

DESCRIPTION FOR THE MAIN PAGE:

FilmEU Challenge: Ideation Week 2026/27

FilmEU Challenge IDEATION WEEK 2026/27 – Freedom: Your Lens, Your Voice

The FilmEU Challenge 2026/27 brings together students from eight FilmEU partner institutions to explore the theme of **Freedom** through international and interdisciplinary collaboration. Working in teams and guided by tutors, students will develop a **social impact campaign in cooperation with an NGO partner**, connecting creative practice with a real-world social issue.

The Challenge starts with **Ideation Week in Bratislava at the Film and Television Faculty of the Academy of Performing Arts in Bratislava** <https://www.vsmu.sk/en/>, where students meet their teams, explore the theme, work with their NGO partner and develop the initial concept for their campaign. The week combines workshops, lectures, teamwork, creative development and tutor feedback, and concludes with a **Creative Pitch**.

Explore the full Ideation Week programme below.

The main venue of Ideation Week is the Film and Television Faculty of the Academy of Performing Arts in Bratislava (FTF VŠMU), Svoradova 2, Bratislava. <https://www.vsmu.sk/en/>

MONDAY

8:30–9:00 – REGISTRATION

Lobby

Check in, get the information you need for the week and get ready to start the Challenge.

8:30–9:00 – TUTOR HUB

Meeting room

A short daily check-in for tutors to align on the programme, teams and priorities for the day.

9:00–10:20 – HUDDLE: Freedom Is Not a Slogan

Kino Klap

Meet the FilmEU Challenge community, discover this year's theme and get an overview of the journey ahead.

10:20–10:40 – RECHARGE: Coffee

Lobby

Take a short break, grab a coffee and reconnect before the next session.

10:40–12:00 – GROUP WORK: Meet Your Team

14 rooms

Get to know your international team, take a closer look at your selected NGO, explore each other's backgrounds, skills and creative interests, and start building the foundations for your collaboration.

12:00–13:00 – RECHARGE: Lunch

Big Atelier

Refuel, talk, connect and get ready for the afternoon programme.

13:00 – 13:30 - LECTURE: Spot versus Campaign

Kino Klap

Lecturer: Darius Miniotas

A practical introduction to thinking beyond a single audiovisual output and approaching creative work as a campaign.

This lecture is led by **Darius Miniotas**, filmmaker and Assistant at the LMTA National Film School (KIMO) in Vilnius, where he teaches **Film Directing, TV Commercial and Music Video**. He has over **12 years of experience in international advertising agencies**, including DDB, McCann Erickson and Publicis, where he worked as a **Creative Director**. His campaigns have received awards including **Silver Drum** and **Silver Arrow**, and he also has extensive directing experience across film and television.

13:30–14:00 – LECTURE: Visual Language of Freedom

Kino Klap

Lecturer: Hana Hančinová

How has **freedom been visualised throughout modern history**? This lecture explores the symbols, images, slogans and graphic languages used by protest movements to communicate ideas of freedom, dignity, equality and social change.

The session is led by **Hana Hančinová, Slovak film director and screenwriter**. Her short film **Hot Flush** won First Prize at the FilmEU Film Festival 2026 and was also nominated for the Slovak national film award **The Sun in a Net** in the Best Short Feature category.

14:00- 14:30 – HUDDLE: Activity Briefing

Kino Klap

Get your practical and creative instructions before heading out into the city with your team.

14:30–16:00 – VENTURE: Find Your Language

City of Bratislava

Step outside the classroom and explore Bratislava through a new lens. Working in your creative teams, move through the city and look for places, details, images, sounds, situations or unexpected moments that connect with your own understanding of **freedom**.

They do not have to be famous landmarks or places historically linked to the theme. The aim is to notice **whatever speaks to you** — something visual, emotional, symbolic or surprising — and collect impressions that can later inspire the language of your campaign.

19:00–20:30 – SPOTLIGHT: Campaign Night

Umelka <https://svu.sk/sk/expozicia/>

See how powerful campaigns turn ideas into messages that people remember. This evening brings together a selection of striking examples from brand campaigns, social impact, culture, activism and beyond — different approaches, different tones, different visual languages, all chosen to spark your own thinking.

The evening is hosted by **Róbert Šveda, Slovak film and television director, screenwriter and educator, and Head of the Directing Department at FTF VŠMU**. His work spans feature films, television and documentary series, including *Fetishes of the Velvet Revolution*, a documentary project exploring the symbols, stories behind a movement of the 1989 Velvet Revolution.

