



United Nations
Educational, Scientific and
Cultural Organization

Rome
City
of film

Designated
UNESCO Creative City
in 2015



Rome City of Film / MONITORING REPORT
December 2019

Executive Summary:

Films and audio-visuals are iconic components of Rome's identity and vital sectors of its economy, with 4787 companies and more than 27,000 professionals (source: *Unioncamere and Fondazione Symbola, 2019*). Its immense heritage is composed of archives, images, skills, professionalism, tradition and innovation.

The Rome City of Film project aims at making this vocation available and placing the city's intellectual capital at the service of the UCCN mission and, in particular, 11th SDGs objective ("sustainable cities and communities") of the 2030 Agenda.

CONTRIBUTION CREATIVE PRODUCTION SYSTEM (ROMAN TERRITORY)		
Data 2018	Added Value	Employment
Local Economy	9,9%	8,7%
National Economy	7,1%	6,1%

Source: *Unioncamere, Fondazione Symbola, 2019*

During the first four years after its nomination, the Rome City of Film effort focused on the following 4 challenges:

- › set up new knowledge infrastructures to boost the development of the audiovisual industry in a sustainable key and create a conscious creative generation;
- › promote synergies, collaborations and opportunities for discussion and sharing knowledge;
- › build new skills - through the symbolic and evocative power of films, its stories and its artists - in order to develop responsibility, sensitivity and critical awareness towards the 17 SDGs;
- › create virtuous connections between the innovation of audiovisual languages and the urban development around the heritage of the cities of art.

These efforts have faced the complexity of a big city like Rome which has required long times, the need for a tight co-ordination, a patient networking job, the continuous search for funding.

This report highlights encouraging results: the project initiation phase envisaged in the bid book is underway, new initiatives have been set up, and new opportunities are being developed. At international level, interesting cooperation and exchanges have begun, especially in films, as well as the promotion of creative cities activities.

The coming years will be dedicated to developing actions that can revive the same challenges and partnerships in the network, especially to disseminate best practices, experimentation, ideas.

Crucial was the collaboration with the other creative cities in the network, in particular the Italian ones and those in the film cluster, which we would like to thank for their passion, guidance, generosity and availability.

General Information:

Name of the City

Rome

Country

Italy

Creative field of designation

Film

Date of Designation

December 11th, 2015

Date of submission of the current report

December 6th, 2019

Entity responsible for the report

Rome Creative City - Fondazione Cinema per Roma

Previous reports submitted and dates

none

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Team support

Supporting Bodies
of Rome City of Film



FONDAZIONE
CINEMA
PER ROMA



Contribution to the Programme's Global Management (years 2015 – 2019)

Number of UCCP Annual conferences attended:

2016 - Ostersund (Sweden),
2017 - Enghien-les-Bains (France)
2018 - Krakov and Katowice (Poland)
2019 - Fabriano (Italy)

Endorsement for Santos City of Film host Annual Conference in 2020

Monitoring report

- › Evaluation of the 2018 monitoring report of Busan and Galway

Evaluation of applications - Call 2017

- › Evaluation of nominations for City of Film - Lodz, Quingdao, Malaga, Bristol, Cali, Antalya, Terrassa

Evaluation of applications - Call 2019

- › Evaluation of nominations for City of Film - Mumbai, Sarajevo, Cataguases

Support for applications - Call 2019

- › Promoting the UCCN 2019 Call for Applications
- › Endorsement for Potsdam (meeting in Rome) and Wellington, nominated for UCCN Creative City of Film

Taking part in the surveys
«Towards a Strategy for the UCCN_UNESCO 2019»

General actions

Rome City of Film presented to UNESCO

On 28 January 2016, in Paris, meeting with the UNESCO Secretariat on the occasion of the "De Rome à Paris" film event.

