

# Report

## FilmEU yearly internal conference (D 10.5)

WP 10 Sustainability and Dissemination

Date: 28<sup>th</sup> February 2023



film\_eu

European Universities Alliance  
for Film and Media Arts

Co-funded by the  
Erasmus+ Programme  
of the European Union



Horizon 2020

film\_e

# SUMMARY

## FILMEU YEARLY INTERNAL CONFERENCE

[Impact and Objectives](#)

## HOW TO BUILD A EUROPEAN UNIVERSITY (2021)

[The Event](#)

[Program](#)

[Community Building](#)

## QUALITY ASSURANCE FRAMEWORK FOR FILMEU (2022)

[The Event](#)

[Program](#)

[Community Building](#)

## FILMEU+ IMAGINING THE FUTURE (2023)

[The Event](#)

[Community Building](#)

## CONCLUSION

## **FILMEU YEARLY INTERNAL CONFERENCE**

### **Impact and Objectives**

The yearly internal conference is a special event that focuses on a topic of great importance to FilmEU's operations. It offers a conducive environment for team members to develop activities and enhance their knowledge. Whenever needed, experts in relevant areas are invited to participate in discussions.

Every year, the conference focuses on a specific topic that aligns with the Alliance's activities and ongoing tasks. The thorough examination of pedagogical strategies, mobility dynamics, and the field of artistic research demonstrates the dedication to promoting intellectual development and innovative exploration.

## **HOW TO BUILD A EUROPEAN UNIVERSITY (2021)**

### **The Event**

The first FilmEU Summit, held in Lisbon, was an extraordinary milestone for the Film and Media Arts Alliance. It marked a significant moment in the alliance's history, bringing together students, educators, researchers, and experts from across Europe in the field of Film and Media Arts.

Gathering in person for the first time since the alliance's inception, participants experienced the power of face-to-face interactions, networking, and learning opportunities [[Link](#)]. The first FilmEU Summit was hosted by Lusófona University (Portugal), between the 21st and 23rd of September 2021 (Fig. 1).

The program took place over four days and was filled with engaging sessions, discussions, and networking opportunities. Participants went on an intellectual journey covering a wide range of themes and activities, ultimately contributing to the enhancement of the FilmEU Alliance's mission.

The first day set the tone for the summit with the FilmEU\_RIT Kick-off presentation, followed by a screening session of student short films.

The day two began with the Academic Council closed session. The FilmEU conference renowned keynote speakers, such as Anna Valtonen and Maria Silvia Gatta, explored the cultural and creative sectors' role in post-COVID Europe. With Manuel José Damásio as moderator, participants delved into the challenges and opportunities facing the industry.

Also, the pedagogical strategies/ Samsara Model for the future FilmEU activities were presented by Érica Rodrigues, Marc Van De Walle, Linda Carroll, and Jodie Baltazar.

On the third day, the FilmEU team presented their ongoing work to their colleagues, specialists, and stakeholders. The working day was lengthy, but it allowed for in-depth discussion of the tasks accomplished and the next steps to be taken (Fig. 2/3).

**September 21st - 24th**  
Lisbon Portugal

All events will be online.  
Sessions open for the public:  
teachers, researchers, staff,  
students and everyone  
interested in film and media arts.  
Attendance is free of charge,  
but registration is needed.

**21st**  
19:00 - 19:00 (WET/ 19:00 - 19:00 (CET))  
**Kick off FilmEU\_RIT**  
(Screening on FilmEU Youtube Channel)

19:15 (WET/ 19:15 (CET))  
**FilmEU Showcase Screening**  
Sala de Cinema Fernando Lopes  
(Closed Session)

**22nd**  
9:00 (WET/ 9:00 (CET))  
**Academic Council**  
(Closed Session)

**FILMEU Conference**  
(Screening on FilmEU Youtube Channel)

19:45 - 19:50 (WET/ 19:45 - 19:50 (CET))  
**"The role of the cultural and creative sectors in the recovery of a post covid Europe"**

