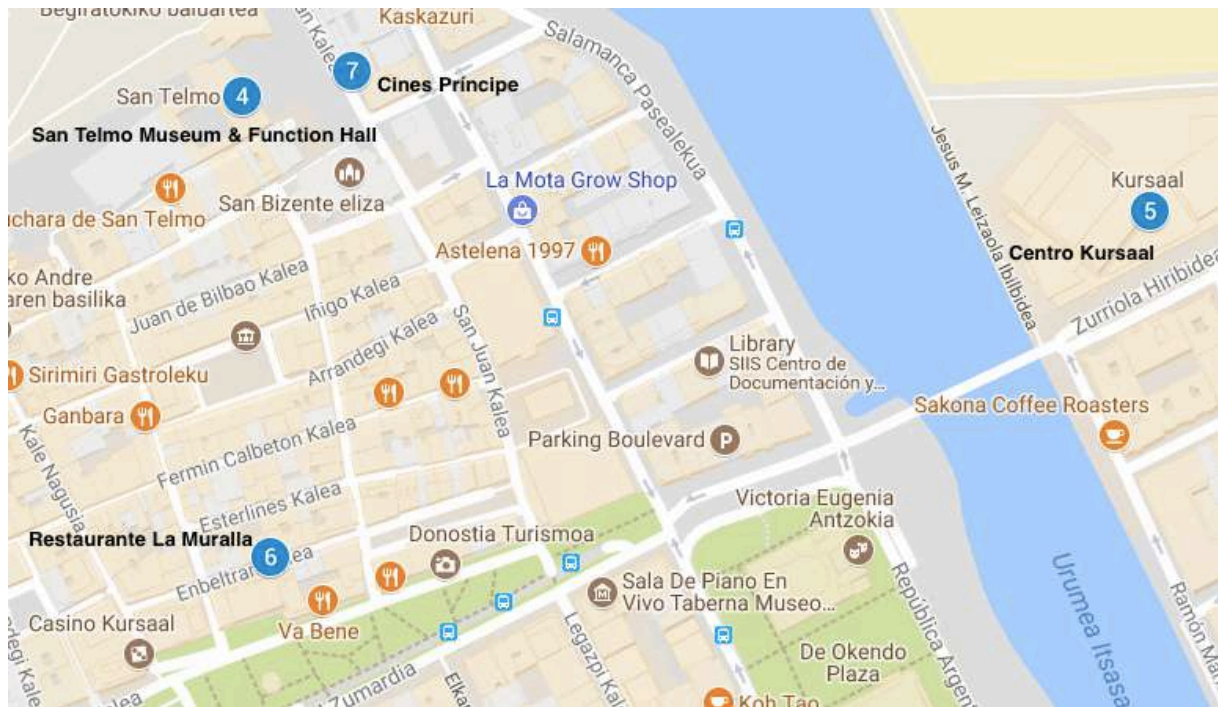
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MAPS







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### 2. Hotel Codina

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+34 943 21 22 00

### 3. Hotel La Galería

Calle de la Infanta Cristina, 1-3  
Tel : +34 943 317 559

### 4. San Telmo Museum & Function Hall

Plaza Zuloaga, 1  
Tel : +34 943 4 15 80

### 5. Centro Kursaal

Avenida Zurriola, 1

### 6. Restaurante La Muralla

Calle Embeltrán, 3  
Tel: +34 943 43 35 08

### 7. Cines Príncipe

Calle San Juan, 10  
Tel: +34 943 42 12 47





## WHO'S WHO

### PANELISTS

#### MODERATOR



#### **Michael Gubbins**

##### **Founder, SampoMedia; Chair, Ffilm Cymru Wales (UK)**

Michael Gubbins is an analyst and consultant, working in the international film, entertainment and media industries, with particular expertise in on-demand and digital change. He is the chair of Ffilm Cymru Wales (formerly the Film Agency for Wales) and the co-founder of consultancy SampoMedia.

