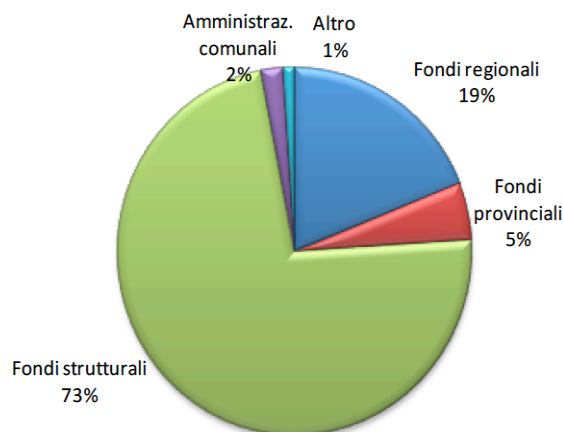


Use of European Funds

FIG. 6 RIPARTIZIONE FONTI DI FINANZIAMENTO DELL'AFC



[Fig 6 Subdivision of AFC funding sources: 73% structural funds, 5% provincial funds, 19% regional funds, 1% other, 2% local council administration]

73% of the funding made available to the Apulia Film Commission Foundation for 2013 was through the European Regional Development Fund (ERDF), an EU instrument for development projects within member states. Investment in the audiovisual industry and its promotion were made possible by the **Apulia Region**, which included financing policies for culture and creativity under Axis 4 in its convergence aims. **Apulia is one of the few regions** in Italy to use ERDF funds for cultural activities and in 2013 it exceeded its targets for operating programme expenditure by 19%.

Through the use of EU funds, the Apulia Film Commission carries out a number of projects. It promotes and supports a network of festivals (Bif&ST, the Reale Festival of Documentary Film and the IMake Festival) as well as a project supporting art films in its network of quality cinemas (Quality Film Network). Other activities include the management of the Apulian Regional Film Library, the setup and promotional activity of the three Apulia Cineport Hubs, the organisation of the Mediterranean Co-production Forum and Puglia Experience screenwriters' workshop and the supervision of the Apulia Hospitality Film Fund for production companies shooting in the region.

The management of structural funds requires constant supervision, not only to reach desired objectives in terms of efficiency and adherence to planned activities, but also a continuous analysis of results achieved. All projects selected for funding are subject to two levels of regional expenditure checks in addition to a final verification by the European

Fondazione Apulia Film Commission

Sede Legale e operativa: Cineporto di Bari, c/o Fiera del Levante, Lungomare Starita 1, 70132 Bari, Italy Phone +39 080 9752900 - Fax +39 080 9147464 - P. I. 06631230726

email@apuliafilmcommission.it - www.apuliafilmcommission.it

Sede di Lecce: Cineporto di Lecce, c/o Manifatture Knos, Via Vecchia Frigole 36, 73100 Lecce, Italy

Commission.

In investing in cultural and creative industries (CCI), the Apulia Film Commission has achieved results that have made it a model of successful practices and a key figure at ministerial and sector-based policy round tables.

In April 2013, the Apulian approach was presented to the Committee of the Regions in Brussels as part of a conference on economic strategies for Europe 2020. The Apulia Film Commission model was introduced as an ideal standard during discussion on the topic *“Smart regions and cities supporting cluster development and industrial competitiveness”*. During the European Film Commission Network (EUFCN) meeting in November 2013, the AFC was cited as an example in its ability to create regional synergy for development and promotion of the local area.

At the root of all completed projects and allocation of EU resources for **direct management** and **regional co-operation**, extensive research and planning through study and participation in public selection tenders is required.

In 2013, the AFC became a partner in **Enter Europe**, a continuous MEDIA training programme for the European audiovisual industry. The aims of this programme are to develop investment tool skills as well as analyse the outlook for the MEDIA/Creative Europe 2014-2020 programme and other forms of funding.

The Apulia Film Commission is also focusing on developing cine-tourism through **Euro Screen**, a three-year European project financed by the INTERREG IVC programme, which proposes agreement among the best practices currently used between the audiovisual field and tourism sector. Another aim is to establish a calculator which can measure to what extent local placement influences the choice of destination on the part of a visitor or spectator. During the mid-term conference in Malaga, Spain in November 2013, a project workgroup presented a study on the best practices for conformity in cine-tourism which can be consulted at this link:
http://issuu.com/liviapapp/docs/baselinerreport_final_version_intern

As a result of its regional strategies in support of CCI, Apulia has bucked the current trend in Italy, a country which remains in penultimate place among European members for use of structural funds. All EU funds (ERDF, EDF, Interreg, MEDIA, IPA) are significant as they recognise the role of the audiovisual sector both in reaching the objectives set out in the Lisbon Strategy and reinforcing cultural diversity, an issue in line with the forthcoming planning outlines for 2014-2020.

The Apulia Film Commission is working on a draft of **strategic agreement documents** with regional and ministerial round tables in order to include cultural activities among the thematic objectives of the next planning cycle for EU funding.

There are numerous new projects being prepared for 2014, from the 3rd Posterity Project to the recently confirmed Puglia Experience workshop, Forum, Bif&st Festival and Closing the Gap Project. The Apulia Film Commission has received a LivingLabs award for its

Fondazione Apulia Film Commission

Sede Legale e operativa: Cineporto di Bari, c/o Fiera del Levante, Lungomare Starita 1, 70132 Bari, Italy Phone +39 080 9752900 - Fax +39 080 9147464 - P. I. 06631230726

email@apuliafilmcommission.it - www.apuliafilmcommission.it

Sede di Lecce: Cineporto di Lecce, c/o Manifatture Knos, Via Vecchia Frigole 36, 73100 Lecce, Italy

digitalisation and use of multi-media library resources. Work is also continuing on the restoration of the “Apulia Film House”, a cultural facility dedicated to film and new media located within the Fiera del Levante trade fair complex in Bari. Extension work is also planned for the Lecce Cineport Hub with the construction of a multi-use theatre for film screenings and public cultural events.



Fondazione Apulia Film Commission

Sede Legale e operativa: Cineporto di Bari, c/o Fiera del Levante, Lungomare Starita 1, 70132 Bari, Italy Phone +39 080 9752900 - Fax +39 080 9147464 - P. I. 06631230726

email@apuliafilmcommission.it - www.apuliafilmcommission.it

Sede di Lecce: Cineporto di Lecce, c/o Manifatture Knos, Via Vecchia Frigole 36, 73100 Lecce, Italy