Key Note Speakers:  
Anna Valtanen (Aalto University, Finland)  
Maria João Gato (European Commission, DG CRECET, Communications Networks, Content & Technology, EU Unit - Audiovisual Industry & media programmes, Belgium)

Moderator:  
Manuel José Damásio (Lusitana University, Portugal)

19:00 (WET/ 19:00 (CET))  
**Presentation FilmEU Challenge - Samsara Model**

Érica Rodrigues (Lusitana University, Portugal)  
Marc Van de Walle (LUCA, Belgium)  
Linda Carroll (MCI, Austria)  
Jodie Baltazar (DFF, Hungary)

19:30 - 19:45 (WET/ 19:30 - 19:45 (CET))  
**"The CC sector in a post-covid Europe: Future challenges to Academia and the Industry"**

Welcoming speech:  
Mário Adolfo Silva (Secretary of State for Film, Audiovisual and Media, Portugal)

**Round Tables**

19:50 (WET/ 19:50 (CET))  
**Challenges to Industry**  
Mário Bernardo (Bordado, Portugal)  
Camille Pothu (DFF, Belgium)  
Csaba Káel (MFA, Hungary)

Moderator:  
Barry Dignan (RADT, Ireland)

Students Moderating:  
Suzanne Gato (RADT, Ireland)  
B Ella Espósito (LUCA, Belgium)

19:50 (WET/ 19:50 (CET))  
**Challenges to Academia**  
Dan Lohman (MFA, Estonia)  
Tari Conlon (Higher Education Authority - HEA, Ireland)  
Csaba Káel (MFA, Hungary)  
Anna Heiskanen (Aalto University, Finland)  
Paula Cunha (RRI, Portugal)

Moderator:  
Róisín O'Meara (RADT, Ireland)

Students Moderating:  
Alexandra Roucou (Lusitana University, Portugal)  
B Káel (MFA, Hungary)

19:50 (WET/ 19:50 (CET))  
**Challenges to Research**  
Nico Caporin (Charles University, Czech Republic)  
Frederic De Smet (DFF, Belgium)  
Sofia Delaport (Courtois, Belgium)  
Anna O'Brien (Maynooth University, Ireland)

Moderator:  
Walter Van der Stuyt (LUCA, Belgium)

Students Moderating:  
Anastasiya Malymchuk (Lusitana University, Portugal)  
B Cunha (DFF, Hungary)

**23rd**  
09:00 - 19:00 (WET/ 09:00 - 19:00 (CET))  
**WPs meetings**  
How to build a European University  
(Closed Session)

**24th**  
Team Work  
Working Groups Meetings  
(Closed Session)

**filmeu**  
European Universities Alliance  
for Film and Media Arts

Co-funded by the  
European Union  
and the Government of the Republic of Ireland

[www.filmeu.eu](http://www.filmeu.eu)  
Use updates about the event on Telegram  
@filmeualliance  
Ref: 101004047, ERP-EUR-UNIV-2020

Fig 1 How to build a European University Session, FilmEU Summit 2021.





**Fig. 2/ 3** How to Build a European University session. FilmEU Summit 2021.

## Program

This event celebrated creativity, fostered innovation, and encouraged collaboration that would undoubtedly shape the future of the industry. Full program below:

### 21st September

15h – 16h30 (WET)/ 16h – 17h30 (CET)

- [Kick off FilmEU\\_RIT - LINK HERE](#)

17h (WET)/ 18h (CET)

- [FilmEU Showcase Screening](#)

19h30 (WET)/ 20h30(CET)

- [Welcoming drinks](#)

### 22nd September

9h30 (WET)/ 10h30 (CET)

- [Academic Council](#) (Private Session)
- [FILMEU Conference](#)

11h45 - 12h30 (WET)/ 12h45 - 13h30 (CET) [LINK HERE](#)

“The role of the cultural and creative sectors in the recovery of a post covid Europe” –



