

ChIMERA

Innovative cultural and creative clusters in MED area

P.A. 1: Promoting Mediterranean innovation capacity to develop smart and sustainable growth

Obj. 1.1: To increase transnational activity of innovative clusters and networks of key sectors of the MED area

<https://chimera.interreg-med.eu/>

D.3.2.1 Regional Analysis

WP 3 Studying - act. 3.2 Analysis of the state of the art of the innovation system for the cultural and creative sector

Responsible partner: PP8 - Nice Cote d'Azur Chamber of Commerce

Status: final

Distribution: public

Date: 30/03/2017





INNOVATIVE CULTURAL
AND CREATIVE CLUSTERS
IN THE MEDITERRANEAN AREA

STATE OF THE ART ANALYSIS

CCI Nice Côte d'Azur

Project co-financed by the European
Regional Development Fund



Before you begin to fill out the layout, please write a phrase or paragraph that justifies the focus scale of the state of the art (municipal, regional or national). The justification should refer the Nomenclature of Territorial Units for Statistics (NUTS) and the different NUTS classification. For that, consult the link: <http://ec.europa.eu/eurostat/web/nuts/overview>.

Chamber of Commerce and Industry of Nice Côte d’Azur (CCI NCA) will focused its State of the Art analysis by a presentation at the local level of the whole French Riviera department and its geographical scope and statistical data.

We have focusing on the French Riviera area for the State of the Art analysis (NUTS 3 code FR823) because the Creative and Cultural sector is developing on this area with productive and effective SMEs and the CCI NCA is acting to encourage and growth this sector at the department level.

However, some information and data are given by the Region Provence-Alpes-Côte d’Azur (PACA), and will be used to explain some parts and data of our State of the Art analysis (NUTS3 – FR82).

1. REGION PRESENTATION



For this chapter is required the integration of key statistics about each region. Images, graphics or other visual content can be added preferably with good resolution. It is compulsory the addition of a caption below of each image, referring its source/ credits, etc. If you do not have enough space to add visual contents in this chapter, please add in annexes section (8), with a proper identification as explained in the previous sentence.

(1-2 pages)

1.1 Territorial framework



Geographical location, surface, etc.

The French Riviera area is localised to the extreme south east of France, near the border of Italy and the Mediterranean coast. Its area surface stretch around 4300 km².

The department has a lot of landscapes and different atmospheres, villages and cities, which were enhanced by famous artists. On the 120 kilometres of the coast band, succeed numerous of beaches and marinas. Narrow at the east of the department, the coast is drawing as a cliff and the west coast is expending as hills landscape, with two main valley, the Var and Siagne.

Visible from the coastline, the mountain's zone expend on the rest of the department and allow some activities as well in winter than summer. This area include also the national park of the Mercantour.

Relatively isolated than the others department of the Provence-Alpes-Côte d'Azur region (PACA), the French Riviera benefit from the proximity with Monaco, a deposit of employment.

The coastline is well organised in road and train infrastructure, and in airport infrastructure. Indeed the Nice Côte d'Azur airport is the second of France (after Paris) with more than 12 million of passengers per year. It is also an important hub for business aviation in Cannes and Nice.

The climate is Mediterranean type with an exceptional sunshine than average 300 days per year, mild temperatures, few frequent rain but plentiful.

The French Riviera count around 1 083 000 inhabitants, which represent 1.7% of the French global population. Its density is from 252 inhabitants per km², which is quite high. The area is composed by two miscellaneous areas: in one hand, the coastline highly urbanized where the major part of the population lives, and in the other hand, the mountains high land, with few density of population.

After having constantly increasing since 1962 with the residential migration effect, the population stagnate now since 2007, despite a net migration became positive.

The population, which come to live in the French Riviera, is younger and more graduated than the local population, attracted by the local economic dynamism. Even if the big amount of retired people come to live on the department, the aging of the population slow down since average twenty years.



Source: CCI NCA - Sirius

Because of its geographical features and the development of an important secondary residences park due to its touristic attractively, the property pressure is huge in the department and form a real stake for the economic development.

1.2 Demographic data



Population data.

