

EU Cohesion Policy and funding opportunities for film heritage

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Including information provided by
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EU Meeting of Cinema Expert Group / Subgroup Film Heritage
Brussels, 18 June 2009

Structure of Presentation

- Basic principles & methods of Cohesion policy / Structural Funds (SF)
- Can film heritage be eligible for SF support ?
- Which forms of SF support are possible?
- Some examples (Lithuania, Greece, FR-Brittany)
- How to apply for SF support?

Aims of Cohesion Policy

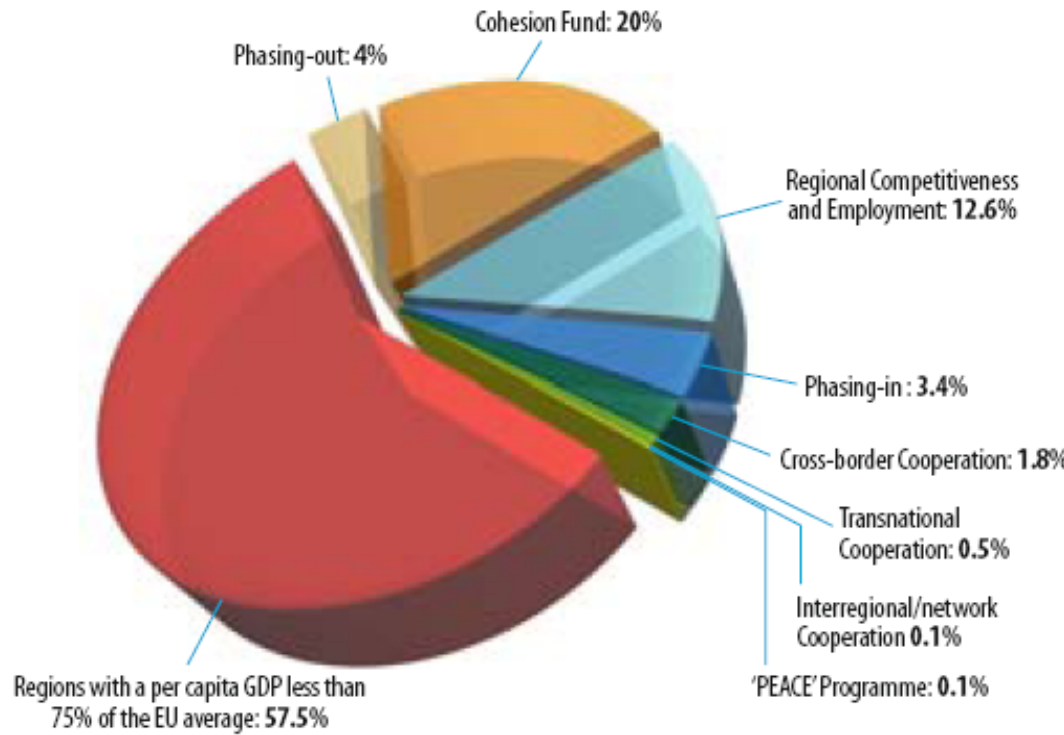
- **Legal base**: Articles 158-162 of the Treaty establishing the European Communities
- **Reduce regional disparities** by promoting sustainable & competitive development
- **Community Strategic Guidelines** for Cohesion Policy for 2007-13. The priorities are:
 - Making EU regions more attractive places to invest and work,
 - Improving knowledge and innovation for growth,
 - Creating more and better jobs.

Structural Funds Regulations:

