

## Contented Ltd | Whirlwind Labs™ Innovation Brief

### International cross-media pre-production

UK from 08 May 2014; Poland 18-31 May 2014

#### 1. What will we achieve in this Whirlwind Lab?

This workshop aims to generate ideas for international co-productions across multiple platforms, to engage and inform audiences and empower stakeholders to adopt and expect responsible, enterprising and innovative behaviours. We want to:

- a. Reach an audience which is not engaged with global or local social, environmental and economic issues, particularly in the context of personal and organisational responsibility, shining a light fairly and impartially;
- b. Work with programmers, designers, games creators, exhibitors, publishers, broadcasters, artists and/or journalists to deliver connected storytelling across platforms, creating content with digital functionality and publishing and broadcasting approaches that use technology to enhance audience interaction.

#### 2. Who are we working with? Why?

Ontente brings together Contented Ltd and the Future of Media / Academy of Documentary Arts which run the Dragon Forum across Central & Eastern Europe, from the Baltic to the Black Sea and Russia's Lake Baikal, bordering Mongolia. We're exploring partnerships with broadcasters, universities and industry outside the creative sector.

Dragon Forum is an annual documentary and animation development programme held at international festivals. Experts advise on the development and production of film for international audiences, ending in a pitching session to investors, to align creators and audiences with the modern market.

Contented helps individuals and organisations evolve to face global economic, social and environmental change. For 15 years the company has provided quality training and media production to develop the skills and attitudes needed by businesses and society in today's digital and global environment.

Ontente is a multiplatform production training programme designed to help participants develop story-telling and production skills by co-creating ideas for broadcast / multiplatform projects. We are assembling a multi-disciplinary team to spend two weeks abroad in training and pre-production. We will select and refine project proposals during and after the two-week film market and facilitate co-production conversations.

##### Why Poland?

Krakow is the capital of Poland's 'black country' and the nation is a major new market for British manufacturing as well as an important geo-political partner for the UK, facilitating trade routes into Eastern Europe and beyond. Six centuries of bilateral relations between UK and Poland include a mediaeval quarter reserved for Scottish traders, monumental wartime cooperation, and two shared majority languages (Polish and English).

#### 3. What are the challenges?

- a. **Engaging audiences in the wider themes of sustainable development without compromising impartiality.** While climate change has become politically divisive, sustainable development – ensuring the wellbeing and prosperity of future generations around the world without costing the earth – embraces wider interconnected issues.
- b. **Using technology to enhance the value of audience interaction.** We want to consider location-based services and consumer-generated content. Concepts might include events, workshops, pop-up TV, smartphone apps, games or documentary, considering innovative business models for production, as well as treaties and tax relief.
- c. **How can we recycle content to make programmes that don't cost the earth?** We want to push back on pre-conceptions of what we can and cannot do with digital archive. This includes testing the envelope regarding rights, and how better to strike a balance between commercialism and innovation.
- d. **What can we learn from the history of European markets?** We want to explore the country's culture and industrial heritage, seeking common stories to engage international audiences for potential co-production with the UK and promote responsible international trade.