



# ALICE

## Interreg Europe



European Union  
European Regional  
Development Fund

## Catalonia (Spain)

# Action Plan Updates

PRODUCERS  
**PROA**  
AUDIOVISUALS FEDERATS

# PROA ACTION PLAN



It consists of 3 actions:

- **ACTION 1:** CARRY OUT THE MAPPING OF THE CATALAN ANIMATION SECTOR, FOLLOWING THE GUIDELINES ESTABLISHED IN THE ALICE'S PAPER "MODEL FOR STUDYING THE VALUE CHAIN OF THE ANIMATION SECTOR"
- **ACTION 2:** WONDERLAND LABEL: SMART DIRECTORY
- **ACTION 3:** FACILITATING EUROPEAN CO-PRODUCTIONS AT NATIONAL LEVEL

# POLICY INSTRUMENTS ADRESSED



## ➤ ERDF OPERATIONAL PROGRAMME (OP) 2014-2020 IN CATALONIA

- OT 3 Improve the competitiveness of SMEs “Competitiveness of small & Medium sized enterprises”
- Investment Priority 3.4: Support the capacity of SMEs to grow in regional, national and international markets and innovation processes.
- Specific Objective 3.4.1: Promoting the growth and consolidation of SMEs, in particular by improving their financing, technology and access to advanced support services.

# POLICY INSTRUMENTS ADRESSED



- NEXT GENERATION UE (Recovery and Resilience Facility and REACT-EU) RECOVERY, TRANSFORMATION AND RESILIENCE PLAN FOR THE SPANISH ECONOMY “*ESPAÑA PUEDE*”
  - LEVER POLICY IX. Promotion of the culture and sports industry  
COMPONENTS:
    - 24. Valorisation of the cultural industry
    - 25. Spain audio-visual hub

# OBJECTIVE



- **The growth of Catalonian SMEs dedicated to animation**
  - Impacting on the improvement of policies related with animation
  - Positioning the animation sector as a strategic one
    - Facilitating European co-productions
    - Boosting access to funding
    - Increasing its competitiveness on the international market

## ACTION 1

# CARRY OUT THE MAPPING OF THE CATALAN ANIMATION SECTOR



Implementing a mapping of the Catalan animation sector basis of the guidelines established in the ALICE Study “Model for studying the value chain of the animation sector”



### Improve Governance measures



Departament de Cultura / Departament d'Educació / Departament d'Empresa i Treball (Generalitat de Catalunya), ProAnimats, Animation production companies associated with ProAnimats.



24 months starting from 2nd semester 2021



€ 85.000,00 + 10,000€ updates (per year)



### Culture Department (Generalitat de Catalunya)

UPDATES  
01.07.2022

- PROA presented a project to obtain funds from the Culture department to develop the first phase, focused on the mapping of the Catalan animation production companies. ✓
- The project has been approved (June 2022). ✓
- Transfer of funds is expected for July 2022
- PROA has launch the first catalogue “Catalonia, animation Land” ✓
- Expected ending 1<sup>st</sup> phase: December 2022

# ACTION 1

## CARRY OUT THE MAPPING OF THE CATALAN ANIMATION SECTOR



## ACTION 2: Wonderland Label: Smart Directory



To obtain for Catalonia the Wonderland Label, to allow all the animation companies presents in the territory to appear on the SMART DIRECTORY



To facilitate animation co-productions between Catalan producers and other European producers



Departament de Cultura (Generalitat de Catalunya), Wallimage, ProAnimats, Animation production companies associated with ProAnimats, ALICE's partners.



9 months from the Wallimage's kick-off Call.




€ 35,000€



ICEC's own sources

UPDATES  
01.07.2022

- Meeting with ALICE partners to evaluate possible axis of cooperation, including the Smart directory 
- Submit Catalonia application to obtain the wonderland label.
- Catalan production companies at the Smart Directori.



# ACTION 3: Facilitating European co-productions at national level



Action focused on overcoming the obstacle for co-production detected in ALICE's WG 1: the disparity in national rules concerning the time limits for validating a co-production and granting the nationality of a film.



To boost co-productions between territories  
To harmonize co-productions rules between territories



ICAA, ProAnimats, DIBOOS, Animation in Europe, Cineregio, European Audiovisual Observatory



18 months starting from 2nd semester 2021



€ -



PROA own sources

UPDATES  
01.07.2022

- PROA's response to Spanish Cinema Law Public Consultation ✓
- Spanish Government ratified the Council of Europe Convention on Cinematographic Co-Production (revised). ✓
- PROA's study about regional public Spanish funds focused on animation (expected launch: October 2022). ✓
- European animation co-production congress. Barcelona, November 2022 ✓



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Thank you!



*Project ALICE*