



films. talent. spirit.
europe!



European Film Promotion

EFP in Motion

The year so far – January to July 2026

Foreword

Dear friends and partners of European Film Promotion,

This report marks a quiet turning point for EFP. At the end of July, Sonja Heinen has stepped down as Managing Director after ten remarkable years leading this network. Years in which EFP grew, adapted, and built the trusted relationships across our 38 member institutes, from 37 countries, that so much of the work in this report rests on.

Everything you'll read here, every actor discovered, every producer connected, every film sold into a market it might never have reached alone, stands on the foundation Sonja built. We are deeply grateful to her, and we know the whole EFP family joins us in that gratitude.

None of what follows in this report happens on its own. It is the work of an extraordinary team at EFP, the people who turn ambition into events, introductions and results, often far from the spotlight. Thank you.

We also write this at a time of real transformation, in Europe and beyond. Division is louder than it has been in years, misinformation travels faster than fact, and war has returned to our continent's doorstep. In moments like these, cooperation across borders is one of the few things that genuinely holds. Europe has always been stronger working together than apart, and we believe that is truer now than ever.

European cinema is living proof of that. It carries dozens of languages, histories and ways of seeing the world onto the same screen, and every filmmaker we help cross a border adds one more voice to a story that refuses to be told just one way. That diversity is the reason our work matters. Supporting European film, in all its variety, means supporting the talent and the perspectives that make Europe what it is.

None of this is possible without the continued backing of Creative Europe MEDIA, the German Federal Government Commissioner for Culture and the Media (BKM), the Hamburg Ministry of Culture and Media and MOIN Film Fund Hamburg Schleswig-Holstein. This year, we are also glad to welcome Allwyn as a new partner to EFP; more collaborations of that kind are on their way.

This is what these first months of 2026 looked like in practice: ten actors stepping onto a red carpet in Berlin; producers building relationships in Cannes that will shape films we haven't seen yet; upcoming directors seeing their debut (short) film for the first time in front of a huge audience in Karlovy Vary; sales companies closing deals in Hong Kong, markets thousands of kilometres from home; a documentary team in Copenhagen calling their experience with us, quite simply, "a blast"; and, further afield still, in Rio, Sydney, El Gouna, Guadalajara, Park City and Busan, European filmmakers finding audiences on

continents where they might otherwise have gone unseen.

None of it happens without the passionate work of our member institutes and everyone who has believed in this network before us. We hope this report gives you a real sense of what that work adds up to.

Thank you for being part of this network, in whatever way you are – as a talent, a funder, a member, a partner, or simply someone who cares about where European film talent goes next.

Warmly,

Irina Ignatiew-Lemke

Managing Director, European Film Promotion

Jo Mühlberger

Deputy Managing Director, European Film Promotion

2026 the first seven months in numbers

Across eight flagship programmes and one continuous funding scheme, the first half of 2026 put European talent in front of international decision-makers, delivered sales, and kept a 38-institute network working in step.

The snapshot below brings together the headline figures; full context, sourcing, and the stories behind them follow in the sections that make up the rest of this report.

talent & programmes

8

flagship programmes
delivered across Europe,
North America & Asia

47

talents introduced
(10 actors, 21 producers,
16 directors)

38

member institutes across
the EFP network

sales & impact

4

Sundance awards for
European (Co-)Productions

23

confirmed sales,
Hub FILMART

341

films supported,
Films Sales Support*

42%

sales ratio,
Film Sales Support*

* Film Sales Support figures cover the current 2024–26 funding period, not 2026 alone; the sales ratio reflects some claims still being processed.

