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EURO-BALKAN FILM FESTIVAL VII edition
Rome – 6-12 November 2024

An Eurimages Producer's Guide

www.coe.int/eurimages

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EURIMAGES

The Cultural Film Fund of the Council of Europe

Upholding the
fundamental values
of our continent:
human rights
democracy
the rule of law



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Since 1989...



Supporting the European
film industry
(and beyond)

Encouraging co-operation
across borders

Promoting the concept of
co-production

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38
European
Member States

1
non-European
Member State

Canada
since 2017

 Albania	 France	 Norway
 Armenia	 Georgia	 Poland
 Austria	 Germany	 Portugal
 Belgium	 Greece	 Romania
 Bosnia and Herzegovina	 Hungary	 Serbia
 Bulgaria	 Iceland	 Slovak Republic
 Canada	 Ireland	 Slovenia
 Croatia	 Italy	 Spain
 Cyprus	 Latvia	 Sweden
 Czech Republic	 Lithuania	 Switzerland
 Denmark	 Luxembourg	 Türkiye
 Estonia	 Montenegro	 Ukraine
 Finland	 Netherlands	
	 North Macedonia	

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5

PROGRAMMES

€27.5M BUDGET

CO-PRODUCTION

Encouraging co-operation between professionals in the film sector

- Independent producers
- Fiction, animation, documentary and cross-over
- Soft loans

FILM MARKETING AND AUDIENCE DEVELOPMENT

Improving circulation and visibility of Eurimages-supported films

EXHIBITION

Increasing the programming of European films and developing a network of exhibitors

- Complementary to Creative Europe Media Programme (5 countries + 1)
- Europa Cinemas

PROMOTION

Increasing the visibility of the Fund and co-production

- Co-production Developments Awards
- Lab Project Awards
- Sponsorship and Patronage
- European Film Award for Co-production

GENDER & DIVERSITY

Reducing gender inequality and promoting access to the AV sector

- Promotion and awareness-raising activities
- Audentia Award
- Sponsorship & Residencies
- Diversity strategy

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...focus on co-production



2 495 international co-prods
since **1989** = **709** million euros

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Focus on co-production

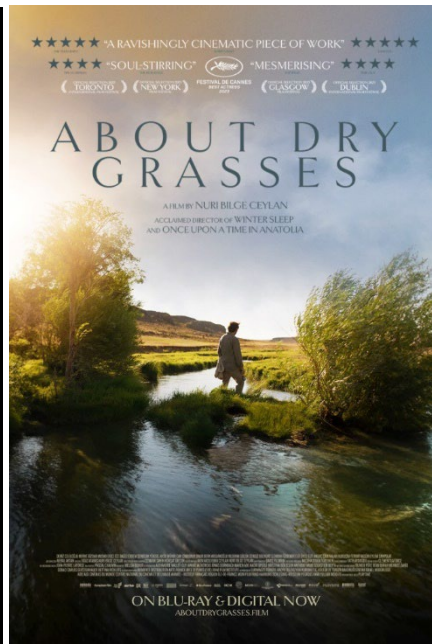
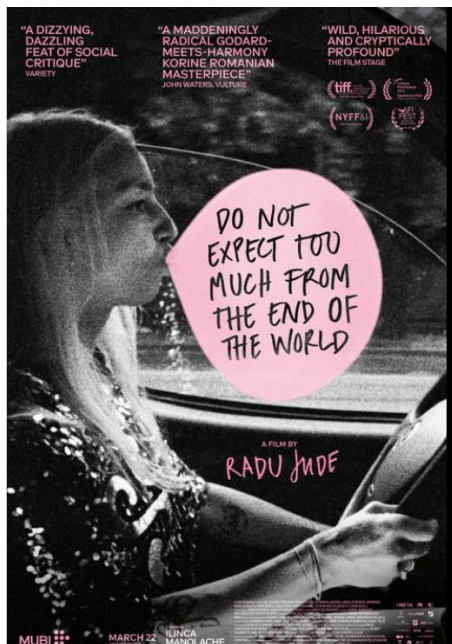
2023