- Key Note speakers:
  - **Anna Valtonen**  
Aalto University, Finland
  - **Maria Sílvia Gatta**  
European Commission, DG CNECT, Communications Networks, Content & Technology, I.3 Unit –  
Audiovisual Industry & media programmes, Belgium
- Moderator:  
**Manuel José Damásio**  
Lusófona University, Portugal

## 14h (WET) / 15h (CET) [LINK HERE](#)

- **Presentation FilmEU**
- **Challenge – Samsara Model**
  - **Érica Rodrigues**  
Lusófona University, Portugal
  - **Marc Van De Walle**  
LUCA, Belgium
  - **Linda Carroll**  
IADT, Ireland
  - **Jodie Baltazar**  
SZFE, Hungary

## 14h30 - 14h45 (WET)/ 15h30 - 15h45 (CET) [LINK HERE](#)

"The CCI sector in a post-covid Europe: Future challenges to Academia and the Industry"

- Welcoming speech:  
**Nuno Artur Silva**  
Secretary of State for Film, Audiovisual and Media, Portugal

## 14h50 (WET)/ 15h50 (CET) [LINK HERE](#)

Challenges to Industry

- Speakers
  - **Nuno Bernardo**  
Beactive, Portugal
  - **Camille Pollie**  
VRT, Belgium
  - **Gonçalo Galvão Teles**  
Fado Filmes, Portugal
- Moderator:  
**Barry Dignam**  
IADT, Ireland
- Students Moderating:
  - **Sophie Quin**  
IADT, Ireland
  - **Ella Esposito**  
LUCA, Belgium

## 16h30 (WET)/ 17h30 (CET) [LINK HERE](#)

Challenges to Academia

- Speakers
  - **Elen Lotman**  
BFM, Estonia

- **Tim Conlon**  
Higher Education Authority – HEA, Ireland
- **Anna Heiskanen**  
Aalto University, Finland
- **Paulo Cunha**  
UBI, Portugal
- Moderator:  
**Rónán Ó'Muirthile**  
IADT, Ireland
- Students Moderating:
  - **Alessandra Roucos**  
Lusófona University, Portugal
  - **Krisztián Kovács**  
SZFE, Hungary

**17h30 (WET)/ 18h30 (CET) [LINK HERE](#)**

#### Challenges to Research

- Speakers
  - **Nico Carpentier**  
Charles University, Czech Republic
  - **Fredo De Smet**  
VRT, Belgium
  - **Stoffel Debuysere**  
Courtisane, Belgium
  - **Anne O'Brien**  
Maynooth University, Ireland
- Moderator:  
**Veerle Van der Sluys**  
LUCA, Belgium
- Students Moderating:
  - **Anastasiya Maksymchuk**  
Lusófona University, Portugal
  - **Carina Erdmann**  
LUCA, Belgium

## 23rd September

**09h - 17h (WET) / 10h - 18h (CET)**

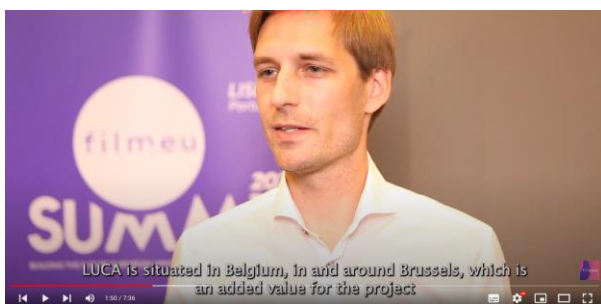
- **WPs meetings**
- **How to build a European University** (Private Session)

## Community Building

Over 120 individuals from the FilmEU team, stakeholders, experts, teachers, researchers, students, and staff attended the event. The Audiovisual team of FilmEU, comprised of film students and supervised by the Communications Office, conducted interviews with some project coordinators of the Alliance, for future archive and dissemination.



**Video 1** How to build a European University Session, FilmEU Summit 2021.  
Online on the FilmEU YouTube Channel [\[Link\]](#).