1 083 000 inhabitants¹

Four cities with more than 50 000 inhabitants (Nice, Cannes, Antibes, Grasse)

745 667 accommodations with 23.8% in secondary residences

44 501 students with 28 135 at the University Nice Côte d'Azur according to the Ministry of National Education for 2015/2016

467 400 jobs at the end of September 2016²

¹ source INSEE on 1st January 2013

² source SIRIUS CCI-NCA

69 250 job seekers at the end of September 2016³

Unemployment rate: 10.5% at the end of September 2016⁴

1 427 427 passengers at the Nice Côte d’Azur Airport⁵

562 934 Cruise tourists ⁶

11 million of visitors per year, and 70 million of touristic nights⁷

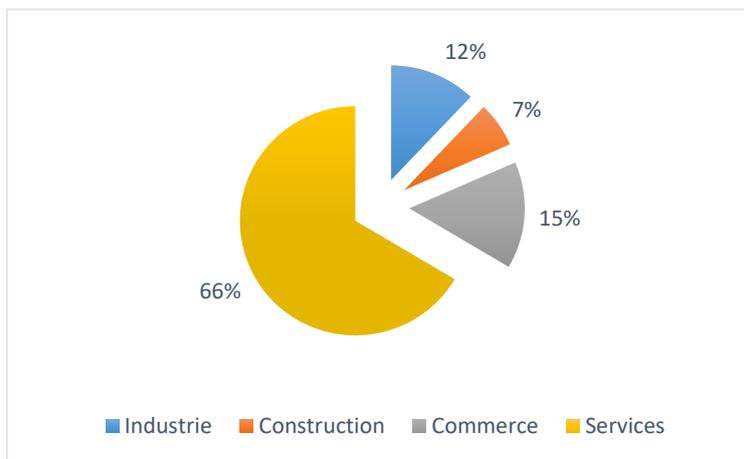
133 000 tourists hotel establishment⁸

15 161 new businesses with 6868 in microenterprise⁹

French Riviera economy turnover: 68 billion euros¹⁰

Added Value: 25.5 billion euros¹¹

Graph: repartition of Added Value by economic activity



Source: SIRIUS – CCI NCA – 1st January 2013

³ source SIRIUS CCI-NCA

⁴ source DIRECCTE

⁵ source Nice Côte d’Azur Airport 2016

⁶ source: CCI NCA – ports de Nice / Villefranche, Cannes, Antibes 2016

⁷ source Touriscope CRT Riviera Côte d’Azur

⁸ Source INSEE on 1st January 2015

⁹ Source INSEE on 1st January 2015

¹⁰ source SIRIUS-CCI NCA on 1st January 2013

¹¹ source SIRIUS-CCI NCA on 1st January 2013

1.3 Economic framework



Role of your region in national economy; GDP per capita (value and share in national level).

The French Riviera economy is largely oriented on tertiary activities, commercials and services, in link with the high touristic vocation of the area. Indeed, the French Riviera benefit from an international reputation and accommodate each year an average of 11 million of visitors, generating 70 million of night hotel reservation. The local tourism enjoy of a big diversity of products and activities linked to the area (cruises, yachting, pleasure-boating, winter and summer sports), to the culture and to events, business affairs, and more.

During last decades, important efforts for economic diversification were done with success, in all the domains linked to high technologies and innovation. The Sophia Antipolis technology hub has played and play a determinant role in this challenge. It welcome currently 2 230 establishments and 36 300 jobs, composing a local ecosystem, with a focus oriented on technologic, scientific and innovative activities.

The “Eco-Valley”, a territory of 100 km² included in the centre Metropole Nice Côte d’Azur, has for ambition to impulse a high economic and social dynamism with focusing on responsible and sustainable economic development.

The industry has a significant place in the economy with precise specialisations: aeronautics and space domain with companies like Thalès Alenia Space in Cannes, electric and electronic buildings, and chemicals, pharmaceuticals and aromatics industries, in particular in Grasse area. The Building Construction industry is still important too. Businesses creation are particularly dynamics in the French Riviera, in particular in services area.

Key figures



419 companies



1 400 jobs*



231 M€ Turnover
exc. VAT.

2012 data

* salaried and non salaried permanent jobs
exc. interim & intermittent employment

Source: SIRIUS – CCI NCA – 1st January 2013

2. LEGAL FRAMEWORK

2.1 Description of the legal framework on CCI



At different scales: regional, provincial, municipal level.

The identification of legal framework is important to have an overview of the existence (or not) of policies and/ or specific legislation for CCI sector.

Please refer only to the most recent legislation or in any case to the legislation currently in force of CCI. Please keep in mind the reference period 2013-2015; anyway take in consideration a 3 years period at least.

(1-2 pages)

In France, a European and national legislation structure the legal framework around the CCI, which included laws, legal documents and decrees reunited into codes of practices with regularisation and procedures and practical overall French territory. In addition of this legislation, there is a territorial one with a limited application on the area.

The cultural and creative industries represent an important sector in PACA region and one of the most pioneering domain and job creative on the territorial area. In order to frame this high potential sector, the region has put in place some infrastructures in order to go with the CCI in their development, promote culture, artistic creation, and stimulate the local jobs creation.

