

A.L.I.C.E.,
ANIMATION LEAGUE FOR INCREASED COOPERATION IN
EUROPE
ACTION PLAN // FINAL VERSION

THE MINISTRY OF CULTURE OF THE SLOVAK REPUBLIC

July 2021

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MINISTRY OF CULTURE OF THE SLOVAK REPUBLIC

1. GENERAL INFORMATION

- A. PROJECT
Animation League for Increased Cooperation in Europe (A.L.I.C.E.)
- B. PARTNER ORGANISATION
Ministry of Culture of the Slovak Republic
- C. OTHER PARTNER ORGANISATIONS (IF RELEVANT)
- D. COUNTRY
Slovakia
- E. NUTS₂ REGION
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2. POLICY CONTEXT

A. THE ACTION PLAN AIMS TO IMPACT:

Improving SMEs competitiveness policies

B. NAME OF THE POLICY INSTRUMENT ADDRESSED

Strategy for Creative Industries Development in the Slovak Republic

The Ministry of Culture of the Slovak Republic (hereinafter ministry) places great emphasis on creating conditions for the development of the cultural and creative industries and its efficient networking. The priority of the ministry in this area is in particular to implement activities and actions aimed at building and supporting the overall ecosystem of the creative economy in the regions of the Slovak Republic, ensuring its sustainability.

With this aim, the Government of the Slovak Republic approved on January 21, 2015, the first Strategy for Creative Industries Development in the Slovak Republic (hereinafter referred to as "Strategy of CCIs Development" or "the Strategy").

The goal of the strategy was to create a vital system framework to support creativity, production, innovation and investment in the CCIs and to ensure that creativity and related activities become part of the largest amount of business activity, especially in the SME environment, and synchronize support for cultural and creative industries with other support schemes to achieve synergies in economic development.

The following priorities were included in the Strategy:

- an effective system for developing cultural and creative industries,
- high-quality human resources,
- creating favorable market conditions,
- supporting tools.

The Strategy as such covers the topic of CCIs as a multisector with its mutual features and needs, and thus does not address the specific features of the animation industry from a sector point of view. Because of the potential growth identified in the Animation Plan for Europe and also the current state-of-play in the Slovak animation industry, it is necessary to set up new measures addressing the specific needs of this sector. By this way the ministry can improve the conditions for the development of the animation industry following its value chain.

3. ACTION PLAN VISION (optional)

A. CONTEXT

Since 2011 the ministry adopted new agenda in the field of Cultural and Creative Industries (later "CCIs") and has been working on several strategic documents. The Strategy of CCIs Development (2014) followed by Action Plan for the period 2016-2017 (accepted in 2015) identified as one of the main goals to develop a creative environment and to focus on the systemic and cross-sectional perceptions of the creative economy as an integral part of the national economy, including the premise that culture is not only identity but also prosperity. The aim of fulfilling all tasks is to support cultural and creative industries in areas such as visual arts, performing arts, film, television and radio broadcasting, computer games, music, publishing, design, architecture, advertising in terms of their economic potential, and thus the "launch" of supportive initiatives and activities to stimulate the cultural and creative industries.

As the Strategy (as our policy instrument addressed within the A.L.I.C.E. project) was focusing on supporting the CCIs sectors in general, therefore **it did not provide any specific sectorial actions, our A.L.I.C.E. action plan will allow us to cover this gap.** Thanks to the A.L.I.C.E. action plan we will be able to provide specific support for the animation industry and therefore complete the "general" Strategy actions with the concrete actions only focused on the sector (through the cooperation with one of the founding organizations of the ministry, BIBIANA – International House of Art for Children; further as BIBIANA, Slovak Audiovisual Fund and Slovak Film Institute). Together they will provide a more complex system of support.

BIBIANA is a cultural institution active at both national and an international level. It was founded in 1987 as a partner of a world-known event with a long tradition "Biennial of Illustration Bratislava." From the beginning, one of its aims was to support the development of illustration works for children and youth. In this context, BIBIANA organizes the bi-annual **Festival BAB - Biennial of Animation Bratislava International Festival of Animated Films for Children.**

The Festival's mission is to foster artistic confrontation in the field of animation intended for children, create conditions for the evaluation thereof and hence support the complex development of this unique kind of art. Since 1985 Festival BAB has been part of the Biennial of Illustrations Bratislava (BIB). In 1991 it upgraded its activities to the international film festival of a unique nature since it is the only event of this type addressed exclusively to children. In 2003, BAB added competition in the program.