›Habitat III

June 2016, collaboration with the Italian research group *Culture for Sustainable Cities*, UCCN contribution to Habitat III, Quito October 2016



›Limoges

March 2019, Presentation of a photographic book of green spaces in Rome for the project promoted by Limoges FRANCE "UNESCO Creative Cities | Call for Bids | Host City 2021 || Villes créatives de l'UNESCO Garden"



›Utrecht

February 2018, launch of the call for papers for the *Utrecht CfP International conference Urban cultures, Superdiversity & Intangible Heritage*, invitation to UCCN by the German Commission for UNESCO



Subnetwork

Participation in the meetings of the Sub Network Film, via Skype, for sharing activities and information.



Major Initiatives Implemented at the Local and City Level to Achieve the Objectives of the UCCP (years 2015 – 2019)

The MIAC project: the Italian Audio-visual and Cinema Museum

In 2017, the Istituto Luce-Cinecittà bought the historic film studios in Via Tuscolana in Rome. Production services, and digital services for the audio-visual sectors join the functions to preserve and disseminate the content of the Historic Archives, to distribute Italian debut and sophomore works, produce documentaries, promote classic and contemporary cinema abroad. The creation of this new Audiovisual Hub brings the city a new *Entertainment District*, which will also feature exhibitions, events, visits to the studios, the production of publications, audiovisual works and merchandising. One of the mainstays of the project is the MIAC - the Italian Audio-Visual and Cinema Museum, with a permanent collection and temporary exhibitions - dedicated to citizens, schools and tourists - which will illustrate the history of Italy relying on the audiovisual and photographic heritage of Istituto Luce's Historic Archives and many other archives, starting with Teche Rai, which document the technological development of the film professions over the 120 years since cinema was born. The MIAC will also feature an in-house laboratory for the preservation and restoration of films based on the original negatives, which will be visible along the museum itinerary and will serve to help pass down skills that are heading towards extinction. Training and educational workshops for adults and children will also be organized. On **14 March 2016**, at the Casa del Cinema in Rome, a Seminar was held to explore and begin work on the MIAC project, with a focus on the plan to develop International Networking activities. On **29 November 2019**, the MIAC was presented to the press (it is scheduled to open in the next few months). Lodz City of Film demonstrated interest for future exchanges of information and good practices between the MIAC and the Lodz National Centre for Film Culture.



Project E-motion Rome

The project seeks to enhance the material and immaterial cultural heritage of the historic city relying on innovative initiatives, tools and languages, both audio-visual and digital.

► **April 2016** - seminar on the Virtual Heritage, new audiovisual languages and smart cities, at the Museo Vigamus.

► **November-December 2016 / Reaction** - the social movie about your city: at the MACRO Testaccio Factory, a video-installation about the city from the perspective of the people who live in it. The format travelled to Madrid, Amsterdam and Berlin. Reaction is a social project that uses social movies as a method of narration (images filmed by common people with smartphones or video-cameras, then edited by a filmmaker) to produce new audiovisual formats, as a work of art that is updated in real time and composes a photograph in motion in real time.





MIAC



Cinecittà - Movie Set



Cinecittà - Movie Set

Project E-motion Rome

► **2017 - 2019 / Rome Video Game Lab:** Founded as a videogame festival in 2017, Let's Play, the initiative expanded and moved to Cinecittà for its 2018 and 2019 editions. The first and only event in Italy for applied games, it is a laboratory dedicated to experimentation with different languages, worlds and knowledge about gaming. The purpose is to spread the role of videogames in society and in public policies in the matter of culture, heritage, education and scientific research, environmental sustainability, to create business opportunities and introduce the "culture of videogames" as part of the audio-visual language.

With over 10,000 participants, it is addressed to young people, families, professionals, and features seminars, conferences, workshops, master classes, laboratories, entertainment, B2B, events, good practices.



► **2016 - 2019 / Isola del Cinema:** has enjoyed the patronage of Rome City of Film since 2016. A film festival on the Isola Tiberina, in 2019 it will present the new initiative Virtual Reality - Augmented Reality - Gaming for a film experience of the "Third Kind" made to spread understanding, at the disposition of the material and immaterial heritage (history-memory) open for new exploration.



