



CIRCE PLUS

CAPITALIZATION ACHIEVEMENTS

JUNE 2023

PROJECT PARTNERS



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INTRODUCTION – THE CIRCE PLUS PROJECT

CIRCE PLUS capitalizes the results achieved by the project CIRCE “*Common Initiatives to pRomote CinEma across Italy-Albania-Montenegro*”, funded by the Interreg IPA CBC Italy-Albania-Montenegro 2014/2020 Programme, investing in the film industry as key strategic resource to stimulate the economic growth of Albania, Montenegro, Molise, and Puglia.

Apulia Film Commission Foundation is the lead beneficiary of this project in cooperation with one Albanian partner- the Albanian National Centre of Cinematography - one Montenegrin partner- the Film Centre of Montenegro - and one Italian partner- the Molise Region.

The overall objective of CIRCE PLUS is to enhance conditions for the growth of the audiovisual sector through cross-border initiatives able to establish a bridge among participating regions and their key actors for the realization of future collaborations and creative productions.



Thanks to CIRCE PLUS, five events among conferences, workshops and B2Bs were organized in Puglia, Albania and Montenegro, aiming at stimulating and increasing cinema knowledge and skills of participants and boosting the development of new business opportunities in the creative sector through consolidating the already existing network developed with CIRCE. SMEs working in the audiovisual sector, producers, distributors, representatives of cinema centers and other industry stakeholders coming from the Programme area will be at the same time protagonists and addressees of the project activities.

The project, with a total budget of € 89.000,00, is co-financed by the European Union under the Instrument for Pre-Accession Assistance (IPA II). It started in November 2022 and finished in June 2023.

The present document resumes the achievements of the CIRCE PLUS project.

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THE CIRCE PLUS PROJECT IN PUGLIA: 12-14 DECEMBER 2022

The activities of the project CIRCE PLUS, capitalizing the results of CIRCE "Common Initiatives to pRomote CinEma across Italy-Albania-Montenegro", started in Puglia from 12 to 14 December 2022 with the Film Forum dedicated to audiovisual key players from Puglia, Molise, Albania and Montenegro. The activity was organized by Apulia Film Commission in the frame of Apulia Film Forum (AFF) - 13th edition, taking place in Brindisi in the same days.

Following the presentation of the AFF and its activities on 12 December afternoon in the Conference Room Gino Strada of Palazzo Granafei-Nervegna, the works got to the heart on 13 and 14 December, when B2B meetings took place always in the same premises. The objective of the CIRCE Film Forum was to foster the meeting and partnerships between producers, distributors, authors and directors coming from the Programme area and beyond. The activity will develop synergies to realize film projects in co-production and, at the same time, boost Puglia as a territory for shooting their films.

21 SMEs from Italy (12), Albania (4) and Montenegro (5) took part in the event plus the representatives of CIRCE PLUS partners AFC, FCM and ANCC.



"The project is a strategic resource to stimulate the economic growth of the areas concerned and the Apulia Film Commission foundation is the lead partner – says the Director of the Apulia Film Forum Alberto La Monica – while the other partners are the National Cinematography Center of Albania, the Film Center of Montenegro and the Molise Region. The main objective is to improve conditions for the growth of the cultural industries of audiovisual services, through cross-border initiatives, capable of strengthening the link between the participating regions and bringing together the key players to launch new productions".



And Apulia Film Forum is precisely one of the main moments in which sector experts, SMEs, producers, distributors, representatives of cinematographic centers and all the operators that revolve around audiovisuals in Italy, Albania and Montenegro meet to evaluate the birth of partnerships. "We offer the opportunity for discussion to allow for the development of skills and the creation of co-productions. The success and attention of the first project give us hope and underline how much ferment there is - continues La Monica - regarding the audiovisual industry, in the areas concerned. And in fact the productions have increased as well as their quality, proved not only by the participation of many films, especially Albanian, in the most famous festivals, including foreign ones, but also by the growing appreciation from the public".