As well as frequent articles for leading newspapers and journals, he is the author of in-depth reports about digital change for business and academic institutions around the world, including the Digital Revolution series, sponsored by CineRegio. He is also a well-known chair, keynote speaker and organiser of conferences around Europe, including prestigious events for Europa Cinemas, the European Audiovisual Observatory, Europa Distribution, Inside Pictures, the European Think Tank, the Media Business School, the European Parliament, Power to the Pixel, CineRegio, the Danish Film Institute, the BFI and festivals including Cannes, Berlin, Rotterdam, Edinburgh, London and Gothenburg.

#### SPEAKERS



#### **Artemio Benki**

##### **CEO, Artcam Films & Sirena Film (CZ)**

Born in Paris, Artemio Benki has lived in Prague since 1992 where he works as a producer, distributor and filmmaker specialising in documentaries. Between 2009-2012, he focused on producing and developing his companies (Sirena Film, ARTCAM – in Vitro, FRESH ARTCAM, DIY Cinema). Additionally, he has grown a substantial European network and is an alumnus of the EAVE European Producers Workshop 2010 and FAS-Screen Leaders 2011. His knowledge of the international market, as well as the European audiovisual industry, its needs and trends, adds consistent experience in the full scale of content production to the “basket” of expertise at InVitro Project, and his more recent works as a co-producer include *Personal Shopper* (2016), *La Danseuse* (2016) and *Marguerite* (2015). His feature length debut, *FUGUE*, a co-production between the Czech Republic, France, Argentina and Austria, was selected for pitching forums WEMW Trieste and East Doc Platform 2016, as well as the Sources 2 script development workshop.



#### **Jeanne Brunfaut**

##### **Director, Centre du Cinéma, Fédération Wallonie-Bruxelles de Belgique (BE)**

Jeanne Brunfaut is the Director of the Centre du Cinéma de la Fédération Wallonie-Bruxelles in Belgium. Jeanne has more than 15 years of experience working in audiovisual, including working for the European Commission's Directorate General for Culture. She is also an active member of the EFADs board.



**Andreas Bühlmann**

**Consultant, Film & First Feature, Swiss Films (CH)**

Andreas Bühlmann holds an MA in Film Studies from the University of Zurich. After working for several Swiss Film Festivals since 2007, he became Head of Industry at Internationale Kurzfilmtage Winterthur in 2013. He then continued working as a curator in Winterthur and for other festivals (short and feature-length films). As of October 2016, he is a film consultant at SWISS FILMS where he focuses on first features by emerging Swiss talents.



**Bérénice Honold**

**Adviser, International Affairs, FFA (DE)**

After graduating from Sorbonne University, Bérénice Honold worked as a lawyer in international law firms. In 2016, she obtained an additional Masters degree in law and economics for the audiovisual industry, also from Sorbonne University (Master D2A). Since October 2016, she has been an Adviser on International Affairs to CEO Peter Dinges at the German Federal Filmboard (FFA).



**Liza Linardou**

**Promotion & Festivals, Greek Film Centre (GR)**

A graduate of the Department of Media, Communication and Culture of Athens Panteion University, Greece (BA), and of Leeds University, UK (MA in Communication and Film), Liza Linardou has conducted academic research on film education and has worked as a communication consultant for NGOs as well as for DG Press of the European Commission as a trainee. She has worked for the Promotion Department of the Greek Film Centre (International Film Markets and Festivals) for ten years and has written articles for film publications. She is an alumnus of the marketing workshops of *EAVE* (European Audiovisual Entrepreneurs), *SOFA* (School of Film Agents) and of the *Media* training course on Management and Legal Aspects of Production Companies, as well as the recipient of scholarship from the U.S. Embassy for the development of a VoD project.