► **2018 / VIDEOCITTÀ:** the 1st edition of Videocittà took place in the city of Rome with the support of ANICA. It was an initiative dedicated to dialogue and to the hybridization between the monumental and symbolic monuments of Rome and the new experiences of images in motion, in addition to innovative realities such as Virtual Reality, Video Mapping, Video Art, Youtubers. About 180,000 spectators attended over 60 events (master classes, encounters, exhibitions, laboratories, screenings).



► **2019 / Santa Croce in Gerusalemme District:** support for the project of a Multidisciplinary Cultural Hub in the area of Santa Croce in Gerusalemme in Rome, with the construction of an outdoor itinerary made of glass, interactive sculptures about personalities in cinema and music from Rome, and the creation of an exhibition area focused on the themes of cinema and tourism.



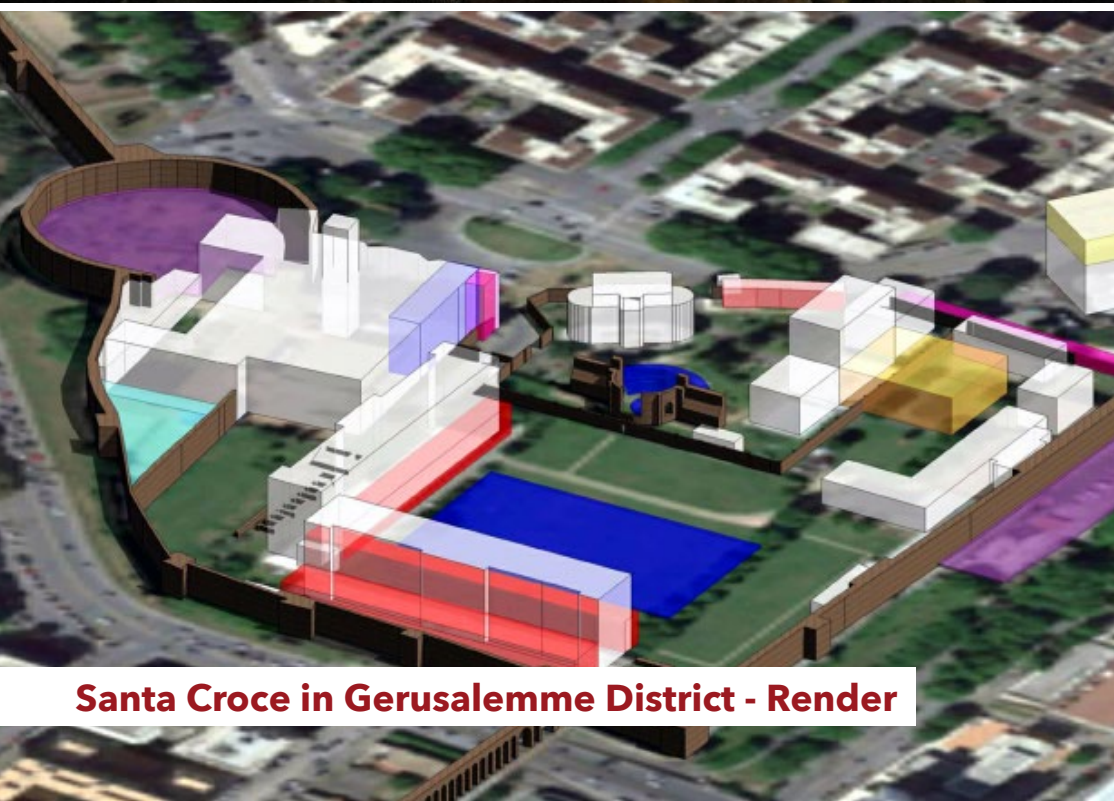
International Film Preservation School project