The evening takes place at **Umelka**, an iconic Bratislava art venue with a direct connection to the theme of **Freedom**. On 19 November 1989, artists, actors, students, activists and

dissidents gathered here in one of the key early moments of the Velvet Revolution in Slovakia.

Come for inspiration, unexpected examples and campaigns that might spark ideas for your own work.

TUESDAY

8:30–9:00 – TUTOR HUB

Meeting room

Tutors meet for a short daily check-in to share observations and align on the teams' progress.

9:00–10:00 – LECTURE: How to Build a Social Impact Campaign

Kino Klap

Lecturer: Studio Družina

How do you turn an important social issue into a campaign that people will actually notice, understand and respond to? This lecture introduces the key steps of building a social impact campaign — from understanding the NGO's real need and defining the audience to finding a strong message, creative concept and the right way to communicate it.

The session is led by **Studio Družina**, a Prague-based creative studio specialising in **ethical and socially beneficial campaigns**, particularly for NGOs, human-rights, social, environmental and cultural projects. Drawing on real campaigns and practical experience, the lecture will also look at how to communicate complex or sensitive topics creatively, how NGOs and creative teams can work effectively together, and what makes a campaign succeed — or fail.

10:00–10:20 – RECHARGE: Coffee

Lobby

Take a short break, grab a coffee and recharge for the next stage of the Challenge.

10:20–12:00 – GROUP WORK: Meet Your NGO & Create Your NGO Brief

14 rooms

Meet your NGO partner **online**, understand the real challenge behind their work and translate your conversation into a shared NGO Collaboration Brief,

12:00–13:00 – RECHARGE: Lunch

Big Atelier

Refuel, exchange impressions and prepare for the afternoon work.

13:00–14:30 – GROUP WORK: Production Limits & Start Developing Your Campaign Concept

14 rooms

Explore what is realistically possible within the Challenge production framework and begin turning your NGO brief into first campaign ideas.

13:30–14:30 – TUTOR HUB

Meeting room

Tutors review the teams' progress and align on the guidance needed for the next creative phase.

14:30–15:00 – HUDDLE: Activity Briefing

Kino Klap

Get the practical and creative instructions for the afternoon hands-on activity.

15:00–17:30 – VENTURE: Collage

Location TBC

Turn the impressions you collected during **Find Your Language** into something tangible. Using your own photographs as raw material, create a collage that captures your team's visual interpretation of **Freedom** — and perhaps even becomes the starting point for your campaign's visual identity.

This is a hands-on session: **cut, tear, glue, layer, draw, rewrite and combine**. Step away from the screen, work with your hands and let unexpected connections lead you somewhere new.

WEDNESDAY

9:00–12:00 – WORKSHOP: The Velvet Change

Staré Lýceum

In cooperation with **Post Bellum Slovakia** <https://www.postbellum.sk/30-years-after-the-fall-of-the-iron-curtain/>, an organisation dedicated to preserving the memory of the 20th century through personal stories, we invite you to experience recent history from the inside. Post Bellum's workshops use **role-play, real witness stories and simulated situations** to explore life under the communist regime, the Velvet Revolution of 1989, and the value of democracy and freedom today.

In **The Velvet Change**, you will step into the roles of people living through this period and discover how political change, censorship, civic courage and everyday choices shaped their lives. The workshop connects directly with this year's theme of **Freedom** — not as an abstract idea, but as something people had to fight for, negotiate and protect.

Staré Lýceum is a historic cultural and community venue in the heart of Bratislava, connected with education, civic life and public debate. Today, it serves as a space for culture, learning and encounters across generations and communities.

12:00–13:00 – RECHARGE: Lunch

Big Atelier

Take time to refuel and reflect before moving from historical context back into campaign development.

13:00–14:00 – LECTURE: From Idea to Campaign

Kino Klap

Lecturer: Michaela Martonová, MADE BY VACULIK <https://www.vaculik.com>

A good idea is only the beginning. This session explores how to turn a first creative spark into a **clear, coherent and convincing campaign** — how to sharpen the central idea, define the message and audience, and make sure every campaign element supports the same strategic direction.

The session is led by **Michaela Martonová, Head of Strategy at MADE BY VACULIK**, one of Slovakia's leading independent creative agencies. With more than a decade of experience in marketing, advertising and brand strategy, she has worked across sectors ranging from telecom and finance to FMCG and non-profits, and has been recognised by awards including Effie Slovakia and Young Lions Slovakia.

