



23rd NEM General Assembly

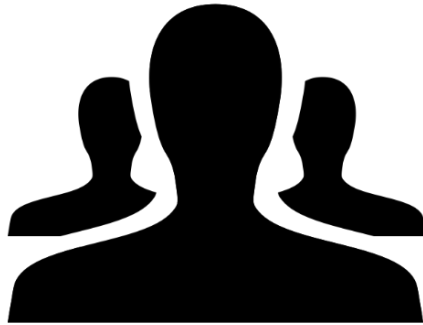
NEM enlargement and collaboration

Manuella Portier, Coordinator of EU Affairs, Cap Digital

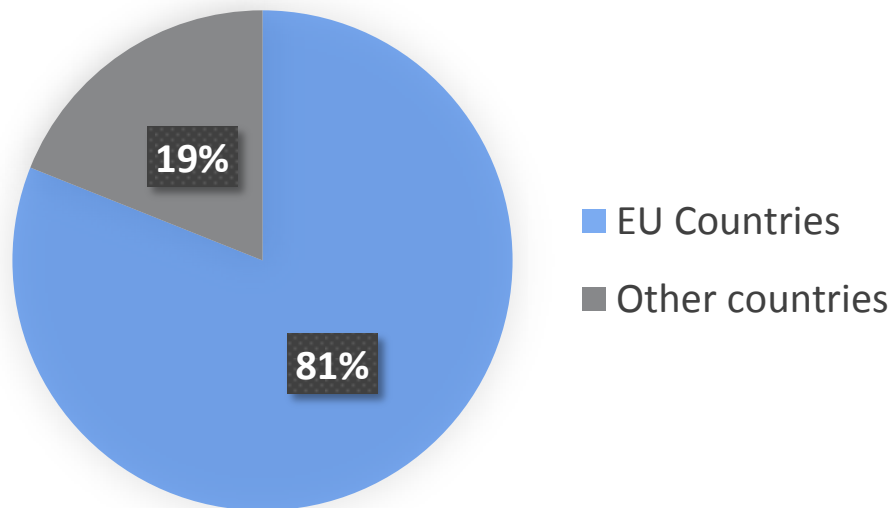
Objectives



NEM community



970 members
in May 2016



Enlargement strategy in EU

Main NEM community		Targeted countries (between 10 and 6)		Priority countries (less than 5)	
ES	173	IE	8	DK	4
UK	89	HU	7	CZ	3
FR	81	LT	6	BG	2
DE	75	PO	6	SK	2
IT	74			LV	1
BE	54			HR	1
PT	39			CY	1
GR	37			EE	0
NL	36			MT	0
AT	26				
SI	15				
FI	24				
RO	13				
SE	12				
LU	11				

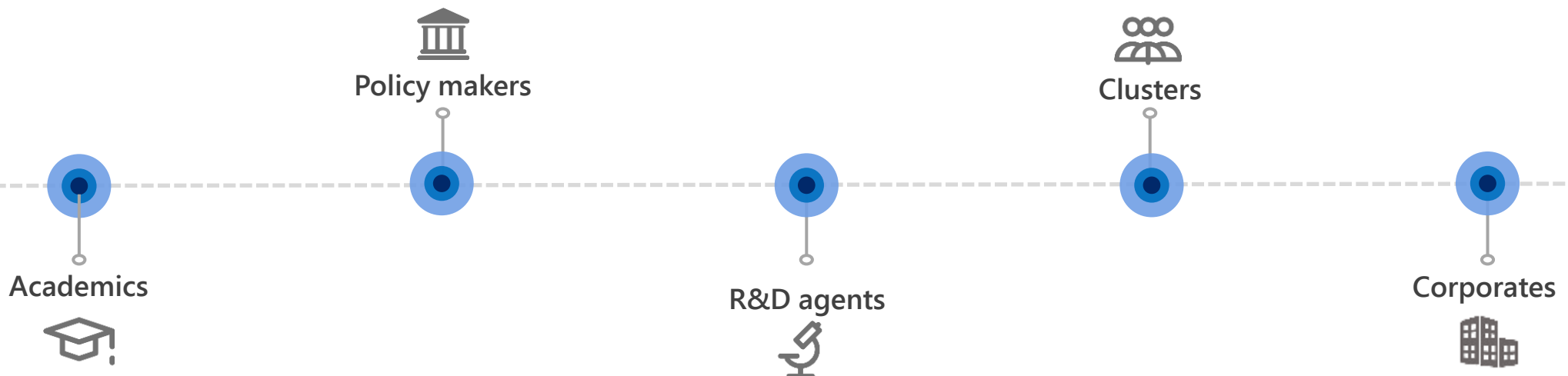
Mapping of media stakeholders and initiatives in Europe

