



## Partner search form

For Creative Europe project applications

Call	<b>NEWS - Media Literacy</b>
Strand or category	<b>CREA-CROSS-2025</b>

### Cultural operator – who are you?

Name of organisation	<i>Non-profit organization Association of Producers of Ukraine</i>
Country	<i>Ukraine</i>
Organisation website	<i><a href="https://www.producer.com.ua/">https://www.producer.com.ua/</a></i>
Contact person	<p><i>Mr. Serhii Korzachenko</i>            Email: <a href="mailto:sergeykorzachenko@gmail.com">sergeykorzachenko@gmail.com</a>            Mob.tel. +380666476837 (WhatsApp,Viber, Telegram)</p> <p><i>Mr. Oleg Valuyskov</i>            Email: <a href="mailto:valuyskov@ukr.net">valuyskov@ukr.net</a>            Mob.tel. <a href="tel:+38-050-8000-500">+38-050-8000-500</a> (Viber, Telegram)            Mob.tel. <a href="tel:+38-067-466-77-04">+38-067-466-77-04</a> (WhatsApp,Viber)            Public Profile:  <a href="https://www.linkedin.com/in/olegvaluyskov">https://www.linkedin.com/in/olegvaluyskov</a>  <a href="https://www.facebook.com/oleg.valuyskov">https://www.facebook.com/oleg.valuyskov</a></p>
Organisation type	<i>public organisation, non-governmental organisation, non profit organisation</i>
Scale of the organization	<i>2</i>
<b>PIC number</b>	<i>900626571</i>
Aims and activities of the organisation	<p><i>The Association of Producers of Ukraine was founded in 2006. The constituent assembly was held with the support of the Ministry of Culture of Ukraine and the head of the state service of cinematography, Hanna Chmil. It was the first production organization that united in its ranks independent producers of film and TV projects of Ukraine.</i></p> <p><i>The association has developed from a classic model of a trade union to an international organization aimed at monetizing the rights of producers of the media sector in the modern conditions of global digital distribution of audiovisual content.</i></p> <p><i>It was the factor of globalization of distribution markets that contributed to the reformatting of the organization's activities, and for this purpose, the association of collective rights management ARMA UKRAINE was founded in partnership with other organizations.</i></p> <p><i>Today, we represent the interests in the field of collecting and paying royalties for the use of audiovisual content not only to producers and film studios, but also to authors of Ukrainian films. This is the only example in the CIS where authors and producers have united to receive income from the use of film rights. This achievement of the association was the first step towards building a holistic model of monetization of Ukrainian</i></p>

	<p><i>content in Ukraine and on world markets.</i></p> <p><i>Today, we represent the interests in the field of collecting and paying royalties for the use of audiovisual content not only to producers and film studios, but also to authors of Ukrainian films. This is the only example in the CIS when authors and producers have united to receive income from the use of film rights. This achievement of the association was the first step towards building a holistic model of monetization of Ukrainian content in Ukraine and on world markets.</i></p> <p><i>In addition to the national rights of Ukrainian film studios, the O. Dovzhenko Film Studio, the Ukrainian Studio of Chronicle and Documentary Films, Ukranimafilm and the rights of authors of national films, we represent the interests of global producers. More detailed information can be found in the Rights section of our website.</i></p> <p><i>The association received from the Ukrainian film community the right to select films for the Oscar award by subjects of the Ukrainian film production market and established the Oscar Committee of Ukraine. Such an agreement was reached between the Ministry of Culture of Ukraine and the State Film and Television Agency in 2012. In 2016, the rules for selecting films from Ukraine for the Oscar award from Ukraine were reformatted. You can find out more in the Oscar section.</i></p> <p><i>Now the APU is going through another stage of its development and changes. Producer Volodymyr Filippov was elected the new head of the organization. You can read about the updated composition of the board in the Board section on our website. Today, the Producers Association of Ukraine aims to unite producers from different cultural sectors of Ukraine. And to develop cross-sectoral cooperation according to producer models.</i></p> <p><i>In the future, the organization plans to develop its activities through the management of producers' rights and their monetization, optimizing individual membership.</i></p> <p><i>We also created the Ukrainian Audiovisual Foundation in 2016, and in 2022 the media platform Ukraine Forever "Ukrainian Cultural Broadcaster", which you can read about on the website: <a href="https://www.ukraineforever.com.ua/">https://www.ukraineforever.com.ua/</a></i></p> <p><i>In addition, we are members of the FIAPF organization, which is the only organization of film and television producers in the world <a href="http://www.fiapf.org/members.asp">http://www.fiapf.org/members.asp</a></i></p>
Role of the organisation in the project	<i>project leader or project partner</i>
Previous EU grants received	<i>None</i>

**Proposed Creative Europe project – to which project are you looking for partners?**

Sector or field	<i>cultural heritage</i>
Description or summary of the proposed project	The project aims to increase the media literacy of regional journalists, cultural sector specialists (cultural heritage preservation), members of creative teams and producers in the media sector regarding the need to preserve and recognize the cultural heritage of national minorities (Roma, Jews, etc.) which was systematically destroyed by the Nazi and communist regimes. Our analytical team conducted a study of the state of activity in this direction in Ukraine and European countries. There are countries and nations that are leaders in organizing the processes of preserving and recognizing the cultural heritage of national minorities, but there are the vast majority of countries, that have not started or have initial results. We see the need to conduct a number of trainings and conferences for representatives of the target audience (specified earlier) and to create a diverse audiovisual product, with the participation of the Ukrainian cultural broadcaster Ukraine Forever and these representatives to form a general message for a wider audience.
Partners currently involved in the project	Norway. Volodymyr Filipov Ukraine, Ukrainian Society for the Protection of Historical and Cultural Monuments.

**Partners searched – which type of partner are you looking for?**

From country or region	<i>Denmark, Italy, Poland, Latvia, Lithuania, Estonia, Slovenia, Czech Republic, Austria, France, etc.</i>
Preferred field of expertise	<i>Investigative journalism, cultural heritage, media, museums, public organizations of national minorities</i>
Please get in contact no later than	<i>25 Feb 2025</i>

**Projects searched – are you interested in participating in other EU projects as a partner?**

Yes / no	Yes
Which kind of projects are you looking for?	Media development, Co-production of audiovisual content,

**Publication of partner search**

This partner search can be published?*	Yes
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