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## D2.5.2 Dissemination Actions Report Year 2

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## 1. Executive Summary

Aim of the dissemination actions in FORWARD is to raise awareness among stakeholders from the audiovisual sector and to support the creation of a sustainable network of Film Heritage Institutions (FHI) acting as national clearing centres.

The focus of the dissemination actions in Year 2 differs to some extent to those carried out in the first project year, where FORWARD has been primarily promoted through the partner's own channels (institution websites and newsletters, internal meetings to inform colleagues), In YEAR2 partners have been active in contacting relevant stakeholders: Beneficiaries of the Orphan Works Directive (OWD), in particular regional FHI, memory institutions holding a film collection, but also organisations that are involved in the transposition of the OWD locally: Government Bodies and Intellectual Property Offices etc. WP2 leader ACE facilitated this task by surveying the partners about the state of play of the transposition of the OWD in their countries. Aim of this exercise was to get an overview which member states have transposed the OWD, if the process works smoothly or not, what are the best practices and which organisations are involved and therefore relevant in the context of FORWARD. These organisations are also the target groups for National Seminars, which will be organised locally by the FORWARD partner archives from September 2015 onwards.

The reports from the partners show that the dissemination actions successfully work towards the goal to establish the FHI in the consortium as clearing centres. As a matter of fact, raising awareness about FORWARD among stakeholders is definitely easier in those Member States, that already have a OW legislation or where the transposition process has at least started.

### 1.1 Purpose of the Document

Dissemination is part of WP2 "Exploitation, Dissemination, Awareness and Standardisation", which is lead by ACE, the Association of European Film Archives and Cinematheques. The overall goal of WP2 is to

- raise visibility of FORWARD among stakeholders of the AV sector,
- work towards a sustainable network of FHI acting as national clearing centers
- ensure that the users will profit from the results of the project.

The work in WP2 is divided in four tasks:

T2.1 Dissemination and Network Extension Plan

T2.2 Website

T2.3 Dissemination Actions

T2.4 Exploitation and Long Term Sustainability Plan

Aim of the Dissemination Actions (T2.3) is to raise the visibility of FORWARD and its progress among relevant stakeholders and target groups as defined in D2.1 Dissemination and Communication Plan. This deliverable summarizes and evaluates the dissemination actions carried out by FORWARD partners in the second project year, covering the period from 1 August 2014 to 30 June 2015. The monitoring of the partners' activities is based on two reporting templates that have been completed by the partners in December 2014 and June 2015. A detailed overview of the the activities carried out by the consortium is annexed to this report (see Annex 1).

## 1.2 Relation with other documents

This document derives from the Dissemination and Communication Plan D2.1 that defines the communication strategy, the communication channels and the target groups. D2.5.2 builds on the Dissemination Actions Report Year One (D2.5.1). The Final Dissemination Actions Report will be published in Month 36.

## 2. Dissemination Actions

### 2.1 Introduction

Dissemination in FORWARD is a shared responsibility between WP2 leader ACE and the partners. According to the objectives described in the DOW, WP2 had to carry out in YEAR2 the following tasks:

- Update FORWARD website with news and events (*ACE responsible*)
- Electronic newsletters: to be issued every three months. It was decided to circulate them bi-annually, as long as the prototype of the FORWARD Rights Information Infrastructure (RII) is not yet available. *ACE is responsible for the editorial work, project coordinator CRB for the mailing and statistics.*
- Participation in major events, involving key stakeholders from the sectors (at least three per year). *All*
- Preparation of national seminars to inform AV stakeholders, regional and local FHI as well as other Cultural Heritage Institutions about the project. Aim of the seminars is to achieve consensus about the national legal decision trees, which are the backbone of the FORWARD Rights Information Infrastructure and to support the establishment of national clearing centers. *Partner archives, supported by ACE.*
- Participate in the activities organised by DG CONNECT – Converging Media & Content (*Project Coordinator, ACE*)

WP leader ACE and the project coordinator CRB are providing the platform and the main tools through which information about FORWARD are communicated.

Consortiums partners are requested to regularly inform WP leader about the dissemination actions they have carried out locally or abroad. In order to monitor and evaluate these actions, dissemination reporting sheets are filled in by the partners bi-annually (see Annex 3 for the template). These reports show that the majority of the partners is actively disseminating the project. The level and scope of activity however differs, which also depends on if the EU Orphan Works Directive has been implemented in the Member States or not. If national legislations are missing, it is more difficult to raise awareness and promote a system, which has no (or not yet) relevance in the respective partners' countries. In order to get a clearer picture about the progress and also the differences in national Orphan Works laws, ACE circulated in November 2014 a survey to the ACE network, which also includes the FORWARD archives (see Point 4).

## 2.2 Overview of Work performed in Year 2

### **FORWARD project website** [www.project-forward.eu](http://www.project-forward.eu)

The website is the main entry point for project partners and third parties to access information about FORWARD. It is regularly updated with information about:

- Workplan & project partners
- Public deliverables and resources
- News and events
- Presentations, interviews etc.
- Dissemination material: project logo, fact sheet (available in 7 different languages), standard project presentation, PPT template and a poster (available on the “results” page).

