

# Cartoon springboard

28-30 October 2025



Madrid - Spain



THE PITCHING EVENT FOR YOUNG TALENTS



Creative  
Europe  
MEDIA



Comunidad  
de Madrid



MADRID

# Final Report

## Cartoon Springboard 2025

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# 1. Taking young European talents to the next level

Cartoon Springboard has a mission: to support the young generation by providing a safe place for them to train, by offering high-quality mentorships from top-notch animation experts, and delivering workshops and unique networking opportunities.

Cartoon Springboard targets:

- European young talents in animation graduated from animation schools for a maximum of 5 years. (Required criteria to pitch a project.)
- Talents (with or without a project) who want to get inspiration and knowledge on new opportunities from a creative and business point of view.
- Professionals from the animation industry, who are looking for new talents and are willing to help the new generation.

In order to turn this generation of brand-new graduates arriving on the market into active professionals, CARTOON has created an event that allows them to directly dive into the industry, and to understand the intricacies of content creation by pitching and testing their own projects in front of:

- A panel of three dedicated experts from different backgrounds (distribution, production, investment, broadcasting, cross-media, etc).
- Seasoned European professionals present in the room.

The event has been tagged as a first step before Cartoon Forum and Cartoon Movie co-production events for respectively animated series and features films, and CartoonNext, a training session dedicated to cross-over content and new digital experiences, all organised by CARTOON. It is more than ever crucial to retain European Young Talents graduating from the animation schools, and to help them develop their own projects inside European studios, securing their positions as authors, creative directors or junior producers.

## 2. Welcome to Madrid

**Comunidad de Madrid and Ayuntamiento de Madrid** form a national and international benchmark for audiovisual production. Audiovisual industry in Madrid has great potential in the production of live-action and animation series and feature films. It is home to 46% of the audiovisual production companies and around 35% of the animation and VFX companies in Spain.

Organised by the European Association CARTOON, the Springboard training event landed for the fourth time in the capital of Spain, after being previously held in the cities of Halle (Germany), Valenciennes (France), and Valencia (Spain).

**Cartoon Springboard held its 11<sup>th</sup> edition on October 28<sup>th</sup>- 30<sup>th</sup> in Madrid.** The event was hosted in the city center at the [Ateneo de Madrid](#).

### Our valuable partners

**Comunidad de Madrid** is committed to bolstering the audiovisual industry in the region. The Regional Ministry of Culture, Tourism and Sports offers the best animation development support for series and feature films, plus production support for animation short films and features films. It also organises the Día mundial de la animación on October 28<sup>th</sup> 2025, this year back to back with Cartoon Springboard!

**Ayuntamiento de Madrid**, is committed to innovation and attracting talent in audiovisual field and, to achieve these objectives, the City Council, through the General Coordination of the Mayor's Office, has reinforced the Office of Strategic Projects and Business Participation to promote this sector in the capital.

### A first day putting the spotlight on Spain and especially on the ecosystem of Madrid

For the second time in the frame of the event, on the morning of Tuesday 28 October, a **Job Fair** featuring regional companies was held at the Ateneo de Madrid, offering young talents a chance to connect with local industry professionals and explore career opportunities. From 11:00am to noon **7 Spanish companies presented their works: Capitán Araña, Digitoonz, Final Frontier, Hampa Studio, Mr. Klaus Studio, Peekaboo Animation & RTVE.** More than 50 talents attended this first morning and the presentations. The presentations were followed by networking sessions between young talents and company representatives.

This initiative was a success and had multiple goals: to break the ice on the first day between young talents and regional professionals, to connect to the new generation of graduates entering the job market, and to create employment opportunities that benefit both companies and young talents seeking work.

**Detailed statistics about the Job Fair can be found in Annexe 1.**





After a Welcome Coffee in the beautiful Cacharrería Room allowing all the participant to get together, Cartoon Springboard was officially launched at 2pm, with Welcome Words by **Luis Lloret**, Audiovisual Advisor at Comunidad de Madrid; **Nuria Román Bernet**, Deputy Director, Office for Strategic Projects and Business Engagement representing Ayuntamiento de Madrid and **Agnès Bizzaro**, the Head of Content of Cartoon Springboard. After presenting the history of Cartoon Springboard and explaining the project selection process, Agnès Bizzaro, warmly thanked all partners who were actively supporting the event: Creative Europe – MEDIA Programme, and of course Comunidad de Madrid and Ayuntamiento de Madrid hosting four consecutive editions of the event, from 2022 till 2025. Each partner took also the opportunity to share with the participants promotional videos after each speech, allowing to discover more about Madrid.



