

# Animation ThinkTank Report

## Establishment of an international co-development hub



**On 4 and 5 June 2024, the CEE Animation Think Tank took place at Animafest Zagreb. This meeting brought together representatives of the animation industry to discuss and share the current state of animation in their countries. The main focus of the event was on the challenge of establishing an international support mechanism for the joint development of animation projects – a crucial need in the industry.**

Participants provided insights into the current state of the animation industry in their home countries. An important topic was the lack of solid international support mechanisms for the joint development of animation projects. In contrast to other film formats, animation requires an extensive and demanding development process. This phase is crucial for a smooth production and a successful project completion. Co-producers and partners are involved during development, making this a crucial phase of collaboration.

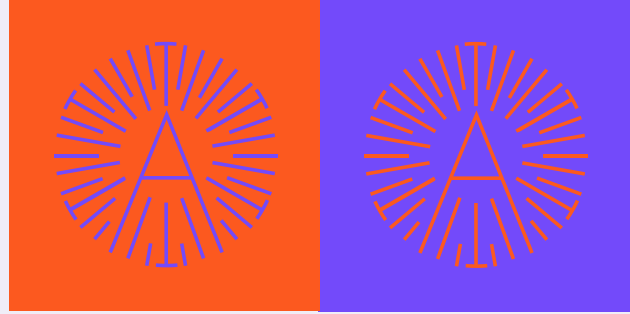
Discussions emphasised the immense benefits of international co-production, including:

- Better funding: access to funding from various sources.
- Better visibility and distribution: Greater potential for global reach.
- Collaboration: Bringing together talent and producers from different regions.
- Quality improvement: Higher quality of projects through diverse contributions.
- Capacity building: Supporting studios in developing their skills.
- Cultural exchange: Enriching the understanding of different production conditions and territories.

At the CEE Animation Think Tank, participants presented the concept of an international hub for co-development. This proposed hub has the objectives to support promising projects, to provide financial support and customised mentoring for projects in the development phase, to promote international co-operation, to facilitate collaboration between animators, producers and studios in Central and Eastern Europe, the European Union and beyond. Also, it aims to improve project development, provide resources for developing project materials, fostering international partnerships and packaging projects.

One of the goals of the co-development hub is to increase visibility: Promote projects, talents and producers at international events and in the media and provide them with the CEE Animation quality label.

# Animation ThinkTank Report



Participants agreed that it is important to continue with the detailed planning of the international co-development hub. Immediate next steps include drafting regulations and guidelines, building the structure of investors and partners of the co-development hub and execution of the implementation plan with a goal to have the mechanism operational by 2025.

This initiative is an important step towards fostering greater international co-operation and support in the animation sector and paves the way for more successful and innovative animation projects from Central and Eastern Europe, EU and beyond.

## List of attendees

Denis Alenti, Croatia

Saša Bach, Slovenia

Reinhold Bidner, Austria

Vessela Dantcheva, Bulgaria

Mladen Djukić, BIH

Martina Petrović, Croatia

Danijela Radulović, Montenegro

Jožko Rutar, Slovenia

Lado Skorin, Croatia

Tina Smrekar, Slovenia

Matija Šturm, Slovenia

Kristel Toldsepp, Estonia

Vojin Vasović, Serbia

Animation Think Tank is a part of CEE Animation Workshop, a project supported by the Creative Europe – MEDIA Programme of the European Union and co-funded by state funds and foundations and professional organisations from Slovenia, Slovakia, Poland and the Czech Republic.



SUPPORTED BY