More info about the Festival BAB to be found at <https://festivalbab.sk/en/welcome/>

The support of the audiovisual industry in Slovakia changed fundamentally in 2010, when the **Slovak Audiovisual Fund** started its full operation. The Fund replaces the former grant system of the Ministry of Culture "Audiovision". In the position of a self-governing public institution managed by professional administrative bodies, the Fund represents a new type of institution in the cultural policy of the Slovak Republic. The Fund has the following essential goals:

- increase finances in the audiovisual culture and industry,
- flexibility of the financial support and its effective use,
- accountability of the support receivers,
- extended forms of support (grants, loans and stipends are available),
- support for all parts of the film value chain [development, production, distribution, promotion and sales, festivals and other events, cinemas, research, education, publishing, workshops, etc., development of the Slovak audiovisual industry and its infrastructure,
- transparent and professional decision making.

More information about Slovak Audiovisual Fund to be found at <http://www.avf.sk/english.aspx>

Slovak Film Institute (hereinafter "SFI") is the only state institution in Slovakia in the area of cinematography that deals with film and cinema as such in a comprehensive manner. It collates, preserves and protects film and other audiovisual works and documentation materials, and makes them available to the public. The SFI administers the film archive which, under its legal status, is an archive of specific significance. It consists of all, frequently unique, films made in Slovakia. These collections represent an important part of the cultural heritage and constitute a national property protected by the state. The SFI also exerts producer rights to Slovak films produced by organisations exclusively owned and managed by the state and increases the value of these rights by commercial activities.

More info about Slovak Film Institute to be found at <http://www.sfu.sk/en/about-us/slovensky-filmovy-ustav>

B. FIELDS OF ACTION

The Action Plan focuses on the following main fields:

- supporting mechanism of co-productions in audiovisual animation sector,
- supporting emerging talents through specific educational activities for educated and young generation but also for the public,
- promote the animation sector, increase the visibility of the authors and creators, engage the audience and raise public awareness not only in Slovakia but also at international level.

C. OBJECTIVES

The A.L.I.C.E. project explores avenues for interregional collaborations in the animation sector to leverage the sector's potential for growth and innovation and to foster the development of a pan-European, world-leading industry. The booming animation sector creates new economic opportunities, which were set out by the European Animation Plan launched on 12 September 2017 whose priorities are expected to be implemented during the new Creative Europe MEDIA programme (2021-2027). A.L.I.C.E. intends to unlock these opportunities and study ways of facilitating:

- interregional co-productions,
- promoting training,
- creating jobs.

In this matter, the ministry teamed up with one of its founded organizations, BIBIANA and within this collaboration will focus on specific training in raising awareness about the creators and their works, increasing animation skills, and promoting visibility of animated films, that are the key aspects for raising an educated young generation. At the same time, the Slovak Audiovisual Fund and Slovak Film Institute, together with the representatives of the ministry, will analyze the possibility to implement the "Wonderland concept / Smart directory" as a new mechanism supporting the co-productions of animation content. Based on these objectives, three main actions were created.

D. METHODOLOGY

The specific measures of the action plan were created by the stakeholder's group members consisting of the Ministry of Culture of the Slovak Republic; Slovak Audiovisual Fund; Slovak Film Institute; Slovak Association of Animated Film Producers; Academy of Performing Arts in Bratislava; Fest Anča International Animation Festival; Festival BAB; active animators and producers and other representatives from the animation industry. This stakeholder group was

established by the Ministry of Culture which is also in charge of all necessary processes regarding the creation, implementation and monitoring of the action plan.

Following the goals of A.L.I.C.E., the stakeholders discussed during each meeting the actual state of the animation sector with the aim to identify possible measures for its improvement. Additional sources for planning the Action Plan's future activities included also the individual meetings with stakeholders, where we were able to further discuss in detail the various themes concerning the animation sector in Slovakia and focus more on its strengths, weaknesses, opportunities and possible risks.

The draft versions of the Action Plan were also consulted with the lead partner of the A.L.I.C.E. project and Interreg Europe Joint Secretariat.

The Action Plan will be submitted for the approval to the Minister of Culture of the Slovak Republic by the end of July 2021. The implementation phase of the Action Plan will be from August 2021 to July 2022. After this period, the results will be evaluated and used for the future supporting measures in the animation sector.

E. ENDORSEMENT

The stakeholders' feedback was collected during the discussions and meetings and will be further elaborated into the main actions of the A.L.I.C.E. Action Plan. From the beginning, all the key public and private bodies were involved in the process of creating the Action Plan and will play an important role in its implementation.

