

Current state of investment of national and regional public funds in Europe for professional training

MEDICI – 7th Workshop

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Study conducted by Joëlle Levie within MEDICI — The Film Funding Journey www.medici-training.net
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Objectives

In the context of globalization and technical changes:

- analyze the current state of investment of public funds in EU for PT
- have an overview of the role of funds in professionalizing actors in the audiovisual industry
- if their role goes beyond financial support

Many questions...

- Do public funds have a role in the professionalization of the industry?
- Does the existing PT offers meet the needs?
- Could PT funding be sustainable like other support schemes?
- Is PT understood as a part of the global production process or as a separate track?

Are there any answers?

Not really!

BUT

Some released studies:

1) At a macro level

- by the EU Observatory (Study on *“Public financing for film and television content – The state of soft money in Europe”* – August 2016)
- PT part of the “other” supported activities by the funds (incl. awards, archives, media education, training, research, audience reach),
- Average of 2% on more than 2 billion/year (33 countries – period 2010 to 2014)

=> estimates: no clear definition of PT activities

2) At Creative Europe/MEDIA level

- Report *“Contribution of the CE programme to fostering Creativity and Skills Development in the Audiovisual Sector”* – 2017)
- Identification of the needs to operate internationally and address the challenges:
 - Craft-specific and ICT/digital skills
 - Business management skills, leadership, innovation and entrepreneurship
 - Interpersonal, social and cross-cultural skills
- Evaluate the relevance, efficiency and effectiveness of the MEDIA Training actions

High rate of satisfaction BUT...

- Lack of room for young professionals
- Lack of sustainability of PT structures
- Consider combining Training Actions and Access to Market Actions

Within the conclusions and recommendations:

“... raising the awareness about the importance of training will remain high on the political agenda since many workers and their employees do not (sufficiently) invest in training”

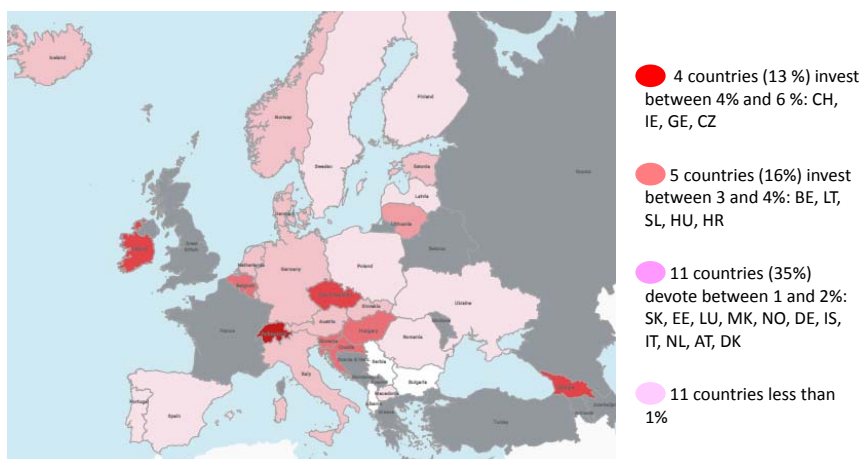
The Study

- No data available related to PT supported by public funds
- ⇒ Analyze the current state of investment of public funds in EU:
- What is their role in professionalizing the industry?
 - Follow up MEDICI discussion about PT (2016, Module 7 - Is training a part of funds professional development strategy?)
 - Get information on:
 - Financial resources dedicated to PT
 - Categories of supported actions
 - Actions to be inspired by
 - 2 parts:
 - The study: global data and outcomes
 - Data per country/per fund/per PT categories

