

REGIONAL FUNDING REUNION CRITERIA AND PROCEDURE

In 2004, a new generation of conventions (2004-2006) of cinematographic and audio-visual development was implemented by the CNC with the State (regional Directions of the cultural affairs – D.R.A.C) and the regions. These conventions aim at strengthening the regional support for the cinematographic production in all its components (*writing, development, production*). They seek to contribute at the re-localization of shooting in France, factor of employment. Under the terms of these conventions, the CNC will invest 1 Euro for 2 Euros spent by the region. This measure, according to the Minister for the Culture and Communication, is justified by the development of employment and the cultural production¹.

A convention (2004-2006) of cinematographic and audio-visual development between the State, CNC and the Region REUNION was signed on 28 January 2005. The territorialisation criteria are set up by the region.

The financial intervention of the region in favour of audio-visual, cinema and multi-media sector aims at supporting the local economic development. In this view, aids are granted in priority to the projects oriented towards commercial sector, for exportation, and implemented as much as possible human and technical local resources. By receiving the regional aid, the recipient commits himself to contribute to this economic effort within the implementation of his project². ()

A copy of the Convention and a copy of the regional regulation are attached.

	CRITERIA
Support for writting <i>Short film of fiction, Feature films of fiction, TV-films/series, Animations, Documentaries of creation</i>	<p>Recipients : Author resident in Reunion or project emphasising the region or the region in its environment (Indian ocean) ,</p> <p>Criteria of eligibility : Author resident in Reunion or project emphasising the region or the region in its environment (Indian ocean)</p> <p>Ceiling : 2.000 €</p>
Support for development <i>- Short film of fiction</i> <i>- Feature films of</i>	<p>Recipients : Local associations producing audio-visual and cinematographic works or experimented companies of production developing a scenario from author resident in Reunion or a project emphasising the region or the region in its environment (Indian</p>

¹ Ministère de la culture et de la communication, communiqué de presse, Paris le 20 septembre 2004, <http://www.culture.gouv.fr/culture/actualites/index-discours.htm>

Bilan des mesures prises par Renaud Donnedieu de Vabres en faveur du cinéma, mardi 16 mai 2006, <http://www.culture.gouv.fr/culture/actualites/index-discours.htm>

² Extract from the regional regulation « *Mesure I et II : Audiovisuel et cinema : Favoriser l'émergence de talents et de projets* »

<p><i>fiction</i> - TV-films/series - Animations - Documentaries of creation</p>	<p>ocean) ,</p> <p>Criteria of eligibility : Local associations must comply with legal rules and administrative procedures. Their staff must be trained for production control.</p> <p>Ceiling : 8.000 €</p>
<p>Support for production of Short film Scale-Model First programme of TV series, animations, documentaries of creation series;</p>	<p>Recipients : Local associations producing audio-visual and cinematographic works or experimented companies of production developing a scenario from author resident in Reunion or a project emphasising the region or the region in its environment (Indian ocean) ,</p> <p>Criteria of eligibility :</p> <p><u>For local associations :</u> They must be in line with legislation and administrative procedures. Their staff must be trained for production control and for the production of first programmes of series, scale-models or short films. They must employ regional professionals and use material and equipment of quality.</p> <p><u>For the European companies of production :</u> They must comply with legislation and in particular tax obligations and labour law. They must employ local professionals in order to ensure the continued presence of human skills and technical expertise required for cultural creation.</p> <p>The percentage of the local expenditure will be taken into account in the evaluation: local employment, local competence to the artistic and technical job with a high added value, use of specialist services (executive production, material booking) and general services (accommodation, catering, transport, insurances...).</p> <p>The project shall not be strictly limited to the local market (Reunion) Concerning the short films, international festivals and TV channels shall be accepted as broadcasted networks. Moreover, a public broadcast in the region will be scheduled. The producer shall mention the region in all communication on the project, transmit a copy to the region and comply with the obligation set up in the private convention with the region.</p> <p>Ceiling : 30.000 €</p> <p>To be noted : The regional aid is exclusively based on the local expenditure. The total of French financial support cannot be more than 50% of the total amount of the provisional budget.</p>
<p>Support for production of Programme <i>(short fiction films, feature fiction films, TV films, series, animations, documentaries of creation, re-creation of live shows, entertainment, cultural magazines)</i></p>	<p>Recipients : Audiovisual : companies of production admitted (or in process to be admitted) to the COSIP fund Cinema : companies of production of features films, with a catalogue of works for cinema, admitted (or in process to be admitted) to the CNC supports</p> <p>Criteria of eligibility : European companies of production comply with legislation and in particular tax obligations and labour law. They must employ local professionals in order to ensure the continued presence of human skills and technical expertise required for cultural creation.</p> <p>The percentage of the local expenditure will be taken into account in the evaluation: local employment, local competence to the artistic and technical job with a high added value,</p>

	<p>use of specialist services (executive production, material booking) and general services (accommodation, catering, transport, insurances...).</p> <p>The priority will be given to the projects of production companies of audiovisual and cinematographic works, which shall be financed by a broadcaster and/or a distributor and shall offer great opportunities for the region in the framework of annual (or pluri-annual) convention (with the region, in the respect of the following conditions :</p> <ul style="list-style-type: none"> - to Provide assistance in the development or to produce short films, scale models or first programmes coming from calls for regional projects ; - to provide training courses or professional training actions ; - to promote the work in the region with the author, director and personality chosen by the production, - To inform students. <p>The project shall not be strictly limited to the local market (Reunion). A public broadcast in the region will be scheduled. Projects for cinema and/or broadcasted on international TV Channels shall be favoured. Projects shall be financed by a broadcaster and /or a distributor and admitted to the CNC support. The producer shall mention the region in all communication on the project, transmit a copy to the region and comply with the obligation set up in the private convention with the region.</p> <p>Ceiling :</p> <table border="1"> <thead> <tr> <th>Audiovisual :</th><th>Cinema</th></tr> </thead> <tbody> <tr> <td> Short-film : 23.000 € Documentary of creation : 30.000 € Fiction Series, TV-film : 152.000 € Animation : depending on the project and on TV-film base </td><td> Short-film : 38.000 € Feature film : depending on the project and on TV-Film base </td></tr> </tbody> </table> <p>To be noted : The regional aid is exclusively based on the local expenditure. The total of French financial support cannot be more than 50% of the total amount of the provisional budget</p>	Audiovisual :	Cinema	Short-film : 23.000 € Documentary of creation : 30.000 € Fiction Series, TV-film : 152.000 € Animation : depending on the project and on TV-film base	Short-film : 38.000 € Feature film : depending on the project and on TV-Film base
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<p>Procedure</p>	<p>Application file</p> <ul style="list-style-type: none"> - letter of intention of the President of the Region, - description of the project, - professional information on the recipients and the crew, - list of the authors, directors, actors, technicians, services providers, - localisation of the shooting, - Provisional business plan, - contracts with authors, directors, co-production contracts, - Cost estimate with provisional expenditures spent in Region, - letter of intention of broadcaster mentioning his financial contribution in a co-production or his price for pre-acquisition of the rights, - List of provisional equipment and material used for the shooting and their origin. <p>Assessment</p> <p>A committee of regional experts put forward an opinion on the project. Taking into account the financing aspect, it can initially deliver an opinion of principle and determine in the second time the amount of subsidy in consideration of the effective funds collected.</p>				