The Action Plan will be approved by the Minister of Culture of the Slovak Republic within July 2021.

4. LIST OF ACTIONS

Lines of actions:

- 1) Wonderland concept / Smart directory
- 2) Supporting the development of animation works/content, through specific education activities: Let's start with animation! – educating videos on the animation process
- 3) Online database of professionals in the animation sector in Slovakia

5. DETAILS OF THE ACTIONS

A. ACTION 1

ACTION NUMBER	ACTION NAME	ACTION LINE
1.	Wonderland label / Smart directory	
Background	<p>Action 1: Wonderland label / Smart directory was included in the action plan as the result of presentation of the Working Group 1 that was dealing with FINANCE & LEGAL. Wallimage pointed out a concrete linking and the way of collaboration between different countries and territories that inspired us to design this action.</p> <p>We learned that SMART DIRECTORY, presented by our partner Wallimage, could be an important tool in searching for the new co-productions but also in obtaining more visibility and easier access to other territories with our offer of the animation studios and their work experiences and success stories.</p> <p>The whole Wonderland concept inspired us to start discussions with the stakeholders that have proved that under some conditions it will be interesting and useful to implement this model within our territory.</p> <p>When several territories will work within SMART DIRECTORY it could provide a starting point for increasing the number of international animation cooperations which we consider to be an area with both creative and economic potential not only in Slovakia, but also in other cooperating countries.</p> <p>To achieve a successful implementation of SMART DIRECTORY, our aim is to work closely with Slovak Audiovisual Fund and Slovak Film Institute in creating the ways how to implement the SMART DIRECTORY concept in Slovak conditions.</p> <p>The main goal will be primarily the verification of possibilities and finding the</p>	

	solutions of how to implement the SMART DIRECTORY concept with the help from these two organisations and, to prepare the launch.		
Description	<p>The ministry together with Slovak Audiovisual Fund and Slovak Film Institute will be the main implementation bodies for Action 1.</p> <p>Process will include the implementation of SMART DIRECTORY into its existing supporting schemes. This objective will be preceded by the following activities:</p> <ul style="list-style-type: none"> - More detailed presentation and dialogue about the SMART DIRECTORY model to the representatives of Slovak Audiovisual Fund and Slovak Film Institute (from August 2021) - Verification and finding the way how to implement its model into reality in Slovakia within the Slovak Audiovisual Fund or Slovak Film Institute (autumn / winter 2021) - Implementing the SMART DIRECTORY model into the agenda of Slovak Audiovisual Fund or Slovak Film Institute (if finding a way, during 2022) - beginning of submitting the studios in the SMART DIRECTORY by filling out the questionnaires (if finding a way, during 2022) 		
Policy endorsement	Will be approved by the Ministry of Culture of the Slovak Republic		
Responsible organisation	Ministry of Culture of the Slovak Republic, Section of the Creative Industry; Slovak Audiovisual Fund (consultation and implementation); Slovak Film Institute (consultation and implementation);		
Actors involved	Slovak Association of Animated Film Producers (consultation and implementation); Wallimage (consultation - organisation responsible for SMART DIRECTORY); Animation studios involved in the SMART DIRECTORY		
Beginning date	Month/year August 2021	Ending date	August 2022
Expected costs	3000 Euros	Funding sources	Ministry of Culture of the Slovak Republic

B. ACTION 2

ACTION NUMBER	ACTION NAME	ACTION LINE
2.	Let's start with animation! – educating videos on the animation process	
Background	<p>Action 2 is inspired by the discussions of Working Group 2 focused on the topics of ENTREPRENEURSHIP and TRAINING.</p> <p>Biennale of Animation Bratislava (BAB), the international festival focused on animation for children with 30 years of experience, aims to educate the children and youth on animation not just during the festival but all year round. This year, BAB has introduced a simple brochure (one page long), where children, their teachers but also the public in general can learn the basic steps of making an animation in an interesting way.</p> <p>By this activity Festival BAB aims to point out that an animated film can be funny and educational, it can connect people, teach them to work in a team and think creatively. BAB wants to engage the audience in the creation of animated films and so increase the awareness of animation in general. The brochure will be distributed in schools and will be available not only to the teachers and students but also for the public via the Festival BAB website, Facebook or Instagram.</p> <p>During the Phase 1 we learned thanks to our stakeholders that there aren't enough animators in our territory despite the fact that working in the animation sector is for many active creators sustainable, financially beneficial and provides new opportunities in other creative sectors too.</p> <p>By educating the young generation about the animation, we see the potential in raising the interest in this sector, gradually increasing the creative capacities and building on the strong animation tradition in our territory.</p>	
Description	<p>Inspired by this Festival BAB's brochure, we would like to continue in developing the educational process and introduce new activities, like e.g. producing „how to make“ videos that will teach the step-by-step process of how to start with animation with the explanation and commentary by young talented animators. Content created in workshops will be available on the Festival BAB website and can be easily accessed and downloaded for free.</p> <p>Another activity of the Action 2 will be organizing live workshops for children, not</p>	