FORWARD uses the open platform OwnCloud for internal project communication and the publishing of (internal) documents. WP leader ACE is responsible for maintaining and updating the FORWARD website with editorial content, projet coordinator CRB for the technical set-up and maintenance.

### **FORWARD Newsletter**

In Year2 newsletters have been published in October 2014 and April 2015.

At the beginning of the project ACE has compiled a list of contacts with over 500 stakeholders. With input from the project partners, the list actually contains 612 contacts from different sectors:

- FHI network (ACE and FAF members),
- Projects and platforms, which digitise and/or make available a considerable amount of AV content: The European Film Gateway (EFG), EUScreen, Europeana,
- Rights holders from the film industry (producers, authors). Organisations like FIAPF, FERA, SAA etc. that represent rights holders organisations on European level,
- Collecting Societies: e.g Copydan (DK), GEMA (DE), SIAE (IT), EGEDA (SP) etc.

- Consumer Organisation and non-profit organisations informing about national and/or European copyright issues (e.g. irights info De (<http://irights.info/>), Kennisland NL (<https://www.kl.nl/en/>), copyrightuser.org (UK))
- NCAs (National Competent Authority) and organisations involved in the implementation of Orphan Works Directive: Government bodies, Intellectual Property Offices, Patent and Trade Mark Offices etc.
- Research groups on information law, copyright, orphan works, rights data management: IVRI Amsterdam (<http://www.ivir.nl/>), PUBLIDOC UCM <http://tinyurl.com/pq2k7>

The newsletter informs about the state of play of the project, information on EU Copyright, including Orphan Works, news and events from partners related to orphan works. A web-based registration system allows interested users to subscribe to the newsletter.

### **Social media:**

It was decided not to create a Twitter account and a Facebook page for FORWARD, because the project does not address the general public, but specific groups. We use existing pages such as EFG (2400 likes), which targets specifically the FHLs, researchers and the Europeana network. Although partners like EYE, CRB and CINEBO have a much higher like rate, their social media campaigns mainly address the general public which are museum and cinema goers. However, when organising National Seminars, we will encourage the partners to use their institution's social media tools to raise visibility about FORWARD.

### **Dissemination activities reporting**

We collected information about activities carried out between 1 August 2014 and 30 June 2015. The results are published in this deliverable (see Point 3). The next reporting is due after end of September 2015.

### **Survey on the transposition of the Orphan Works Directive**

Carried out in November and December 2014, aim of the survey was to get a clearer picture of if and how the OWD was transposed in the MS represented in the ACE network. For the survey results please see point 4.

### **Coordination with related initiatives and projects (See point 5)**

## 3 Evaluation of the FORWARD partner's dissemination reports

(for details and links to the presentations and/or conferences programmes please see Annex 1)

- **Interviews and Articles:** The Observatory News (April 2015) has published an interview with Thomas Christensen (DFI) "The start for a new life for Orphan Works" in which he explained how the FORWARD projects helps to locate and unlock Orphan Works in Europe's film archives. An introduction into the goals of FORWARD has been published in *Archives Zones*, the official journal of FOCAL International, Autumn 2014, Issue Nr. 91

FORWARD has been presented in the following **nine major events:**

- **24 OCT 2014** FIAT / IFTA World Conference 2014, Amsterdam. Project partner EYE presented FORWARD and the impact of the OWD in the panel "The Legal Environment and its Implication for Archives."
- **30 OCT 2015:** Seminar on copyright best practices in memory institutions, Leiden (NL), organised by SIMIN (Museum Information Management NL) and DEN (Digital Heritage NL). Presentation of FORWARD and OWD by EYE.
- **18 NOV 2014:** Dwerft Conference "Linked Film and TV Technologies". The rights assessment and FORWARD system's workflow was presented by ACE.
- **24 NOV 2014** Cinema Experts Group (CEG) – Subgroup Film Heritage meeting, Brussels: The CEG, annually organised by DG CONNECT, is the most important forum for exchanging best practices among FHI. It gathers experts from FHI and broadcasting archives, rights holders' representatives and Commission officials. The meeting was attended by around 85 participants. Project coordinator CRB updated the participants of the CEG about FORWARD.
- **12 DEC 2014 – ongoing:** Filmoteca Narodowa's (FN) pre-war film cycle "Out of Love for Cinema" features the FORWARD project in lectures in conjunction with the screenings and on multimedia screens in the cinema foyer. So far, 1000 spectators attended the screenings.
- **21 JAN 2015:** DFI presented the EU Orphan Works Directive and FORWARD at the Danish Association of Photographic and Film Preservation.
- **13 MAR 2015:** FORWARD was presented by CRB at the Conference "Archiving Tomorrow", Birmingham, organised by FOCAL International.



- *12-13 APR 2015*: 71<sup>th</sup> FIAF Congress, Sydney / Canberra. CRB and DFI presented FORWARD in the context of the FIAF Symposium “Fairly Legal”.
- *12 MAY 2015*: Seminar on Audiovisual Heritage “Pensar la memoria, recuperar la memoria”, organised by Filmoteca Española and Universidad Complutense, Madrid. Introduction into the FORWARD project by Lauro Carillo, FE.

