NCP Horizon Testimonial

ScreenME in a few words

The objective of the Horizon2020 Twinning project ScreenME is to **enhance excellence in screen media entrepreneurship** at Tallinn University (TLU). To do so, ScreenME has established a network of universities across Europe that aim to improve research into and teaching of entrepreneurship for the screen media industry. ScreenME will develop a teaching course and will kick off research initiatives and projects on entrepreneurial activities in media organisations. ScreenME involves academics and other stakeholders (media organisations, start-ups, policy-makers, etc.) through the institutionalization of a screen media entrepreneurship research hub, the ScreenME-Hub, at TLU. This project has received funding from Horizon 2020, the EU's research and innovation programme from 2014-2020, under grant agreement No 952156.

The role of imec-SMIT-VUB in ScreenME

SMIT is involved in two cross-cutting activities: support for early stage researchers, and developing stakeholder involvement. SMIT (Studies on Media, Innovation and Technology) is a research centre within the Vrije Universiteit Brussel (VUB) and is also a core research group at imec, Europe's leading research centre for nanotechnology and digital innovation. SMIT's goal is to understand the impact of technology on everyday practices and to design strategic guidelines to shape innovation responding to user needs and expectations, thus empowering people and society.

ScreenME has a whole work package dedicated to **early stage researcher development** on the bases of the institutionalisation as well as enhanced scholarship of teaching. Activities include strengthening the international networking and support for early stage researchers; exchanging best practices, experience and know-how in terms of mentoring and including early stage researchers; improving publication impact of early stage researchers. The objective is for TLU to increase its reputation and attractiveness for national and international early stage researchers in the field. In the longer term, this will enhance the sustainability of research excellence on screen media entrepreneurship at TLU. SMIT is leading the task dealing with networking and joint workshops for early stage researchers. This includes co-organizing two webinars and two workshops (one workshop was already organized within the emma 2021 conference). SMIT will write a public report on the workshops and their results.

Stakeholder involvement is crucial to improve the universities' overall societal engagement, notably via knowledge transfer. It also supports researchers' activities, notably in terms of access to resources (data, funding, etc.). SMIT has a large expertise regarding the involvement of industry and particularly policy stakeholders (policy-makers, law-makers, regulators). Within ScreenME, SMIT will write a policy brief on best practices of R&D networking, based on the project's numerous workshops on how to involve stakeholders in research activities (industry and policy-makers). It leads the dissemination of project results to industry, researchers, policymakers and other stakeholders. It contributes to activities regarding how to involve industry stakeholders in teaching activities.

What is the added value for imec-SMIT-VUB of taking part in a European R&I project?

At SMIT, we already have a significant experience in taking part in EU projects but this is **the first time** we are (and more generally the VUB is) **involved in a so-called WIDESPREAD project**, which aim at the realisation of the research and innovation potential in all parts of Europe. By nature, ScreenME revolves around the lead partner, TLU, who defines the main concept and more generally the expectations, in terms of how its excellence can be increased.

All research centers involved have a lot to gain from this collaboration and the knowledge exchanged. SMIT can take away lessons on how other partners support their early stage researchers and how they involve a wide variety of stakeholders in their research and teaching activities. Also, ScreenME has allowed us to build and strengthen collaboration with several partners. This has delivered concrete results, both in terms of joint publications and further engagement in joint project proposals.