The project organized by Luce Cinecittà in collaboration with the Fondazione Scuola di Cinema - Centro Sperimentale di Cinematografia, Cineteca Nazionale and ICRCPAL, awaits the construction of the laboratory for the physical restoration of films as soon as the MIAC opens at Cinecittà. In the meantime, on **October 21st 2016** the Centro Sperimentale di Cinematografia organized the International Workshop titled "Scuola Internazionale di conservazione e restauro delle Pellicole Cinematografiche - Training and Memory: preserving Italian cinema". Between **2017** and **2018** the CSC involved the Regione Puglia in the construction of a digital laboratory in Lecce, a centre of excellence for training in restoration work, and a service centre for the preservation of the Audio-Visual Heritage of institutions in Italy, Europe and the countries around the Mediterranean Sea in particular.





Videocittà



Santa Croce in Gerusalemme District - Render



Isola del Cinema



Video Game Lab



Arena Forlanini - CityFest

Audiovisual Employment Observatory project

The project, organized by the Scuola di Cinema G.M. Volonté, is still in the incubation phase as it awaits the necessary public funding from the Regione Lazio. On November 14th 2016 at the Mercati di Traiano in Rome, a seminar was held to define methodologies and priorities. In March 2017, Asfor completed the research study titled *HUMAN CAPITAL: The dynamics of the professional community in the cinema and audio-visual fields: new skills and educational requirements*.



Platform of Audio-visual Archives project

► This action seeks to establish a common development methodology for an international digital platform of the film Archives of the Creative Cities. On **March 31st 2016**, at the ICBSA Auditorium, a public Seminar was held to discuss the Archives Platform, involving the AAMOD Fondazione Archivio Audiovisivo Movimento Operaio Democratico, in collaboration with CSC, Luce Cinecittà, Rai Teche, ICBSA. In **2017**, AAMOD renovated its website and aligned the audiovisual languages with an Open Source platform to manage documents to handle and study the heritage in the digital archives. The platform is shared with the Portal of Luce Cinecittà, which since 2001 has made its own archives, metadata and digital resources publicly accessible (common back office, separate front end, more Youtube channel, first network system for the enhancement of non-fiction cinema). Since 2013, Luce's historic archives have been included in the UNESCO Memory of the World register. The Cineteca Nazionale also acquired its own more specific system to handle repertory material. AAMOD has launched the Zavattini Award, with Luce, which is now in its 3rd edition. It is addressed to young people between the ages of 18 and 35 who present a project for a documentary film, 15 minutes long, that in part uses film material from the Fondazione AAMOD and its archive partners. There is discussion about digitizing the archives of the Casa del Cinema for access to the film and historic heritage of the city.



Participatory processes for the future of the Nuovo Cinema Aquila

► **October/December 2016** - the city of Rome has organized a participatory process titled *Co' Roma* for the management of the Nuovo Cinema Aquila, in the Pigneto district of Rome, a theatre confiscated from organized crime. The process directly involved the potential citizen users of the movie theatre. Following a careful analysis of the district's social and economic situation and the scenario of cinema in the city, a process was designed to bring together the needs and expectations of the people in the district and beyond, with existing projects in the region and attention to those segments of the population that are less active from a civil point of view. New forms of debate and elaboration were tested to engage the city administration, "special interests" organized in formal or informal groups and individual citizens. The process took place over a weekend, open to everyone, focused on getting to know the district, which was followed by workshops, encounters, and online discussions. The end of the process produced the vision of the Nuovo Cinema Aquila as a movie theatre and a vital cultural centre for building relations and social networks across the region, a place for cultural production and a gathering space that will generate social innovation.





CSC - National Film School



Volontè Film School



AAMOD Archives

Specific projects on the 17 SDGs

► **2016 Open House Roma:** conceived by a group of architects, artists and video-makers oriented towards socio-cultural innovation. About 200 sites from every era, usually inaccessible, have been opened to the public, offering guided tours with free admission. House Roma is part of the international Open House Worldwide network, headquartered in London.