**Video 2 (top-left)** Professor Manuel José Damásio, FilmEU Coordinator (Lusófona Univ.) [\[Link\]](#).

**Video 3 (top-right)** Rónán O' Muirthile, FilmEU Project Management Board (IADT) [\[Link\]](#).

**Video 4 (right)** Simon Van Damme, Dean of LUCA School of Arts [\[Link\]](#).



## QUALITY ASSURANCE FRAMEWORK FOR FILMEU (2022)

### The event

On 23<sup>rd</sup> February 2022, FilmEU promoted the second yearly internal conference, entitled “Quality Assurance Framework for FilmEU”. This event marked a significant milestone in the alliance's ongoing efforts to enhance the quality of education, research, and innovation in the field of film and media arts across Europe (Fig. 4).

The main objective of this internal conference was to present the first draft of the potential Quality Framework that will be developed in the context of the FilmEU Alliance. The event was an opportunity to demonstrate the work in progress and provide the team with an environment of discussion around the theme. The framework is being designed to uphold and enhance the excellence of FilmEU programs while fostering collaboration and harmonization across the alliance's diverse institutions.



**Fig. 4** Quality Assurance Framework for FilmEU, dissemination material and event program.

During this phase, our associated partner EQ-Arts (<https://www.eq-arts.org>), a Quality Assurance Agency that operates in a cross-European level, focusing on the field of media arts, worked along the FilmEU team to prepare an initial framework.

### Program

The yearly internal conference agenda:

10:00 Welcoming session

Manuel José Damásio (FilmEU coordinator)

10.15 Quality Assurance Framework for FilmEU

## EQ-Arts' presentation

Dr Annie Doona  
Professor Anton Rey  
Marta Svecova

### 11.15 Discussion

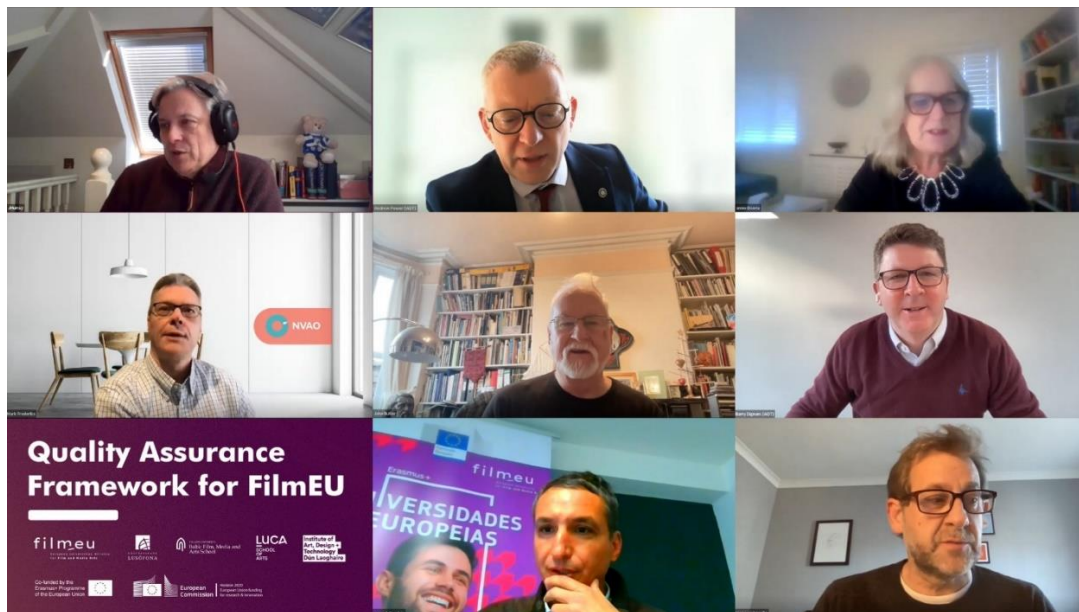
The agency EQ-Arts (<https://www.eq-arts.org>) represented by Annie Doona and John Butler presented a devised Quality Assurance Framework for the FilmEU Alliance (Table 1).

