



PRESS RELEASE

COLLABORATE TO INNOVATE 2023: 17 PROJECTS SELECTED FOR THE THIRD EDITION

Paris, June 27th 2023

Europa Cinemas is pleased to announce that 17 new projects have been selected for support in the framework of COLLABORATE TO INNOVATE 3rd Edition!

Initiated by Europa Cinemas with the support of Creative Europe/MEDIA in 2021, this flagship scheme aims to reward outstanding innovative and collaborative projects implemented by Europa Cinemas Network members at a national or European level. The projects supported must have a real impact on the film sector, promote the circulation and visibility of European films, develop their audiences, in particular young people, and increase the skills and competitiveness of cinemas. One of the main priorities of this scheme is also to encourage exhibitors to integrate inclusion and environmental sustainability into their approach, in consistency with Europa Cinemas ongoing efforts (the network introduced [two charters](#) in this area in 2022). Europa Cinemas' financial contribution amounts to a maximum of €100,000 per project.

As the 13 projects selected in 2022 are coming to an end and the work and results achieved are being analysed to be shared with the whole Network, 17 exciting new projects representing 99 cinemas (91 Europa Cinemas members) have been selected in 2023 as part of the third edition of COLLABORATE TO INNOVATE for a total support amount of almost €1.4 million.

With the highest number of projects supported to date, this 3rd edition represents the full diversity of the Network. Coming from 16 European countries, these 17 projects (4 international ones) cover a wide range of topics: film literacy and young audience development, technological innovation & hybrid experiences, data optimisation and digital marketing (CRM), enhanced cinema-going experience, intergenerational initiatives, as well as green practices and inclusion of marginalised audiences (people with disabilities, refugees).

“One of the core objectives of this programme is to support projects which have the potential to inspire other exhibitors in the Network and beyond” said Fatima Djoumer, Europa Cinemas newly appointed CEO. “Results and best practices from the first two editions have been presented by projects leaders during online workshops, in our various Audience Development & Innovation Labs, and at Europa Cinemas 30th Anniversary Network Conference in Paris last December, all available on our YouTube channel. Thanks to this extensive communication effort with our members, Network exhibitors are now well aware of the objectives and guidelines of the programme, and do not hesitate to seize the many opportunities offered by COLLABORATE TO INNOVATE. In this regard, the independent Selection Committee noted that applications were more robust this year, leading to a record number of 17 projects selected!”

“The European Commission supports exhibitors through the Europa Cinemas network to ensure that the cinemas across Europe remain a key environment for promoting the cultural diversity of European film and for attracting new audiences” said Lucia Recalde, Head of Unit Creative Europe MEDIA (European Commission). “In particular, COLLABORATE TO INNOVATE, with the third round of funding in 2023, provides a ground for innovative projects that aim at renewing the cinema-going experience. With 45 projects

supported since its inception, COLLABORATE TO INNOVATE has become a Research and Development resource not only for the Network and European film theatres, but for the film industry as a whole. A successful project like Cineville, an arthouse cinema subscription model from the Netherlands, has spread out through the Network and has been implemented in the framework of COLLABORATE TO INNOVATE in Belgium, Austria and now Germany. It demonstrates how the replication of a great idea and its adaptation to a different local context can drive innovation forward for the entire film ecosystem.”

LIST OF SELECTED PROJECTS 2023:

Croatia: Let's Start From 0+! (Krenimo od 0+!)

Project Coordinator: Kino Mediteran Bačvice (Split)

Partner Cinemas: Art-kino Croatia (Rijeka), Kino Sloboda (Dubrovnik), Jadran Open-Air Cinema (Dubrovnik), Kino Mediteran Bol (Bol), Kino Mediteran Supetar (Supetar), Kino Mediteran Hvar (Hvar), Kino Mediteran Lastovo (Lastovo), Kino Mediteran Imotski (Imotski), Kino Mediteran Podgora (Podgora), Kino Mediteran Makarska (Makarska)

France: Cinebox

Project Coordinator: Cinéma de la Cité (Angoulême)

Partner Cinemas: Le Méliès (Montreuil), Le Rio (Clermont-Ferrand), Le Grand Palais (Cahors)

France: Cinestream

Project Coordinator: Cinéma Le Concorde (Nantes)

Partner Cinemas: La Salamandre (Morlaix), Le Star (Strasbourg), Le Caméo Commanderie (Nancy), Le Méliès (Saint-Etienne), Le Club de l'étoile (Paris), Les Variétés (Marseille), Le Forum des Images (Paris), la Tournelle (L'haÿ-les-roses)

Germany: Implement the Cineville Subscription Model to Germany

Project Coordinator: Casablanca Filmkunsttheater (Nürnberg)

Partner Cinemas: Filmhaus Nürnberg (Nürnberg), Odeon Lichtspieltheater (Köln), OFF Broadway (Köln), Abaton (Hamburg), Zeise Hallen Kinos (Hamburg), Harmonie Freiburg (Freiburg)

