

PRESS RELEASE

The third Animar_BCN congress will bring together some 60 European organisations linked to the animation industry in Barcelona

- The European Animation Convention will be held between 26 and 28 November
- The impact of artificial intelligence on the industry, and the drive towards sustainable animation will be merely a couple of the topics up for debate in Barcelona

Barcelona, 22 November 2024 - Barcelona will become the European capital of animation for the third year running between 26 and 28 November. Once again, the city will be hosting [Animar_BCN](#), the European Animation Convention. The meeting will attract some 90 delegates representing 60 European organisations from the industry, including associations and federations of producers, public policy-makers, investment funds and broadcasters. The aim is to analyse European animation, encompassing the sector's entire value chain and all European territories. A total of 24 European countries will be represented.

Animar_BCN arose from an initiative of the Spanish Federation of Audiovisual Producers (PROA) and ProAnimats and is a platform for debating and promoting the competitiveness, cooperation and visibility of European animation. It has been held since 2022 and is now in its third edition.

One of the key features of this year's event will be the debate on the impact of artificial intelligence on the industry. The effect on the intellectual property of works, processes and professionals will be the focus of a working group moderated by Lucía Recalde, Head of the Creative Europe Unit, MEDIA, DG CONNECT – Communications Networks, Content and Technology – of the European Commission, and Moe Honan, Vice Chairwoman of Animation in Europe.

Industry stakeholders will also be reflecting on green animation. They will be analysing the environmental sustainability initiatives being applied in the sector and will assess the possibility of attaining a European standard. This working group

will be moderated by Carlota Guerrero, Manager of the Catalunya Film Commission and EUFCN Co-President, and Dirk Beinhold, Vice Chairman of Animation in Europe.

A third working group will focus on the legal framework of European animation works. It will address the implementation of the AVMSD (Audiovisual Media Services Directive) and other European directives that influence the definition of “independent production company” or “European work” and the retention of intellectual property, among other aspects. The group will be co-moderated by Els Hendrix, Executive Director – Federal Government Commissioner for Culture and the Media. BKM, and Philippe Alessandri, Chairman of Animation in Europe.

The promotion of European animation co-productions will be another topic up for debate, focusing particularly on public funding programmes, minority and pan-European co-productions, and tax incentives. This discussion will be moderated by Alex Traila, Pilot Programme for Series Co-production - Programme Manager Eurimages, Council of Europe, and Iván Ajenjo, Vice Chairman of Animation in Europe.

To explore this topic further, Animar_BCN will be hosting an event open to professionals, entitled “Let’s talk Europe”, which will analyse the weight of European co-production of both cinematographic and non-cinematographic works. To this end, it will demonstrate how producers, distributors, channels and institutions from all over Europe measure the success of these types of collaborations. The case studies of the film *Rock Bottom* (with its producers Alba Sotorra and Robert Jaszczurowski) and *DeAPlaneta* (with its Content and Distribution Director, Carlos Biern) will be discussed. This session, presented by the Treasurer of Animation in Europe, Pablo Jordi, will also feature the participation of Alessia Sonaglioni, Programme Manager at Pilot Programme for Series Co-Productions, Council of Europe; Patricia Hidalgo, Director of Children's & Education at the BBC; Yago Fandiño, Clan and Children Content Director at RTVE; Andrea Basilio, Head of Children's Content at RTP; Martin Engelhardt Hansen, Director of Business Affairs at DR; Todor Ignatov, Head of Cinema and foreign programs department at BNT, and Muntsa Tarrés, Executive Producer Children's and animation co-productions at 3CAT.

The conclusions of the four working groups will be shared at a public session to be held on the morning of Thursday 28 November in the Lecture Hall of Blanquerna-Ramon Llull University. The session will be facilitated by Cristina Angelucci, editor of the *European Animation Journal*. [Registration required for attendance.](#)

Animar_BCN is an initiative by PROA (Federation of Audiovisual Producers) and ProAnimats with the support of the ICEX España Exportación e Inversiones, the ICEC (Institut Català de les Empreses Culturals), the Ministry of Culture, the ICAA (Instituto de la Cinematografía y de las Artes Audiovisuales), the Barcelona City Council and Animation in Europe, as well as the collaboration of CEE Animation, DSAFI, the European Animation Journal, Blanquerna-Ramon Llull University and DIBOOS.

The organisations represented include ASIFA AUSTRIA (Association Internationale du Film d'Animation); UPFF (Union des Producteurs Francophones de Films & Séries); WALLIMAGES; SCREEN BRUSSELS; VOFTP (Flemish Audiovisual Producers' Association); ABAP (Bulgarian Animation Producers); NFC (Bulgarian National Film Center); BNT (Bulgarian National Television); HRUP (Croatian Producers Association); CAA (Cyprus Animation Association); Ministry of Culture, Republic of Cyprus; ASAF (Association of Czech Animation Film); Czech Film Fund; Producentforeningen; Animation Denmark; DR (Danish Broadcasting Corporation); DFI (Danish Film Institute); Estonian Animation Association; Estonian Film Institute; APFI (Audiovisual Producers Finland); AVEK Audiovisual Centre; AnimFrance (Syndicat des Producteurs de Films d'Animation); Ministère de la Culture, Republic of France; Produzentenallianz (German Producers Alliance); FFA (Germany's national funding institution); BKM (German Minister of State for Culture and the Media); Hellenic Animation Association; EKOME (Hellenic Film and Audiovisual Center-Creative Greece); HAPA (Hungarian Animation Producers Association); Hungarian National Film Institute; Animation Ireland; Screen Ireland; Comisiún na Meán (Irish Media Commission); CARTOON ITALIA; LAA (Lithuanian Animation Association); Lithuanian Film Centre; ALPA/XR (Association Luxembourgeoise des Producteurs d'Animation et d'Expériences Immersives); Film Fund Luxembourg; NPA (Animation Norway); NFI (Norwegian Film Institute); NRK (Norwegian Broadcasting Corporation); SPPA (Polish Animation Producers Association); APPA (Associação Portuguesa de Produtores de Animação); RTP (Rádio e Televisão de Portugal); ICA (Instituto do Cinema e do Audiovisual); APAF (Asociácia Producentov Animovaného Filmu / Slovak Association of Animated Film Producers); DSAF (Društvo Slovenskega Animiranega Filma / Slovene Animated Film Association); Animation UK, BBC (British Broadcasting Corporation); BFI (British Film Institute); ICAA (Instituto de la Cinematografía y las Artes Audiovisuales, España); Industrias Culturales (Ministerio de Cultura, España); RTVE (Radio Televisión Española); DIBOOS; TVC (Televisió de Catalunya), ICEC (Institut Català de les Empreses Culturals); ProAnimats; PROA; Europa MEDIA CREATIVA; Eurimages; CARTOON; CEE Animation; Anima Mundi; CEPI, and CineRegio, among others.

About PROA

PROA is the state Federation of Audiovisual Producers, whose associates straddle an extensive variety of production formats. It was founded in 2008, it has never ceased to grow since then and now has 7 member associations: ProFicció, ProDocs, ProTV, ProAnimats, DevíCat, AVANT and APAIB. The Federation numbers more than 200 members and is growing and expanding all the time.

To find out more, arrange interviews or request graphic material:

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