► **January 2019 / Rebirth Forum Roma:** participation in the first Rebirth Forum Roma at the Macro Asilo, to delineate responsible sustainable practices and projects, that comply with the standards of Arte della Demopraxia as developed by artist Michelangelo Pistoletto, a practice of widespread bottom up governance that adopts the 17 SDGs from the United Nation's Agenda 2030, to define the primary fields of action in relation to the needs of the territory.



► **June 2019 / Festival of Sustainable Development:** in the frame of the festival promoted by the Italian Alliance for Sustainable Development (ASviS), organization of the event "Cinema Goes Green!", focused on sustainability and environmental protection within the cinema supply chain, to be held at the Casa del Cinema, in collaboration with the Roma Lazio Film Commission.





Nuovo Cinema Aquila



Cinema goes Green - Casa del Cinema

Major Initiatives implemented through inter-city and international cooperation to achieve the objectives of the UCCP

Relations with UNESCO international creative cities

Exchanges, sharing information and opportunities, sharing films and good practices

- › **San Cristobal de Las Casas (Mexico) - Creative City of Art & Craftworks:** June 2018, visit to Rome by the Mexican delegation to initiate collaborative efforts to foster exchanges, hospitality and artistic residencies for filmmakers, cooperation with the Festival Saberes & Sabores and with filmmakers, sharing impact indicators.
- › **Bitola (Macedonia) - Creative City of Film:** November 2018, endorsement for the UNESCO Forum on Creative Film Cities: “The Role of Innovation and Education in the Local Development of Cities”, to be held in Bitola in July 2019, featuring the film *Una giornata particolare (A Special Day)* by Ettore Scola restored by the CSC.
- › **Sidney (Australia) - Creative City of Film:** November 2018, participation in the international conference *360 Vision - VR Development Day* focusing on the new technological avant-gardes of virtual reality and augmented reality, applied to the audio-visual industry.
- › **Nottingham (UK) - Creative City of Literature:** March 2018, the Centro Sperimentale di Cinematografia in Rome hosted teachers and students from the Design for Film and TV course at Trent University in Nottingham (UK). Rome City of Film also disseminated through its own media channels, the event *Transnational Radical Film Cultures: An International Conference on Film, Aesthetics and Politics* held at the University of Nottingham.
- › **Dundee (UK) - Creative City of Design:** September 2017, endorsement for the nomination of Dundee as European Capital of Culture 2023.
- › **Qingdao (China) - Creative City of Film:** June 2017 - participation in the 14th Asia Media Summit and Creative Cities Development Forum - Qingdao; in October 2017 a delegation from Qingdao visited Rome City of Film.
- › **Paducah (USA) - Creative City of Art & Craftworks:** September 2018 - submission of the short film *Due piedi sinistri* by I. Salvetti to the Paducah River’s Edge International Film Festival.

►Bradford (UK) - Creative City of Film

Bradford supported the candidacy of Rome City of Film in 2015.

In 2017, the short film *Due piedi sinistri* by I. Salvetti won the "Best Individual Story in a City" award at the Small World Film Festival in Bradford.

In 2019, for the 10th anniversary of Bradford City of Film, the video of Macro Asilo, an experimental project by the City of Rome, was presented at the Rome Film Fest, in which the Macro Museum becomes a veritable living organism, hospitable and relational, encouraging people, skills and disciplines - including cinema - to cooperate in a logic of openness and constant participation by the city.

Rome participates with an expert in the drafting of the Blue Book of Film.

►**Santos (Brazil) - Creative City of Film:** July 2017 - Rome participated with the short films *Sotto casa* by A. Lauria and *Due piedi sinistri* by I. Salvetti, in cooperation with Bradford, at the Creative Cities Short Film Festival, a central activity of the 2017 Santos Coffee Festival.

September 2017 - the film *Sotto Casa*, thanks to Santos, went to the Creative Cities Film Festival in Antalya (Turkey), 54th edition.

