



First Motion is an EU-funded (ERDF) network of 10 partners from seven Baltic Sea Region (BSR) countries, researching opportunities in new digital media for audiovisual (av) industries and ways to enter these emerging new markets. It is exploring the economic and creative potential in the digital future, aiming at improving the business environment susceptible for innovation and to overcome the weakness of insufficient use of innovation potential and low intensity of joint efforts in the BSR.

Creative Industries in general are providing high-skill jobs within a sector over-proportionally contributing to growth and innovation. Audiovisual industries in particular, due to their specific nature: A picture can express more than a thousand words. Across markets, languages, industries, generations; for education within the information society and contributing to the EU2020 agenda.

First Motion is

- Funding new formats and ideas
- Researching new markets and value-chains
- Developing a distribution platform to provide access to new markets
- Developing training and education courses up to Master level
- Researching converging clusters and cross industry spill-overs
- Improving clusters and policy guidelines
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First Motion encompasses four work packages:

1. Industry Capacity Building/ Market Development
2. Institutional Capacity Building/ Policy Development
3. Cluster/Regional Development
4. Education and Training

The first work package aims at building capacity in the av-industry for new cross-media formats. It also collects expertise about the emerging markets and value-chains, and uses it to build a pan-Baltic online platform (Baltic Universe; BU), thereby also providing a virtual infrastructure for other industries and communities to congregate on the platform.

The second work package aims at building capacity within the public institutions and at developing new policy guidelines for the creation of regional growth incentive schemes making use of the opportunities in changing and converging creative industries through cross-media content. It focuses on legal aspects, researches and develops business development services and institutional guidelines for content creation and innovative stimulants.

Work package “Cluster/Regional Development” aims to improve regional development through research, development and implementation of cluster management and innovation management tools tailored to the BSR av-industry specifically. The work package also researches value chains between different creative industries (intra-sectoral) and spill-over into other industries (inter-sectoral) doing regional development by improving cross-industry interlinkages. The third step is by better interlinking creative clusters throughout the BSR.





“Education and Training“ develop a transnationally attractive MA that will provide the industry with schooled offspring. It is also responsible for designing training courses for av-industry employees to exploit the opening of labour markets in the BSR and to be generally prepared to the evolving internationalisation and virtualisation of jobs in the media sector.

Project Partners:

- **DENMARK:**
- Filmby Aarhus www.filmbyaarhus.dk
- The Alexandra Institute www.alexandra.dk
- **ESTONIA:**
- Baltic Film and Media School www.bfm.ee
- Estonian Film Foundation www.efsa.ee
- **GERMANY:**
- Film Fund Hamburg Schleswig-Holstein www.ffhsh.de
- **LATVIA:**
- National Film Centre of Latvia www.nfc.gov.lv
- **NORWAY:**
- University of Agder www.uia.no
- **POLAND:**
- Innovation Centre High Tech Accelerator University of Lodz www.ciat.uni.lodz.pl
- Lodz City Council www.uml.lodz.pl
- **SWEDEN:**
- Boost Helsingborg www.boosthgb.se

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