industry & audience reach

32

North American distributors,
Sundance Showcase

150+

interviews on Press Day,
European Shooting Stars

24

North American buyers & programmers,
Europe! Docs

~400

industry meetings,
Hub FILMART

35

critics across 13 countries,
Latin American Critics' Award

14

networking events,
Producers on the Move

1120

total audience at 12 screenings,
Europe! Voices of Women+ in Film at Sydney

972

total audience at 4 sold-out screenings,
Future Frames at Karlovy Vary



Europe! Hub at Sundance 2026

about

EFP's hybrid initiative to strengthen the visibility of European films and talent in North America, combining an onsite Hub with digital promotion and a curated online industry showcase on the occasion of one of the leading festivals for independent cinema.

at a glance

reach

9

member countries took
part in the programme

6

world premieres presented
in the showcase

32

North American
distributors attending

engagement

7

premieres targeted-promoted

~100

guests at Happy Hour

4 Sundance Awards

went to European (co-)productions

promotion & reach

The pre-festival online showcase connected six European directors directly with North American distributors in a moderated Q&A format, introduced by Sundance's senior programmers.

EFP partnered with online magazine The Film Verdict, which reviewed all highlighted films and published a special page, while further visibility came through Sundance newsletters, online banner on Cinando, and coverage in Variety Daily Spotlight and Business Doc Europe. Seven world premieres were promoted through targeted mailings to buyers and programmers to North America; a press and industry mailing reached around 5,000 contacts, social media activity rounded up the initiatives' highlights.

networking

The onsite Hub served as an informal meeting point for filmmakers, sales agents, journalists and institutions during the festival. The EUROPE! Happy Hour added a further strong networking moment.

impact & outlook

Four Sundance Awards went to European co-productions, and several filmmakers secured North American representation, including signings with WME and UTA. Sundance's planned move to Boulder is seen as a potential opportunity for improved accessibility and affordability in future editions.

- Audience Award: World Cinema Dramatic for **Hold Onto Me** by Myrsini Aristidou
- World Cinema Grand Jury Prize: Documentary for **To Hold a Mountain** by Biljana Tutorov, Petar Glomazić
- World Cinema Grand Jury Prize: Dramatic for **Shame and Money** by Visar Morina
- World Cinema Dramatic Directing Award for Andrius Blaževičius, **How to Divorce During the War**

“

The festival traction was great from the start, and we managed to close deals in over 15 territories, including the US with Zeitgeist in association with Kino Lorber. The reviews were amazing as well, and the film has now become Lithuania's official Oscar entry.

– Katarzyna Siniarska

New Europe Film Sales, world sales for How to Divorce During the War



2026 Core Programmes

European Shooting Stars at Berlinale 2026

about

EFP's flagship talent promotion programme for outstanding emerging European actresses and actors, selected by an international jury, combines online programme, industry networking, press work and a high-profile presence during the Berlinale to connect new acting talent directly with international decision-makers.

at a glance

selection

27

submissions

25

countries

10

selected talents

industry access

36

casting directors, online

40

casting directors, onsite

4

days at Berlinale

press & visibility

150+

interviews
on Press Day

20

photoshoots
on Press Day

1.8 M

impressions in
223 social media posts

public moments

~100

guest at Gala Dinner

~150

guests at the Berlinale HUB

red carpet &
presentation
at Berlinale Palace

promotion & reach

Promotion began two months ahead of the Berlinale with six press releases, a coordinated social media campaign, individual video clips and digital press materials. On Press Day alone, more than 150 interviews and 20 photo shoots took place with journalists from 13 European countries. The campaign achieved particularly strong visibility on Instagram and was amplified through media partnerships with Variety, Screen International, Cineuropa, HeyUGuys, Fred Film Radio and Festival Scope Pro.

networking

The online Actors Industry Network created early exchange ahead of the festival; onsite sessions connected the ten talents directly with casting directors from Europe, the UK and the US. Further encounters took place through the EFM tour, the Industry Talk, an Industry Networking Get-Together and a Mingling Dinner.

impact & outlook

The new event format at the Berlinale Hub drew capacity crowds, and the Gala Dinner provided a strong closing moment for around 100 guests. The programme adapted successfully to changes in the Berlinale's own structure while preserving its prestige and European profile — a solid basis for future editions.