94 projects supported

71 fiction features

16 documentaries

7 animated features

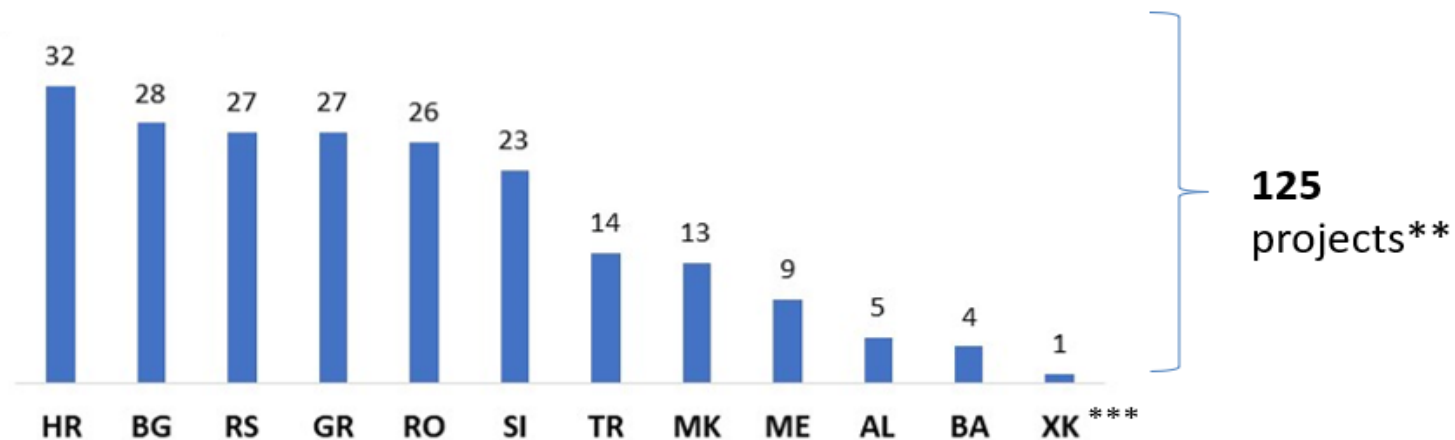


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European co-productions with Balkan countries

- Projects supported by Eurimages including co-producers from EuroBalkan countries

Nr of co-productions involving EuroBalkan co-producers, by co-producing countries (2019-2023)*



* Refers to official co-productions, including participation as minority co-producers.

** The number of total projects does not equal the sum of projects from individual countries as each film is co-produced by several countries.

*** All references to Kosovo, whether the territory, institutions or population, in this text shall be understood in full compliance with United Nation 's Security Council Resolution 1244, without prejudice to the status of Kosovo and to the positions of individual Council of Europe member States on the status of Kosovo.

Source: Eurimages

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European co-productions with Balkan countries

Top 3 most frequent interactions, by co-producing country (2019-2023)*



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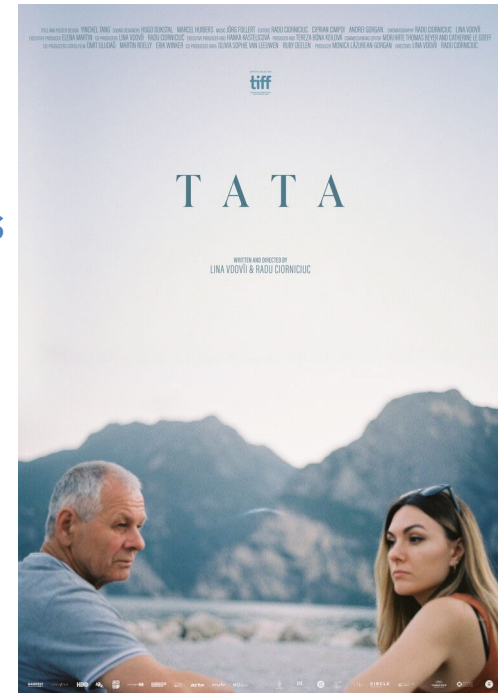
...co-production

- Supports features (fiction, docu, animation)
 - minimum 70 minutes - THEATRICAL
- Producers from at least 2 member countries
- Non-Eurimages producers 30% or less
- Subsidy - up to € 150 000 support
- Soft loan - €151 000 to max €500 000
 - limited to 17% (fiction/anim) or 25% (female directors/docs) of total cost
- "Official" co-productions
 - bilateral treaty or convention

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...co-production

- **Less than 50% shooting before evaluation**
 - 80% for character or event-driven documentaries
- **50% financing secured each country**
 - calculation includes unconfirmed Eurimages
 - must include eligible financing
- **Points test for 'Eurimages' elements**
- **Selective**
- **Application on-line**