Greece: Hope on the Big Screen

Project Coordinator: Trianon Filmcenter (Athens)

Partner Cinemas: Cine Argyroupoli (Argiroupoli), Dionysia (Kallithea) Cine Rex (Nafpaktos), Cine Paris (Athens), Cine Flery (Kallithea), Alexandra Chalandri (Halandri)

INT - Hungary, Croatia, Slovakia: Cinemas 4 You(th) - C4Y

Project Coordinator: Tisza Mozi (Szolnok)

Partner Cinemas: Kino Urania (Osijek), Kino Úsmev (Košice), Béke és Uránia Art Mozi (Miskolc)

Ireland: Digital Delivery for Optimal Impact; Improving our Impact on Young Audiences and European Cinema

Project Coordinator: Irish Film Institute (Dublin)

Partner Cinemas: Cinemax Bantry (Cork), Riverbank Arts Centre (Kildare), Garter Lane Arts Centre (Waterford)

Italy: Profiling Cinema

Project Coordinator: Anteo Palazzo del Cinema (Milano)

Partner Cinemas: Ariosto Anteo spazioCinema (Milano), Capitol Anteo spazioCinema (Monza), Visionario (Udine), Centrale Arthouse (Torino), Fratelli Marx (Torino), Due Giardini (Torino), Cinema Barberini (Roma), Sivori (Genova), City (Genova), Ariston (Genova)

INT - Lithuania, Croatia: Playing Cinema

Project Coordinator: Cinema Centre Romuva (Kaunas)

Partner Cinemas: Kino Gaj (Varaždin), Kino Valli (Pula)

Netherlands: Cinema+

Project Coordinator: FilmHallen (Amsterdam)

Partner Cinemas: Kino Rotterdam (Rotterdam), Kijkhuis (Amsterdam), The Movies (Amsterdam), Trianon (Leiden), FilmKoepel (Haarlem), Lido (Leiden)

Poland: Kino Bez Barrier - Edycja Polska/ Cinema Without Barriers - Polish Edition

Project Coordinator: Kino Pałacowe (Poznań)

Partner Cinemas: Kino Echo (Jarocin), Kino Nowe Horyzonty (Wrocław)

Poland: Quiet, Camera, Action! or Youth Film Code

Project Coordinator: Kino Odeon (Sochaczew)

Partner Cinemas: Kino Światowid (Elbląg), Kino Kameralne Cafe (Gdańsk)

INT - Poland, Germany, Spain: Face To Face With European Cinema

Project Coordinator: Gdynia Film Centre (Gdynia)

Partner Cinemas: Charlie Cinema (Lodz), Thalia Cinema (Potsdam), Cinema Catalunya (Terrassa), Cinema Casablanca (Valladolid), Cinema Broadway (Valladolid), Cinema Manhattan (Valladolid)

Romania: Cinema Together: Building Communities. Connecting Audience

Project Coordinator: Cinema Victoria (Cluj Napoca)

Partner Cinemas: Cinema Ateneu Iasi (Iasi), Cinema Arta (Sfantu Gheorghe)

Serbia: Euro Fest for Kids

Project Coordinator: Kombank Dvorana (Belgrade)

Partner Cinemas: Leskovacki kulturni centar (Leskovac), Kulturni centar (Gornji Milanovac)

INT - Serbia, Slovenia, Croatia, Hungary: Regional Synergy for New Cinema Going Experience

Project Coordinator: Eurocinema (Subotica)

Partner Cinemas: Belvarosi Mozi (Szeged), Kino Velebit (Koprivnica), Mestni kino Ptuj (Ptuj)

Sweden: Data Sharing: A New Way of Building Audiences for Small and Medium Sized Arthouse Cinemas

Project Coordinator: Tollereds Biograf Folkets Bio (Tollereds)

Partner Cinemas: Bio Kaskad (Bromma), Bio Roxy (Örebro), Biografen Zita (Stockholm), Borås Bio Röda Kvarn (Borås), Cnema (Norrköping), Folkets Bio Umeå (Umeå), Fyrisbiografen (Uppsala), Royal (Luleå)

EUROPA CINEMAS in 2023:

38 countries / 744 cities / 3,060 screens / 83 million admissions

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EUROPA CINEMAS – CONTACT

Fatima Djoumer, CEO, fdjoumer@europa-cinemas.org
+ 33 (0) 1 42 71 53 70 www.europa-cinemas.org

Project Coordinator - Collaborate to Innovate
Simon Briot-Romer, sbriotromer@europa-cinemas.org
+ 33 (0) 1 42 71 83 64 www.europa-cinemas.org

PRESS ENQUIRIES: CHARLES MCDONALD
charles@charlesmcdonald.co.uk +44 7785 246 377



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