Stakeholders

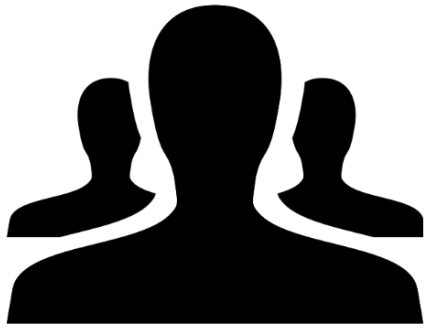
- 140 organisations identified and invited to join NEM
- Focus on Eastern Europe

Initiatives

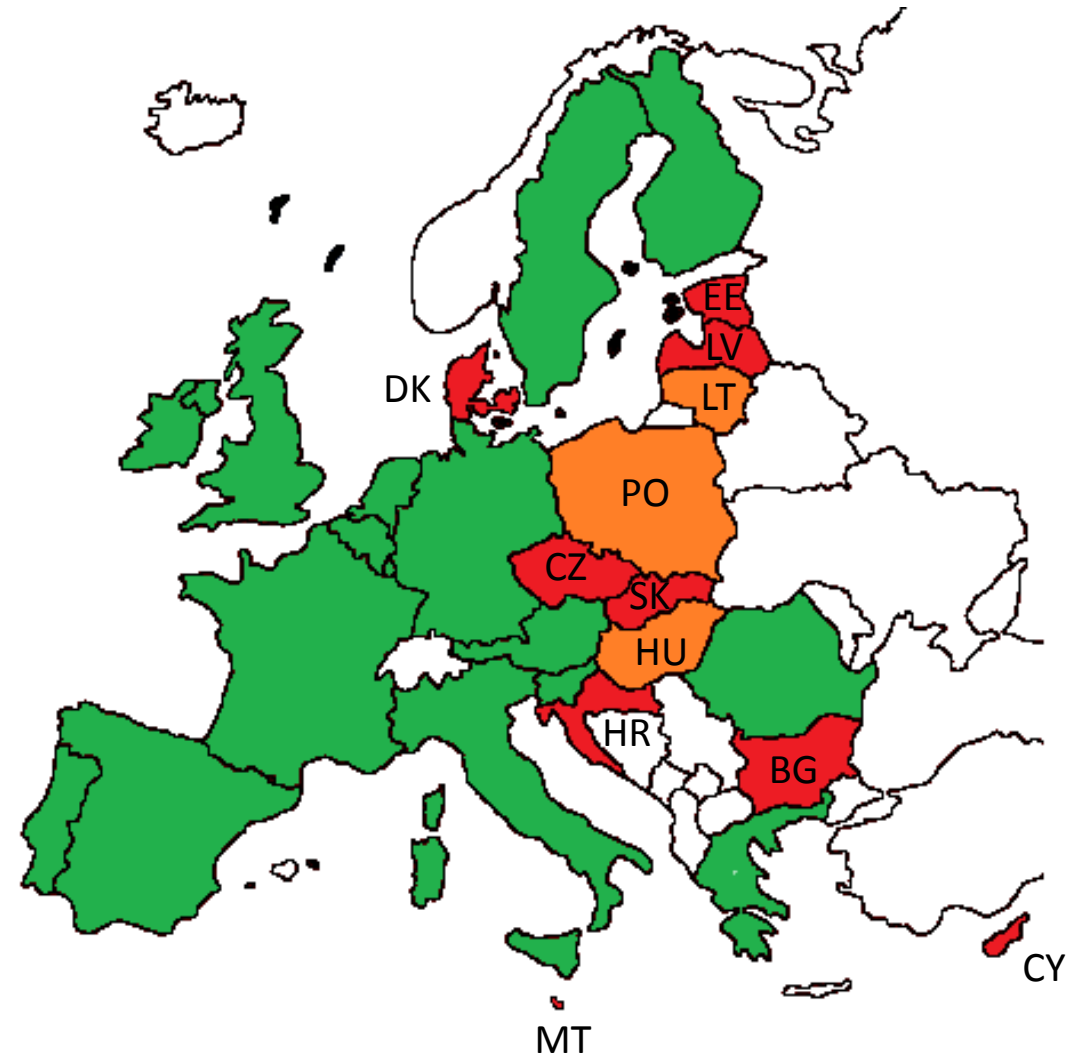
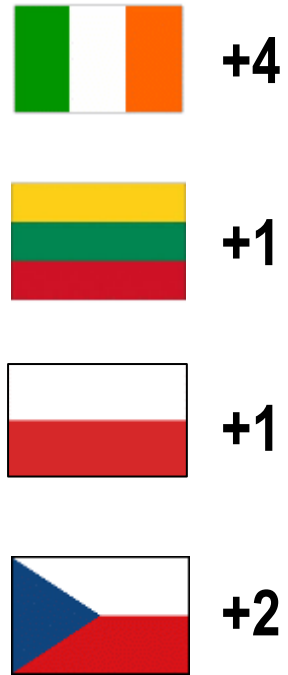
- 61 projects identified
- 3 platforms identified