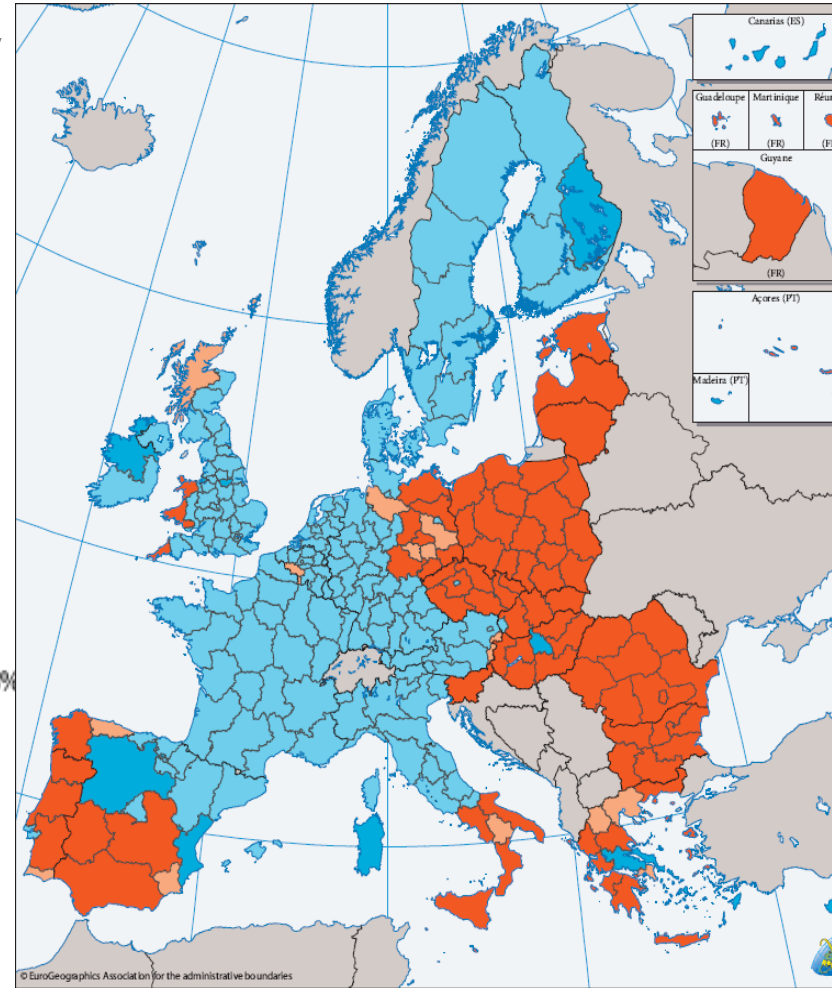
http://ec.europa.eu/regional_policy/sources/docoffic/official/regulation/newregl0713_en.htm



Cohesion Policy 2007-2013



Total budget: €347 billion



**Structural Funds 2007- 2013:
Convergence and Regional Competitiveness Objectives**

- Convergence Regions
- Phasing-out Regions
- Phasing-in Regions
- Competitiveness and Employment Regions



Method & Principles of Cohesion Policy

1. **Concentration** of funds on least developed regions
2. **Supporting Lisbon strategy** for competitiveness, growth and jobs (earmarking / categorisation)
3. **Method:**
 - shared / decentralised management (no direct funding),
 - programming, reporting & evaluation, transparency,
 - partnership principle,
4. **New initiatives:** RfEC, JASPERS, JEREMIE, JESSICA, JASMINE
5. **State aid rules fully apply**

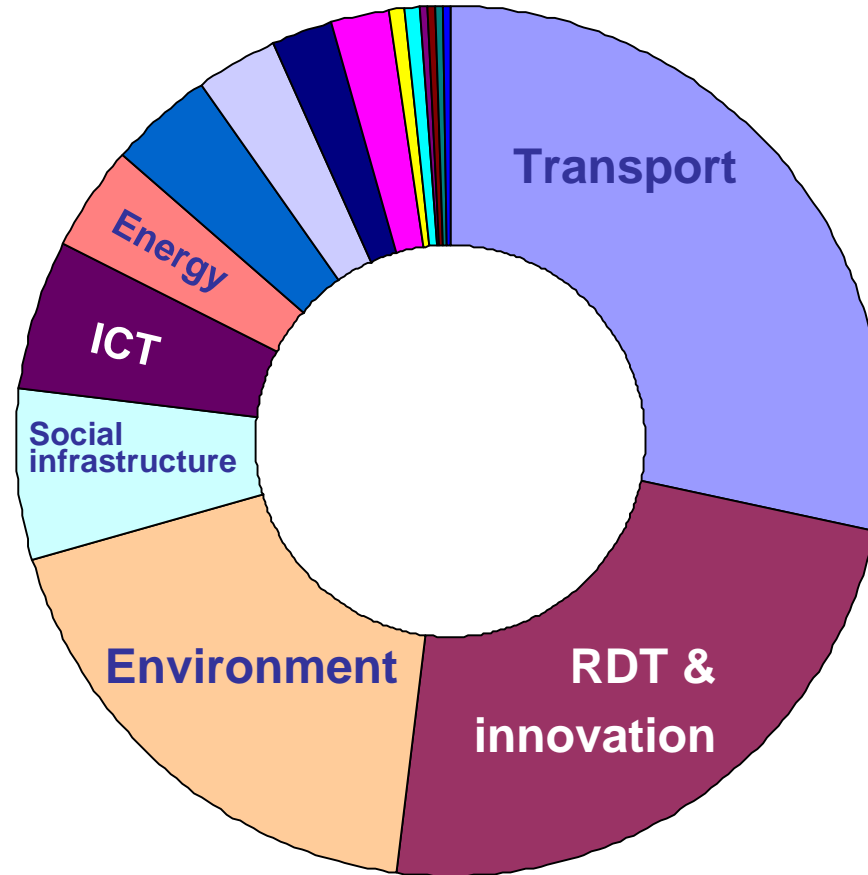
Fields for Regional Policy intervention (ERDF)