 <p>Film EU Quality Framework Presentation February 23<sup>rd</sup> 2022</p> <p>Affiliate of   Registered Agency</p>	<h3>Aim of Project</h3> <p>EQArts task is</p> <ul style="list-style-type: none"> <li>• to produce guidelines for processes and quality assurance procedures in FilmEU through the development of a Quality Framework,</li> <li>• to define indicators (KPI)/results and design the overall quality review process for FilmEU, all of them aligned with the ESG and EQ-Arts standards.</li> </ul> 
<h3>Principles 2</h3> <ul style="list-style-type: none"> <li>• There is always scope for the further enhancement and hence all processes will aim to continually improve the student learning experience.</li> <li>• Equality, Diversity and Inclusivity will be central tenets of the quality framework and will be reflected in the processes and procedures.</li> <li>• Independent external review and benchmarking against national and international standards will be an essential elements.</li> <li>• The Quality Framework will encourage and support pedagogical innovation, while recognising the uniqueness and context of disciplines, programmes and students.</li> </ul> 	<h3>THANK YOU</h3>  <p>Dr Annie Doona Professor Anton Rey Marta Svecova</p> <p>Affiliate of   <a href="http://www.eq-arts.org">www.eq-arts.org</a></p>

**Table 1** Some slides of the EQ-Arts PowerPoint presentation.

## Community Building

The internal conference held on February 23, 2022, was an occasion that underscored the importance of collaboration, transparency, and shared vision within the FilmEU alliance. With a diverse assembly of stakeholders, including members of the academic council, project manager officers, the project team, and national accreditation agencies from Portugal Ireland, Belgium and Estonia, this gathering was a testament to FilmEU's commitment to the highest standards of education, research, and innovation in the field of film and media arts (Fig. 5).



**Fig. 5** Quality Assurance Framework for FilmEU, 23<sup>rd</sup> February 2022.

## FILMEU+ IMAGINING THE FUTURE (2023)

### The Event

The enlargement of the FilmEU alliance marks a significant milestone in its journey. This signifies the alliance's commitment to providing greater opportunities for students, researchers, and educators to engage in cross-cultural, interdisciplinary, and cutting-edge initiatives.

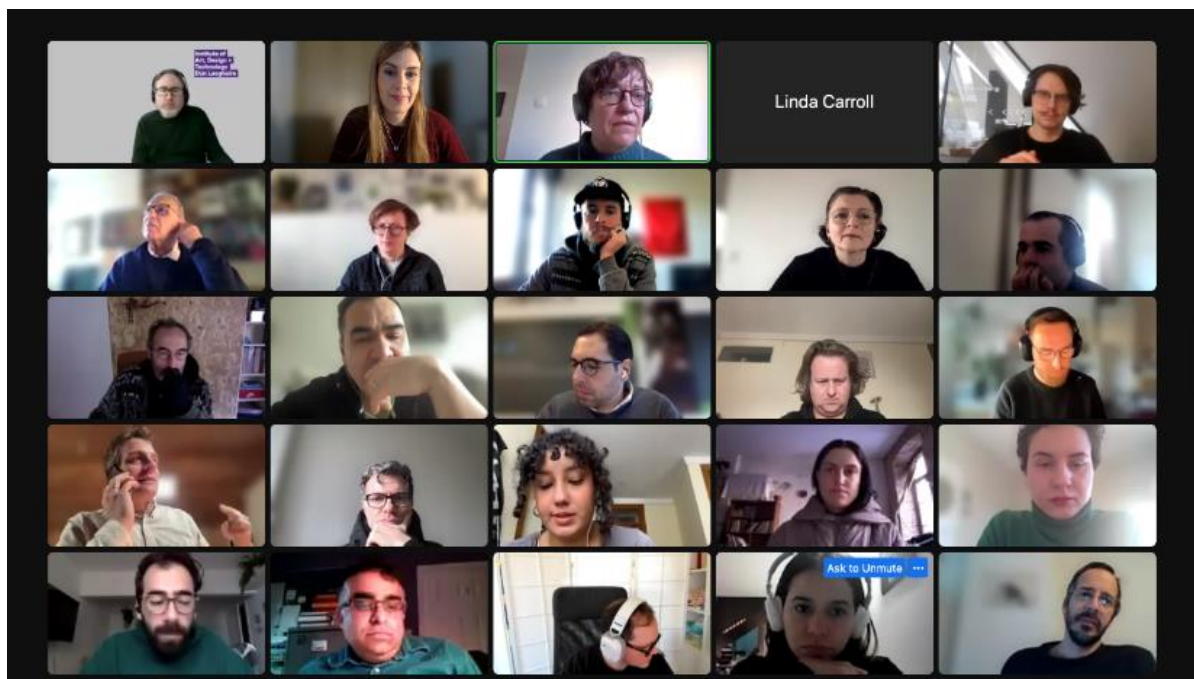
With the inclusion of new partners like VŠMU - Academy of Performing Arts, Slovakia, LMTA - The Lithuanian Academy of Music and Theatre, VIA University College, Denmark, and NATFA - The National Academy for Theatre and Film Arts "Krustyo Sarafov," Bulgaria, the FilmEU alliance is set to broaden its horizons and strengthen its mission (Fig. 6).