November 2018 - in collaboration with Santos, the film *Sotto casa* was presented at the *João Pessoa (Brazil) - Creative City of Art & Craftworks*.

►**Busan (Korea) - Creative City of Film:** 12-14 May 2017 - participation with two short films, *Panorama* by G. Abbate and *How Save Your Darling* by L. Caggiano at the Busan Intercity Film Festival.

February 2019 - dissemination of the call for the Busan Film Production Residency (8 films collected for the selection) and promotion of the Busan Intercity Film Festival "Our CITY" which hosted the young filmmaker A. Pescetta for 3 weeks in Busan.

February 2019 - Rome participated in the BIKY Poster Drawing Contest! for the 14th edition of the "Busan Kid & Youth Film Festival" (BIKY), to give young audiences the opportunity to take part in the Festival by participating in the graphic development of the poster. For this purpose, a Drawing workshop titled "Mi piace giocare" was organized at the Macro Museum, for children between the ages of 5 and 12. The drawing sent by Rome to Busan is "Let's Create!" by Vasken Angelo Cristell (born in Rome 5/7/2007).

►**Galway (Ireland) - Creative City of Film:** April 2017 - student exchange between the Centre for Creative Arts & Media (Galway-Mayo Institute of Technology) and the Centro Sperimentale di Cinematografia (National Film Centre). A delegation from the Galway Film Centre visited Rome, attending seminars and participating in the Irish Film Fest in Rome, visiting Cinecittà, the Scuola di Cinema and the Casa del Cinema.

June 2018 - Promotion of the *One Minute Film Festival at Galway Film Fleadh*. Endorsement of the *Creative Enterprise West (CREW)* project conceived by the Western Development Commission, the Galway Mayo Institute of Technology, the Galway Film Centre and the Galway City Council. The project focuses on a hub of new



businesses in the sectors with the highest technological innovation, such as the audio-visual, video-game, VOD (Video on Demand), VR/AR (Virtual reality/Augmented reality) industries.

October 2018 - a delegation from Galway City of Film visited Videocittà and Luce Cinecittà to reinforce the partnership between the CREW project and VideoGameLab, and organize the exchange of short films with *Le Bestevem* (a cultural association working on research into new models of ideation, production and distribution of audio-visual works, a guest of Videocittà).

October 2018 - Galway was the site of the Kick Off Meeting for the CAST-Creative Accelerators for Sustainable Tourism project, approved as part of the call for *European Incubation Networks for Creativity-Driven Innovation*, funded by COSME 2014-2020, the European programme for the development of small and medium-size businesses. Lazio Innova is a partner in the initiative.

May 2019 - a delegate from Galway took part in the Roma VideoGame Lab.

Relations with the Italian UNESCO Creative Cities

► **Fabriano (Italy) - Creative City of Art & Craftworks:** 2017 and 2018, Rome supports the Fabriano Film Fest. 2019 - support in organizing the UCCN Annual Conference 2019 in Fabriano, in particular in planning the Cluster film pavilion in collaboration with the bodies that support Rome City of Film and the Sub Networking Film Cities UNESCO.

► **Parma (Italy) - Creative City of Gastronomy:** June 2017, submission of materials for the GolaGola! Food and People Festival and collaboration in the project "Days of Bread - Extended" presented by ITKIUS, Krakow City of Literature and Tucson City of Gastronomy, to connect the People and Cultures of 72 Countries of the UCCN.

► **Torino (Italy) - Creative City of Design:** May 2017 - at the Salone del Libro, encounter *Dal Design alle Città Creative* in preparation for Torino City of Design 2017 to understand how a design approach can be an effective method for the development of contemporary cities in terms of creative production, sustainability and social innovation, together with the creative cities of Bologna, Parma, Fabriano.

September 2018 - Participation in Torino Design of the City 2018 on the theme "The accessibility of cultural content, in reference to the audio-visual industry" with the purpose of building the conditions for a democratic enjoyment of culture as social innovation (screenings accessible to disadvantaged subjects or people with sensory disabilities).

