

### 11.3 Appendix 3: Definitions and Delivery Principles

#### Definitions

For the purpose of this document the following definitions apply:

- **Commercial Export:** to supply commodities and services abroad for trade or sale.
- **Cultural Export:** to spread ideas abroad (EG democracy, environmentalism, cultural diversity, Britishness etc).
- **Research and Development:** research is aimed at informing the creation of new or improved products, processes and services. Development is the deployment of research findings or other knowledge into new or improved products, processes or services.
- **UK Film:** Independent film industry product, talent, technical and craft skills, facilities and services.

#### Delivery Principles

The UKFC Export Development Strategy objectives will be delivered and guided by eight core principles :-

- Advocacy and leadership
- Knowledge sharing
- Competitiveness and enterprise
- Public value
- Partnership and collaboration
- Research and development
- Diversity
- Excellence and innovation
- Transparency and accessibility