New NEM members

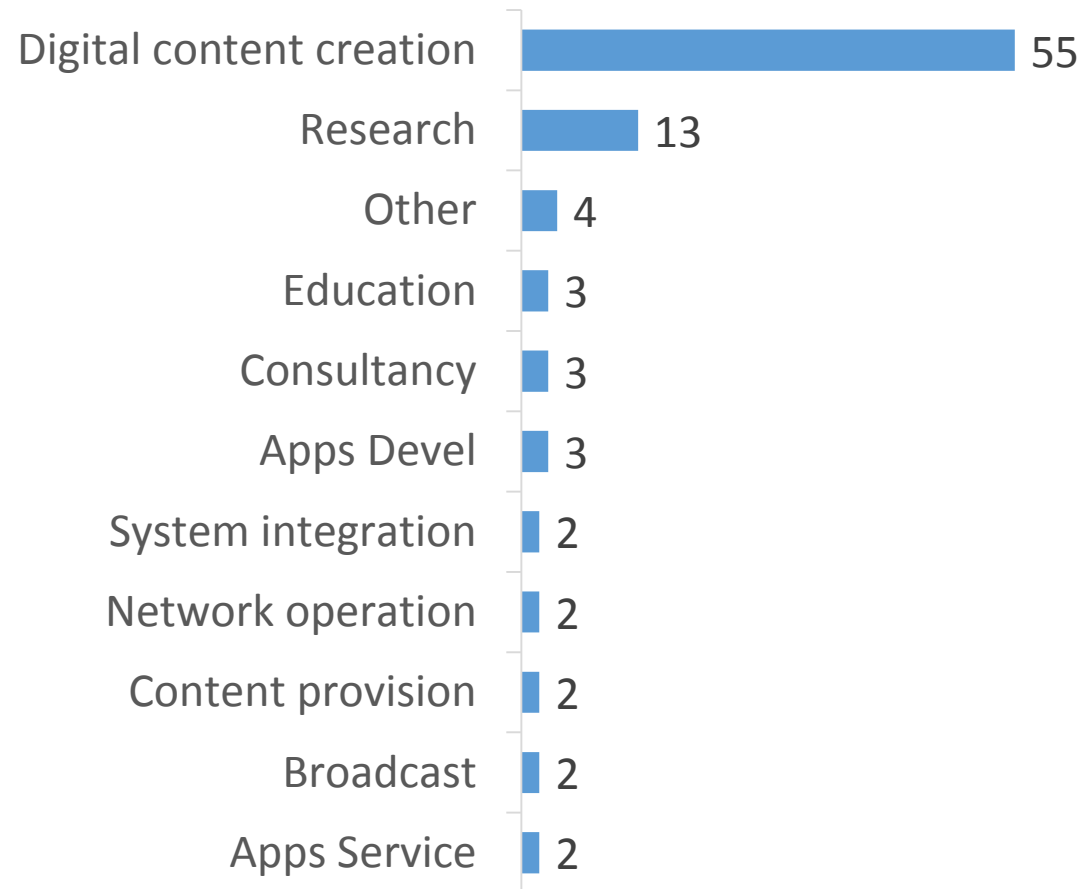


+90 new members
since June 2016

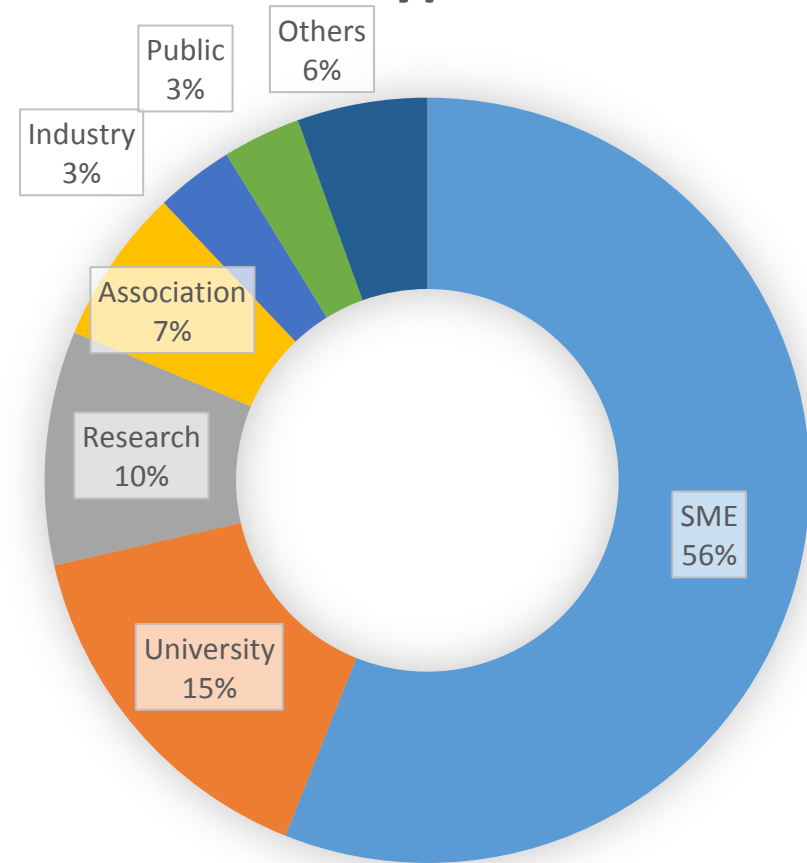


Profile of new members

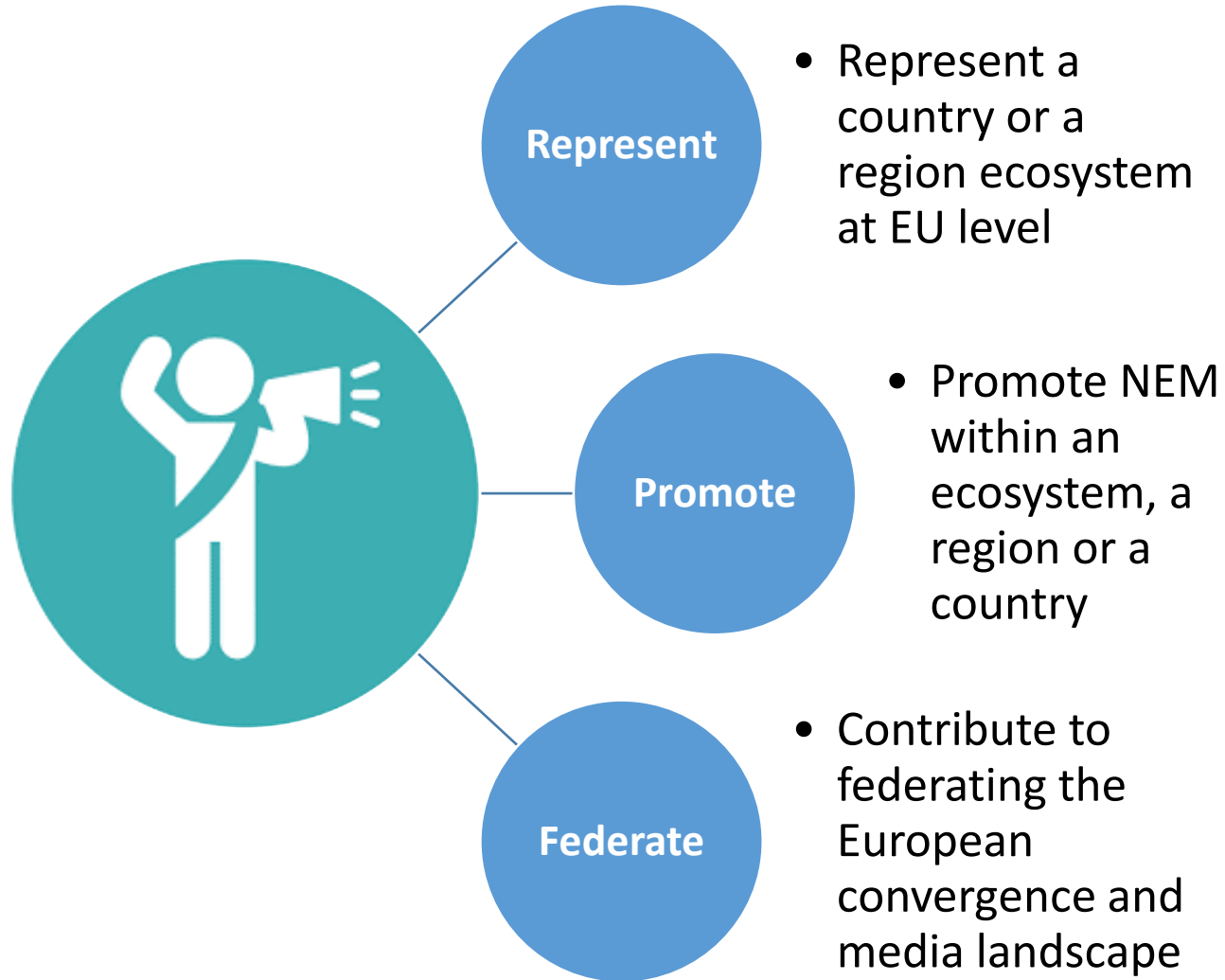
Areas



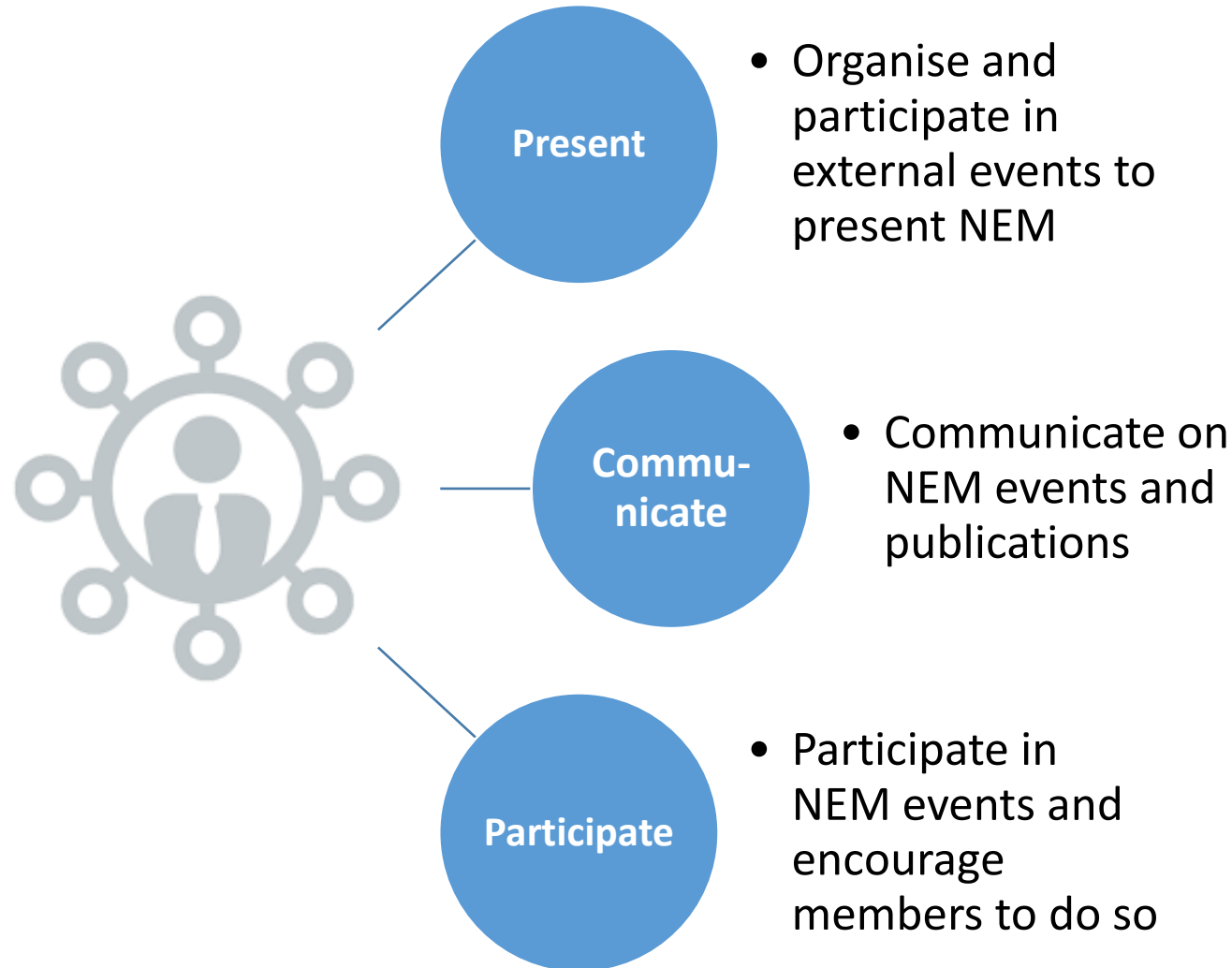
Type



NEM Ambassadors' role



NEM Ambassadors' tasks