Potentially relevant for culture / film



- 1 Transport 28%
- 2 RTD & innovation 24%
- 3 Environmental protection and risk prevention 19%
- 4 Investment in social infrastructure 6.2%
- 5 Information society 5.6%
- 6 Energy 4%
- 7 Urban and rural regeneration 3.8%
- 8 Technical assistance 3%
- 9 Tourism 2.4%
- 10 Culture 2.2%
- 11 Strengthening institutional capacity at national, regional and local level 0.6%
- 12 Improving access to employment 0.4%
- 13 Improving human capital 0.4%
- 14 Adaptability of workers and firms 0.3%
- 15 Reduction of additional costs hindering the outermost regions development 0.2%
- 16 Reforms in the fields of employment and inclusion 0.1%
- 17 Improving the social inclusion of less-favoured persons 0.1%

No specific allocations for film heritage



ERDF can support Culture & Tourism

Reasoning:

- Attractive conditions for businesses and their highly skilled staff and for tourism
- Rehabilitation of physical environment, including the development of natural and cultural assets

In all regions, SF support is possible for:

- protection and enhancement of the ... cultural heritage
- promotion of ... cultural assets as potential for the development of sustainable tourism

In Convergence regions, it is also possible for:

- development of cultural infrastructure in support of socio-economic development,
- improve the supply of cultural & tourism services through new higher added-value services



ERDF can support Information Society

Reasoning:

- ICT is a catalyst for many forms of innovation and a key element of the knowledge economy

In all regions, SF support is possible for:

- Promoting the access to, take up, and efficient use of ICTs by SMEs
- Development of e-services and applications
- Action plans for very small and craft enterprises

In Convergence regions, it is also possible for :

- Content, services and applications
- Improvement of secure access to and development of on-line public services

ESF can support digitisation of cultural heritage (in all EU regions)

- **Training actions** to adapt/create skills on digitisation and digital preservation technologies. Target: staff employed by cultural institutions (libraries, archives, museums), or unemployed persons.
- **Education actions**: creation of university curricula and diplomas on digital curation (experts in management of the full life cycle of digital assets), in order to create necessary skills and promote employment in this field.
- **Actions to fight unemployment**: creation of employment opportunities for unemployed people, as participants in digitisation projects.

Forms of SF support

Grants / non-repayable state aid:

- Aid only available if market fails, if no significant distortion of market, etc.
- Revenues deriving from the supported activity are taken into consideration in funding rate

Business support services for free:

- Technology transfer advice, etc.

Financial engineering instruments:

- JEREMIE: Loans, equity, venture capital or guarantees for developing innovation capacity of SME & start-ups via banks / EIF
- JESSICA: equity, guarantees and subordinated loans for urban development funds

3 examples of digitisation of cultural heritage

Integrated virtual library in Lithuania:

- for developing a databank,
- for providing a new public e-service,
- over 3,500,000 digital images,
- € 2.8 million funded by ERDF.

Hellenic Information Society Programme:

- for preserving, giving access and disseminating,
- over 200 projects of digitisation, websites, etc.
- € 267 million of EU funding

Digitisation of film heritage in Brittany

Project manager: Cinémathèque de Bretagne

A non-profit organisation collecting, preserving and disseminating films produced in Brittany and/or by its people

Cost of the project

Total cost: € 351,000 (+ VAT: € 95,382 = € 446,382)

ERDF support: € 175,500 (50%, excluding VAT)

(VAT cost was unexpected but is not eligible)

Project in 2 stages (a necessary tool for the organisation):

- Stage-1: creation of a new data base “DIAZ” managing films, materials / documents & providing services (dissemination of cultural information and sales of pictures)
- Stage-2: a website providing on-line access to digitised films & related fact sheets (meeting ≠ needs of public / experts).

Stage-1: Database DIAZ

The screenshot displays a web application interface for a film database. The main window shows a search for "Pêcheurs sans port" (1953) with a video player overlay. The video player shows the title "PÊCHEURS SANS PORT" and a timestamp of 14:00:31:14. The main window displays metadata for the film, including a summary in French, a list of technical specifications, and a list of related items.