► **Carrara (Italy) - Creative City of Art & Craftworks:** 2018 - promotion of the IV Edition of the International Award for Young Marble Sculptors, titled PREMIO CARRARA CITTA' CREATIVA, organized by the Federazione Italiana dei Club e dei Centri for UNESCO, in collaboration with the city of Carrara.



› **Coordinating committee of the Italian UNESCO Creative Cities:** In October 2016, a protocol of intent instituted the *Coordination Department of Italian Creative Cities - UNESCO* to support the international UCCN network, develop collaborations between cities, consolidate itself as a national hub for creativity and as a platform for thought and research, to encourage membership in the UCCN of other Italian cities and the interaction within their own territories as part of the activities of the Creative Cities and the UNESCO Sites for the development of innovative projects that bring together the cultural heritage and creativity.

The team of Rome City of Film has participated in all the meetings called by the Coordination department.



Creative Europe Projects

› **March 2018** Presentation of the project on film literacy and education concerning the film heritage titled *CINECITY: teenagers' eyes on urban transformation* as part of the CREATIVE EUROPE - Media - Film Education Programme, Team project: Istituto Luce Cinecittà Roma I (applicant), Centro Sperimentale di Cinematografia Roma IT, Bradford College Bradford (City of Film) UK, Galway Resource Film Centre (City of Film) Galway IR, Universidade Catolica Portuguesa Film School, Lisboa P.



Project Rome-Creative Communities

The action *Cine-Creative Communities* produced the Cinedays at Rome City of Film, annual events held during the Rome Film Fest which first began during the application process in 2015, in the form of talks with personal testimonies and the exchange of best practices on themes that bring together the audio-visual industry, the urban dimension and sustainability (17 SDGs). In collaboration with the Coordinating Committee of the Italian UNESCO Creative Cities Closing event of 2018 organized by the Italian Alliance for Sustainable Development (ASviS).

20 October 2016 - Museo Nazionale Romano, Palazzo Massimo - Theme: cinema and sustainable urban development.

- *Public policies to make creativity a driver for the development of the city and the territory.*
- *The experience of UNESCO Creative Cities*
- *Cinema, new languages, new technologies, the relationship with the territory, as tools to promote the creative city and economic development*

31 October 2017 MAXXI Museum - Theme: Creative cities: impact, policies and forms of cooperation

- *The impact of creative cities*
- *Policies of cities with a vocation for filmmaking*
- *Forms of cooperation between creative cities*

23 October 2018 MAXXI Museum - Theme: Urban storytelling in creative cities

- *The narration of the UCCN Creative Cities*
- *Cinema talks about the urban dimension*
- *Storytelling, participatory processes, immersive experiences*

23 October 2019 MAXXI Museum - Theme: Rome City of Film for Sustainable Development

Concrete actions in the film industry's supply chain to help sustainability and fight against climate change
What cinema and its narratives can do to raise awareness on environmental issues

International speeches and UCCP: Galway City of Film, Bologna City of Music, Milano City of Literature, Fabriano City of Art & Craftworks, Torino City of Design, Parma City of Gastronomy, Santos City of Film, Terrassa City of Film, Bradford City of Film, Guild of Media Arts of York, Lodz Creative City of Film.



Cinedays

2019



14^A
FESTA DEL CINEMA
DI ROMA

Rome City of Film
per lo sviluppo sostenibile

*Rome City of Film for the
Sustainable Development*



Proposed Action Plan for the forthcoming Mid-Term Period of four years

6.1 Actions focused to reach the objectives at a local level

The envisioned actions revolve around the idea of developing three hubs to channel activities, processes, encounters.