**Consultation and information meetings** (for a full list of meetings and further details please see Annex 1)

These meetings target a smaller or internal audience aiming at informing multipliers, policy makers and beneficiary institutions, but also colleagues within partner institution about FORWARD.

- *26 AUG 2014* Consultation meeting of representatives from Europeana AV projects and aggregators at Deutsches Filminstitut - DIF (EFG, FORWARD, EUScreen, Europeana Sounds ) to discuss the impact of copyright on these projects and solution approaches.
- *15 SEP 2014*: Consultation meeting of project partner NFA with officials from the Czech Ministry of Culture on the implementation of the OWD.
- *13 OCT 2014*: Meeting of the German Association of Cinematheques. Workshop on diligent search best practices, presentation of the FORWARD system’s workflow (ACE) and the German decision tree (DIF).
- *20 OCT 2014*: Consultation meeting between FORWARD partner Filmoteca Española (FE) and other professionals from libraires, archives and museums with the Intellectual Property Office (Madrid) on the Implementation of the OWD and introduction into the FORWARD project.
- *Ongoing*: Meeting of the Cultural Heritage Agency NL, FORWARD partner EYE, and Sound and Vision NL to raise awareness about FORWARD and the requirements of the OHIM database.
- *16 MAY 2015*: Introduction into the project by FORWARD partner FOCAL at FOCAL Annual General Meeting.
- *18 JUN 2015*: 3<sup>rd</sup> meeting of the Think Tank “Kulturelles Gedächtnis Digital” – attended by ACE, with representatives from German memory institutions, the German Ministry of Culture, MEP Julia Reda, Europeana and legal experts to discuss, amongst if the impact of the OWD falls too short in some cultural heritage domains such as libraires and archives.

## 4 Results of the survey on the implementation of the Orphan Works Directive (OWD) in the Member States

Aim of the survey was to get a clearer picture if and how the OWD was transposed in the ACE members' countries. We wanted to know in particular if

- 1) the OWD has already been transposed into national legislation
- 2) FHI are considered beneficiaries in all ACE members countries
- 3) National legislations include a list of AV sources, which need to be queried
- 4) A National Competent Authority (NCA) has already been nominated in their countries
- 5) The respondents are aware of any major changes in OW legislation compared to the EU OWD, including the role of the National Competent Authority

### Short summary of the results<sup>1</sup>

**13 MS** out of 20 MS represented in the ACE Network completed the questionnaire: Belgium, Czech Republic, Denmark, Finland, Germany, Hungary, Italy, Luxembourg, Poland, Spain, Sweden, The Netherlands, UK. 10 of the respondents, except Hungary, Sweden and Luxembourg, are represented in the FORWARD consortium.

At the time when the survey was evaluated (December 2014), nine MS had not yet transposed the Directive: France, Cyprus, Portugal, Luxembourg, Poland, Belgium, Romania, Slovenia and Lithuania. Three of them are represented in FORWARD: Belgium, France and Poland. In the meantime, France has transposed the OWD as well, while the remaining countries will adopt the legislation during or after the summer.<sup>2</sup>

FHI are considered beneficiaries in those countries that have transposed the Directive or a close to transpose it (Poland). There is only one case (**Cinematheque de la Ville de Luxembourg**) where this issue is still negotiated. In addition to the OWD, the UK has adopted a licensing scheme for the commercial use of orphan works, which is open to all kind of organisations.

All Member States but one (Spain) had at that time published a list of sources, which the beneficiaries need to search before a work can be declared orphan.

The fact that some MS have not yet published this also affects the FORWARD projects

<sup>1</sup> A summary of the results is available at:

[http://project-forward.eu/wp-content/uploads/2015/02/WP2\\_Implementation\\_OW\\_Directive\\_MS\\_150129.pdf](http://project-forward.eu/wp-content/uploads/2015/02/WP2_Implementation_OW_Directive_MS_150129.pdf)

<sup>2</sup> Information from the Copyright Unit of the European Commission.

The national sources are almost the same as those listed in the OWD. Some Member States have specified national sources and databases, while others adopted the OWD list of sources almost literally.

**A best practice** example is **Denmark**, where beneficiaries can decide which sources are relevant to consult.

Regarding the registration process, for orphan works, there are two different scenarios:

- a) The beneficiary sends the relevant information (results of the diligent search, kind of use of the orphan work, information about the beneficiary organisation) to the National Competent Authority (NCA) in his country, which will then transmit the information to the Office for Harmonization (OHIM) or
- b) the beneficiary registers this information directly with OHIM, and the NCA will be notified afterwards. In **Italy**, a work can only be declared orphan 90 days after the NCA has published the diligent search results.

None of the responding MS has defined **rules for compensation**, in case a rights holder shows up. In Austrian OW legislation, right to compensation ends 10 years after the orphan work has been used for the first time.

The survey results have shown that the formal implementation process of the OWD goes more or less smoothly. With a few exceptions, the law has been transposed in the spirit of the Directive. For the FORWARD project, the survey exercise was relevant insofar as

- a) it is important for the design of the FORWARD system to understand what are the national sources which must be queried to comply with the diligent search requirements. The fact that some MS still have not implemented the Directive and /or the list of sources has an impact on the project, because the FORWARD decision tree cannot be finally configured.
- b) it helped to raise awareness: To complete the survey, FORWARD partners familiarized themselves with their national OW legislations and got in touch with institutions and government bodies that are involved in the implementation process.