The Welcome Words were followed by a Masterclass of the famous Spanish director **Sergio Pablos** (The SPA Studios): “A Sneak Preview of “Ember”: Acclaimed Director Sergio Pablos takes us inside the SPA Studios' eagerly anticipated upcoming film project”, where Pablos shared insights on how embracing the uncertainty of the bank canvas and shared his passion for animation. The session was followed by Q&A where talents could freely ask questions about Sergio’s personal and professional journey in his carrier in animation industry.



To close this first day, we organized a session allowing participants to meet the Young Talents (this session was initiated last year). This session was moderated by Christophe Erbes and allowed young talent with a project to present themselves on stage in front of everyone by answering a few questions (Who was your animated hero when you were young? What is your project about?, What are your expectations? etc). This session was highly appreciated by both professionals and young talents and eased the networking for the entire event.



Finally, Talents with projects had a full two hours of pitching rehearsal with their assigned chairperson to get prepared.

In the first evening, all participants were invited by the partners to a Welcome Dinner at the YOUUnique hotel/restaurant situated in the heart of Madrid.



## 3.11 years of talents!

In 2025, Cartoon Springboard celebrated its 11<sup>th</sup> anniversary! This milestone marked a decade of nurturing creativity, where young talents' projects have been pitched, many of which have gone on to be featured in major co-production events like Cartoon Forum and Cartoon Movie.

The event continues to serve as a vital platform for emerging creators to receive valuable feedback and guidance from industry experts, helping them take the next steps in their careers.

This reflects the growth and impact of Cartoon Springboard over the past decade, emphasizing its role in fostering new talent within the European animation industry.

### **Key figures of the past 11 years**

- **280 projects** pitched by young talents, among which **18 completed** and **+90 in active development**.
- **38 projects** were **presented at Cartoon Forum and Cartoon Movie**.
- More than **1500 participants**.
- More than **190 experts** offering guidance to young talents.
- More than **40 case studies, masterclasses and keynotes** providing valuable tools to emerging professionals.

## 4. The 2025 Programme and Projects

This year in Madrid, Cartoon Springboard featured high-quality content again:

- 1 Masterclass, 3 Keynotes and 1 Panel by international professionals introducing Young Talents with varied issues in our industry.
- 22 Pitching sessions, each 13 minutes, followed by a 13-minute Q&A session with the panel of experts, and with participants in the room, hosted by the chairpersons assigned to the projects.

### **Masterclass & Keynotes**

Guest speakers participated in Cartoon Springboard 2025 included Madrid-based director **Sergio Pablos** (The SPA Studios), **Reza Memari** co-CEO & Creative Director of Telescope Animation (Germany), **Joanne Allen** Senior Commissioning Editor at BBC (United Kingdom), **Mark Cumberton** COO & Producer at JAM Media (Ireland), **Miklos**



**Weigert** Freelance (Hungary), **Eliza Plocieniak-Alvarez** Creative Producer at Blaue Pampelmuse (Germany), **Barbara Slade** Director at Blue Arrow Productions (United Kingdom), **Alba Sotorra Clua** Producer & CEO (Spain), and **Meï Champeil** a digital key creative from France.

• **Tuesday 28 October at 14:20**

Masterclass: *A Sneak Preview of "Ember": Acclaimed Director Sergio Pablos takes us inside the SPA Studios' eagerly anticipated upcoming film project.*

Speaker: Sergio Pablos, CEO & Creative Director at The SPA Studios (Spain)

• **Wednesday 29 October at 14:30**

Keynote: *High Expectations, Hard Tones: How to Survive in the Animation Industry these Days when you're a Young Creative?*

Speaker: Joanne Allen, Commissioning Editor at BBC (United Kingdom)



• **Thursday 30 October at 15:00**

Keynote: *Navigating the Internet's many Platforms and making it a Living from Social Media, how does it work?*

Speaker: Meï Champeil, Freelance (France)





• **Thursday 30 October at 17:15**

Keynote: *Dive into the Deep: Building Worlds beyond Animation.*

Speaker: Reza Memari, Creative Director & Co-CEO of Telescope Animation (Germany)



**A panel to close the event**

Panel: Made by Humans, Made with A.I.

Speakers: Eliza Plocieniak-Alvarez, Creative Producer at Blaue Pampelmuse (Germany), Miklos Weigert Freelance (Hungary), Alba Sotorra Clua, Producer & CEO of Alba Sotorra (Spain), Barbara Slade, Director & Owner at Blue Arrow Productions (United Kingdom) & Mark Cumberton, Producer & COO at JAM Media (Ireland).



**Selected projects & Pitching sessions**

CARTOON, together with Emilio Mayorga and Agnès Bizzaro as the Selection Committee, went through the **85 submitted projects** from all over Europe and made their selection last September. This is the highest number of submission we received since the beginning of Cartoon Springboard (previous record was 61 submissions, which means **an increase of 39,3% of submissions!**). **This year's selection counted 22 projects** – mostly in concept stage, developed by European animation schools' recently graduated screenwriters, directors or producers. The projects included TV series and features films.