“

It feels great to meet people who share your passion, because there's an instant connection. I feel like I got nine friends out of it and couches to sleep all over Europe. That's quite exceptional when you know we only had four days together. I think it's a great example of how cinema can bring people together.

– Violet Braeckman (Belgium)



Europe! Hub at FILMART 2026

about

EFP's shared market platform for European sales activity in Asia, giving participating companies a visible base at one of the region's key industry events.

at a glance

growth 2025 – 2026

14 ↑ from 9
participating companies

54 ↑ from 36
stand size (sqm)

~8k ↑ from 7.6k
market attendees

on-the-ground results 2026

~400
meetings

97
titles presented

33
sold / in negotiation (23 confirmed)

promotion & reach

A targeted mailing reached more than 1,690 industry professionals and Asian distributors; a 30-second trailer slot on a LED wall at the entrance of the market highlighted titles of the 14 sales companies.

The outstanding design and branding of EFPs Europe! Hub with its colors blue and yellow works eye-catching and draws attention for what Europe has to offer for the Asian territory.

networking

The Hub connected European sales companies with buyers from China, South Korea, Japan, Indonesia, India, Taiwan and Vietnam. During the European Film Market in Berlin, an exclusive gathering of Asian distributors and European sales agents helped strengthen relationships one month ahead of the market.

impact & outlook

The 2026 edition performed above expectations, confirming the value of a joint European presence at FILMART, with increased participation, strong meeting activity and concrete sales results pointing to a renewed momentum. Co-production could become a stronger focus for future editions, broadening the Hub's role beyond sales.

“

In comparison to previous FILMART editions, it has been especially busy this year. Even though the Asian market is challenging these days... we noticed that Asian buyers are active — inquiring about titles, meeting with us and screening our European films.

– Moritz Hemminger, Beta Cinema (Germany)

”

We were able to make a satisfying amount of deals that made the trip worthwhile... thanks to the support of EFP it is very cost-efficient to attend FILMART, as the fee for the umbrella is affordable and even hotel nights are provided.

– Johannes Busse, Sola Media (Germany)



Europe! Docs at CPH:DOX 2026

about

EFP's international promotion initiative for selected European documentaries outside Europe, run in partnership with CPH:DOX, known as a festival with strong connection to the North American industry. Curated online exposure is combined with tailored industry support, targeted press and focused onsite networking.

at a glance (showcase)

24 ↑ from 12

North American buyers & programmers attending the showcase

6

world premieres presented

7

festival reps joining

networking

The pre-festival online showcase, introduced the six films to North American buyers through Q&As and elevator pitches by CPH:DOX's Head of Programming, Mads Mikkelsen. EFP collaborated with a US industry consultant who worked individually with each team ahead of the festival. Onsite, a brunch for film teams and North American festival representatives, a networking coffee break, and EFP's presence as a CPH:FORUM partner rounded out the programme.

impact & outlook

Participation in the showcase increased significantly compared to 2025, and buyer/programmer follow-up confirmed strong engagement. Looking ahead, EFP aims to deepen the CPH:DOX collaboration and is in discussion with DMZ International Documentary Film Festival (South Korea) and Sheffield Doc/Fest (UK) about future partnerships.



Thank you, Europe! Docs — waouh, what a blast!