14:00–15:00 – GROUP WORK: Develop Your Campaign Concept

14 rooms

Work with your tutor to identify your strongest direction and begin shaping it into a focused campaign concept.

15:00–15:20 – RECHARGE: Coffee

Lobby

Step away from the work for a moment, grab a coffee and come back with fresh eyes.

15:20–16:20 – GROUP WORK: Refine Your Campaign Concept

14 rooms

Continue developing your campaign independently and make the key creative decisions that will define its direction.

15:20–16:00 – TUTOR HUB

Meeting room

Tutors compare team progress, identify potential issues and coordinate the feedback needed for the next stage.

19:00–20:00 – SPOTLIGHT: Do You Know This Movie? Quiz

KC Dunaj

In cooperation with **Peter Konečný** <https://peterkonecny.sk> and **KC Dunaj**, one of **Bratislava's best-known alternative cultural venues**, we invite you to test your film and TV knowledge in a lively quiz packed with memorable clips, surprising questions and unconventional cinematic challenges.

The quiz is created and hosted by **Peter Konečný**, founder and editor-in-chief of Kinema.sk, film critic, broadcaster and one of Slovakia's best-known film educators and popularisers.

You will compete **in your creative teams** — and the team with the highest score wins a prize.

THURSDAY

8:30–9:00 – TUTOR HUB

Meeting room

Tutors align on the final campaign-development day and identify what each team needs before moving into pitch preparation.

9:00–9:30 – GROUP WORK: Shape Your Campaign Concept & Pitch Brief

14 rooms

Review your campaign with your tutor, sharpen its core idea and agree on what needs to be communicated in the final pitch.

9:30–10:00 – GROUP WORK: Finalise Your Campaign Concept

14 rooms

Make the final creative decisions and lock the campaign concept before shifting your focus to presentation.

10:00–10:20 – RECHARGE: Coffee

Lobby

Take a short pause and recharge before turning your campaign into a pitch.

10:20–12:00 – GROUP WORK: Pitch Preparation

14 rooms

Work with your tutor to build a clear and convincing structure for your seven-minute Creative Pitch. Develop your presentation, divide speaking roles and rehearse how to communicate your campaign clearly and confidently.

12:00–13:00 – RECHARGE: Lunch

Big Atelier

Refuel before shifting from campaign development to planning your long-term international collaboration.

13:00–13:30 – LECTURE: Team Collaboration Agreement

Kino Klap

Lecturer: Mette Jellinge

Good collaboration does not happen by accident. This session introduces the **Team Collaboration Agreement** — a practical tool for setting up the way your international creative team will work together after Ideation Week.

You will look at the essential building blocks of successful collaboration: **roles and responsibilities, communication, decision-making, deadlines, meeting routines and ways of handling challenges within the team**. The goal is to create a shared framework that makes long-term online collaboration clearer, fairer and more effective.

The session is led by **Mette Jellinge, Associate Professor and Programme Coordinator at VIA University College's Department of Film & Transmedia in Aarhus**. With around 20 years of experience in film and television production, her work focuses on **producing, leadership of creative collaborations and sustainable film production** — combining hands-on industry experience with teaching and research.

13:30–14:00 – LECTURE: Working Together Online

Kino Klap

Lecturer: Jana Fratrič

Working across countries, cultures and time zones can be inspiring — but it can also make small misunderstandings grow quickly. This session looks at the **most common mistakes in online collaboration** and the practical habits that help international teams work well over time: clear communication, realistic expectations, shared rules, good meeting routines, responsibility and ways of dealing with disagreement before it becomes a problem.

The session is led by **Jana Fratrič, organisational culture and design advisor and qualitative researcher**. Her work focuses on how teams, processes, structures and organisational environments influence the way people behave and collaborate — and on identifying the hidden barriers that prevent cooperation from working as intended.

14:00–15:00 – GROUP WORK: Create Your Collaboration Agreement

14 rooms

Agree as a team on how you will communicate, make decisions, divide responsibilities and organise your work after Ideation Week.

14:00–15:00 – TUTOR HUB

Meeting room

Tutors review the teams' development and prepare for the final consultation on their collaboration plans.

15:00–15:20 – RECHARGE: Coffee

Lobby

Take a short break before the final team consultation of the day.

