First Motion: Introducing the Baltic cross-media development LAB

Call for cross-media projects

Creative enterprises in the audiovisual sector in the Baltic Sea Region are invited to apply with pilot projects to explore possibilities in the digital markets. The development of projects will include Content development, Media Production, publishing/distribution and marketing.
The pilot production should target audiences and markets in the Baltic Sea Region itself.

We hereby challenge audiovisual creative's of all kind: filmmakers, animators, game designers, storytellers...

We will pick projects by the following criteria:

1. Innovative idea in cross-media or multi-platform strategy
2. Innovative approach to new international markets, such as local communities, city authorities, tourist industries etc
3. Convincing total package: Story, approach (target audience, funding and market strategy, follow-up plans), team

WHO SHOULD APPLY?

Creative's from the Baltic Sea Region with an innovative project idea, experimenting with content, format, market approach, multi-platform use, distribution ways or community activities

WHAT DO YOU GET?

- up to € 30.000,- development/production money
- 2 international workshop/LAB sessions for project development
- Individual mentoring by the First Motion partners
- Digital publishing and international marketing of the pilot/product

WHAT DO WE WANT?

- Highly motivated applicants who want to test future possibilities for the industry
- Applicants must produce at least one media product or prototype within the LAB phase, ending 31st of January 2011
- Applicants have to agree that their pilot/product will be published and marketed internationally, testing audiences, markets, distribution systems and business models, adding further benefit to the overall project (*1)

- All applicants must have a strong track record in at least one media industry related to audiovisual content and the strong wish to work with cross-media projects and new markets

Submission Guidelines

1. Working language will be English Applicants must own the rights to develop and produce the project in all required media. Projects can be at any stage
2. All applicants must have an established track record within their industry
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4. Applications and supplementary materials must be delivered in English
5. The projects will be developed in English or at least with English subtitles
6. Selected projects will take part at both LAB sessions, to further develop their project as part of the contract (*2)
7. All supplementary materials MUST BE delivered within the application form. Please provide relevant urls to additional materials within the application form
8. Projects should apply to the First Motion partner located closest on the list given below
9. Applicants should have a story related to the Baltic Sea Region Identity (*3)
10. All completed application forms must be received by 14 May 2010 by one of the partners with a carbon copy (cc:) sent to lab@firstmotion.eu
11. Applicants must accept an offer of a place on the Lab within one week after notification

Main Dates

26 March 2010	Call open for applications
14 May 2010	Deadline for submissions
31 May 2010	Selection process finished
04 June	Successful applicants informed
11 June	Projects have confirmed participation
12-15 July 2010	First LAB in Tallinn
Inbetween	local mentoring
02-04 October	Second LAB
31 January 2011	Prototypes ready

WHOM TO CONTACT/ WHERE TO APPLY

- choose the First Motion partner nearest to you (*4), if in doubt: send to lab@firstmotion.eu

In general	Till Hardy @ FFHSH	Tel: +49 40 39837 291	hardy@firstmotion.eu
In Denmark	Søren Poulsen @ Filmby Århus	Tel: +45 8940 4846	sp@aarhus.dk
In Estonia	Raimo Jõerand @ EFSA	Tel: +372 627 60 00	raimo@efsa.ee
In Germany	Bernd-Günther Nahm @ FFHSH	Tel: +49 431 551439	nahm@ffhsh.de
In Latvia	Ilze Gailite-Holmberg @ NFC	Tel: + 371 6735 8870	ilze.gailite@nfc.gov.lv
In Norway	David Holme @ UiA	Tel: +47 951 31 353	editor@balticuniverse.org
In Poland	Andrzej Bednarek @FSL	Tel: +48 42 634 58 80	bednarek@filmschool.lodz.pl
In Sweden	Anna Ljungmark @ Boost Hbg	Tel: +46 42-104873	anna@boosthbg.se

Please contact the First Motion partner located closest to you. Contracts will be signed with individual partners who will also do the local mentoring between workshops.

(*1) Within the overall project submitted, the applicant will produce one part of it (further referred to as prototype). The prototype has a double function: For First Motion it is used for research. For the applicant it is a basis to further develop and finance the overall project. The prototype will be used by First Motion to research and develop digital markets. To the applicant this means an additional value of digital publishing and promotion. The applicant is free to use the prototype on his own for further means. Money earned with it is repayable to the project for eight years after creation. All money earned with content based on the prototype (further content) is not repayable as all IPR stays with the applicant. They are not part of the contract signed with the First Motion partners.
(*2) The international workshops (LABs') are mandatory. Travel and accommodation will be provided by First Motion. The LABs' aim is to further develop the project and to select one part of it to be produced as prototype.
(*3) This is not obligatory, but recommended, as the pilot projects should target audiences and markets in the Baltic Sea Region itself
(*4) Please note that the application has to comply with the general regulations for allocation of support of the project partner you are applying to. (E.g. no funding for pornographic material) Please check their respective website.

To keep further in touch and stay informed visit www.firstmotion.eu and our blog at www.firstmotion.eu/blog