### Here is a quick recap of the 22 selected projects:

- Hailed from 11 European countries with 6 projects, France animation led the selection, followed by Spain (4), Italy (3), Germany (2). Greece, Hungary, Ireland, Netherlands, Poland, Slovakia and Ukraine were represented with one project each.
- Format-wise, TV series led the selection with 18 works (82%), followed by 4 feature films (18%).
- In terms of target audience, animation projects aimed at young adult / adult and family audiences represent 36% and 18% respectively. The remaining works are targeted at preschoolers (14%), tweens (14%), kids and teenagers (9% each).
- The schools represented where: Lightbox Academy (Spain), Trazos (Spain), U-Tad (Spain), University of West Attica (Greece), St. Joost School of Art & Design (the Netherlands), The Academy of Performing Arts in Bratislava (Slovakia), Limerick School of Art and Design (Ireland), Filmakademie Baden-Württemberg (Germany), Fondazione Bottega Finzioni (Italy), Scuola Internazionale di Comics (Italy), Moholy-Nagy University of Art and Design (Hungary), Gobelins (France), Atelier de Sèvres (France), ECV Bordeaux (France), Université de Strasbourg (France) and L'Atelier (France). Two projects of the line-up were presented by European alumni from non European schools, specifically UK and Canada.
- Topics: this year again, the 22 projects selected showed how much the young generation is involved in the present moment. They were eager to talk about contemporary challenges, as they believe that you can use animation not only to entertain, but also to educate, awake consciousness, and make a difference. Personal and emotional topics were particularly showcased in this year's selection with subjects such as sexual violence, mental health at work, the end of the world, fear of ageing, friendship, love and many more.

Please see precise statistics of the projects in Annexe 2.



### Live pitching sessions:

During Cartoon Springboard, Young Talents have the opportunity to measure the real maturity of their projects, to know if they are adapted to the needs of streamers and broadcasters or to the requests of distributors, producers etc - and give them a better chance to come true one day!

In Madrid, the Young Talents benefitted from a half-hour pitching session at the Ateneo during which they could present their project to an audience of 176 participants.

- They had 13 minutes to test and pitch their animation project in front of a panel of 3 experts, under the guidance of their chairperson;
- For another 13 minutes, they got instant practical advice and guidance from their experts;
- They connected with today's buyers and producers also present in the room during Q&A sessions.

Experts had the opportunity to give encouragement and ad-hoc recommendations to the Young Talents, in order to improve the content of their projects, especially in terms of story structure, character development, adequation to the target audience, budget etc.

### **Madrid & Spain under the Spotlight**

Supported by Comunidad de Madrid and Ayuntamiento de Madrid, TV series “A Post Apocalyptic Future Where...” by Yix Durden, “Flor” by Jose Balbuena and Alfonso Casado Diez; and the feature films “Almond Eyes” by Ana Gutiérrez Rubio & Aida Argüelles and “MÜMÜ™ – Forget-me-not” by Tania Palma Rodríguez were selected to represent Madrid’s animation at the event.



### **Networking moments at the heart of this edition: the One-to-One meetings**

Alongside the sessions and pitching of the projects held in the main room of Ateneo, Cartoon Springboard organized dedicated networking slots for all participants and especially for young talents.

**NEW!** The One-to-One meetings were held for the first time this year, on the second day of the event. Open to all participants (talents and professionals), they provided an ideal opportunity to break the ice, get to know each other, receive feedbacks and connect not only on a local but also on an international level, something that was greatly appreciated by attendees and especially the young talents.



The One-to-One Meetings took place on Wednesday, October 29, in the evening (from 5:30 PM to 7:30 PM) and were structured into six 20-minute sessions, allowing professionals and young talents to meet in a speed-dating format according to their interests and needs. In 2025, **134 meetings were held, involving 40% of the participants.**

More detailed statistics on the One-to-One Meetings can be found in Annexe 3.



### **The human touch: the soul of CARTOON events**

Around the programme, pitching sessions and one-to-one meetings, Cartoon Springboard creates ideal opportunities for networking, particularly during the social events (Welcome Dinner, lunches, coffee breaks, Speaker's Dinner or during the Closing Cocktail). The event concept: stress-free business! These networking activities allowed Young Talents to deepen their knowledge of the animation market, in addition to personally meet decision makers in the sector.

**The Welcome Dinner, offered by Comunidad de Madrid and Ayuntamiento de Madrid, took place on Tuesday 28 October at 9pm at YOUNIQUE hotel/restaurant, a breathtaking setting in the heart of Madrid where participants enjoyed Spanish local specialties.**

Three times a day, the lunch and coffee breaks were also great opportunities for participants to network.



