

Track 1: Innovation and Critical Learning in Business & Education

The Development of Industry-Led Higher Education Programmes - For The World of Film In Denmark

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The North SEA screen project - supported by Interreg IVB - aims at supporting the development of existing clusters in the film/TV/interactive media sector through transnational working within & between clusters to build the capacity of companies, particularly SMEs.

One of the main idea in the project is to engage screen agencies, policymakers, business support agencies, educational institutes, research centres, media companies to network, to identify best practice & deliver workshops & master classes to raise skills levels & promote knowledge transfer.

This paper will - based on a model for cluster development developed by The Danish Authority of Enterprise and Construction - focus on the benefits for HEIs to support cluster development.

Friday 8 October 9:00 – 10:30