



# ALICE

Interreg Europe



European Union  
European Regional  
Development Fund

## Puglia Region - Action Plan Updates



**PUGLIA REGION**  
Department of Tourism, Economy  
of Culture and Valorization of Territory

# PUGLIA REGION ACTION PLAN



It consists of 5 actions:

- **ACTION 1: Animation and Entrepreneurship Training Courses**
- **ACTION 2: Apulia Film Fund 2020 – Category D**
- **ACTION 3: Apulia Short & Digital Production Fund**
- **ACTION 4: “Il Polo del Digitale”**
- **ACTION 5: Animation Cluster in Puglia**

# POLICY CONTEXT



## Regional Operational Programme ERDF/ESF Puglia 2014/2020

Will be improved thanks to the implementation of new projects and activities aimed at:

- **Increasing** the competitiveness of Apulian sector's ability at international level
- **Encouraging** the growth of Apulian SMEs and professionals working in the animation field
- **Boosting** access to funding

# ACTION 1: Animation and Entrepreneurship Training Courses



Implementing a program of *training courses* on the basis of the methodology realized in the frame of **WG2 – Entrepreneurship & Training**



Fill the huge gap between the curricula delivered and the qualifications the local industry most desires



PR, AFC, Apulian animation operators, local training institutions and schools



7 months starting from 2nd semester 2021



€ 25.000,00 per year



Regional Operational Programme ERDF/ESF Puglia 2014/2020 and AFC's own funds

UPDATES  
07.2022

At the moment, there are no resources available for the organization of the training course. Puglia Region is evaluating a potential funding of this activity through the Regional Operational Programme ERDF/ESF Puglia 2021/2027, which in any case would take place after the end of ALICE Phase 2.

# ACTION 2: Apulia Film Fund 2020

## - Category D



Launched by Apulia Film Commission in July 2020, the AFF devotes for the first time an entire category (Category D) to animation sector, with ad-hoc specific rules



Fund the production of audiovisual works such as animated feature films and TV series



PR, AFC, Apulian animation operators



July 2020 – July 2022 at least



€ 1.000.000,00




Regional Operational Programme ERDF/ESF Puglia 2014/2020






UPDATES  
07.2022

- ✓ Action completed. Two animation works funded:
- Animation TV series **Trulli Tales - 2nd Season** by Congedo Culturarte srl.  
Funded for € 685.492,00.
- Animation feature film **Metamorphosis** by Prem1ere srl.  
Funded for € 308.400,00.

# ACTION 3: Apulia Short&Digital Production Fund



Launched by AFC in August 2020, the S&DF is addressed for the first time to **animation, gaming and short movies'** production (3 tenders)

-  Will support the executive production of short animation works on the topics of environment, memory and health
-  PR, AFC, Apulian digital animation operators
-  August 2020 – July 2022 at least
-  € 120.000,00 destined to the animation tender
-  Regional Operational Programme ERDF/ESF Puglia 2014/2020

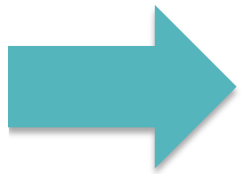


UPDATES  
07.2022

Action in progress. The animation call foresees the identification of n. 3 executive productions, each responsible for the realization of one short animation work respectively on the topics of environment, memory and health.

- So far one executive producer, **Intergea srl**, has been identified for the realization of one short animation work on the topic of memory (about € 40.000,00).

## ACTION 4: “Il Polo del Digitale”



The **Apulian hub** for local companies and freelance workers of the digital sector (animation, gaming, cross-media, virtual effects and post-production) located in the Apulia Film House (Bari)



Being an operational and multitasking space, it will strengthen the cooperation and build a competitive network among local digital professionals



PR, AFC, Apulian animation operators



2021 -2022



€ 100.000,00



Regional Operational Programme ERDF/ESF Puglia 2014/2020 and AFC's own funds

UPDATES

07.2022


Action in progress:


- The project has been launched;
- The equipment of Sala Levante of Apulia Film House is in progress;
- The involvement of stakeholders, including the Animation Cluster (Action 5) is ongoing;
- The activities planning is ongoing.


## ACTION 5: Animation Cluster in Puglia




A cluster gathering Apulian digital and animation professionals, inspired also by the work of **WG4 – Cluster/Smart Specialization**

 Favor cooperation; build strategic business partnerships and ecosystems; share best skills and networking relations; work together for the creation of new products and open to new opportunities

 PR, AFC, Apulian animation operators

 2021 – 2022

 € 50.000,00

 Regional Operational Programme ERDF/ESF Puglia 2014/2020 and AFC's own funds

UPDATES

07.2022

Action in progress:

- The Network of Companies “Apulia Digital Center” is officially born: [www.apuliadigitalcenter.com](http://www.apuliadigitalcenter.com);
- The activities planning is ongoing.





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Thank you!



*Project ALICE*