– **Estelle Robin & Nolwenn Hervé**
producer and director of *The Cord* (France)

Producers on the Move at Cannes 2026

about

EFP's networking and promotion programme for emerging European producers, combining an three day online programme, five days onsite activities in Cannes and a broad promotion campaign to support co-production connections and international visibility.

at a glance

20

producers from 20 European countries

+1

guest producer (Ukraine)

14

networking events

70k

newsletter reach

networking

The programme brought together a range of events, such as a networking dinner, sessions with funding bodies Film i Väst and Eurimages, sessions with broadcasters ARTE, MUBI and Netflix, meetings with casting expert Cassandra Han and Sundance's programmers, pre-arranged one-on-one project meetings, and dedicated meetings with thier peers from Latin America and the Arab world, rounded up with the annual Alumni Cocktail.

impact & outlook

Initial feedback was strongly positive, with expectations of new partnerships and future co-productions — echoing outcomes from earlier editions, including signed co-production contracts and past participants' films premiering at Cannes Competition 2026 such as Gentle Monster by Marie Kreutzer, a co-production between Austria, Germany and France. The programme continues to position itself as a long-term relationship-building platform, not only a visibility moment.

“

First of all: direct contacts to amazing talented European producers, funding institutions and decision makers... it was very inspiring for me to be amongst a group of ambitious hard working producers.

– Roxanne Sarkozi, De Wereldvrede (Belgium)



Latin American Critics' Award for European Films at Guadalajara 2026

about

EFP's initiative to strengthen the visibility of European cinema across Latin America through a curated critics' vote, presented at the Guadalajara International Film Festival (FICG) in close cooperation with regional partners.

at a glance

35

critics voting

13

Latin American countries

20

European entries

The Love That Remains

Winning Film by Hlynur Pálmason (Iceland, France, Denmark, Sweden)

promotion & reach

Next to various publications, the coverage included articles in Cineuropa, Universidad de Guadalajara, Impacto Jalisco and La Crónica de Hoy. The presence of lead actor Sverrir Guðnason and the engagement of local distributor Lool Films significantly increased media visibility around the film's planned Mexican release.

networking

All onsite activities were condensed into one day — press conference with more than 25 journalists attending, award ceremony, a screening with Q&A, and the EUROPE! Cocktail hosted with Guadalajara's industry platform. The cooperation with FICG, Cineuropa and LatAm Cinema was central to broadening the award's reach.

impact & outlook

The 2026 edition reinforced the presence of European cinema in Latin America. The edition led to a presentation of four participating films in an audience event „European Voices in Lima“, Peru later this summer.



Europe! Voices of Women+ in Film at Sydney Film Festival 2026

about

Europe! Voices of Women+ in Film is EFP's international promotion and networking programme for European women-identifying and genderqueer filmmakers. In cooperation with the Sydney Film Festival and partner festivals in Rio and Busan, the initiative presents new European films to international audiences and connects their directors with film professionals and potential partners.

at a glance

selection

6

selected films

50

recommended films

23

EFP member organisations

industry access

12

festival screenings

1120

total audience

promotion & reach

The six selected films were presented in a dedicated section of the 73rd Sydney Film Festival in June. Screenings took place at venues across the city, including the State Theatre, Event Cinemas, Palace Central, Dendy Newtown, Palace Norton Street and Ritz Randwick. All titles were featured in Cineuropa as Mediapartner; social media posts and a targeted mailing to international festival programmers and distributors rounded up the digital measures to spread the word about the selected titles and filmmakers. The programme benefited from the wider reach of the festival, which welcomed more than 170,000 visitors and presented over 250 films across more than 500 screenings and events.

networking

All six selected filmmakers are eligible to participate in the second International Virtual Women+ Networking Summit on 24 and 25 November. The summit will be tailored to their individual professional needs and will include meetings with international film industry representatives.

The summit aims to expand the directors' networks, support upcoming projects and connect them with potential partners. EFP plans to continue its cooperation with the EWA Network and the CIRCLE international training programme.

impact & outlook

The programme gave six recent European films directed by women+ filmmakers a prominent platform within the Sydney Film Festival and reached strong audiences across its 12 screenings.

In line with its environmental strategy, EFP is increasingly focusing on virtual networking activities. A return journey to Sydney causes approximately 7.5 tonnes of CO₂ emissions per filmmaker. The programme therefore combines international festival visibility with sustainable online networking and targeted professional support. The programme continues with its cooperations at the Rio de Janeiro and the Busan International Film Festivals in October; the summit will take place in November.