Documentaire - N° 14956

1953 **précisément** Durée: 00:15:50

Documentaire Format Original: Film 16 mm Master Vidéo

Couleur Son: Sonore Copie Film

CM - Court métrage Copie témoin Bande Son

Bretagne Langue Bretonne Langue Gallo

Jacquelin Marie-Louise

Résumé Printemps 1953, au nord du village portugais de Nazaré, on pratique encore, sur une immense plage la pêche à la sardine de façon traditionnelle. Les barques sont lancées dans la vague depuis la plage. Après avoir largué son filet, celui-ci est remonté sur la plage par des boeufs. Ces très belles images nous illustrent les étapes de cette pêche où tout le monde participe, hommes, femmes, enfants.

Cinémathèque de Bretagne

9 - cinémathèque

Cinémathèque

A01926	Béta SP
A01926	Béta SP
A02240	XD Cam
C00042	Béta SP
T02652	VHS Pal

Buttons: SUPPRIMER, FERMER, VALIDER

Stage-2 : website www.cinematheque-bretagne.fr

The screenshot displays the website interface for the Cinémathèque de Bretagne. On the left, a navigation menu includes links for 'Photothèque', 'Le programme', 'Enquête', and 'Nous contacter'. The main search area features a search bar with the query 'pêcheurs sans port' and options for 'Recherche en texte intégral', 'Recherche par mot-clé', 'Recherche avancée', and 'Ma sélection'. Below the search bar, there are checkboxes for 'Titre', 'Résumé', 'Réalisateur', 'Séquences', and 'Année', with 'Titre' selected. A 'Valider' button is present, along with a 'Retour aux résultats' link.

The search results page for '14956 Pêcheurs sans port' is shown. It includes a 'GENERALITES' section with the following details:

- Année: 1953
- Genre: Documentaire
- Durée: 00:15:50
- Coloration: Couleur
- Format durée: CM - Court métrage
- Format original: Film 16 mm
- Son: Sonore
- Réalisateur: Marie-Louise JACQUELIN
- Descripteurs: Barque - Bateau de pêche - Bovin - Bœuf - Cabane - Charrette - Cochon - Dune - Eau - Filet - Maison individuelle - Plage - Poisson - Porc - Portugal - Pêche - Pêche au filet - Pêcheur - Rame - Ramendage - Sardine - Travail des enfants - Vache - Vêtement
- Résumé: Printemps 1953, au nord du village portugais de Nazaré, on pratique encore, sur une immense plage la pêche à la sardine de façon traditionnelle. Les barques sont lancées dans la vague depuis la plage. Après avoir largué son filet, celui-ci est remonté sur la plage par des boeufs. Ces très belles images nous illustrent les étapes de cette pêche où tout le monde participe, hommes, femmes, enfants.

Below the generalities is a 'SÉQUENCES' section with a table:

tc in	tc out	durée	description	mots clés
14:00:21:10	14:00:37:04	00:00:15:19	Générique de début du film.	
14:00:37:05	14:01:14:08	00:00:37:03	Plan d'ensemble du village de pêcheurs de Nazaré au Portugal avec des palmiers. Le village est situé sur des dunes de sable blanc en bord de mer. Les maisons des pêcheurs ("palejos"), cabanes en bois et en tuiles sont alignées sur les dunes. Plan de cabanes en enfilade, les unes collées aux autres.	Cabane - Dune - Maison individuelle - Plage - Portugal - Pêcheur

At the bottom of the page, there is a 'PHOTOS' section with several small images showing scenes from the film, including a boat on a beach and people in a village.

Overlaid on the website is a video player window titled 'Cinémathèque de Bretagne' with the URL 'http://www.cinematheque-bretagne.fr/playerCd8.php?fil'. The player shows the title 'PÊCHEURS SANS PORT' and a progress bar at 00:00:08. Below the player, there are fields for 'Afficher', 'Clip', 'Auteur', and 'Copyright', and a 'powered by diasite' logo.



How to apply

Do not contact the Commission!

1. Check relevant operational programmes:

- Summaries & links to regional / national web-sites:
ec.europa.eu/regional_policy/atlas2007/index_en.htm
- Check full text of OP & indications on implementation methods on regional / national web-sites

2. Contact Managing Authority:

- See contact details in OP summaries & web-sites

3. Apply with Managing Authority, if possible:

- Depends on the budget planning, timing and implementation methods chosen by the Managing Authority

Thank you for your attention! Questions?