The results of the survey have been forwarded to the Commission's Copyright Unit. They were also cited in the US Copyright Office Report "Orphan Works and Mass Digitization", published in June 2015.<sup>3</sup>

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<sup>3</sup> United States Copyright Office: Orphan Works and Mass Digitization. A report of the register of copyrights, June 2015, p. 22.  
[http://project-forward.eu/wp-content/uploads/2015/06/US\\_Copyright\\_Office\\_OW.pdf](http://project-forward.eu/wp-content/uploads/2015/06/US_Copyright_Office_OW.pdf).

## 5. Coordination with related initiatives and projects

FORWARD is coordinating these initiatives and organisations:

### **OHIM – EU Orphan Works Database**

<https://oami.europa.eu/ohimportal/en/web/observatory/orphan-works-database>

On 27 October 2014, the Office for Harmonisation in the Internal Market (OHIM) has launched the Orphan Works Database. Beneficiaries of the Directive 2012/28/EU must record works in the OHIM database they have declared as orphan during the diligent search. The database allows users to search for all kind of orphan works, obtain contact information of the organisations using them, and rights holders have the possibility to claim their rights. A working group in FORWARD (EYE, DIF, KAVI, CINECA) is investigating the interoperability requirements of OHIM in order to enable the upload of records from the FORWARD system.

### **Out of Copyright - Determining the copyright status of works.**

<http://outofcopyright.eu/about/>

This is a joint initiative of Kennisland Foundation (Amsterdam), The Institute of Information Law (IVRI, Amsterdam), and the National Library of Luxembourg (Luxembourg). The initiative has been funded via Europeana Connect and Europeana Awareness. Out-of-Copyright developed a Public Domain Calculator (with a limited relevance for the FORWARD workflow, because it a) only assesses the related rights of producers and b) because the user interface was not suited for efficiently processing batches of AV works, it only allowed manual data processing in order to execute a particular decision tree. However, WP4 leader EYE and the technical partner CINECA are investigating if the API they have developed makes the incorporation of their software into other systems like FORWARD possible.

### **RDI – Rights Data Integration (APR 2013- SEP 2015)**

<http://www.rdi-project.org/> - !about2/c4nz

Aim of the project make licensing of (multi-) media content on the web more efficient and easier to identify who owns what rights to what content in what country. RDI is creating a tool to facilitate the discovery and licensing of intellectual property rights online, for any types of usage (commercial as well as non-commercial), all types of content, in any media. RDI is using the framework developed by The Linked Content Coalition and published in April 2013. FORWARD partner CINECA is also part of the RDI consortium.

### **ARROW and ARROW plus**

Similar to FORWARD Arrow has created system to facilitate rights information management in digitisation projects involving text and image based works. It's infrastructure allows streamlining the process of identification of authors, publishers and other rightholders of a work, including it rights status (orphan, in or out of copyright, commercially available or not). While the goals of ARROW and FORWARD are quite the same, which is assess the rights status of books res. films and the orphan status, FORWARD is much more complex due to multiple authors (meaning that diligent searches must be carried out for each of them) and the lack of comprehensive transnational databases in the AV sector).<sup>4</sup>

## **PUBLIDOC - UCM:**

<http://www.ucm.es/publidoc-ucm/noticias/digitalizacion-y-obras-huerfanas>

Publidoc is a group of researchers at Universidad Complutense (Madrid) focusing on the management and re-use of public sector information, acces and dissemination. The research group is is currently working to design an evidence-based diligent search model to identify orphan works. FORWARD Partner Filmoteca Espanola is in contact with PUBLIDOC, they have scheduled a meeting to take place at the beginning of July 2015.

## **EUROPEANA IPR**

<http://pro.europeana.eu/get-involved/europeana-ipr/tools-resources/tools>

Europeana Data Providers must indicate the rights status of their content in Europeana so that users get a clear indication how they can use it. The Europeana rights statement selection tool helps Europeana data providers to select one of the accepted rights statements to indicate the rights status of objects in Europeana.

WP leader ACE is updating the Europeana IPR working about the FORWARD project and its outcomes.

## **Dwerft “Technologies for automated rights management”**

<http://dwerft.de/project/vp3/>

Main objective of the joint project 3 is the development of technologies for automated detection and investigation of legal metadata of film productions. Software developments shall facilitate data collection, support rights clearance and help to use films for which the rights cannot be clarified. Two key activities of the project are

- a) the development of software to research the rights holders of orphan works
- b) Investigation of the legal requirements for the use of orphan works.

ACE presented FORWARD at the Dwerft Conference, which took place in November 2014 in Potsdam, Germany

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<sup>4</sup> See also FORWARD D3.2 System requirements, p. 7-8.

[http://project-forward.eu/wp-content/uploads/2014/11/D3\\_2-FINAL.pdf](http://project-forward.eu/wp-content/uploads/2014/11/D3_2-FINAL.pdf)

## **Cultural Heritage Agency of the Netherlands**

<http://culturalheritageagency.nl/en>

The Agency is involved in preserving and providing access to the heritage of the Netherlands and acts as the link between policy makers, academics and practitioners. Project partner EYE is in close communication with the a agency to raise awareness of the project and its relationship with the OHIM database.

