



Recommendations for NEM Initiative

During last two years, Vital Media project¹ has been working on consolidation of European community of stakeholders in a broad sector of media, including creative industries, as well as on establishment of research and innovation strategy of the media community for next 5-10 years. In order to establish the community strategy, the Vital Media project was closely working with the NEM Initiative, the largest community of media stakeholders in Europe, supporting NEM Community through organization of events and further community building activities. Based on the experience in working together, the Vital Media project defined **Recommendations for future actions of the NEM Community and needed reorganization of the NEM Initiative**, which are summarized in this document.

The NEM Initiative Mission

The mission of the NEM Initiative should be focused along the following **main goals**:

- To give a powerful voice to the Convergence Media and Creative Industries and be a reference point for these industries in Europe
- To foster creation of a large embracing ecosystem for all community players
- To offer dedicated services to the NEM Initiative members in accordance with their needs.

In order to achieve these goals, the **NEM Initiative** has to follow its **fundamental mission** to keep on exchanging information with European Commission and European Parliament for strategic alignment on priorities, ensuring European leadership in Convergence Media and Creative Industry sectors.

In order to achieve these goals, the **NEM has to become self-sustainable** and establish itself as a not-for-profit organization, being funded by various means including public support.

Recommended Objectives of the NEM Initiative

In order to concretize how to fulfil the NEM Initiative mission, the Vital Media project recommended a set of objectives for the future activities of the NEM Initiative:

General

- To catalyze the needs, demands and challenges of Content, Media, and Creative Industry
 - by fostering a cutting edge research community reflecting EU wealth in diversity and creativity
 - by fostering innovation addressing industrial and societal needs
- To ensure sufficient funding opportunities for Content, Media, and Creative industries
- To better position convergence media and creative industries in the European and Global context

Strategic

- To define research and innovation agendas for Convergence Media and Creative Industry in Europe
- To work towards implementing the Digital Single Market strategy
- To establish the European Converged Media as a technology enabler and core sector as well as a very important vertical industry sector:

¹ Vital Media is a support action project under the Horizon 2020 Programme of the European Union, number 688310, project duration June 2016 – June 2018; <https://nem-initiative.org/vital-media-project/>.

Recommendations for NEM Initiative

- Media technologies for various vertical application sectors - establishing necessary collaborations
- Media and Entertainment as one of the main vertical sectors to exploit the future networks

Community related

- To get the entire European media ecosystem together to collaborate in the pre-competitive phase
- To support all stakeholders in Content, Media and Creative Industries by providing community services they need
- To work on establishment of the NEM Initiative as a self-sustainable organization

Community Building and Engagement

In order to achieve goals of the NEM Initiative, it is important to have a significant number of community members involved, but it is more important, even crucial to ensure high engagement of the community.

Lessons learned from the Vital Media community building activities are summarized below:

- The active or potentially active community members should be in focus
- Benefits of being a NEM member have to be continuously emphasized and widely promoted²
- Mechanism of NEM Ambassadors is needed to outreach in regions with low participation in the community, where, again, is important to look for active ambassadors
- The NEM members need regular annual/biannual community events to meet and share their views
- The NEM Initiative should define concrete service offer for the members

The proposed NEM Initiative Service Offering

- Repository containing thematic and geographical map of NEM members, including their interests, results, skills and knowhow, including related information from EC funded projects
- Members' support, in particular for SMEs:
 - Access to standardization activities and contribution to these
 - Business support, including self-assessment, coaching, and mentoring through workshops
 - Facilitation of members' participation at large industry events and exhibitions
- Establishment of expert groups on specific topics (besides existing NEM Working Groups)
- Support for members' participation and exhibitions at events important for the sector.

Furthermore, the NEM Initiative should enable sandbox and living lab type of activities for the members.

The NEM Initiative needs a powerful tool enabling online collaboration among the community members in a secured repository. In this respect, Engineering leaves as a heritage from the Vital Media project the OPENESS platform to NEM Initiative and will continue to maintain it on own expenses, at least for next two years, so it can be widely used by the community members in the future.

Sustainability of the NEM Initiative

In order to offer all these services and ensure their sustainability during a longer period, the proposal is to establish a legal entity or similar, ensuring establishment of NEM Initiative as a self-sustainable non-for-profit organization. The needed financing can be ensured by membership fees, registration fees from NEM Initiative events, sponsorships from large members' organizations, dedicated funding from projects and revenues from the NEM Initiative services selling.

² Benefits for being a NEM member are defined by the Vital Media project and published on the NEM website.

Recommendations for NEM Initiative

The NEM Steering Board was informed about the recommendations from the Vital Media project at its 29th meeting in Brussels on 29th May 2018 and the same proposal was presented at the 25th NEM General Assembly, in Brussels on 30th May 2018. Both groups highly welcomed the recommendations and adopted an approach to focus on implementation of the recommendations in the upcoming period.