At European level

According to the European Commission, regulations for subsidies applies for CCI on the French Riviera according with:

Regulation from EU n°1407/2013 from European Commission regarding the application of articles 107 and 108 from the agreement about EU assistances rules which limit the amount of 200 000€ of aids on 3 consecutive years.

Regulation RGEC n°651/2014 from European Commission from the 17/06/2014 and communication C332/01 from European Commission published to the Official Journal of European Union named "Movie Communication".

At National level

According to the law at national level, the sector is developed in line with the articles L1431-1 to L1431-9 from the general code of conduct of territorial publics' authorities, in link with the law n°2016-1087 than the 8 august 2016 – article 56 concerning the publics' structures for cultural or environmental cooperation. These articles explain the creation, management and financing of these publics' authorities but also the goals reached by them.

The code of cinema and animated image established by the Centre National of Cinema and animated image (CNC) rules the legal statements and regulations, which frame the sector of the CCI in the image and cinema production domains.

This code of conduct precise the articles regarding to the legal aspects and regulations qui define the sector in term of legal, fiscal, financing management and control area of the sector. Each work categories are explained with their features concerning the cinema, creativity and image domain. This code of conduct has a national power of action, but it defined also the articles and laws that could be applied on a local area by public authorities.

Another code of conduct frame the CCI sector at national level, it is the code of intellectual property, which allow the development and the protection of works, favouring creativity and economic development of the sector. Articles L112-1 to L112-4 in particular, define the application field of intellectual property protection for works and authors.

In order to assistance and develop the CCI sector and promote creativity, the French government has voted the regulation n°2003-1311 from 30/12/2003 article 88 from Financial law, which implement a “tax credit” (drop of corporation tax) for producers who will make shootings and works in France.

At Regional level

The region apply regulations from national level and take action directly in CCI sector with support to the actors of it by the way of public subsidies, ruled by the articles L2251-1 to L2251-4 and L4211-1 from the general code of conduct of public authorities concerning public funding’s in matter of economic and social interventions.

The actors of the sector, which would apply for subsidies and are available for it, can benefit from subsidies and assistances programs by the Region. For each category of work, a minimum and maximum amount of assistance is defined.

At the department level, Department 06 (public entity of French Riviera) and local authorities (cities hall, group of cities) apply the regulations and laws from the different codes of conduct from the national level at the territorial level in their development policies for CCI.

2.2 Regional innovation strategies for smart specialisation (RIS3)



If your region has a RIS3, please highlight what is written on cultural and creative industries.

The implementation of a RIS3 strategy at the regional level started in 2012-2013 according to the European Commission suggestion. Based on the previous RIS analysis and its outcomes, the goals of this analysis is to include in its organisation all the factors and actors who playing a role in the regional innovation system, as clusters, associations, competitiveness and technology hub’s, etc.

The main objective of this strategic action plan is to create a better transition from knowledge to the product, and stimulate a better coordination and connections between the actors of the CCI sector (stakeholders, creators, producers, investors, etc.)

At the regional level for region PACA, two major guidelines have been detailed in the RIS3 2014-2020:

- ❖ Creation of added value and employment with a focusing on 5 strategic domains:
 - Energy transition
 - Smart and sustainable mobility
 - Risks, security and safety
 - Health and food
 - Tourism, digital content and cultural industries
- ❖ Assistance to company's development and growth with a powerful and reinforced regional innovation ecosystem.

The RIS3 guidelines focuses on:

- Developing and supporting high potential creative and innovative companies growth from launch to internationalization
- Reinforced regional innovation ecosystem by promoting the cooperation between the actors and improving regional system governance.
- Promoting and develop a new business model and mode of entrepreneurship with social innovation.

2.3 Other strategic documents



If so, please refer legal documents and policies related to CCI sectors or foreseen effects on CCI sectors.

The French law is characterized by an important regulation in TV program for movies and productions for broadcasters.

Two regulations for French and European production support have been adopted in order to promote and develop independent production:

- Regulation n°90-66 and n°92-279 regarding works broadcasted
- Regulation n°2001-609 regarding to the contribution to production of the broadcasters in cinema and TV

Concerning audio-visual works, the regulation n°90-66 and n°92-279 order "quotas" of French audio-visual works for minimum 40% and for maximum 60% of audio-visual works from the communities or European Union, for overall broadcasted works.

Regulation n°2001-609 concerns the contribution to the production of content by the television broadcasters. It order the obligation for them to contribute to the development of the audio-visual production for minimum 16% of their turnover and must use 2/3 of this

contribution for independent production. The regulation order also to broadcast 120 hours of European or French works in exclusivity with a starting broadcast between 8 PM and 9 PM.