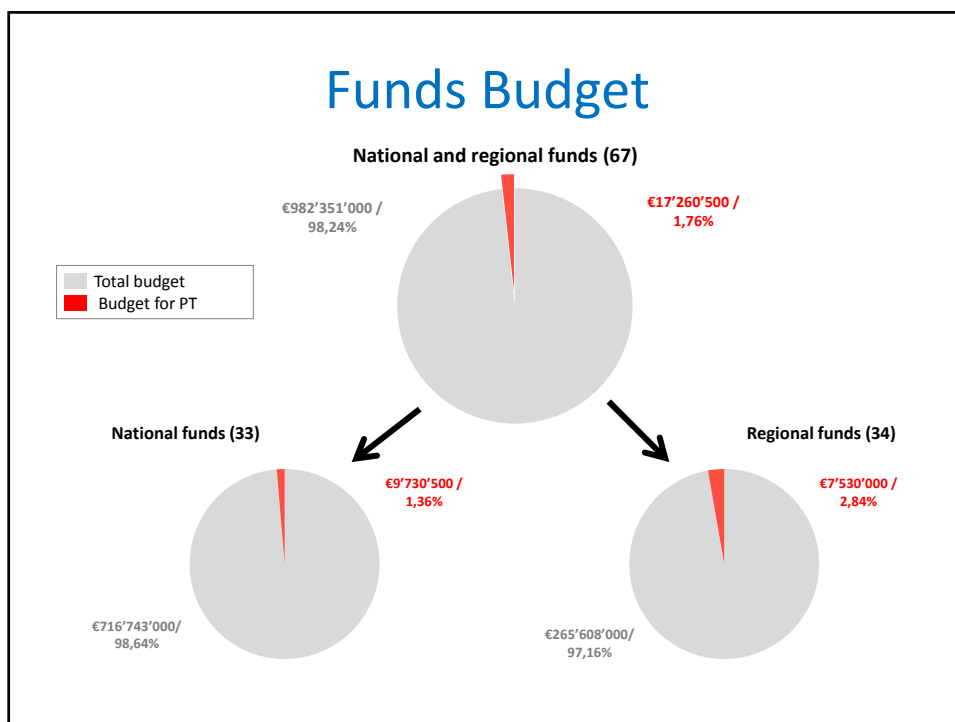
Content

- 67 funds => 33 national funds / 34 regional funds / 32 countries
- Excl. France and UK
- 2015
- Creation of 5 PT categories to encompass the diversity of funds definitions:
 - Professional training strategy/policy
 - Professional training provider itself (with or without specific program)
 - Support to national and/or foreign professional training programs/activities
 - Structural support to professional training organization(s)/institution(s) in the country
 - Individual professional training support (scholarships, internships, mentorships)