**On Wednesday 29 October, the Speakers' Dinner took place at BLoved, allowing speakers and experts to enjoy an exquisite meal.**



**The event ended on Thursday 30 October with a Farewell Cocktail** at Cinema Palasio de la Prensa in the heart of Madrid. This moment was the perfect festive way to wrap up the event and enjoy one last convivial gathering together. The Farewell Cocktail was followed by a special sneak preview of the film “*The Last Whale Singer*” by Reza Memari. The participants enjoyed ending the event with a special screening while eating popcorn.



## 5. The participants of Cartoon Springboard 2025

The number of participants shows a constant interest in the event. **176 participants registered at Cartoon Springboard Madrid in 2025**, small increase compared to last year (171). This year's participants **came from 18 different countries**. This shows the importance of the event worldwide for European talents and professionals.

### Key figures

Among the 176 persons who attended the event, we can count by categories:

- **35 trainers** (30 experts & speakers, 4 chairpersons and 1 head of content)
- **34 talents pitching** a project and **30 talents without projects** (12 observer students from Spain)
- **36 professionals** looking for new talents
- **8 Scholarships** (6 with projects) from 6 countries
- **6 Journalists**

- **14 official guests** (VIPs from Comunidad de Madrid and Ayuntamiento de Madrid)
- **13 staff members** (4 from Cartoon, 6 “Toonies” from U-Tad & Lightbox Academy, 1 Toonie from France and 2 Technicians).

For the first day and Welcome Dinner, more than **20 local professionals** were invited by the local partners to participate in Cartoon Springboard 2025, which the majority of them were introduced to the event for the first time. This is considered as networking opportunity and to make a bridge between the young generation, the local professionals and us.

In total, **73 participants came from Madrid Region** (66 in 2024), including 16 talents with and without projects, which is a little bit more than last year (13 in 2024).

The level of experience varied among the participants:

- **35% had over 10 years of experience** (Senior)
- **16% had between 5 to 10 years of experience** (Intermediary)
- **49% had less than 5 years of experience** (Beginner)

Gender balance was upheld for this third edition:

- **49% women**
- **47% men**
- **4% non-binary**

**This reflects a large diversity of profiles who attended the event.**

### **Goal for next year**

An ongoing goal is to attract more Madrid & Spanish-based talents. Together with its partners, CARTOON created several network opportunities and regional players, and more school representatives were invited by the partners, not only during the first afternoon and Welcome Dinner but also for the Farewell Cocktail on Thursday evening.

**Please find the full list of participants and statistics in Annexe 4.**

### **Partnerships & Prizes to invite young talents:**

- *SACD's selection (Société des auteurs et compositeurs dramatiques):* financial support to 2 talents with project ("Off Track" and "The Ageless Summer")
- *Pictanovo's selection:* financial support of 1 talent (Bun Chaï Ly) as observer (travel, accommodation and accreditation)
- *Atelier Mini Pitch CartoonNext 2025:* prize for 1 talent of the project “Sors de ta Tête” (free accreditation).

- *Cartoons on the Bay (IT), Animation Dingle (IE), AFCA (Association Française du Cinéma d'Animation) (FR) and Magelis (FR): direct selection of projects* (“Puntino”, “Fished & Found”, “Where is my Fucking Horn”, “Thundertree”).

**Please find the reports of the invited talent attached in Annexe 5.**



### **Results of the survey and thanks of the participants**

- 97% of the participants would recommend the event to other professionals / talents.
- 55% of the participants found the event as whole: “excellent”.
- 100% of the talents found that Cartoon Springboard has led to networking or business opportunities (for their projects and career etc).

**The Cartoon Springboard Thanks from Attendees are attached in Annexe 6 and the survey statistics are attached in Annexe 7.**

## **6. The expertise at Cartoon Springboard 2025**

The panel of experts ensures the creative and financial strengthening of all projects. Three weeks prior to the event, the 22 projects selected were assigned to a pool of 30 experts from the industry, all of them decision-makers in many fields like TV, distribution, production, companies, script advisor, broadcasting, director...

The chosen experts, as far as possible, matching the origin and flavour of the projects that were assigned to them. Each expert received maximum 3-4 projects to assess. They carefully assessed the selected projects, and then gave ad-hoc and constructive feedback during the event, at the end of each pitching session, to help young talents face the reality of the market. At the end of the day, these young talents learnt where the weaknesses of their projects lie and how to enhance their projects' strengths.

## **30 Experts and Speakers**

Among the seven speakers, two not only presented a keynote or a masterclass in Madrid, but they also received a couple of projects to assess at home and debate on stage.