15:20–16:30 – GROUP WORK: Finalise Your Collaboration Agreement

14 rooms

Review your agreement with your tutor, resolve any unclear points and leave Bratislava with a realistic plan for working together online.

16:30–17:00 – HUDDLE: Feedback & Q&A

Kino Klap

Come together to reflect on the week so far, ask practical questions and clarify what comes next.

19:00–20:00 – SPOTLIGHT: Tutor Time

Location TBC

An informal evening moment for tutors to connect, exchange experiences and reflect on the Challenge together.

FRIDAY

9:00–10:00 – VENTURE: L'EXPAT + BLACK

A4 Theatre

In cooperation with Bratislava in Movement, Slovakia's largest international contemporary dance festival, we bring you two performances that connect strongly with this year's theme of Freedom. Through movement, both works explore questions of identity, belonging, emancipation, cultural memory and the freedom to define who we are.

L'EXPAT by Salim Mzé Hamadi Moissi is a dance solo about leaving, returning and living between cultures, exploring identity, belonging and the changing meaning of home.

<https://www.bratislavavpohybe.sk/en/program/salim-mze-hamadi-moissi-france-lexpat/>

BLACK by Oulouy reflects on Black identity, violence and emancipation through a powerful mix of dance, music and street styles from Africa and its diaspora.

<https://www.bratislavavpohybe.sk/en/program/oulouy-france-spain-black/>

9:00–12:00 – WORKSHOP: Samsara

Location TBC

This workshop introduces **Samsara 2.0 – the Samsara Fish Model**

<https://www.filmeu.eu/education/the-samsara-fish-model?highlight=WyJzYW1zYXJhIl0=> , FilmEU's pedagogical framework for designing creative, collaborative learning.

Through practical activities and collaborative reflection, tutors will explore how the model can support the **planning, facilitation and assessment of project-based learning**, and how its principles, methods and tools can be adapted to the FilmEU Challenge.

10:30–12:00 – GROUP WORK: Finalise Your Pitch

14 rooms

Put the finishing touches on your presentation, rehearse your seven-minute pitch and make sure the whole team is ready.

12:00–13:00 – RECHARGE: Lunch

Big Atelier

Take one last break before the final pitch preparation and presentation.

13:00–13:30 – GROUP WORK: Final Pitch Check

14 rooms

Run through your pitch with your tutor, make final adjustments and check that your campaign story is clear and convincing.

13:30–14:00 – Pitch Setup & Technical Check

Kino Klap

Presentations are loaded, technical details are checked and the room is prepared for the final pitching session.

14:00–15:20 – HUDDLE: Pitch Session / Teams 1–7

Kino Klap

Teams 1–7 present their campaigns in a **seven-minute Creative Pitch** followed by **three minutes of feedback**.

15:20–15:40 – RECHARGE: Coffee

Lobby

Recharge, exchange first impressions and get ready for the second half of the pitches.

15:40–17:00 – HUDDLE: Pitch Session / Teams 8–14

Kino Klap

Teams 8–14 present their campaigns in a **seven-minute Creative Pitch** followed by **three minutes of feedback**.

17:00–17:30 – HUDDLE: Wrap-Up & What's Next

Kino Klap

Close Ideation Week together, review what happens after Bratislava and get ready for the next phase of the FilmEU Challenge.

20:00–00:00 – SPOTLIGHT: Party Night

Bohema Bar <https://bohema.sk/world/bar/>

Celebrate the end of Ideation Week together with music, dancing and the people you have spent the week creating with.

VENUES

Main Venue – FilmEU Challenge Ideation Week

Film and Television Faculty, Academy of Performing Arts in Bratislava (FTF VŠMU)
Svoradova 2, 811 03 Bratislava

Staré Lýceum / Old Lyceum

Konventná 15, 811 03 Bratislava
From FTF VŠMU: approx. 7 min walk

KC Dunaj / Dunaj Cultural Centre

Kamenné námestie 1/A, 811 08 Bratislava
From FTF VŠMU: approx. 15–18 min walk

A4 – Space for Contemporary Culture

Karpatská 2, 811 05 Bratislava – YMCA Building

From FTF VŠMU: approx. 25 min walk

Bohema Bar

Kamenné námestie 1, 811 08 Bratislava

From FTF VŠMU: approx. 15–18 min walk

Galéria Umelka / Umelka Gallery

Dostojevského rad 4533/2, 811 09 Bratislava

From FTF VŠMU: approx. 20–25 min walk