Why becoming a NEM Ambassador

Visibility

Strong
qualitative
network

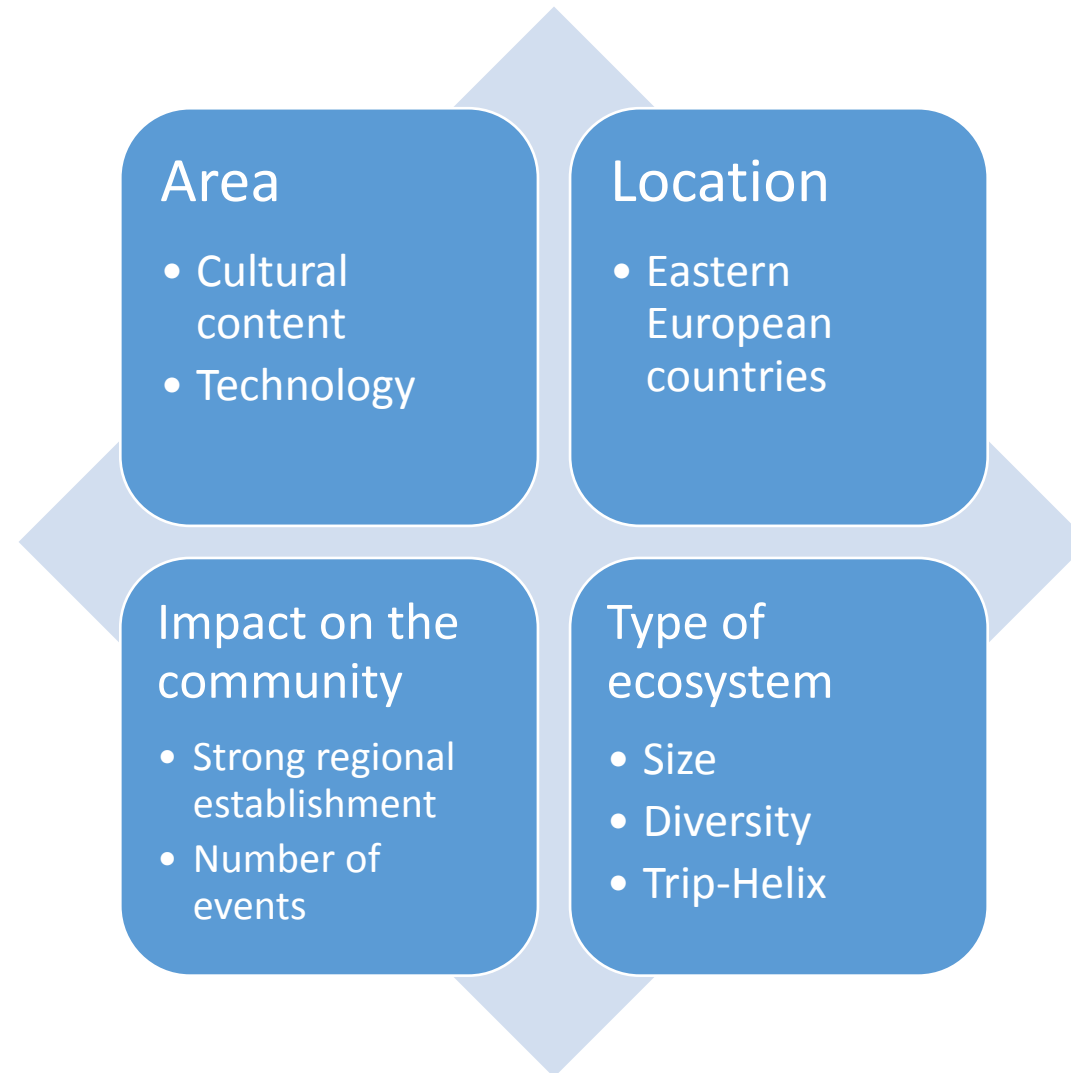
Contribution
to the
definition of
EU strategies

Support in
partners
search

Selection process



Selection criteria



14 potential ambassadors contacted

- Tartu Center for Creative Industries
- Startup Estonia, Tallin
- Creative Estonia, Tallin
- LIFT99, Tallin

Estonia



- Nebula Cluster, Vilnius

Lithuania



- Yambol Chamber of Commerce and Industry
- Business Support Centre for SMEs, Ruse

Bulgaria



- Mobility and Multimedia Cluster

Hungary



- Skaties

Latvia



- Zlin Creative Cluster
- IT Cluster

Czech Republic



- Ministry of Culture and Information

Serbia



- Media Evolution, Malmö

Sweden



- Eastern Europe and Central Asia (EECA) Cluster

Others



First NEM Ambassador: Zlin Creative Cluster

- Established in January 2016
- The first cluster in the Czech Republic focusing on the creative industry



Audiovisual arts and productions,
design, architecture, marketing and
culture business



*Representatives of the public, private,
non-profit and educational sectors*



Zlín and its region to constitute one
of the important centres of the
creative industry in the CZ by 2020