Concerning film making works, a regulation named “Television without borders” has been voted in order to protect the exploitation of work in cinema and projection room.

This regulation order a limitation of the number of movies broadcasted par year, with the same amount of quotas than the audio-visual works. An obligation for contribution has also been fixed, which order to non-cinema broadcaster channels to use 3.2% of their turnover to production of French and European filmmaking works, with $\frac{3}{4}$ of this contribution must be deliver to independent production.

3. STRATEGIC CHALLENGES FOR CCI SECTOR

3.1 Regional initiatives



In this content please list cultural programmes, festivals, conferences, meetings, European Capital of Culture, etc., what is (or will be) organized in your region. This point aims to know the regional or local offers in creative and cultural area and to understand the dynamism of each region.

(1-2 pages)

The French Riviera contribute to the development of creative and cultural by the way of multiple manifestations and meeting organised on its territory. The prograded manifestations throughout the year allow them to be a famous international destination in the CCI sector and to mainstream.

In order to promote the CCI, museum, foundations and arts galleries in the French Riviera regularly purpose to professionals and actors of the sector to expose their works and realizations in these establishment in order to share them to the mainstream and promote the industry.

As example, we can talk about famous museum like Marc Chagall National Museum, the MAMAC, the Photography and Image Theatre, museum of Photography Charles Nègre, Asiatic Arts museum, Foundation Maeght or the André Villers photography museum and more.

The collaboration with public during these events is also encouraged during exhibitions and private viewing with the organisation of contests, conferences and workshops. These events bring to participation and collaboration of professionals of the industry with mainstream and with amateurs of arts and culture.

Festivals represent also a huge part in the cultural and creative industry landscape on the French Riviera through the organization of international events, like:

Cannes Film Festival

This is one of the most important film festival in the world, and the second worldwide viewed. This festival has mission to reveal and highlight filmmaking works in order to develop and stimulate the filmmaking industry in France and abroad.

Each year, during 12 days in May, the festival attracts many artists, producers and professionals of the sector, and film-lovers from France and worldwide. The handing of the “Palme d’Or” to the best movie of the content closing the event filled in emotion, surprises, filmmaking discoveries and culture.

Cannes Lions – International Festival of Creativity

Another large-scale professional meeting, the Cannes Lions International Festival or International Festival for creativity, gather every year advertising professionals and actors of the sector from all over the world during the month of June.

Cannes Lions International Festival gather every year since 1954 thousands of short films, announcement, posters and others, products from the creative communication sector and welcome every year famous people and professionals reputed from the sector. The event will welcome in June 2017 Christine LAGARDE, director of the International Monetary Fund to talk about creativity and opportunities for today world.

MIPCOM Festival

Each autumn, the international market of digital and audio-visual contents is organized at the Palais des Festivals of Cannes. This event gathering television and Medias directors, famous celebrity, artists and professionals of the sector during 4 days in Cannes to share their experiences and develop the CCI sector.

This international event gather more than 13 000 of participants, 4 400 buyers from more than 100 countries, head managers from television and film area, celebrities and professionals in order create a new world of contents and develop the CCI sector.

MIPTV

Created in 1964, the international market of TV programs and shows gather in April all the professionals from audio-visual area and each year more and more famous stars from TV world.

MIPTV is one of the most reputed festival worldwide for TV and digital contents, and one of the biggest meeting of professionals from the entertainment industry on the French Riviera, which take place every year in April.

decision makers than the industry, creatives talented people and investors from more than 100 countries meets in Cannes to networking, starting new business partnerships, building development project of content and conclude international broadcast agreements.

TV series Festival of Cannes

From April 2018, the city of Cannes will welcome its TV series festival named “Cannes Series”. This event will organize an international content with unreleased series, a jury with minimum 5 members with at least a famous one, public’s projections, also debates, masterclasses, parties and conferences.

This event is destined for mainstream, artists and professionals, which will assist to a coproduction forum, and different others event between professionals designed for promote and develop the sector.

MIDEM Music Festival

This festival is the international market of the music ecosystem where professional of the industry like Medias, music producers, public authorities, broadcasters, brands and more in order to develop their activities, growth their network and discover new tendencies.

During four days, the MIDEM is one of the most important meeting for the professionals of music sector who are reunited for widen their network, developing their skills and discover new talents and artists. The latest tendencies and the evolutions of the technology in the sector are also represented into the festival by networking sessions and conferences.

MOVIMENTA Festival

It will be a manifestation of artistic, cultural and technological innovation for the professionals of the sector and for mainstream. This festival will be dedicated to the movement image and the first edition will take place at the end of October 2017. It will be organised in three times, with an international competition of artists, meetings between arts and technologies, and an urban party for movement image in the centre of Nice.

