The future of European filmmaking | Agenda

3 December 2025	9:30 – 16:00 (local time)		
Time	**Sessions**	**Chair**
09:30 – 10:00	**Registration & Networking Coffee**	**White Research**
10.00 – 10.20	**Welcome & opening remarks** • Welcome by the project coordinator • Project overview and results at a glance	**CERTH**
10:20 - 10:35	**Keynote Speech** Mari Camen Fernández Tallón, ex-CIO of Media Group *"The evolution of European cinema and the role of innovation, AI & cultural heritage in modern storytelling"*	**EPICA**
10:35 - 11:15	**SCENE Project Overview: Achievements & Lessons Learned** • Recap of project objectives, impact, and results • What we learned: challenges & solutions • Open discussion: The role of SCENE in enhancing competitiveness in European filmmaking & cultural heritage preservation	**CERTH**
11:15 – 11:25	*Coffee break*	
11:30-12:25	**Panel discussion #1** **Topic:** *Where cultural identity meets cognitive technologies* **Participants** • Nikolaos Vryzas - Researcher, AUTH, School of Journalism and Mass Communications • Laia Boixader - Film Commissioner, Catalunya Film Commission, member of the EUFCN - European Film Commissions Network • Stefania Catanzaro - Senior Business Development & Project Manager, CETMA • Albert Sierra - Head of Innovation, Agencia Catalana de Patrimonio	**Moderator:** Fran Iglesias, General Manager Fundación Épica la Fura dels Baus
12:25 – 12:35	*Coffee break*	
12:35 - 13:35	**Panel Discussion #2** **Topic:** *Future-ready tools for a smarter audiovisual ecosystem: leveraging these tools and moving beyond* **Participants** • Smaragda Nitsopoulou - Filmmaker, Editor & Researcher, Noumenia Films • Maria Sokolova Alexandrou - Producer, Green Olive Films • Matthias Hauser - General Manager, Media Solution Center Baden-Württemberg • Fabio Palma - Director, EIT Culture & Creativity Regional Hub Southwest • Frédérik Sanz - Co-founder and COO Univer.se	**Moderator:** Fran Iglesias, General Manager Fundación Épica la Fura dels Baus
13:35 – 13:50	From project to platform: discussing SCENE's potential and presenting future business roadmaps	**HYPERTECH**
13:50 – 14:00	Wrap up remarks	**CERTH**
14:00 – 16:00	*Lunch break, networking and demo sessions*	