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...selection criteria

ARTISTIC AND PRODUCTION CRITERIA

- Quality of script
- Vision and style of director
- Confirmed level of financing (and consistency)
- Creative team
- Artistic and technical cooperation
- Circulation potential
- Existence of measures for green production
- Values of COE

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...selection criteria

ARTISTIC AND PRODUCTION CRITERIA

- **Packaging: a fundamental role**
 - synopsis
 - script / treatment for documentaries
 - director's note of intent (visual approach + access + why cinema)
 - producer's note of intent
 - audiovisual materials
- **Level of development: key**
- **Previous audiovisual work of the director**
- **Good translation (of the artistic material) into EN / FR**

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Film Marketing & Audience Development

Starting points



Only films supported within the Eurimages co-production support programme are eligible for this new support



Films co-produced by all member States are eligible



Available budget remains similar to previous Distribution support programme (0.75M€ for 2024)



Consultations & inputs from

- Professional organisations
- Public organisations
- Private actors

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Film Marketing & Audience Development

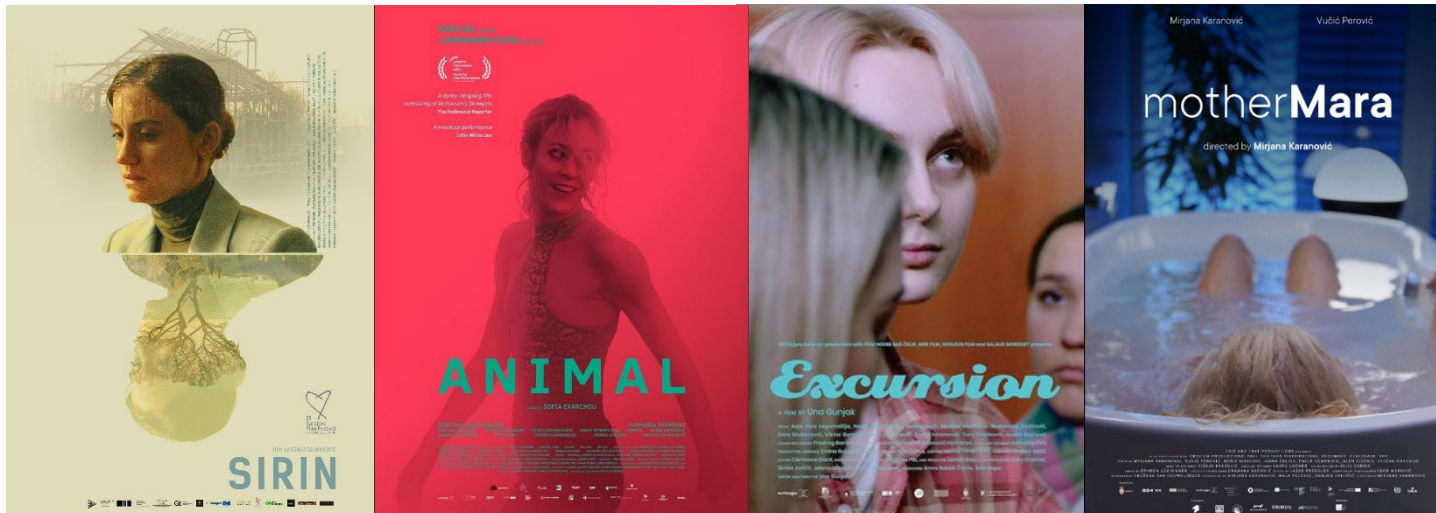
Objectives of the programme

○ General objective

To promote innovative marketing solutions aimed at developing audiences for a selection of films supported by Eurimages

○ Expected outcome

Eurimages supported films reach a wider audience in the territories where they are released



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Film Marketing & Audience Development

A film marketing support

- **For producers of Eurimages-supported co-productions**

to design from an early stage of the project innovative marketing solutions to develop an audience

- **In coordination with marketing professionals**

Sales agents, distributors, marketing and communication agencies...
that benefit the whole value chain and international & national distribution

- **For a selection of films**

that could maximise their audience and circulation potential with an additional push

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Film Marketing & Audience Development

Eligibility criteria

- already received Eurimages co-production support
- before first market presentation or festival screening
- sales agent attached to the project



Thank you!

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