	just in Bratislavawhere BAB is located, but also in other Slovak towns. This objective will be preceded by the following activities: <ul style="list-style-type: none"> - creating an outline for the videos and workshops (starting August 2021), - addressing animators for participation at workshops and making of the videos (autumn 2021), - shooting videos and organising live workshops (during 2022) - posting videos on the web of Festival BAB (during 2022) 		
Policy endorsement	Will be approved by the Ministry of Culture of the Slovak Republic		
Responsible organisation	Bibiana / Biennale of animation Bratislava festival (BAB); Ministry of Culture of the Slovak Republic, Section of the Creative Industry.		
Actors involved	Youngsters and wide public with interest in animation; Active animators working in the field		
Beginning date	Month/year August 2021	Ending date	August 2022
Expected costs	4000 Euro	Funding sources	Ministry of Culture of the Slovak Republic

c. ACTION 3

ACTION NUMBER	ACTION NAME	ACTION LINE
3.	Online database of professionals in the animation sector in Slovakia	
Background	This Action 3 is partially inspired by the outcomes of discussions with the Working Group 2 that was dealing with ENTREPRENEURSHIP and TRAINING, and also by the work of Working Group 1 that focused on FINANCES and LEGAL. We were also inspired by the results of creating the MAPPING METHODOLOGY.	

We understand the importance of mapping the animation sector in our country indeed, but at the same time we believe that the MAPPING METHODOLOGY would be more effectively applicable in the countries with bigger animation markets, than Slovakia can offer.

For these reasons, we will create new mapping of active creators instead, which will help to increase the visibility of all actively working animators in Slovakia.

Festival BAB plans to organise an exhibition called „Pictures from the question“ where the diversity and uniqueness of the artistic style of Slovak animators will be presented. Slovak directors of animated films will answer simple and funny questions in their own illustrations, sketches, puppets, paintings, etc. using their own creative style. Their works will be displayed at the exhibitions in Bratislava and other Slovak cities.

With the artistic works from a number of Slovak animators, the Festival BAB will display the exhibition online and their original content will create the initial base for the **database of Slovak animators**.

The database will consist of basic information: name, place of work, website, the skills and experience with working in various animation programs, etc. Thanks to their input that will be presented via their works created for the exhibition, their original style will be very easily recognisable. The database will then be the tool for creating future collaborations on both national and international level.

Once the database of Slovak animation professionals is online, the next step will be to prepare an extended version which **will include the student movies** from the Animation department at Bratislava's Academy of Performing Arts. We hope to create a helpful tool in providing opportunities for emerging talents in the animation sector and for networking with the professionals when entering the market after their graduation.

This objective will be preceded by the following activities:

- Collecting the content of the exhibition into an online form (starting Autumn 2021)
- Creating a database design (starting Autumn 2021)
- Putting the content of the exhibition into the online database (starting in 2022)
- Adding students to the online database (during 2022)
- Active adding of animators into the database (after 2022)
- Collaboration with various film representatives to spread the word about the database and the opportunity to sign in (during 2021-after 2022)

Description

Policy endorsement	Will be approved by the Ministry of Culture of the Slovak Republic		
Responsible organisation	Bibiana / Biennale of Animation Bratislava Festival; Ministry of Culture of the Slovak Republic, Section of Creative Industry;		
Actors involved	Slovak Audiovisual Fund; Slovak Film Institute; Slovak Association of Animated Film Producers; Academy of Performing Arts, Bratislava; Animators and students from animation sector		
Beginning date	August 2021	Ending date	August 2022
Expected costs	3000 Euro (costs for making all the content from the exhibition to the online database)	Funding sources	Ministry of Culture of Slovak Republic

ORGANISATION: The Ministry of Culture of the Slovak Republic

PLACE, DATE: Bratislava,

REPRESENTATIVE OF

THE ORGANISATION : Natália Milanová - minister

SIGNATURE / STAMP