### **Here is the list of this year's experts and speakers:**

*(the bold ones acting as both, Mei Champeil and Sergio Pablos were only speakers):*

- » Lisa Albers (Super RTL) – Germany
- » Ivan Agenjo (Peekaboo Animation) - Spain
- » Dune Blanco (Mr. Klaus Studio) - Spain
- » Valérie Brambilla (Studio Campedelli) – Italy
- » Sara Cabras (RAI Ragazzi / Radiotelevisione Italia) – Italy
- » João Carrilho (Fly Moustache) – Portugal
- » Mei Champeil – France
- » Manuel Cristobal – Spain
- » **Mark Cumberton (JAM Media) – Ireland**
- » Gabriel d'Andrimont (Bobbypills) – France
- » Yago Fandiño (Radio Televisión Española RTVE) – Spain
- » Helen Hyung Choi (Woodblock TV) – Germany
- » Lucile Canault (France Télévisions) – France
- » Jakub Karkowski (Letko) – Poland
- » Juraj Krasnohorsky (Artichoke) – Slovakia
- » Veronica Lassenius(Pikkukala) – Finland
- » Marianne Levy-Leblond (ARTE) - France
- » **Reza Memari (Telescope Animation) – Germany**
- » Edward Moline (Lighthouse Studios) - Ireland
- » David Mouraire (Doghouse Films) – Luxembourg
- » **Joanne Allen (BBC) – United Kingdom**
- » Sergio Pablos (The SPA) – Spain
- » **Eliza Plocieniak-Alvarez (BBC) – Germany**
- » David Sauerwein (Zephyr Animation) – Luxembourg
- » **Barbara Slade (Blue Arrow Productions) – United Kingdom**
- » **Alba Sotorra (Alba Sotorra) – Spain**
- » Joost van den Bosch (Ka-Ching Cartoons) – Netherlands
- » Tom van Waveren (Lingokids) - Netherlands
- » Viviane Vanfleteren (Vivi Films) – Belgium
- » **Miklos Weigert – Hungary**

The **30 experts and speakers** came from **14 different countries**. **60% participated for the first time at Cartoon Springboard.**

**You can find detailed statistics attached in Annexe 8.**



## 7. Head of content, Chairpersons & Moderator

It is the Cartoon Masters' aim (to which Cartoon Springboard is part of) to allow animation professionals from all European countries to meet, and to help each one of them to find their uniqueness and to develop their strengths. It takes a dedicated team of seasoned professionals to spot and advice young talents in this industry.

### Scouting for Talents

Head of Content of the event, Agnès Bizzaro is dedicated to projects scouting for Cartoon Springboard as well to the selection of experts & speakers. She has been in charge of scouting projects since the first edition of Cartoon Springboard in 2015. She conducted a wide communication campaign (including the presentation of the submission form) and a call for projects within our network of 40 European schools which she also met during MIFA in Annecy last June. She also scouted for projects at Cartoon Movie, Festival International du Film d'Animation AFCA (France), Dingle Animation (Ireland), APD in Stuttgart (Germany), CEE Animation Forum (Czech Republic) or Cartoons on the Bay (Italy). In both Cartoon Movie & Cartoon Forum, Agnès Bizzaro is the Coaching Program tutor which in both she introduces Cartoon Springboard to the talents

Young talents from previous editions were also contacted to help us spread the news among students from their graduation schools. We posted many news on Cartoon's Facebook page, LinkedIn and Instagram account about the event and encouraged European animation schools to share the posts with their students. We interviewed some young talents who have presented once at Cartoon Springboard and posted the interviews on our social network pages, in order to promote the event thanks to their positive feedback and share of experience.



#### » **Agnès Bizzaro (France)**

*She is a consultant for developing series and films, both in animation and live action. She worked a.o. in CinéTélé, France Télévisions (France 2) and M6's team, before beginning a fruitful collaboration with Cartoon. Since 2015 as Content Coordinator, and now as Head of Content Cartoon Springboard. She is a jury member in animation film festivals, a mentor in "Les Femmes s'Animent", and a Qi Gong and Tai Chi teacher.*

## **Fostering Talents and Connecting Participants**

Agnès was surrounded by 4 chairpersons and 1 moderator: **Christophe Erbes, Réka Kálóczy, Milo Cremer Eindhoven, Nuria Blanco and Manuel Cristóba**. The team worked hard before, during and after the event, as “mentors” for the young talents who came to pitch, as hosts for the keynotes and masterclass and as go-between for all participants wanting to network on site.

The chairperson exchanged at least 3 times in the weeks preceding the event with the young talents presenting a project, to help them with their project concept and pitch preparation. Each project group also benefitted on the first day of the Cartoon Springboard of 2-hour sessions in order to rehearse the content in small groups around the chairperson.