This festival goal is to create meetings between professionals, artists, entrepreneurs, intellectuals and mainstream. It will involve all different type of audio-visual content, from contemporary creation to digital technology. This event is the occasion to talk about program, production and installation, developing collaborations between the different actors of the

industry, and participate to the construction, structure and valorisation of the CCI sector from French Riviera.

To conclude, some local cultural events happen in the department, like the Film Marathon of Vence, Picture Festival of Mouans-Sartoux, exhibitions and special events at local level, which contribute to the cultural and creative development of the CCI sector in the French Riviera area.

4. THE CREATIVE SYSTEM IN THE REGION



This chapter is crucial to understand the main regional actors who have contributed for the development and growth of CCI activities. For each chapter's paragraph, please provide data (e.g. number of SMEs and employed people) and statistics that can sustain the selected information.

(2-3 pages)

4.1 Private sector



Describe the specialized companies, private institutions, associations, foundations, cooperatives, etc., which have an active role in your region.

Contents creators

These companies create and promote video or sound contents for different type of supports and broadcast channels (movie's production, sound recording, music edition, video games production, etc.). As example:

- Machina Films
- Ad Astra Film
- Etc.

Technical suppliers and equipment manufacturers

Many suppliers of the CCI sector provide solutions of equipment rent and services supplies, and by the manufacture and development of broadcast supports, like these many companies in the area:

- TSF group
- Dushow
- Studios Riviera
- VSP production and DK Motion
- Etc.

Broadcasters

Cinemas

Present in a majority of cities from the French Riviera, cinemas participate to the local development of the CCI sector with a large broadcast of content on the whole or almost territory and bring mainstream closer to the industry actors. As example (biggest and famous one): Pathé Nice, cinema Mercury, Rialto, Rosière cinemas in Mouans-Sartoux, Olympia and Arcades cinemas of Cannes, etc.

Museums and Foundations

Managed by privates or/and publics actors, the museum and foundations present on the department contribute to the spreading of culture on the territory, in diverse domains. Some example on the French Riviera area: Marc Chagall museum, Contemporary and Modern Art Museum of Nice (MAMAC), Matisse Museum, Picasso Museum, Fine Arts museum, Foundation Maeght, Classic Art museum from Mougins, Charles Nègre Photography Museum, Art Naïf Museum, Villa Arson, etc.

Art Galleries and Associations

Mainly managed by amateur of arts or artists, arts galleries and associations represent important actors in the development of the CCI industry and contribute to the networking between mainstream and the industry's actor.

As example on the French Riviera: Sapone Gallery, Soardi Workshop, A. Chave Gallery, Kiev Princess Gallery, Contemporary Art and Ponchettes gallery, Vision Future, The Station, Workshop 5, UNI-vers-PHOTOS, etc.

Association L'ECLAT

Meeting area for cinema, arts, culture and technologies, this association guaranty the circulation between the broadcast, training and creation in the visual and sound art domains, in particular through its missions of Regional Pole for Artistically Education and for training to cinema in PACA Region.

This structure favourite the networking of arts by placing the cinema in a debate with different artistically fields, and researching new situations and areas for movies and moviemakers.

Its implantation in the Villa Arson School allow them to be an observatory and experience area. Every year, the association purpose an educational contribution destined to students with the collaboration of professors from the Superior National School of Art of Nice into workshops, conferences, meetings and more.

Online and TV support medias

Dailymotion, based in Sophia-Antipolis, is an internet broadcaster of streaming content in video and R&D, and contribute to the development of CCI actors contents.

TV channel France 3 Côte d’Azur and Azur TV are local TV channels who broadcasting content and news about CCI sector on the area.

Communication agencies

Plentiful on the department, the communication agencies contribute to the development of the industry by proposing adapted solutions for the industry’s actors and by guiding them in their creative’s processes. As an example, some of them who have an influence on CCI at local level: Creative Communication, Wacan Agency, BHB Communication, Fusiodesign, etc.