**Fig. 6** FilmEU+ *Imagining the Future* PowerPoint presentation.

On 11<sup>th</sup> February 2022, the FilmEU team was invited to attend the yearly internal conference, under the topic *FilmEU+ Imagining the Future*.

The conference was hosted by Lusófona University (Portugal) and more than fifty FilmEU team members were present online. As a common practice of the FilmEU procedures, the conference was recorded for the ones that weren't available (Fig. 7).



**Fig. 7** FilmEU team, screenshot, 11<sup>th</sup> February 2023.



## Community Building

Professor Manuel José Damásio, the FilmEU coordinator, led the session presentation and followed the discussion. The main topics were the ongoing activities on the work packages and the enlargement of the Alliance for the second round of funding (Fig 8).

This conference was a strategic meeting for an overview of the activities enrolled by each work package, complementary to the monthly meetings. Since it is less than a year to finish this round of tasks and deliverables, this was a strategic meeting to overview the next steps and to share the vision for the future of the FilmEU (Fig. 9).



**Fig. 8** Manuel José Damásio, FilmEU Coordinator



**Fig. 9** FilmEU new partners.

## CONCLUSION

Over the past three years, the FilmEU alliance has been diligently laying the foundation for the future European University of Film and Media Arts. These efforts have culminated in a series of internal conferences, gathering a diverse of stakeholders, external professionals, researchers, and team members, thus creating a dynamic forum for discussing and strengthening the alliance's mission.

These three internal conferences have marked significant milestones in the journey of FilmEU. In the first conference, we presented the visionary mission, outlining the ambitious objectives and goals of the alliance. Moving into the second year, we brought to the forefront the critical importance of upholding high-quality standards through the FilmEU Quality Assurance Framework. This ensured that excellence and innovation are at the core of our endeavours.

The most recent internal conference had a significant impact on the alliance's development. During the event, we informed the team members about the alliance's expansion and discussed the prospects of community building in the field of film and media arts. These conferences have played a crucial role in shaping FilmEU's identity and direction, highlighting our commitment to excellence and innovation in film and media arts education throughout Europe.

With each conference, we have collectively moved closer to establishing a European University of Film and Media Arts, strengthening FilmEU's position as a beacon of creative expression, artistic research, and interdisciplinary collaboration in the field.



Follow us on social media:

[@filmeualliance](#)

[www.filmeu.eu](http://www.filmeu.eu)

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or Erasmus Plus. Neither the European Union nor the granting authority can be held responsible for them.