Future Frames at Karlovy Vary 2026

about

Future Frames is EFP's talent promotion programme for outstanding emerging European directors at the Karlovy Vary International Film Festival (KVIFF). Combining online preparation, international promotion, festival screenings and direct industry encounters, the initiative helps position a new generation of filmmakers within the European and international audiovisual landscape.

at a glance

selection

10

emerging directors

50

nominations

industry access

972

total audience at 4 sold-out screenings

179k

reach on social media

outlook

5

filmmakers will be presented
at Festival de Sevilla

1

filmmaker will join
Les Arcs Industry Village

Hae-Sup Sin

received the Allwyn
Scholarship and will take
part in a one-month
residency in Los Angeles

promotion & reach

International media collaborations with Variety, Cineuropa, Fred Film Radio, T-Port and, for the first time, Complex Magazine generated strong visibility for the selected filmmakers. Custom social media content, trailers and interviews were shared across EFP, KVIFF, Allwyn and partner channels. EFP also activated its wider industry network to introduce the talents to potential collaborators and international contacts.

networking

Online preparation included group and individual sessions, pitching workshops, career consultations and “Meet the Industry” sessions covering production, sales, festivals, distribution and funding.

At KVIFF, the Allwyn FUTURE FRAMES Lounge served as a central meeting point for interviews and informal encounters. Further activities included a masterclass with Christos Nikou, a feedback brunch with the KVIFF programming team, individual meetings with US talent agencies and Les Arcs Talent Village, as well as the new EFP FUTURE FRAMES x KVIFF Central Stage Industry Party in collaboration with German Films.

impact & outlook

The 2026 edition brought together a particularly open and collaborative group of emerging filmmakers. The continued partnership with Allwyn strengthened the programme’s visibility, while the new cooperation with Les Arcs Talent Village and the Los Angeles scholarship for Hae-Sup Sin created additional international career opportunities.

Other upcoming activities include screenings at the Festival de Sevilla.



Film Sales Support August 2024 - July 2026

about

Film Sales Support (FSS) is EFP's well-established support scheme for the European sales industry with the goal of increasing sales and circulation outside Europe. The programme provides world sales companies with targeted financial incentives to boost promotion campaigns for newly completed European films at world premieres, and for packages of unfinished and finished films at selected markets. FSS sits at the end of EFP's promotion value chain, following on from the talent- and title-focused programmes above. Through the Top Up Grant Inclusion, EFP encourages sales companies to invest more in promoting films addressing gender balance, equity and inclusion.

at a glance

341

films supported

184

campaigns

34

EFP member countries

42%

Sales ratio across all events

inclusive-labeled films, top up grant inclusion

42

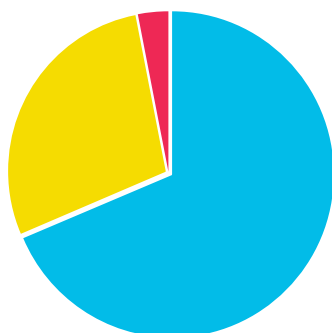
2024 - 2025

51

2025 - 2026

27%

overall ratio



- male 226 (66%)
- female 103 (30%)
- nonbinary / undisclosed 12 (4%)

promotion & reach

FSS publishes its Public Calls with conditions and deadlines and promotes supported films through press releases and social media. It also increases the visibility of associated sales companies through the Guide of European Sales Companies, featuring almost 90 active European world sales companies.

networking

Close exchange with Europa International, associated sales companies and EFP's member organisations ensures the scheme continues to respond to industry needs, with regular exchange meetings.

impact & outlook

FSS is a flexible, low-level, agile scheme that can react quickly to market conditions. Through it, EFP has strengthened relationships with European world sales companies and non-European buyers, gathering and sharing intelligence on upcoming projects, market conditions, key players and emerging business models across its member organisations.