›Rome Film Fest

The Rome Film Fest is an event structured as a film festival open to the entire city, that since 2006 has been held at the Auditorium Parco della Musica in Rome, and extends to many other urban spaces. It presents screenings and previews of international films, encounters with film personalities, lectures, film series and retrospectives. It involves all the national and international bodies of cinema in addition to institutions and other subjects from civil society, and is addressed to every segment of society. The goal is to take advantage of media and system capacities, the diffusion throughout the city and the strong presence of participants and international personalities in film to organize initiatives focusing on UCCP themes and on the 17 SDGs. It can count on the international sidebar Alice nella Città (International Young Adults & Family Film Festival) dedicated to the younger generations of viewers and to families, with special educational attention to the themes of social inclusion, cohesion and gender equality.

›Cityfest

This will be a container for initiatives and events related to the audio-visual industry, with the participation of personalities from the world of art and culture, organized year-long in collaboration with institutions, bodies dealing with cinema and the most important local, natural and international cultural realities (screenings, encounters, documentaries, lectio magistralis). It involves the entire territory of Rome and the Region (suburbs, movie theatres, libraries, Universities, MAXXI Museum) and is related to the ARENA FORLANINI, the city's summer film programme. In this case too, the purpose is to expand the sphere of opportunities by providing initiatives that will address the themes of the Network and the SDGs, but will also make it possible to involve other UCCP creative sectors such as Literature, Music and Media Arts, given the open and inclusive nature of this container.

From 2015 to 2018, the Rome Film Fest and Cityfest have presented over 90 feature films on themes involving the 17 SDGs.

›MIA International Audiovisual Market

MIA is a hub that encourages networking, co-production, film and film rights sales, scouting with *mastermind* events for film, drama series, documentaries. An opportunity for meetings between buyers and sellers, it includes content showcases for international diffusion with screenings and showcases of content in progress, including *What's Next Italy*; *Greenlit*, a session called MIA|Drama in which to discover higher level series co-produced by Italy, *Italians Doc it Better*, to promote Italian DOCs and the creation of original content. Of particular importance are the Co-production Market and Pitching Forum, the free guided networking and the focus on European and international countries with conferences/debates about the industry. The participants generally number around 2000 (producers, editors, agents, buyers) from about 60 countries. Its goal is to develop the creative film industry as a fertile and productive ground for the themes of creative cities.



6.2 Actions to achieve the goals of the Network at the international level

›Measuring the impact produced by creative cities with regard to the SDGs.

The action intends to propose, in a test with the cities of the Film cluster and later as a good practice for other cities in the network, a system of indicators and metrics to measure the results of the actions by UCCP creative cities with respect to the 17 SDGs. It involves all private and public subjects of the territory as the object of the investigation. The goal is to develop a “tailor-made” methodology that can adapt to the different typologies of cities, and to measure the impact of the proposed activity. The action is scheduled for the period between 2020 and 2021.

›Cinedays

The intention is to reinforce and consolidate the successful experience of Cinedays, an opportunity for an encounter between the city and international creative cities from the film and other clusters concerning key issues for the city, for sustainability and the question of how creative activities can make a real contribution. The benefits will go to citizens, public opinion, and central and other institutions. The expected results are relative primarily to the production of practical proposals and ideas. This will be an annual action.

›Cinema Green

This action intends to develop a manifesto regarding the sustainability of film productions and the audio-visual supply chains with impact, based on a series of good practices (Edison protocol), and gathering contributions and suggestions by involving other cities in the FILM cluster. The goal is to present the final document to be shared internationally during the Annual Conference (presumably in 2022). It involves subjects in the audio-visual industry.

6.3 Annual budget for implementing the plan

The annual budget for the plan is around 80 thousand euro which includes the costs of staff, expenses for the initiative, promotion and participation in the activities of the network.

6.4 Planning promotion

To plan will reinforce existing communication tools (website, social media, mass mailing) along with the possibility of fully exploiting the means, channels and communication resources of Rome City of Film, MIA and Cityfest (the press in particular).





Rome Film Fest



MIA - International Audiovisual Market



CityFest



Alice nella città