**Silje Riise Naess**

**Commissioner, Feature Film & Drama Series, Norwegian Film Institute (NO)**

Silje Naess is commissioner for feature film and drama series at the Norwegian Film Institute and Norway's representative to Eurimages. Previously, she was Head of Programming at Oslo's House of Literature, which she helped establish in 2007, and also worked as a film studies consultant for The Norwegian Federation of Film Societies, marketing manager for the independent Norwegian distributor Arthaus – The Art Film Foundation and Head of Communication for The International IBSEN 2006 Centenary. She is a former president of the board of Oslo's largest film festival, Films from the South, and currently serves as a board member of the Norwegian literature festival and the Bergman Estate on Fårö Foundation.



**Lucia Recalde**

**Head of the MEDIA Unit, European Commission (EU)**

Spanish-born Lucia Recalde Langarica is Head of the "Audiovisual Industry and Media Support Programmes" Unit in the Directorate General (DG) for Communications Networks, Content and Technology (CONNECT) of the European Commission. Prior to that, she was a part of the management of the DG for Education and Culture (EAC) as Head of Unit for Higher Education, Innovation, Entrepreneurship and the EIT (the European Institute for Innovation and Technology). Ms Recalde joined the European Commission in 1995 and, until 2006, served the DG for Employment and Social Affairs in various positions. She started her career as a policy officer at the Directorate of European Affairs of the Basque Government.



**Julie-Jeanne Régnault**

**EU and Multilateral Adviser, CNC (FR)**

Julie-Jeanne Régnault is in charge of EU Affairs at the Centre National du Cinéma et de l'Image animée, the French Film Agency. The CNC is a founding Board Member of the EFADs, the European association of Film agencies, active since 2001. Julie-Jeanne coordinates the association's copyright and enforcement working group. Specialised in EU affairs, Julie-Jeanne previously worked in Brussels for 12 years, including for the European Commission. She has a Masters in EU law and EU politics and also graduated in International Relations.



**Ilse Schooneknaep**

**Researcher & Consultant, Vrije Universiteit Brussel (BE)**

Ilse Schooneknaep is a Belgian film scholar and distribution consultant. Her current research focuses on the digitalisation of film distribution and European audiovisual support mechanisms designed to boost distribution, which will be published in a doctoral thesis in January 2018. In addition to this monograph, she has presented work on audiovisual policies supporting distribution, local film funding and the introduction of the Digital Single Market at several conferences and industry events across the globe. Her research is part of the Coproduction Research Network and the Mecetes project, a collaborative research project exploring the circulation of contemporary European film and television drama. She also puts her research into practise as a distribution consultant for her own company, Finders Keepers. As a consultant, she develops distribution strategies to launch and promote films in the global and digital world and designs programs and film education events for film festivals.



**Enrico Vannucci**

**Deputy Executive Director, Eurimages (EU)**

Enrico Vannucci is the Deputy Executive Director of Eurimages, the Council of Europe's film fund. Enrico joined Eurimages at the beginning of 2017, after 15 years spent in the Council of Europe working, in particular, in the fields of human rights and local democracy. Before moving to Strasbourg, he worked for several years in the financial sector in Italy and in several other European countries. Enrico holds a Master's degree in Economics and Political Science, a Bachelor degree in Law as well as a Master of Business Administration.

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**ABOUT EUROPA DISTRIBUTION**

**Europa Distribution** is the **European network of independent film distributors**. Since its creation, Europa Distribution has accompanied and reinforced the integration and collaboration process between its members through information, brainstorming and training sessions. The network's aim is to strengthen existing European ties to improve the curation, promotion and distribution of independent films.

With **over 120 leading independent distributors representing 29 countries in Europe and beyond**, it serves as the voice of the sector and acts as a network and think tank.

**Ursula Meier** is the President of Honor of the Association. The Board of Administration, chaired by **Laurent Dutoit (Agora Films / Switzerland)**, is composed of 12 independent European distributors, representative in terms of nationality, type of structure, and cultural diversity. The list of current members is available on our website: <http://www.europa-distribution.org>



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• let's •  
TALK

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