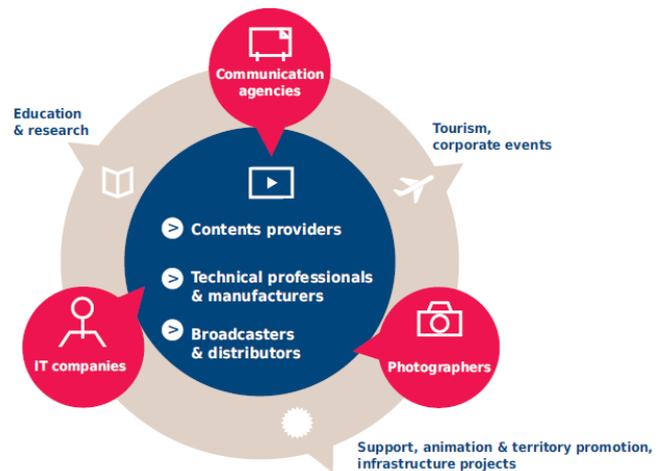
IT, multimedia, digital and video games companies

Benefiting of a performing hub of development, creation and innovation based in Sophia Antipolis, IT, multimedia and videogames companies contribute actively to the development of CCI on the department. As example: Couleur Velvet Communication, Agence Nocta, Cudical Drift, Mobibase, Monument Tracker and more.

Photographers

Present on the department, often working in small business structure or for itself, they participate to the development and attraction of cultural and creative industries on the local territory and contribute at the valorisation of the CCI sector.

STAKEHOLDERS AND KEY FIGURES OF THIS INDUSTRY



Source: SIRIUS – CCI NCA – 1st January 2013

4.2 Public sector



Governmental bodies, institutions, etc.

The public sector contribute actively to the development of cultural and creative industries with the implementation of adapted structure to the needs of professionals and actors of the sector. A large number of actors at the national, regional and local level collaborate with the CCI in order to develop the local employment, perpetuate the industry activity and create synergies. There are:

CNC

One of the biggest contributor at the national level, the CNC is a public authority, which provide financial solutions and subsidies for creation in order to develop and encourage to growth the CCI sector. Recently, the CNC has provided new financial tools and developed partnerships with local public authorities in order to encourage the development of CCI actors and creativity at local and regional level.

Region PACA

The region PACA is an important contributor to the CCI sector on the French Riviera area. Indeed, though its different structures and offices, it support the creativity and innovation for SME, artists and professionals, but also by providing financials solutions with subsidies and special fond for CCI support. In May 2017, the Region increase the amount of the annually subsidy allocated to CCI sector in order to create, develop and maintain a high level of creativity production and innovation.

The Region has also created a committee in order to organise the selection of interesting projects in CCI sector and promote the best ideas with financial solutions and subsidies.

Regie Culturelle Regionale

It is a public office with support, advice and assistance the actors of CCI sectors and participate to the development and improvement of the patrimony and events of the territory. It supply also rental service of technical equipment for shootings if necessary.

Arcade – Agency of Arts of spectacles

Structure managed by both French Ministry of Culture and Communication and Region PACA, this structure allow the cooperation between regional public authorities and the actors of the CCI industry, in particular in art shows domain with advice, information and supports.

Book Regional Agency

Managed by both French Ministry of Culture and Communication and the Region PACA, this structure aim for supporting the professionals in book field and contribute to the valorisation of cultural realization at the local area.

PRIMI

Cluster for creative and digital industries, PRIMI is a tool of development for creators, producers and the whole chain of value for the CCI sector, with a power of action at regional level. This cluster offer a large support for CCI companies in cinema, videogames, multimedia, audio-visual, e-culture and e-tourism domain's.

This structure purpose financing solutions, networking, support on exhibitions and market events, support for international development, the expertise of experts from the CCI sector, digital facilities and training, workshop and masterclasses.

Incubator, company's hotel and CEEI

Incubators, European Centres for Enterprises and Innovation (CEEI) present on the department participate to de development of the CCI on the territory, allow them to growth and be more creative.

These structures goals are to develop and support start-up's, believe in their ideas, which will allow the sector to be develop and improve, and promote also job creation and added value at the local level. The main structure are the Business Pole of Sophia Antipolis, the CEEI Nice Côte d'Azur, Incubator PACA EST, CreaCannes Business incubator in Cannes and Innovagrasse seed-companies in Grasse.

Chamber of Commerce and Industry Nice Côte d'Azur (CCI NCA)

The CCI sector is one of the most innovative on the territory in term of job and content creation. This is with the CCI NCA is providing support for these innovative businesses, with advice and networking, and by the way of manifestations and events during all the year for the industry. This essential support to SMEs helps to the growth of the sector on the French Riviera, and allows to develop the activity and attractively on the territory, essential to the economic development.

CCI NCA has also launched the website www.cinebiz.fr , a platform who aim to inform and guide the actors of the CCI sector in order to develop and galvanize them on the territory.

Department 06

One of the main public authority on the department, this public organisation participate to the development of CCI by giving them subsidies, by supporting them into administrative processes and by supporting them with logistic facilities in case of needs.

French Riviera Film Commission

Created in 1999 by four cities with the support of the CCI NCA, this structure is a strong partner for all cinemas, audio-visual and advertising projects on the French Riviera. This association gather a large amount of cities hall located in different areas on the department in order to promote the department, help for professional meeting and partnership and advising and support in film set research.