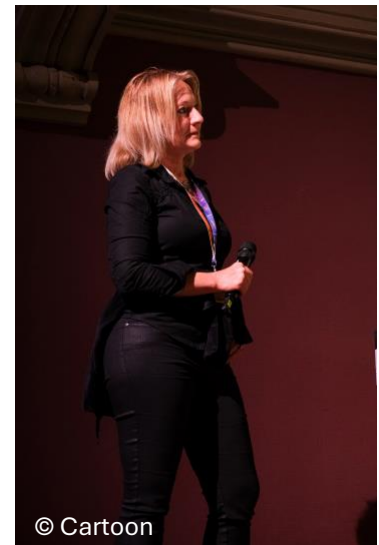


### **» Christophe Erbes (France)**

*He launched and headed few kids channels in Europe for Canal+, CLT, Disney, Nickelodeon. He consulted for EBU, UBISOFT, MAGELIS a.o. and curates (Cartoon, APDs, Ventana Sur). He writes kids books, TV series (ELLA OSCAR & HOO) and Movies and cofounded GODO FILMS (TEAM NUGGETS, FLEAK, ALPHA TWO'S DREAM JOURNEY).*

### **» Réka Kálóczy (Hungary)**

*Working as an independent creative development producer, consultant, recruiter, mentor, “match-maker”, Réka is originally Hungarian, living in Germany. She has 30+ years international experience in 2D-3D Animation, started on the creative side (paint, colouring supervisor, compositor, technical director, flash animator), shortly switched to different producer/ management roles, also in VFX and game industry. She is an Evaluation Expert for EACEA Video Games. She has a huge international network, particularly extended in Hungary, CEE countries & Germany. As match-maker she is helping companies/ artists finding the best matching cooperating partners, potential clients. As creative Recruiter, she does team building, talent acquisition, helps young talents internationally.*

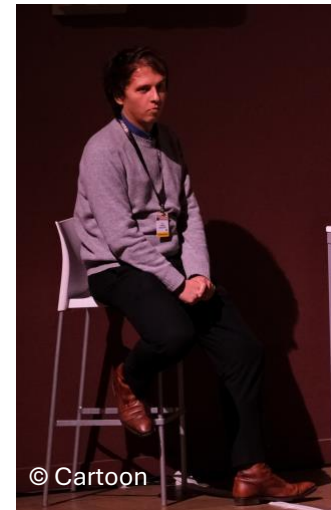


### **» Nuria Blanco (Spain)**

*She is a writer, director and an Academy Awards nominee producer with over thirteen years of experience in the animation industry. She studied Animation at Edinburgh College of Art in Scotland and has worked across a variety of projects, including the preschool TV series “Puffin Rock”; the feature film “The Breadwinner”; the short films “Violet” and “Late Afternoon”; and the Royal Television Society Awards nominee TV series “Silly Sundays”, a project she created and directed.*

» **Milo Cremer Eindhoven (Netherlands)**

*After studying film in the UK, Milo began his career as a writer and moved into the amazing world of animation. With a strong focus on collaboration, he has helped companies and artists like Kalio, PLASTIEK and Disney Comics shape their ideas into compelling stories. He works as a Development Executive and Recruiter at Submarine, developing a 3D animated series and scouting artists. As a story coach, he works with schools and organisations such as WeArePlaygrounds and St. Joost.*



» **Manuel Cristóbal (Spain)**

*Spanish film producer, former audiovisual consultant at the Madrid regional government, AMPAS and Spanish Film Academy member, member of the board of CARTOON, PhD in Film Studies at URJC, graduated in directing at ARTSS International UK and in the Entertainment Master Class at the Erich Pommer Institute in Berlin. Since 2001 has produced eleven feature films for the international market, eight of them in animation, and has won five Goya Awards, twice the Jury Award in Annecy.*

**You can find their reports attached in Annexe 9.**

## 8. The digital strategy of the event

### **A revised digital and communications strategy**

In line with our [sustainable and eco-responsible approach](#), we have put in place a new communications/marketing and digital strategy for 2025. Since 2020, CARTOON has been setting up digital tools ([website](#) and mobile application) to centralise information but also to enable a broader participation and multiply business opportunities (co-production, distribution, financing, etc.).

However, we are well aware that we need to maintain our digital sobriety objectives. Our communication and digital strategy for Cartoon Springboard 2025 has focused on the following points:

- **A completely redesigned mobile app to become the go-to tool before, during, and after the event**

We have decided to completely rethink our mobile application for 2025 to make it more complete and to meet the needs of the professionals taking part in our events. We therefore decided to develop it internally with our IT team. Moreover, the guidebook is not existing at CARTOON events since September 2024, so the mobile app is the tool of reference.

