



## Interreg Europe action plan

*Produced by each region, the **action plan** is a document providing details on **how** the lessons learnt from the cooperation will be implemented in order to improve the policy instrument tackled within that region. The minimum information to be provided per action includes the way the action is linked to the project, the nature of the activities to be implemented, their timeframe, the stakeholders involved, the costs and funding sources. If the same policy instrument is addressed by several partners, only one action plan is required. The action plan should also include actions that may have already been initiated in phase 1.*

### Action Plan for PICTANOVO (Hauts-de-France region)



#### Part I – General information

Project: **Mapping of European regional funds in Animation** (Cartographie des fonds régionaux européens dans l'Animation)

Partner organisation(s) concerned: Pictanovo (Région Hauts-de-France)

Country: FRANCE

NUTS2 region: Hauts-de-France

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## Part II – Policy context

The Action Plan aims to impact:

<input type="checkbox"/>	Investment for Growth and Jobs programme
<input type="checkbox"/>	European Territorial Cooperation programme
<input checked="" type="checkbox"/>	Other regional development policy instrument

Name of the policy instrument(s) addressed: **Pictanovo own fund dedicated to animation**

Further details on the policy context and the way the action plan should contribute to improve the policy instruments:

*The policy instrument will be improved to a modification of the instrument itself to adding new measures or specifying criteria for the European co-production (minimum percentage, maximum number of delegate co-producer, obligation of national broadcasting, etc...).*

*All our stakeholders, during our stakeholders meetings where we expertised our own fund dedicated to animation, confirm the euro-compatibility of our various support for Animation, in writing, development or production. However, we will be extremely attentive to the lessons that this mapping will bring us and we preparing to change and specify our regulations accordingly.*

## Part III – Details of the actions envisaged

### **ACTION 1:**

Name of the action: Mapping of European regional funds in Animation (Cartographie des fonds régionaux européens dans l'Animation).

1. **Relevance to the project** (please describe how this action derives from the project and in particular from the interregional exchange of experience. Where does the inspiration for this action come from?)

*During our three stakeholders meetings, where be attending, French producers of feature films, of tv series and also two representants of the national and regional federation of Animation sector: AnimFrance and Noranim. And during the inter-regional meetings and discussions of working group 1 on financing rules (WG1: Wallimage and Pictanovo) and after the case study 1 about the animate series "Abraca" (supported by Pictanovo), the case study 2 about the feature film "Josep" (co-produce by a regional producer).*

*The main returns of the producers during these exchanges can be resume in one word: **the Knowledge**. Because the most important difficulty for European producers and institutions it's to fully understand the various European financing systems. The rules are often very different from one country to another and mostly they are not clearly explained. The work made by PROA inside the WG2 and after the surveys done in the partner regions, show the importance to establish commons indicators and rules, share inside all the European countries. And it's the finality of our action plan, install a first mapping of European regionals funds with commons precises indicators.*



2. **Nature of the action** (please describe precisely the content of action 1. What are the specific activities to be implemented?)

*Using indicators specific to the operating of regional or territorial funds, carry out a major survey on the operating and rules of European regional funds supporting Animation.*

*This survey will allow us to draw up a comparative grid of regional funds and above all to present the compatibility or incompatibility of these funds with each other.*

*The main elements taken into account in this survey directly refer to the main questions expressed by the stakeholders we met.*

*Each Regional Fund will be invited to answer the following questions:*

- *Type of projects supported in animation (writing, development, production)*
- *Type of Animation formats supported (short film, feature film, tv series, web, social media)*
- *Nature du support (No-interest loan, co-production investment, investment, grant)*
- *Regional spending obligations*
- *Annual total funding for animation project*
- *Countries do you have mostly co-productions for animation with*
- *Titles supported for minority co-production of animation within your fund*
- *Animation schools in your territory*
- *Animation production company*
- *Animation provider company (animation, sound and vfx)*

*In order to disseminate this survey as widely as possible, we will rely on the association of European regional funds "Ciné-Regio" and its department dedicated to Animation "Anima-Regio". This association brings together the main European regional funds supporting Animation and of which Pictanovo is a partner and active member. It is very important to have a reference partner in Europe because it will be decisive in the dissemination of this survey in all European regions.*

*The results of this survey will make it possible to draw up a first inventory of support for Animation in European regions and to be able to compare them with each other.*

*The White Paper developed within the framework of the ALICE program will also be used as a "support tool" for this major and unprecedented European survey. It will make it possible to present operating recommendations and specific examples of successful European co-productions.*

*The results of this survey could also lead us to change our policy instrument.*

3. **Stakeholders involved** (please indicate the organisations in the region who are involved in the implementation of the action1 and explain their role)

- *ALICE partner's, AnimFrance, Noranim for the development and validation of the survey indicators.*



- *ALICE partner's and Ciné-Regio group for the dissemination of the survey to its members and the communication of the results.*

4. **Timeframe** (please specify the timing envisaged for action 1)  
*18 months*

5. **Costs** (please estimate the costs related to the implementation of action 1)  
*Legal studies and communication costs are expected*

6. **Funding sources** (please describe how action 1 will be financed. Is it through the policy instrument(s) indicated in part II):  
*Own funds of Pictanovo.*

**Date :** 27/07

**Name of the organisation(s) :**

PICTANOVO

**Signatures of the relevant organisation(s):**