### **Think Tank “Cultural Memory in the Digital Age”, DE**

This Think Tank is an initiative of the German Digital Library. It gathers representatives from cultural memory institutions in Germany, legal experts, and ministry officials. Aim of the group is to discuss and present solutions which allow memory institutions to better fulfil their public mission in a digital environment, with a strong focus on copyright issues. ACE is member of the group to inform about initiatives and policies on European level for the Film Heritage Sector. The group meets three times per year.

### **European Commission**

ACE is in close communication with the Copyright Unit to be updated about the state of play of the implementation of the OWD in the Member States. They also received the results of the survey on the transposition of the OWD in ACE members countries.

## **6. Upcoming Events**

### **6.1 National Seminars**

In preparation of the National Seminars that will be organised from autumn 2015 onwards, the consortium partners were asked to identify organisations they consider relevant to be informed about FORWARD. Aim of the Seminars is to introduce the FORWARD system and, in particular, to achieve consensus among the stakeholders about the representation of national copyright and orphan works legislations in the system’s workflow. This is important in so far as the 10 Film Heritage Institutions in the consortium are legally responsible for a correct representation of their legal frameworks.

The seminars target the following types of stakeholders on national level:

- 1) Beneficiaries of the OWD and users of the system (in compliance with the OWD, only beneficiary institutions can declare a work orphan): Regional and local FHI and cultural heritage institutions in the partners countries that hold AV collections, e.g the national associations of cinematheques: Kinematheksverbund (DE), AVI (Associazione Videoteche Mediateche Italiano IT), public broadcasters
- 2) Collecting Societies: e.g Copydan (DK), GEMA (DE), SIAE (IT), EGEDA (SP) etc.

- 3) Consumer Organisation, NGOs and platforms dealing with copyright information (e.g I-rights info DE, Kennisland in NL, [copyrightuser.org](http://copyrightuser.org) UK)
- 4) NCAs (National Competent Authority) and Organisations involved in the implementation of national Orphan Works Legislations: Government bodies (Ministry of Culture, Ministry of Justice), Intellectual Property Offices, Patent and Trade Mark Offices etc.<sup>5</sup>
- 5) Research groups in information law, copyright, orphan works, rights data management IVRI Amsterdam, PUBLIDOC, RDI project (see also point 4).
- 6) Europeana officials (Europeana IPR)

**Table 1 National Seminars Schedule**

Partner	When / Where	Stakeholders / Participants
EYE	EYE plans to organise a meeting or Webinar where CINECA would introduce the system and run dummy tests as a support for seminar organisation that all partners are supposed to organise Date tbd.	FORWARD partners (archives)
FN	14-19 SEP 40th Polish Film Festival, Gdynia	Polish and international film society, film professionals, collective management societies
DFI	SEP / NOV 2015 Nordic Archive Meeting, Copenhagen	Danish Film Institute, National Audiovisual Archive Finland, Swedish Film Institute, Norwegian Film Institute, National Library of Norway, Film Archive Iceland, Copydan (CMO)
FOCAL	SEP 2015	FOCAL Archive and research UK members, Broadcasting archives, academics in the media (via BUFVC), British library media staff, BFI relevant staff
CINEBO	NOV / DEC 2015, Annual Meeting of AVI members	AVI = Associazione Videoteche / Mediateche Italiano
NFA	JAN/FEB 2016	Czech film industry / Czech film fund /Ministry of Culture / Memory institutions
DIF	FEB 2016	Steering Board of the Association of German Cinematheques (tbd) <sup>6</sup>

<sup>5</sup> FORWARD partners have identified their NCAs in the framework of the ACE Survey on the Implementation of the OWD.



Partner	When / Where	Stakeholders / Participants
CRB	Tbd.	Belgium has implemented the OWD in early July 2015, but specific regulations (e.g. about sources) is still lacking
FE	SPRING 2016	Research group "Publidoc-UCM", Spanish film archives (Filmoteca Catalunya, IVAC and regional FHI), Collecting Society EGEDA, Intellectual Property Office Spain

## 6.2 Upcoming dissemination events 2015/2016

- 3 July 2015: FORWARD information meeting, Bologna  
The meeting addresses both FORWARD project partners and members of the ACE network. 38 people registered for the event, which will be held in conjunction with the European Film Gateway meeting during Il Cinema Ritrovato Festival. CINECA will present a demo version of the Rights Information Infrastructure (RII)
- 6-7 NOV 2015: International Conference „Shape Access“, Altonaer Bahnhof, Hamburg. We are contact with the organisers to table a workshop on FORWARD.
- 8-9 NOV 2015: EVA /Minerva Jerusalem International Conference. Topics: European Projects dealing with advanced technologies for cultural heritage
- 3-4 November 2015 Europeana AGM, Amsterdam: ACE to present FORWARD in a poster session
- End of NOV: Cinema Experts Group, Belgium
- June 2015: 72th FIAF Congress and Il Cinema Ritrovato Festival, Bologna. This is one opportunity to organise the FORWARD final conference. The International Film Heritage Network, commercial film archives, and researchers will attend both events FORWARD propmotion could tap into the social media campaigns around Il Cinema Ritravato and the FIAF Congress.

