

EKKOMED and NETFLIX Join Forces to Strengthen the Greek Creative Industry

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The Hellenic Film and Audiovisual Center (EKKOMED) and Netflix are joining forces to support and strengthen the Greek creative industry. Today, EKKOMED and Netflix have in fact signed a Memorandum of Understanding (MoU), which lays the foundations for a new collaboration focused on training and developing the skills of Greek creators, using global best practices and international expertise.

Through this collaboration, a selection of Greek screenwriters and directors - nominated by EKKOMED - will have access to Netflix's Digital training Platform, which will provide them curated modules, video tutorials, interviews and exclusive sessions with international showrunners and creators.

The MoU also establishes the framework for further joint activities and initiatives to support Greek creators, which may be mutually agreed upon by Netflix and EKKOMED.

Deputy Minister of Culture, Iason Fotilas, noted: *“The Greek government and the Ministry of Culture are investing consistently and methodically in the audiovisual and film sector. The establishment and completion of EKKOMED, our specialized body for audiovisual media and digital creation, constituted the first and essential step in this direction. Today, Greece has a comprehensive framework for supporting creators and production, as well as tools for attracting film productions and television programs. This new collaboration with Netflix seals our strategic planning and places Greece at the forefront, offering tools and opportunities to creators and even greater momentum to the community”.*

Commenting on the collaboration with Netflix, **Leonidas Christopoulos, CEO of EKKOMED**, said: *“The signing of a Memorandum of Understanding between EKKOMED and Netflix for the training of professionals in the Greek film and audiovisual ecosystem constitutes a milestone moment for us. It is the first time that Netflix's digital training platform is being made available to creators across the industry rather than affiliated with Netflix's shows or existing training initiatives. This cooperation forms part of the broader strategy of the Ministry of Culture — consistently implemented by EKKOMED — to make the Greek audiovisual industry even more outward-looking and competitive. Through the transfer of know-how and alignment with the demands of the international market, we are investing in the country's human capital and developing all aspects of the ecosystem holistically: from education and content development to international networking and sustainable production”.*

Iole Maria Giannattasio, Director, Global Affairs, Italy and Greece, at Netflix noted: *“At Netflix, we believe that great talent creates great stories. That’s why we are committed to implementing programs that nurture the talent, knowledge, and skills of creators around the world. We are very pleased to collaborate with EKKOMED to support their pivotal mission to empower Greece’s creative ecosystem, championing Greek screenwriters and directors, strengthening their creative potential, and helping them further develop their craft.”*

More information on the selection will be announced at: <https://www.ekkomed.gr/>.

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