

# ANIMA MUNDI enters its second year with renewed momentum and prepares major activities across Europe and Asia

Consortium aligns on next steps during 27 January 2026 meeting

**Brussels, 6 February 2026** — ANIMA MUNDI, the Horizon Europe project dedicated to strengthening the European Animation Industry Ecosystem (EAIE), enters its second year with a roadmap and an intensified phase of research, pilot action and sector-wide engagement. At a consortium meeting held on **27 January 2026**, partners gathered to review progress, coordinate timelines and align on the substantial programme of work that will unfold across 2026 and 2027.

Over the next months, ANIMA MUNDI activates a series of interconnected activities across its **three methodological Hubs**: (1) **Management of IP**, (2) **Institutions, Partnerships & Promotion**, and (3) **Discoverability, Audiences & Consumption**. Each Hub moves through a cycle of **mapping, measuring and testing & engagement**, progressively transforming research findings into actionable tools, training programmes and policy guidance.



## HUB 1 – Management of IP: Creation, Production & Distribution (WP5 & WP6)

ANIMA MUNDI now advances into a crucial moment for the project's work on intellectual property. Throughout spring and summer 2026, **WP5 will deliver the first outputs of its EU-wide legal and contractual mapping**, including draft national reports and the initial analysis of IP licensing rules and practices across all Member States.

In parallel, partners will launch **a Europe-wide industry survey and a coordinated effort to collect contract samples** from studios, producers, broadcasters and distributors. This material will shape the empirical review of contractual practices, focusing in particular on how remuneration, bargaining power and creative responsibilities are evolving under the influence of new technologies and AI.

WP5 also intensifies its global outlook. Recruitment of national experts for **China, Japan and South Korea** will begin in May, paving the way for semi-structured interviews and comparative legal analysis on the barriers to exporting European animation to Asia. Meanwhile, the economic and comparative dimensions of WP5 progress as researchers finalise desk research and preparations for the **AI and value-chain SWOT analysis** to be conducted through interviews and surveys from summer onward.

With the start of **WP6 in February 2026**, the focus shifts from mapping to **co-design and capacity-building**. Over the coming months, the economics team will launch a major quantitative study to assess the socio-economic weight of the European animation ecosystem.

Simultaneously, a Europe-wide programme of **participatory workshops, and co-creation sessions** will begin laying the groundwork for a European code of best practices for IP management. This work will pave the way for **IP-Thlons** - a series of innovation sprints bringing industry, legal and creative experts together to simulate real export scenarios and test approaches for non-EU markets.

Later in the year, preparations will begin for two advanced **international training programmes**: one on IP management in animated films, and another on AI and IP. Each programme will convene professionals from across Europe and Asia, offering practical guidance, case studies and mentoring to develop forward-looking skills in rights management, production strategies and technological adaptation.

## HUB 2 – Institutions, Partnerships & Promotion (WP7 & WP8)

HUB 2 advances the project's ambition to understand and strengthen Europe's capacity for international cultural circulation. WP7's ongoing work will reach several key moments in 2026, with policy mapping concluding in spring and a comprehensive cross-national analysis of promotion measures, export schemes and institutional collaboration models.

At the same time, the consortium prepares for the next major public milestone: ANIMA MUNDI's presence at the **Annecy International Animation Film Festival**. Under WP8, Animation in Europe leads the development of a **pilot European Animation brand**, which partners began shaping in January and will continue refining through 2026.

Annecy 2026 will also host the **first of two flagship promotional activities** coordinated by UNIFRANCE. These will include a high-level conference on international distribution, and a series of interviews with European co-production teams.

Additionally, the **Animation in Europe working sessions** will bring together partners from animation and the wider audiovisual sector to begin drafting a coordinated **EAIE distribution strategy**. Using scenario-based methods, participants will map trends, identify gaps and co-create recommendations that will ultimately feed into ANIMA MUNDI's long-term policy roadmap.

## **HUB 3 – Discoverability, Audiences & Consumption (WP9 & WP10)**

The third Hub focuses on how audiences find, access and experience European animation—a challenge made more urgent by algorithmic platforms and global saturation.

In 2026, WP9 will finalise its **market mapping for Asia**, delivering in September a consolidated overview of opportunities and constraints in China, Japan and South Korea. Meanwhile, its large-scale youth and children's survey will remain open through spring, complemented by international online workshops gathering insights into viewing habits, accessibility challenges and creative participation.

From March onward, WP10 will begin piloting **audience-focused activities**, starting with the first **Pilot Lab on Asian Markets**, hosted in conjunction with Hong Kong FILMART. These Labs will convene European and Asian professionals to examine distribution practices, market trends and collaboration opportunities, with follow-up iterations planned for Annecy in summer 2026 and Berlin in early 2027.

At Annecy, WP10 will also run two rounds of **Blue Skies workshops with young people**, exploring how children and young adults understand discoverability, what drives engagement, and how content can be more accessible to diverse audiences.

One of the Hub's most innovative strands reaches a decisive phase this year as CUTAWAY begins **Prototype 1 of a gamification-based discoverability tool**, to be tested on the Cinesquare platform. Deployment and A/B testing will proceed in late 2026, with insights informing a more advanced Prototype 2 in 2027 alongside a business model analysis to assess market potential.

## Looking ahead

In the months ahead, researchers, industry partners, policymakers and creators will join efforts to transform the rich analytical groundwork of Year One into tangible outputs that speak directly to the needs of the European animation ecosystem.

Across its three Hubs, the project will continue building a foundation of evidence, testing new models in real industry settings, and generating the tools and policy insights needed to reinforce Europe's position as a global centre for creativity and animation excellence.



**Funded by  
the European Union**

ANIMA MUNDI is funded by the European Commission under the Horizon Europe programme (Grant Agreement No. 101178027). Views and opinions expressed are, however, those of the author(s) only and do not necessarily reflect those of the European Union. Neither the European Union nor the granting authority can be held responsible for them.