## 7 Conclusion and next steps

The dissemination actions are in line with the tasks, which need to be completed according to the DOW. All partners have efficiently contributed to the promotion of FORWARD. Consultation meetings and the presentation of the project at dedicated events turned out to be the most appropriate and effective way to promote FORWARD and create understanding

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<sup>6</sup> DIF together with ACE already organised one national seminar in October 2014 for the Association of German Cinematheques.



of its functionalities. Most partners are introducing the project in connection with the OWD and national OW legislations. Digital Heritage Platforms and Agencies as they exist in the Netherlands and Denmark are also important multipliers, and we will investigate about these kinds of platforms in other partners' countries for improving cross-linking possibilities and the visibility of FORWARD online. This task will be tackled once the demo version of the FORWARD Rights Information Structure is made available.

As a very next step, we will support the partners to organise National Seminars and make sure that they will be properly announced, also through social media. At the same time, we will continue to present FORWARD at major national and international events.

## Annex 1 Dissemination Actions YEAR 2<sup>7</sup> - Evaluation of FORWARD partner's dissemination reports

### 1 Internal project meetings, consultation and information meetings on FORWARD and Orphan Works

Event title	Partner	Date	Location	Participants	Number	Remarks
Consultation meeting	DIF	26/08/2014	Deutsches Filminstitut – DIF, Frankfurt	Representatives from EFG, FORWARD, Europeana, Euscreen and Europeana Sounds	5	Discussion of implication of copyright on Europeana related projects, compare documents and activities resulting from the projects on this topic
Internal meeting	NFA	01/09/2014	Národní filmový archive – Czech National Film Archive, Prague	NFA staff	100	Information about FORWARD and distribution of fact sheet
Consultation meeting with Czech Ministry of Culture	NFA	15/09/2014	Ministry of Culture, Prague	Ministry of Culture representatives	10	Consultation on Implementation of Orphan Works directive with appropriate departments and individuals at Ministry of Culture, Czech Republic
Workshop on Orphan Works and FORWARD	ACE / DIF	13/10/2014	Deutsches Filminstitut, Frankfurt	Members of the German Kinematheksverbund (DIF, Deutsche Kinemathek, Bundesarchiv,	20	Presentation of German legal decision tree and general presentation of FORWARD project by Kerstin Hert (ACE) and Julia Welter (DIF)

<sup>7</sup> The report covers dissemination activities carried between 1 August 2014 until 30 June 2015)

				Filmmuseum Düsseldorf, Filmmuseum München, Murnau Stiftung)		
Information meeting in preparation of dwerft conference (18 NOV 2014)	ACE / DIF	28/10/2014	Deutsches Filminstitut – DIF, Frankfurt	Jacqueline Röber, Anne Polster, (Filmwerte Potsdam) Rike Maier (HIIG (Alexander von Humboldt Institut für Internet und Gesellschaft), Kerstin Herlt (ACE) , Georg Eckes, Julia Welter (DIF)	6	Discussion of synergies between FORWARD and dwerft project on AV rights assessment, orphan works and licensing
Consultation meeting with Intellectual Property Office Spain	FE	30/10/2014	Intellectual Property Office, Madrid	Professionals from libraries, archives and museums, IPO staff	10	Topics: Implementation of OWD in Spain, Sources for diligent search, fair compensation regulation
Internal meeting – Assembly of FORWARD Partners	CRB / DFI	29- 30/01/2015	Danish Film Institute & Archive, Copenhagen	FORWARD partners	26	Results of the survey on the Implementation of OWD, decision tree workflow, metadata enrichment, identifiers, presentation of wireframes
Cultural Heritage Agency of the Netherlands	EYE	ongoing	EYE Film Institute, Amsterdam	Hans Schraven, Project manager (Dutch Cultural Heritage Institute) Peter Vijn, (Sound and Vision NL), Walter Swagemakers	4	The Cultural Heritage Agency of the Netherlands is involved in preserving and providing access to the heritage of the NL and acts as the link between policy makers, academics and

				and Eric Palmen (EYE)		practitioners. EYE contacted the Agency to project the FORWARD activities, to raise awareness of the project and its relationship with the OHIM database
FOCAL Annual General Meeting	FOCAL	16/05/2015	Focal Offices London, UK	UK audiovisual archive staff and archive production users community	30	
3rd meeting of Think Tank "Kulturelles Gedächtnis Digital" (German Digital Library)	ACE	18/06/2015	Stiftung Preussischer Kulturbesitz, Berlin	Representatives from cultural heritage institutions in Germany, MEPs, Europeana, the German Ministry of Culture, legal experts	20	

## 2. FORWARD Presentations at major events

Event title	Partner	Date	Location	Target audience	Attendees	Remarks
ACE General Assembly 2013	ACE /CRB	03/07/2013	Cineteca di Bologna, Bologna	Film Heritage Network	40	
FIAT/ IFTA World Conference 2014	EYE	24/10/2014	Amsterdam <a href="http://fiatifta.org/world-conference-2014-amsterdam/programme-day-3-world-conference-2014/">http://fiatifta.org/world-conference-2014-amsterdam/programme-day-3-world-conference-2014/</a>	Professional Association of broadcasting archives	25	Presentation of FORWARD by Aubéry Escande (EYE) in panel 3 "The Legal Environment and Its Legal Implication for Archives"