The association helps also at the legal level in order to have film shoot agreement from local authorities, inform and support professional for procurement of financial funding and networking with financial support structures. The involvement of cities hall is very important and contribute largely to the development of the CCI and its sector, in particular through this association.

University Campus and Research Centre

From Menton to Cannes and Sophia Antipolis, the French Riviera department benefit from a performing and innovative university campus, in numerous different domains and in particular in CCI sector. In order to develop and perpetuate the activity of the sector a new university campus will open soon in Cannes area, almost solely dedicated for cultural and creative industries, in particular in image and audio-visual domains.

Some example of formation establishment, which contribute actively to CCI sector: University Côte d'Azur, EFA (French Audio-visual School), Nice Sophia Antipolis University, Superior School of Audio-visual Making (ESRA), Superior School of Dance of Cannes Rosella Hightower, Villa Arson, INRIA and CNRS research centres, SKEMA and EDHEC Business School, Sustainable Design School, Conservatoire of Nice, National Centre of Music Creation, etc.

French Tech Côte d'Azur (FTCA)

FTCA is a territory label who refer to all the actors in the French Riviera start-ups ecosystem (entrepreneurs, public's authorities, investors, associations, designers, programmers, Medias and more). Recently obtained on French Riviera area, FTCA aim for galvanize growth and develop the digital field on the French Riviera, and support start-ups into their development, growth and innovation.

Educazur

It's the first French cluster dedicated to EdTech and E-education. This office aim for gather public and private organisations into common project's, to conduct educational and technological experimentations in teaching structure at the local level. It aim also for train different public on the E-education stakes, support the creation of innovative businesses in EdTech fields and organise national and international events to promote French EdTech.

4.3 Professionals involved



Namely freelancer or independent professionals. Please specify their core activities (e.g.: design, visual arts, illustration, etc.).

In parallel of companies for the private sphere, there are many individuals working independently, with a special status as “temporary show business worker” in the department. The professionals working by the independent way are present in the CCI industry and on the territory, working full-time or half time periodically, during the whole year or from time to time. In 2013, 63% of industry's businesses were small structures with only one job (like an entrepreneur), represented 10% of the CCI sector turnover.

4.4 The cultural and creative synergy



This point will serve as conclusion to affirm the existence (or not) of interaction among different professionals, and how they work together.

The public and private sectors collaborate on several projects in order to create synergies between the different actors of CCI on the territory, and to develop the industry in term of growth and job attractively, strategic approach and major for the territory of the French Riviera.

The different offices for welcome and support businesses of the CCI sector who have been initiated and implemented by the publics authorities on the department, allow the cultural and creative businesses to develop their activity on the territory and to create added value, necessary to maintain and perpetuate the value creation.

On a territory wealthiest of cultural and creative events, which concern all the domain of the CCI, the implementation of strategic actions plan are necessary in order to maintain a performing level of growth and perpetuate the creation of value.

The manifestations regularly organised on the territory contribute to the attractiveness of the territory for CCI and its sector, and galvanize an industry highly innovative, which benefit from the support of publics organisations into the development of their activity and growth.



Project co-financed by the European
Regional Development Fund

5. EDUCATION AND RESEARCH



A description of the offer of Education provided by vocational schools, universities, research centres, laboratories, research institutes, and others, as it is important to know if each region is investing on the educational and research field of CCI sector.

(2-3 pages)

5.1 Educational curricula offered



Please list the curricula of universities and/or third level educational institutions and/or vocational schools in your region (designation of the course, and a brief description of the course's objectives and professional outlets).

From Menton to Cannes, including Sophia Antipolis, the French Riviera benefit from a performing and innovative university campus, in varied domains with a big part from the CCI domain.

From the perspective of development of the CCI sector and durability of the activity, sustain by public offices, a new university campus will open soon in Cannes. This new infrastructure will be destined almost exclusively to cultural and creative industries, in particular in image, video and content production domain.

University Côte d'Azur (UCA) gather a group of schools on the French Riviera area, with a large domain of skills who concern the CCI sector. These schools are:

The University of Nice Sophia Antipolis, through its college of letters, arts and human sciences, offer to its students training and courses from after high school level to PhD (doctorate), in a large field of skills like art performance, music, living art performance, creation of multimedia content and artistic project management. These different courses have objective to allow students to develop necessary skills, in order to be professionally ready for the CCI sector.

Superior school of audio-visual making production (ESRA) is a private school proposing trainings in the field of audio-visual and cinema, 3D animation and sound, leading to a large area of skills and jobs at the end of the training.