Thus, **a new mobile application was available for Cartoon Springboard 2025**, with a fresher design and new additional features:

- Simplified access to the agenda on the home page, including conferences, project pitch sessions and social events.
- A detailed search tool enabling you to search for conferences by category, projects by country and target audience, and a search bar enabling you to find a session or project by title.
- Conference information sheets with full details of the content of the session and the speaker(s).
- **NEW** Access to the One-to-One meetings agendas directly in the “My profile” section.
- Project pages with full details of the production and creative teams and project representatives attending Cartoon Springboard
- A private instant messaging “Chat” system with the participant's photo. This tool has been set up to enable participants to communicate on the application. This facilitates exchanges and opportunities for networking and business.
- Access to the “Voucher” (coupon) for professionals who have booked their transport/accommodation via CARTOON directly in the application (My Profile).
- Map of the city of Madrid: this section was improved in 2024 with the introduction of descriptions and a map allowing users to select the type of services they are looking for (hotels, restaurants, pharmacies, etc.).



- Feedback forms: an interface enabling participants to send comments to young talents, with the option for young talents to download the forms received into the application in pdf format and share them by email with colleagues.
- An opportunity to pick your password as you login for the first time
- A spotlight on our partners through a dedicated section: each logo sends the user on the partner's website.

To facilitate use of the mobile app, we also provide professionals with a "How To" tutorial explaining how the app works (sent by email and available in the app).

This year, for the first time, the HOW TO was provided as a video

(<https://www.dropbox.com/t/5ZY1Lhw89VLtKao>)

- **A redesigned and continuously improving website**

As part of our commitment to providing professionals with a more tailored digital experience, we have also been restructuring [our website](#) since the end of 2021. The main aim of the CARTOON website is to inform professionals in the animation industry about the events we organise. Each user can have a MyCartoon profile in order to access our services, carry out transactions (project submission, registration, payment) and interact with their personal data.

The aims of the website restructuring were to:

- Develop the website's accessibility (aimed toward smartphones and digital tablet);
- Improve information's accessibility;
- Improve our social network's visibility;
- Improve the visibility of our new content (new rules and news);
- Increase the number of attendees of our events;
- Improve our partner's visibility;
- Improve the ergonomic of our submissions and registration forms for external users.

As the website is a constantly evolving digital tool, for 2025 improvements (both aesthetic and structural) to the site have also been made for Cartoon Springboard in order to meet the demands of the participants and professionals from the animation sector who take part in our events:

- Introduction of a drop-down menu for each section of the site and restructuring of sections
- Introduction of a page dedicated to our partners (<https://www.cartoon-media.eu/springboard/partners>)
- Introduction of a page dedicated to the programme (<https://www.cartoon-media.eu/springboard/programme/keynotes>)
- Creation of a "Animation in Madrid" page (<https://www.cartoon-media.eu/springboard/partners/animation-region>)

- Creation of a page dedicated to the Job Fair, a new initiative since this year (<https://www.cartoon-media.eu/springboard/partners/animation-region>)

The website and the mobile app are two complementary tools.

- **An amplified strategy on our social networks**

All information relating to Cartoon Springboard 2025 has been published regularly on the following social networks :

- Facebook : <https://www.facebook.com/CARTOON.eu>
- LinkedIn : <https://www.linkedin.com/company/cartoon-media/>
- Vimeo : <https://vimeo.com/cartoonmedia>
- Flickr : <https://www.flickr.com/people/35940214@N05/>
- Instagram : [https://www.instagram.com/cartoon\\_media.eu/](https://www.instagram.com/cartoon_media.eu/)

Since the end of 2022, we have implemented a more developed communication strategy for our social networks. We publish content more frequently, but also a greater variety of content (video, photos, articles, studies, etc.). This gives us increased visibility and has a positive impact not only on our recruitment (partners, participants, experts, etc.) but also on CARTOON's notoriety. It also allows us to have more interaction with our participants and get additional feedback, in a different format.

**Details of publications on social networks can be found in the visibility document in Annexe 10.**

- **An optimized database**

For over 30 years, CARTOON has been continuously updating its database specifically to European animation. With over 30 000 entries from all around the world, this is a unique tool in Europe.

We have recently put in place a number of processes to optimize this database, with the aim of providing up-to-date, accurate information. We work daily to improve this database, which is at the heart of our business. This database and all the information we collect are subject to a [confidentiality policy](#).