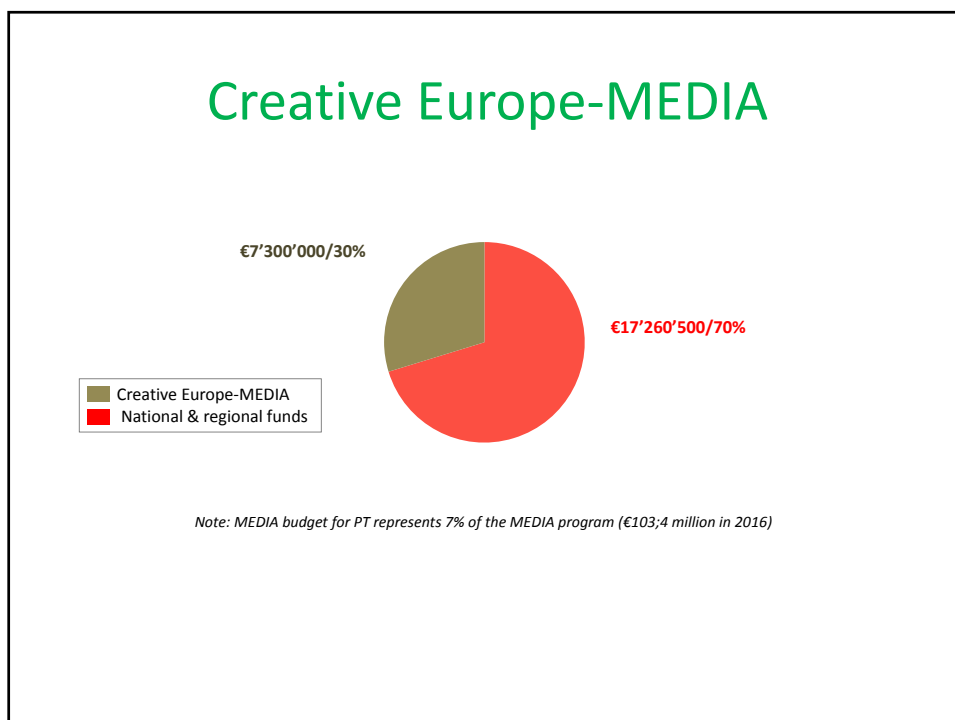
An overview per country



Funds Budget

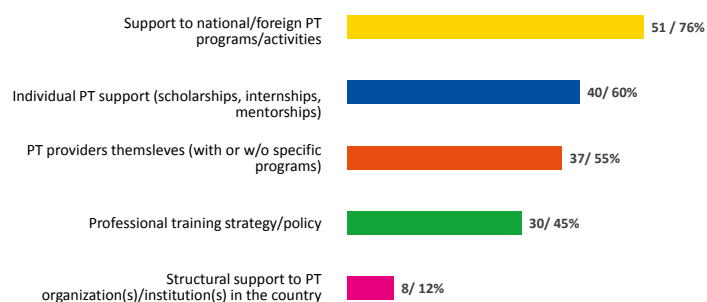


Creative Europe-MEDIA



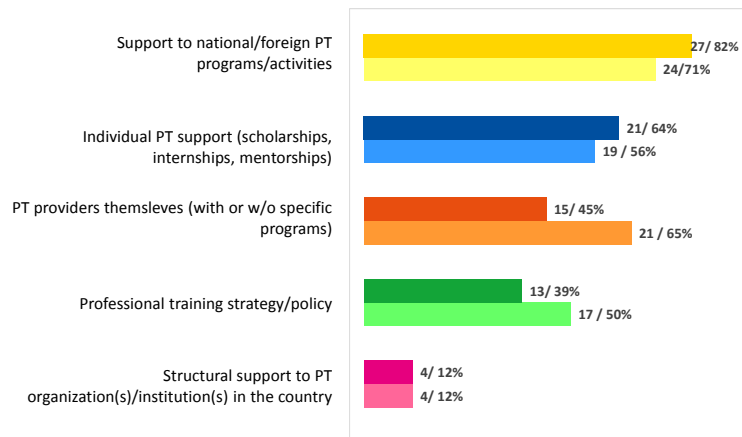
Supported categories

Cumulative categories of support from 67 national and regional funds



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Cumulative categories of support from 67 national and regional funds



Variances national/regional funds

	National funds (33)	Regional funds (34)
Average PT funds budget (national / regional)	1,73%	4,60%
Nber funds > their average	12 (36%)	13 (38%)
Total budget > their average	€6'2 million	€3'3 million
Champions	OFC, IFB, CCA-VAF, GE, HU, etc.	IT and NO funds, MDM, etc.
Objectives	Development of creative aspects Capacity to reach the int'l market	Develop local industry at all levels (incl. technical skills) Attract shooting .
Supported categories	1) support to PT training programs/activities 2) Scholarships, etc. 3) Provider themselves 4) PT strategy/policy 5) Structural support	1) support to PT training programs/activities 2) Provider themselves 3) Scholarships, etc. 4) PT strategy/policy 5) structural support

Main outcomes

- No correlation between the budget allocated to film projects and PT projects
- % of investment very low (1.76%) for no-risk/high benefit support
- Differences between national and regional funds:
 - Objectives
 - Financial resources
 - Supported categories
- BUT same ranks of priority:
 - 1) support to national and/or foreign professional training programs/activities => short term commitment
 - 5) structural support => long term commitment and €€€
- Almost no communication or cooperation among funds at the national and international level
- No measure or indicator to determine the right level of funds investment in PT

Food for thought

- Would it be possible to have a clear definition of PT?
- Do public funds need to have a role in the professionalization of the industry?
- Must it be a part of their mandate or a voluntary commitment?
- How defines PT priorities and how is it done?
- Does the existing PT offer meet the needs?
- Should public funds invest more in PT in comparison to other industrial sectors?
- Must PT funding be sustainable like other support schemes?
- Should funding of PT become a part of the legal mandatory mechanisms?

What's next?

Interested to consolidate and pursue the research?

- Validation and update of data
- Establish a concertation platform
- Define concerted parameters
- Etc.

Thank you!