Event title	Partner	Date	Location	Target audience	Attendees	Remarks
Seminar on copyright best practices in heritage and memory institutions	EYE	30/10/2014	Leiden, NL <a href="http://www.den.nl/bericht/4424">http://www.den.nl/bericht/4424</a>	Representatives of cultural institutions and of the authors' licensing and collecting societies.	30	Organised by SIMIN (Museum Information Management in The Netherlands) & DEN (Digital Heritage The Netherlands)
Europeana Annual General Meeting	ACE	31/10/2014	Il Prado, Madrid	Europeana Network members	15	Presentation of FORWARD at Speed Dating Session
Dwerft Conference Linked Film and TV Technologies	ACE	18/11/2014	<a href="http://dwerft.de/dwerft/dwerft-konferenz-2014/">http://dwerft.de/dwerft/dwerft-konferenz-2014/</a>			
Cinema Experts Group – Subgroup Film Heritage	CRB	24/11/2014	Cinematek Brussels, organised by DG CONNECT <a href="http://ec.europa.eu/information_society/newsroom/cf/dae/document.cfm?action=display&amp;doc_id=8046">http://ec.europa.eu/information_society/newsroom/cf/dae/document.cfm?action=display&amp;doc_id=8046</a>	Film Heritage Network, AV stakeholders, Commission officials	85	Presentation of FORWARD project by Nicola Mazzanti (CRB) in the panel 3 “A new life of films of which we cannot even find the author” This meeting was devoted to the exchange of best practices among European Film Heritage Institutions.

Event title	Partner	Date	Location	Target audience	Attendees	Remarks
Cinema Programme “Out of Love for Cinema”	FN	12/2014 – ongoing	<a href="http://www.fn.org.pl/page/index.php?str=53&amp;id=1344">http://www.fn.org.pl/page/index.php?str=53&amp;id=1344</a> <a href="http://www.iluzjon.fn.org.pl/aktualnosci/info/435/stolat-milosci-od-poniedzialku-na-antenie-telewizji-kino-polska.html">http://www.iluzjon.fn.org.pl/aktualnosci/info/435/stolat-milosci-od-poniedzialku-na-antenie-telewizji-kino-polska.html</a> <a href="http://www.iluzjon.fn.org.pl/aktualnosci/info/444/abc-milosci-w-cyklu-z-milosci-do-kina.html">http://www.iluzjon.fn.org.pl/aktualnosci/info/444/abc-milosci-w-cyklu-z-milosci-do-kina.html</a> <a href="http://www.iluzjon.fn.org.pl/cykle/info/342/z-milosci-do-kina-filmy-przedwojenne-w-nowej-odslonie.html">http://www.iluzjon.fn.org.pl/cykle/info/342/z-milosci-do-kina-filmy-przedwojenne-w-nowej-odslonie.html</a> <a href="http://www.fn.org.pl/page/index.php?str=53&amp;id=1360">http://www.fn.org.pl/page/index.php?str=53&amp;id=1360</a> <a href="http://www.fn.org.pl/page/index.php?str=53&amp;id=1367">http://www.fn.org.pl/page/index.php?str=53&amp;id=1367</a>	General public	1000 spectators until May 2015	Presentation of the FORWARD project to cinema audience before the screenings of films shown as “Out of love for cinema” series, which is a series of restored and digitized Polish films presumed as orphan. The project FORWARD is presented during lectures before the screenings and on multimedia screens in the cinema foyer.
Danish Association of Photographic and Film Preservation	DFI	21/01/2015	Odense, Denmark “Mind the Gap” <a href="http://fotoogfilm.org/2014/12/07/mind-the-gap-lffkursus-21-januar-2015-i-odense/">http://fotoogfilm.org/2014/12/07/mind-the-gap-lffkursus-21-januar-2015-i-odense/</a>	Regional Cultural Heritage Institutions Denmark	75	Presentation: The EU Orphan Works Directive. Explaining the orphan works to potential small and medium size beneficiary institutions from all of Denmark.

Event title	Partner	Date	Location	Target audience	Attendees	Remarks
Conference "Archiving tomorrow"	CRB / FOCAL	13/03/2015	Birmingham, UK <a href="http://www.archivingtomorrow.com/images/PDF/Timetable.pdf">http://www.archivingtomorrow.com/images/PDF/Timetable.pdf</a>	Archivists, Curators, Academics, Professionals from the film industry	80	Organised by FOCAL International. Presentation "FORWARD Project and Orphan Works management at a European Level" by Inge Coolsaet
"Fairly Legal" Symposium of the FIAF Congress 2015	CRB / DFI	12- 13/04/2015	Sydney, Australia <a href="http://www.fiafcongress2015.com.au/cms/uploads/eventbooklet.pdf">http://www.fiafcongress2015.com.au/cms/uploads/eventbooklet.pdf</a>	Film heritage Network, Researchers	150	Practise and legal framework in Europe and globally
Think Tank "Cultural memory" (German Digital Library). Presentation of the EU Directive on Orphan Works and FORWARD	ACE	25/04/2014	Stiftung Preußischer Kulturbesitz, Berlin	Legal experts, archivists and curators from leading memory institutions in Germany	15	Presentation of FORWARD by Kerstin Herlt in the panel: "Rechtliche Herausforderungen in der Distribution und Antworten der dwerft."
Seminar on Audiovisual Heritage "Pensar la memoria, recuperar la memoria"	FE	11- 12/05/2015	Filmoteca Española, Madrid, Spain <a href="http://www.mecd.gob.es/dms/mecd/cultura-mecd/areas-cultura/cine/mc/fe/portada/TripticoSeminarioMayo2015/TripticoSeminarioMayo2015.pdf">http://www.mecd.gob.es/dms/mecd/cultura-mecd/areas-cultura/cine/mc/fe/portada/TripticoSeminarioMayo2015/TripticoSeminarioMayo2015.pdf</a>	AV heritage students, researchers, Film Heritage Institutions	80	Organised by Filmoteca Española and Universidad Complutense de Madrid. Presentation of the FORWARD project by Laura Carillo (FE)





