

**Accommodation:****HÔTEL CASAROSE**

780, Avenue de la Mer,  
06210 Mandelieu-la-Napoule,  
Tel : 04.93.49.11.66  
Fax : 04.92.97.04.01  
[www.hotelcasarose.fr](http://www.hotelcasarose.fr)

**Venue of the working days:**

"Château de La Napoule" Mandelieu  
Mandelieu-la Napoule Côte d'Azur  
806 avenue de Cannes  
06210 Mandelieu-La Napoule  
<https://www.lnaf.org/>

**REBOOT CONSORTIUM MEETING****CANNES 14-16 May 2024**Remote participation: <https://univienna.zoom.us/j/68628647277?pwd=SDROZIJNRnZwMnINCgJtd2Njdjg4Zz09>**Tuesday 14 May 2024 - DAY 1****12:00-13:30** Arrival, Registration and Working Lunch**13:30-14:00** Bienvenue et mode d'emploi

Introductions & Overview of the Consortium Meeting Objectives  
Jean-François Trubert UCA local host  
Katharine Sarikakis UNIVIE REBOOT coordinator

**14:00-14:30** Upcoming Review Process (Vienna, July 10-11, 2024) part 1  
(part 2 to be continued in WP sessions)**14:30- 15:00** Ethics Committee Meeting  
UNIVIE and all partners**15:00-15:30** Coffee Break**15:30-17:00** Dissemination and Visibility

Identification of challenges faced in the current dissemination process

**Academic Dissemination Planning Cafe - Part 1**

current edited volume, future journal special issues, policy briefs  
UNIVIE & all partners

**DAY 1 continued****20:00****Working Dinner sponsored by SCENE****LNAF-** La Napoule Art Foundation**REBOOT-** Reviving, Boosting, Optimizing, and Transforming European Film Industry**SCENE-** *Searchable multi-dimensional Data Lakes supporting Cognitive Film Production & Distribution for the Promotion of the European Cultural Heritage***CASA CINE** -The film and music screenwriting residency**avec**

Nelcy Mercier, Director, Fondation La Napoule

Henry Clews, Advisory Board, Fondation La Napoule

Elsa Cornevin, Film Producer, Director of CasaCiné Artistic Residency

Fernando Pérez Valdès, Film realisateur

Miao Yu, Screenwriter (China)

Pascal Tessaud, Writer (France)

Julia Castro, Writer (Argentina)

Amaya Sumpsi, Writer director (Portugal, Spain)

Marisol Cao Milan, musician, Composer (Spain, Cuba)

Damian Scholl, Composer (Germany)

**Wednesday 15 May 2024 - DAY 2****9:00-10:00****Strategic Insights from the Advisory Board– Panel 1**

Highlighting the diverse expertise and experience brought by REBOOT's Advisory Board Members on creativity, market trends, and opportunities

Moderator: Antonios Vlassis

- Ufuoma Akpojivi  
*Policy, Research and Learning Lead at Advocates for International Development, UK*
- Guillaume Prieur  
*Secretary General of the French Coalition for Cultural Diversity, France*
- Juliette Prissard  
*General delegate of EUROKINEMA, Belgium*

**10:00-10:30**

Coffee Break

**PARALLEL SESSIONS**

- 10:30-11:30 Work Packages Café Workshop (Work Package 2 & 3 Meeting)**  
**WP2** – Diachronic Understandings of the 'Competitiveness' and of the 'European' in EFI (UCM)  
**WP3** – The Institutional Context of the EU Film Industry (ELIAMEP)

**PARALLEL SESSIONS**

- 11:30-12:30 Work Packages Café Workshop (Work Package 4 & 5 Meeting)**  
**WP4** – Framings and Strategies by Cinema Professionals (ULIEGE)  
**WP5** – Building the Future Competitiveness (UNIVIE)

- 12:00-13:00 Presentation of REBOOT to the Cannes Film Festival Marketplace**  
Jean-Francois Trubeaut, Katharine Sarikakis, Evangelia Psychogiopoulou, Antonios Vlassis  
Location: The Viewpoint (Lérins)  
<https://www.marchedufilm.com/schedule/?lectureId=VyPCMjlxGuSKTUmkWSIK>

- 12:30-14:00** Lunch

- 14:00-15:30 Strategic Insights from the Advisory Board– Panel 2**  
Highlighting the diverse expertise and experience brought by REBOOT's Advisory Board Members on creativity, market trends, and opportunities

Moderator: Tuuli Lähdesmäki

- Alison Beale  
*Professor Emerita Simon Fraser University, Canada*
- Rodrigo Gomez  
*Professor Universidad Autonoma Metropolitana, Mexico*
- Iris Zappe-Heller  
*Deputy director Austrian Film Institute, Austria*

- 15:30-16:00** Coffee Break

- 16:00-17:50 CLUSTER Workshop:**  
**Exploring the Creative Frontier: Generative AI in Film and the Ethical Landscape**  
*brief presentation of the cluster projects by coordinators and discussion by:*  
**REBOOT - Reviving, Boosting, Optimising, and Transforming European Film Industry**
  - AI challenge in the creative process, Jean-Francois Trubert

- Challenging copyright as we know it: the Generative AI revolution, Caterina Sganga

**SCENE** - *Searchable multi-dimensional Data Lakes supporting Cognitive Film Production & Distribution for the Promotion of the European Cultural Heritage*

- Supporting Cognitive Film Production & Distribution for the Promotion of the European Cultural Heritage using Searchable multi-dimensional Data Lakes and generative AI, Anastasios Drosou

**CRESCINE** - *Increasing the international competitiveness of the film industry in small European markets*

- Assessing the competitiveness of small European countries through multi-design research, Manuel José Damásio and Jakob Isak Nielsen

**Remote participation:** <https://meet.goto.com/950710997>

**18:00**

*Cocktail Reception sponsored by the La Napoule Art Foundation*

### Thursday, May 16, 2024 - DAY 3

**9:30-10:30** **Work Packages Café Workshop (Work Package 6 Meeting)**  
WP6 – Indicators and Recommendations (SSSA)

**10:30 - 11:15** **Strategic Insights from Advisory Board – Panel 3**  
Highlighting the diverse expertise and experience brought by REBOOT's Advisory Board Members on creativity, market trends, and opportunities

In conversation, Katharine Sarikakis (UNIVIE) and Brigid O'Shea *Documentary Consultant at Documentary Association of Europe, Germany*

**11:15-11:30** Coffee break

**11:30 -12:30** **Academic Dissemination Planning Cafe - Part 2**  
Concrete planning for academic publications  
Finnish journal on film and media studies, Comunicación y Medios,  
Art History: Anales de Historia del Arte, Journal of digital media and policy, Tecmerin.  
Revista de Ensayos Audiovisuales, Editorial board of Opinio Juris,  
Feminist media studies, International journal of media and cultural politics,  
International journal of cultural policy



*La Napoule Art Foundation* co-sponsors the meeting with the work venue and with support  
by the *Mayor of the city of Mandelieu-la Napoule*

*The University of Cote d'Azur* is our local host

Nous sommes reconnaissants pour toute aide et collégialité!