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FILM CENTRE OF MONTENEGRO



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THE CIRCE PLUS PROJECT IN MONTENEGRO: 27 FEBRUARY -1st MARCH 2023

The activities of the project CIRCE PLUS, capitalizing the results of CIRCE "Common Initiatives to pRomote CinEma across Italy-Albania-Montenegro", continued in Kotor from 27 February to 01 March 2023 in Creative Hub Kotor, which was opened in the restored former building of the Old Prison in Kotor, within the project "3C - Cross-border exchange for the development of Cultural and Creative industries". In addition to Montenegrin experts and producers in the field of cinematography, the idea was to bring together young producers, representatives of the film festivals, visual artists, distributors, creative industries, and new media from two Italian regions (Puglia and Molise), Albania, North Macedonia, Serbia, and Bosnia and Herzegovina.

The events in Montenegro consisted of workshops and one-on-one meetings, enabling the participants to establish new cooperations. The aim is to gather film artists (producers, directors, scriptwriters, etc.) from the CIRCE PLUS and Western Balkans regions to increase their knowledge of the new trends in the film industry, using the best practices achieved through the CIRCE project. The event was an opportunity to connect the modern film industry with the cultural heritage and magnificent nature of Montenegro. It also increased interaction between economic operators, especially new SMEs, and improve their communication with relevant institutions. The focus during the B2B meeting was on expanding the network of film actors and developing closer connections among those from different regions. New SMEs dealing with the film industry will get the opportunity to join already existing networks and get involved in all initiatives raised from the CIRCE project.

FCM had the official opening on 27.02.23 with special presence of representatives of the Embassy of the Republic of Italy, representatives of the Ministry of Culture of Montenegro, and Municipality Kotor. Then, one-day workshop on 28.02.23 with four modules/panels. **45 participants** attended the opening event and available workshops. Participants were representatives of Embassies, SMEs, university professors, project partners, and students. Participants were from Italy (14), Albania (5), Montenegro (17), Serbia (4) and Bosnia and Herzegovina (5). Finally, B2B meeting CIRCE Film Forum was held on 01.03.23 in the same venue and hosted **17 SMEs** from Italy (6), Albania (3), Montenegro (4), Serbia (2) and Bosnia and Herzegovina (2) who had the opportunity to connect and network with peers from the cross-border area.



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THE CIRCE PLUS PROJECT IN ALBANIA: 24-26 APRIL 2023

ANCC organized CIRCE PLUS Activities in Vlore Albania between 24th – 26th April 2023. ANCC organized a one-day workshop on the 24.04.23, with two modules, and one-day B2B meeting on 26.04.23, with two modules.

About **80 participants** attended this nation-wide conference which aim was at increasing knowledge, skills, and competences of participants regarding the Potential of using City Open Spaces for Recreative Purposes through cinematographic work in **61 Albanian Municipalities**. This unique gathering has brought together public authorities of Albania, filmmakers, cinema enthusiasts, and industry professionals to discuss, showcase, and celebrate the potential of utilizing public spaces within cities as venues for cinematic experiences, and on the other side, discuss among the professionals the potential of coproducing and distributing on the CIRCE project area. Various iconic public spaces within the city will be transformed into open-air cinemas for the screening of curated films. This allows attendees to enjoy movies in a communal setting, fostering a sense of community and cultural engagement. Panel Discussions and Keynote Speeches: The Workshop explored practical aspects of organizing film events in public spaces. This included discussions on logistics, technical requirements, and community engagement strategies to ensure successful and inclusive film screenings. Also, all the participants attended a visit to the new digitalised Cinema of Vlora thanks to the CIRCE project in a capitalisation perspective, where they also watched an Albanian movie.

About **32 SMEs** of the cinema from the region and project area (Albania, Italy, Montenegro, Serbia, and North Macedonia) attended the B2B meeting which aimed at increasing the interaction among film economic operators, especially SMEs.



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