



**EUROSCREEN PRESS RELEASE**  
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## **EuroScreen, the €1.9m Film Tourism Project, Launches New Website**

**[www.euroscreen.org.uk](http://www.euroscreen.org.uk)**

**EuroScreen**, the cross European film tourism initiative, today launches its new website: [www.euroscreen.org.uk](http://www.euroscreen.org.uk). A €1.9m project, funded by the INTERREG IVC programme, EuroScreen aims to improve policies between the screen sector and tourism industry working across eight different regions in Europe: Italy, Malta, Poland, Romania, Slovenia, Spain, Sweden and the UK

Running until 2014, EuroScreen aims to capitalise on the major economic and cultural opportunities presented through screen tourism. With studio backed productions such as *Skyfall* (UK) and *Brave* (Scotland) and TV series such as *Wallander* (Sweden), working with tourism agencies this year, this is an area for potential growth which the film industry and tourist bodies alike are keen to exploit.

EuroScreen, backed by lead agency Film London, intends to deliver research and data to improve the effectiveness of policies between the screen and tourism sectors, ultimately delivering greater economic and cultural benefits for both.

The EuroScreen website offers visitors access to information about the latest news and developments in screen tourism and provides downloadable policy material and other publications emerging from the project. Users will also be able to keep up-to-date with public events organised by the partnership across the different countries participating in EuroScreen. Events include seminars and conferences where participants can learn about the outcomes of EuroScreen, exchange good practice and research and share knowledge.

Film London is the official lead partner of EuroScreen, working in close partnership with regional development agencies, local government, film commissions and a higher education institution: Apulia Film Commission (Italy), Bucharest – Ilfov Regional Development Agency (Romania), FTZ - Fondazzjoni Temi Zamit (Malta), RARR – Rzeszow Regional Development Agency (Poland), Municipality of Ystad and Lund



University, Department of Service Management (Sweden), Maribor Development Agency (Slovenia) and Pro Malaga – Local Public Agency for Economic Development in Malaga (Spain).

## ENDS

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### **Notes to Editors**

#### **About EuroScreen**

EuroScreen is a three year project funded by the INTERREG IVC programme and aims to align policies between the screen sector and the tourism industry. EuroScreen aspires to take advantage of the screen industry as a proven catalyst for tourism development, exchange and transfer good practice and work with businesses in the sector. The project relates to tourism encouraged – either directly or indirectly – by a destination or attraction being viewed on screen, including film, TV, video and the internet. The partnership consists of nine organisations across eight regions in the EU.

#### **About EuroScreen partners**

- Apulia Film Commission (Italy): <http://www.apuliafilmcommission.it/>
- Bucharest – Ilfov Regional Development Agency (Romania): <http://www.adrbi.ro/>
- Film London (UK): [www.filmlondon.org.uk](http://www.filmlondon.org.uk)
- FTZ - Fondazzjoni Temi Zamit (Malta): [www.ftz.org.mt/](http://www.ftz.org.mt/)
- RARR – Rzeszow Regional Development Agency (Poland): <http://www.rarr.rzeszow.pl/en>
- Municipality of Ystad (Sweden): <http://www.ystad.se/>
- Lund University, Department of Service Management (Sweden): <http://www.ism.lu.se>
- Maribor Development Agency (Slovenia): [www.mra.si/](http://www.mra.si/)
- Pro Malaga – Local Public Agency for Economic Development in Malaga (Spain) <http://www.promalaga.es/>

#### **About the INTERREG IVC**

The *Interregional Cooperation Programme INTERREG IVC*, financed by the European Union's Regional Development Fund, helps Regions of Europe work together to share experience and good practice in the areas of innovation, the knowledge economy, the environment and risk prevention. EUR 302 million is available for project funding but, more than that, a wealth of knowledge and potential solutions are also on hand for regional policy-makers. <http://www.interreg4c.eu/>.

EuroScreen is co-financed by the European Regional Development Fund and made possible by the INTERREG IVC programme. [http://ec.europa.eu/regional\\_policy/index\\_en.cfm](http://ec.europa.eu/regional_policy/index_en.cfm).