



PRESS RELEASE

Cannes: Friday 18 May 2012

Film London Secures €1.9m for EuroScreen To Develop Screen Tourism in London and Across the EU

Film London has been awarded an INTERREG IVC grant to launch **EuroScreen**, a project which aims to capitalise on the major economic and cultural opportunities presented through screen tourism, working in partnership with eight organisations in seven EU regions. The **€1.5m** grant from the highly competitive INTERREG IVC fund, plus **€400,000** match funding from all partnership organisations, provides funding for interregional co-operation. EuroScreen intends to improve the effectiveness of policies between the screen and tourism sectors within participating regions and drive growth in both sectors.

Film London is the official lead partner of EuroScreen, which will run from 2012-2014, and will work in close partnership with regional development agencies, local government, film commissions and a higher education institution: Apulia Film Commission (Italy), Bucharest – Ilfov Regional Development Agency (Romania), FTZ - Fondazzjoni Temi Zamit (Malta), RARR – Rzeszow Regional Development Agency (Poland), Municipality of Ystad and Lund University, Department of Service Management (Sweden), Maribor Development Agency (Slovenia) and Pro Malaga – Local Public Agency for Economic Development in Malaga (Spain). Film London will also be assisted by European financing and project experts Peacefulfish and Otravista to maximize delivery of the project and fully explore its potential legacy.

Adrian Wootton, Chief Executive of Film London said: “Film London has long been an advocate of the value and unlocked potential of screen tourism. We have seen visitor figures to some destinations in the capital soar after being used as a filming location on big budget movies. EuroScreen enables us to take this knowledge and experience to the next level. Working with our partners across Europe we aim

to develop feasible business strategies and bring together the production and tourism industries to the benefit of our cities and I thank INTERREG IVC for the opportunity to do this important work.”

EuroScreen’s mission is to take advantage of the screen industry as a proven catalyst for tourism development. This relates to tourism encouraged – either directly or indirectly – by a destination or attraction being viewed on screen, including film, TV, video and the internet. The project will see new collaborations between partner agencies and local SMEs to capitalize on the economic potential available when film commissions effectively work with the tourism sector. EuroScreen will also publish policy material and a baseline study as well as organise a series of events to exchange best practice and share existing knowledge and successes. EuroScreen will disseminate results of the partnership work at a conference in Malaga (Spain) in 2013 and at a final conference in London (UK) in 2014.

Thousands of films have been shot on location in London, screening to audiences of billions across the globe. Euroscreen provides a unique and exciting opportunity for London to exploit its rich film history, uniting the film and tourism sectors for the benefit of regional economies across Europe.

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Film London are in Cannes Friday 18 – Wednesday 23 May

Notes to Editors

About the INTERREG IVC

The *Interregional Cooperation Programme INTERREG IVC*, financed by the European Union’s Regional Development Fund, helps Regions of Europe work together to share experience and good practice in the areas of innovation, the knowledge economy, the environment and risk prevention. EUR 302 million is available for project funding but, more than that, a wealth of knowledge and potential solutions are also on hand for regional policy-makers.

EuroScreen is co-financed by the European Regional Development Fund and made possible by the INTERREG IVC programme

About Film London

Film London, as the capital’s film and media agency, aims to ensure London has a thriving film sector that enriches the city’s businesses and its people. The agency works with all the screen industries to sustain, promote and develop London as a major international production and film cultural capital, and it supports the development of

the city's new and emerging film-making talent. Film London is funded by the Mayor of London, the National Lottery through the BFI, and receives significant support from Arts Council England and Creative Skillset.

Film London's activities include:

- Managing the national remit for inward investment through film
- Maintaining, strengthening and promoting London and the South East's position as a film-friendly region to attract investment
- Investing in new and established talent through a range of specialised production schemes
- Boosting employment and competitiveness in the capital's film and media sectors by facilitating funding as well as supporting training and business development activities
- Maximising access to the capital's film culture by helping audiences discover film in all its diversity
- Working with a wide range of partners to promote London through the production industries
- Utilizing opportunities provided by London 2012 and its legacy to strengthen the capital's film industry and culture

www.filmlondon.org.uk

Film London also manages the **British Film Commission** through a public/private partnership which is funded by the Department for Culture, Media and Sport through the BFI. www.britishfilmcommission.org.uk

About EuroScreen partners

Apulia Film Commission (Italy): <http://www.apuliafilmcommission.it/>

Bucharest – Ilfov Regional Development Agency (Romania): <http://www.adrbi.ro/>

FTZ - Fondazzjoni Temi Zamit (Malta): www.ftz.org.mt/

RARR – Rzeszow Regional Development Agency (Poland): <http://www.rarr.rzeszow.pl/en>

Municipality of Ystad (Sweden): <http://www.ystad.se/>

Lund University, Department of Service Management (Sweden): <http://www.ism.lu.se>

Maribor Development Agency (Slovenia): www.mra.si/

Pro Malaga – Local Public Agency for Economic Development in Malaga (Spain) <http://www.promalaga.es/>