- **Visibility in local and international press**

During the entirety of the event, 6 journalists were present, coming from local and international press:

- Audiovisual451
- Cartoon Brew
- Cineuropa
- Ecran Total

- Radix
- The European Animation Journal

The event's press kit is available for all press representative on our website:  
<https://www.cartoon-media.eu/assets/files/Cartoon-Springboard/2025/SPR25-Press-Kit.pdf>

The press review of the event is also available here:  
[https://issuu.com/cartoon\\_media/docs/spr25-\\_press\\_review](https://issuu.com/cartoon_media/docs/spr25-_press_review)

## **CARTOON presence at markets and festivals to promote Cartoon Springboard 2025**

CARTOON was represented at the following events to promote Cartoon Springboard 2025:

- Festival du Film d'Animation de Rennes 2025 (FR)
- APD 2025 (DE)
- Annecy 2025 (FR)
- Cartoons on the Bay 2025 (IT)
- CEE Animation Forum november 2024 (CZ)
- Cartoon Forum 2025 (FR)
- Anima festival 2025 (BE)
- Cartoon Movie 2025 (FR)
- Berlinale 2025 (DE)
- Animation Dingle 2025 (IE)
- And much more...

## **Our partner's visibility:**

Cartoon Springboard 2025 partners were promoted on several channels and media:

- Newsletters and communications
- Website
- Mobile application
- On-site signs
- Social networks
- Advertisements
- Press releases
- Videos and promotional documents

**Further information on partner visibility can be found in Annexe 10.**

## 9. A sustainable approach

### **Ecology at the Heart of CARTOON's Commitments**

Environmental issues and sustainability challenges are major societal concerns. These concerns also raise questions about how we, as organizers of one-off events, can run our events in a more responsible way.

Over the years, we have gradually implemented measures in favour of ecology and to reduce our carbon footprint during our events. This transition has accelerated in recent years and is now a central pillar of our activities.

Events bring together professionals from across the European industry, so it seems crucial to us to raise awareness within the ecosystem about these issues and to move forward together in the same direction. In the coming years, CARTOON aims to support, within its means, the European animation sector in adopting more responsible behaviours and tackling the challenge of ecological transition.

### **A Clear Sustainability Policy**

Our responsible approach is considered at every stage of our event planning. In 2025, CARTOON finalized its [sustainable development policy](#). This policy is structured around four key pillars: strengthening sustainable economic growth, minimizing our environmental impact through sustainable initiatives, cultivating a better way of living together, and aspiring to be a role model.

- **Strengthening Sustainable Economic Growth**

CARTOON strives to structure and organize the European animation sector to improve its efficiency, integrate its events into the local economy, and create synergy between industry players by facilitating connections and business opportunities.

- **Minimizing Our Environmental Impact Through Sustainable Initiatives**

CARTOON is committed to reducing the overall carbon footprint of its events, prioritizing local suppliers and socially responsible partners, promoting environmentally friendly transportation options, ensuring sustainable local food sourcing, and developing action plans to manage waste (minimization, upcycling, sorting, etc.).

- **Cultivating a Better Way of Living Together**

CARTOON is committed to promoting gender equality and inclusion, prioritizing the well-being and safety of all participants, facilitating access for professionals from low-capacity audiovisual countries, and supporting and involving young talent in the animation market.



- **Aspiring to Be a Role Model**

CARTOON aims to make its values a cornerstone of the European animation industry, highlight its sustainable practices and communicate them to all stakeholders, and promote responsible behavioural changes to cultivate sustainable habits.

Our full sustainability policy can be found in Annexe 12.

### **A Certified Commitment**

We have implemented numerous measures to uphold these commitments. The years 2023 and 2024 were decisive for our dedication to sustainability:

- We set up a CSR (Corporate Social Responsibility) committee within the team;
- We developed our sustainable policy (see above);
- We carried out a carbon footprint assessment across our five events;
- We drafted [our first CSR report](#), which outlines our actions and ambitions for responsible and sustainable event management;
- We obtained ISO 20121 certification for sustainable event management. View our certification [here](#);
- We developed sustainable collaborations (e.g., Carbulator);
- We created a long-term sustainability plan based on our four strategic pillars.

### **Increased Awareness Among Talents and Professionals for Cartoon Springboard 2025**

CARTOON aims to support the animation sector and its stakeholders in addressing these issues. In 2025, awareness among our target audiences was enhanced in several ways:

- **Communication**

We communicate transparently about all our efforts and initiatives. We raise awareness among participants via our many channels (mailings/social media), encouraging them to adopt responsible behaviours through simple actions (bringing a reusable water bottle, favouring sustainable goodies for producers pitching a project, using the recycling bins provided, etc.).

- **Transportation**

We encouraged participants to travel by train whenever possible to attend Cartoon Springboard 2025. We selected event venues based on their locations to ensure they were easily accessible by public transport and on foot (e.g., YOUNique Restaurant, Ateneo, Bloved Restaurant, etc.).

### **Numerous elements already in place for Cartoon Springboard**

We are doing everything we can to find better solutions to organize a more responsible event and reduce our environmental impact. Many actions are already in place for

organizing Cartoon Springboard -such as short supply chains, audience mobility, energy and resource consumption, waste sorting and management, and responsible communication-thanks to the support of our partners and service providers.