AVR 3, 2015

## Out of Love For Cinema: Filmoteka Narodowa presents highlights of Polish pre-war cinema

Kerstin Herit News Film cycle, Pre-war films

FORWARD partner Filmoteka Narodowa presents its treasures of Polish pre-war cinema from the 30's. *Out of Love for Cinema* is a cycle of fourteen titles, which will be shown from December 2014 to January 2016 in Warsaw's Iluzjon cinema. The films, all of them orphan works, were preserved, digitized, and some of them also thoroughly reconstructed, in the framework of Filmoteka's *Nitrofilm* project. The project *Nitrofilm – Conservation and digitalisation of pre-war feature films at the National Film Archive in Warsaw* covers 43 titles from a unique collection of 159 pre-war films. The only selection criterion was that a particular title has been preserved on nitrate base, i.e. the original media from the period when the film was produced. The project aimed at setting up a specialised infrastructure for the conservation, reconstruction and the digitisation of a part of the Polish pre-war cinematography collection. Modern preservation materials, appliances and technology will enable the Polish Film Archive to perform, for the first time in Poland, a comprehensive digitisation and reconstruction of the oldest film relics. The project was co-financed by the European Regional Development Fund, Priority XI 'Culture and Cultural Heritage'.



Download the press release [Out of Love for Cinema](#)

[Read more about the Nitrofilm project](#)

#### SEARCH

#### LATEST NEWS

U.S. Copyright Office Report on Orphan Works and Mass Digitization

« Fairly legal » – FIAF Congress Symposium on Copyright, Sydney, 13-14 April 2015

#### NEWSLETTER

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## 2. Newsletter Issue 2 , April 2015

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### Framework for an EU-wide Audiovisual Orphan Works Registry

#### Why FORWARD?

The demand for rights clearance of audiovisual material grows steadily. A simple and fast assessment of the rights status of audiovisual works is critical for their re-use in non-commercial contexts (education, research, ...) as well as in commercial contexts (production of TV programmes and home video, for innovative business models based on new distribution channels like VOD, streaming, portable devices).

Identifying rights holders is time consuming and expensive. FORWARD is responding to this by facilitating and streamlining the rights clearing process. It supports Europe's film archives' search for rightsholders and helps identify orphan works more easily. According to an ACE [survey](#) carried out in 2010, 21% of the films held in the ACE members' collections are considered orphan. While the Orphan Works Directive (OWD) 28/2012/EU provides the political and legal basis to use orphan works in non-commercial contexts, FORWARD technically supports the diligent search.

#### Target objectives

- Build a pan-European system to assess the rights status of audiovisual works
- Create a permanent registry for audiovisual orphan works
- Systemically record the diligent searches performed

[More on the progress & development of the project](#)

#### News

[Out of Love For Cinema: FORWARD project partner Filmoteka Narodowa presents highlights of Polish pre-war cinema](#)

[By 1 April, 52 audiovisual and cinematographic works were registered in the European Orphan Works Database](#)

[The 71st FIAF Congress is held in Sydney and Canberra from 12th to 18th April 2014: Fairly legal – Intellectual property, content regulation and film archiving: where are we heading?](#)

[Results of the survey conducted by ACE on the implementation of the Orphan Works Directive into national legislation](#)

## Annex 3: Dissemination Reporting Template

**PARTNER: XXX**

**REPORTING DATE: XXX**

TITLE	DETAILS
<b>Date of dissemination</b>	
<b>Type of the dissemination action (1)</b>	
<b>Place of activity (or URL)</b>	
<b>Target audience(2)</b>	
<b>Size of audience (if appropriate)</b>	
<b>Relevance to tasks work in Forward (WPs or tasks according to DOW)</b>	
<b>Additional information / Comments</b>	

- (1) Types of actions: presentation of the project and related topics (rights issues, orphan works directive, technical issues etc.) at conferences, workshops and meetings (also internal meetings), organisation of seminars and workshops, news, blogs, press releases, articles, abstracts, other (please specify).
- (2) Film Heritage Network, GLAM (professionals from libraries, archives and museums, other audiovisual stakeholders (Producers, Authors, Collective Management Organisations etc.), researchers and students, consumer organisations, government bodies, other (please specify)