A War On Women by Raha Shirazi (Italy)
Minerva



The Wizard of the Kremlin by Olivier Assayas (France, USA, UK)
Gaumont



Ulya by Viesturs Kairiss (Latvia, Lithuania, Estonia)
B-Rated



Downtown by Michiel van Erp (The Netherlands)
m-appeal

Sustainability & Impact

Sustainability is not an add-on to EFP's work — it is one of the criteria our funders look for, and increasingly a factor EFP weighs when planning its own programmes. EFP's [Green Mission statement](#), approved by all member organisations in 2023, is the basis for all activities. Across the first seven months of 2026 and the late-2025 activities covered in this report, several consistent practices emerge: sending a single EFP representative rather than a full team wherever possible, engaging local hires or volunteers to reduce travel footprint, avoiding plastic at events, choosing rail over air travel where feasible, and reducing printed promotional material in favour of digital formats.

CO₂ footprint by programme (2025 – 2026)*

programme	2026 (or latest)	prior year	change
European Shooting Stars (Germany)	9.05 t CO ₂	10.98 t	↓ 1.93 t
Hub Sundance (USA)	3.03 t CO ₂ -eq	3.08 t	↓ 0.05 t
Hub FILMART (Hong Kong)	3.4 t CO ₂	3.19 t	↑ 0.21 t (more participating companies)
Europe! Docs (Denmark)	0.29 t CO ₂	0.36 t	↓ 0.07 t
Producers on the Move (France)	1.75 t CO ₂	2 t	↓ 0.25 t
Latin American Critics' Award (Mexico)	7.02 t CO ₂	3.51 t	↑ 3.51 t (film guest travel)
Future Frames (Czech Republic)	25.27 t CO ₂ -eq (2025)	39.59 t (2024)	↓ 14.32 t (decrease because in 2025 US guest were already in Europe)
Europe! Voices of Women+ in Film**	0.4 t CO ₂ (2025 Summit, Rio, Busan)	4.72 t (2024)	↓ 4.32 t

* EFP programmes are tracked through the [Green Producers Tool \(GPT\)](#).

** Europe! Voices of Women+ in Film: the Sydney figure within this total is marked as missing in the source data, so the 0.4t total is a partial figure covering the Summit, Rio and Busan only — not the full 2025 footprint across all three festivals. To be confirmed before external use.

Where a footprint increased, the driver is traceable and specific rather than a loss of discipline: FILMART's rise reflects five additional participating companies and more material; s. 24: The increase for Guadalajara reflects the fact that the lead actor of the winning film traveled there specifically as part of the delegation, whereas the guests from the other films traveled to Mexico last year as part of their PR tour for the film's theatrical release and are therefore not included in the count.



Outlook

The first seven months of 2026 confirmed what EFP's network does best: meeting European talent and titles at the exact moment an introduction can change their trajectory — whether that's a debut director's first US distributor conversation, a sales company's first Asian buyer meeting, or a producer's first co-production contacts for upcoming projects. Across eight continent-spanning programmes and a sales support scheme that has reached 34 member countries over its current 2024–26 funding period, that work continued at a consistent, and in several cases growing, scale.

Looking to the second half of 2026, EFP will build on this momentum through its remaining festival and market activities (such as the Europe! Hub at the newly installed TIFF: The Market during the Toronto International Film Festival, the Arab Critics' Award for European Films at El Gouna; Voices of Women+ at the Busan International Film Festival and the Europe! Hub at the ACFM Busan). While continuing to strengthen its sustainability practice and its Top Up Grant Inclusion scheme. Behind the scenes, 2026 also marks a year of strategic groundwork: EFP is preparing its brand positioning and organisational structure ahead of its 30th anniversary in 2027 — a milestone that will give the network an opportunity to tell its collective story, across all its programmes, with one clear voice.