Villa Arson is an infrastructure proposing to students' different courses, in different kinds of training and areas in CCI fields, with different poles like:

- A digital pole which allow students to study digital practice, sound practice, video an image in movement and digital culture
- A volume pole in sculpture, creation and materials area
- A photography and paint pole
- Edition on cinema, art history and aesthetics
- Engraving, silkscreen printing and design pole

These different poles of training allow students to acquire essential notions and skills in the different fields of the CCI, and then, they will be able to work in the sector at the end of the training.

SKEMA and EDHEC Business Schools have taken in consideration the huge stakes of the CCI sector, and each of these business schools are proposing a training in “Creative Business and Social Innovation” in order to develop the skills needed and prepare its students to the CCI sector, in particular in matter of management.

The Sustainable Design School is a private school proposing a five years course specialized in the field of design, in particular in creation and basics of design, making and project management. At the end of the course, the students are able to conduct projects in design area and CCI.

Conservatory of Nice is a school with three poles of training (dramatic art, music and dance). This infrastructure allows to student to go into competence in depth and improve them. It contribute to the regional development of CCI in the French Riviera area.

All these infrastructures and schools offer are included in the UCA group of schools and supplies interesting professional perspectives for students, with numerous job prospects in the CCI field, like TV companies, production’s enterprises, audio-visual administration services, local authorities, cultural infrastructure and public or private companies, equipment production and implementation companies, laboratories of cinema and audio-visual industries, projection rooms, etc.

Not included in the UCA group of schools but actor of the educational curricula offer, some private schools supplies professionals skills necessary for the CCI sector. As example, the Audio-visual French School (EFA) is a school proposing professional training in diverse skills domains concerning sound, audio-visual and cinema area, by purposing two main line of training, one about audio-visual focusing on image and the second on audio-visual focusing on sound.

The Carnot High school of Cannes offer a diploma in audio-visual field, with five specialities for its students: Image, sound, editing, exploiting and production management.

The training offers available on the department allow student to be specialized in a large scale of skill domains needed by the CCI sectors and professionals. These schools try to answers the skilled job demand of the CCI sector through these specific and skilful trainings, which contribute to the dynamism of the CCI sector and to the creation of added value of these industries on the local territory.

5.2 Research centres, laboratories and research institutes



Regarding the research centres, laboratories and research institutes topic, please provide a list of the research outputs such as (number of) patents, trademarks, utility models, copyright, etc.

Some laboratories and research centres work in collaboration with technologies hubs and ICT start-ups, in order to develop new forms of technologies, communication channels and create a profitable ecosystem for all the area in term of employment, economic development and for research.

There are numerous of laboratories and research centres in the French Riviera, in particular around the area of Sophia Antipolis, in the field of ICT and tech. CNRS, INRIA but also research laboratories from the University of Nice like the Research Centre in Ideas History (RCIH), which is the most important hub of research on the French Riviera for culture and creativity.

6. MAIN CULTURAL AND CREATIVE INDUSTRIES



This chapter is the conclusion of each regional state of the art analysis.

(3-4 pages)

6.1 Identification of 3 main sectors or subsectors



On page 57 of ChIMERA application form is written: "(...) the project starts from a comprehensive analysis of best practice of innovative clusters models in CCI sector (with focus on audiovisual, design and digitalization) at transnational level."

If in your territory some of this sectors are non-existent or irrelevant, please indicate other sector(s) or subsector(s) with more expression in your region, and justify your choice.

In the French Riviera, three main areas of the CCI sector are particularly dynamic and contribute to the development of CCI and its actors: image, ICT (information and communication technologies) and video games.

- Image – Film – Audiovisual

The image domain is one of the main component of the CCI sector and one of the most dynamic of it on the local territory. Indeed, with the international events and meetings in the department like the Cannes Film Festival, numerous of actors engaged in the promotion of the sector, and adapted structures for welcoming and developing the industry's actors, the image sector is particularly dynamic on the territory, and continue to growth from years to years.

- ICT – Digitalization

With innovative and performing infrastructures, and a hub for development favourable for creativity like the Sophia Antipolis hub, ICT represent today one of the most performing and developing sector from the CCI on the local area. With the development of adapted structures, new advices and assistances tools and a training better adapted to the needs, the ICT sector has an important growth on the local area, which is now one of the most dynamic sector in CCI field.

- Video games – Design

With the fast development of new technologies, video games have taken a huge place in the CCI field, have contributed, and contribute actively to the industry development on the local area. The Sophia Antipolis business pole, one of the most innovative of France and Europe, allow to developing the sector of video games, to create new contents and improve from years to years the visibility of the video games sector in CCI.

6.2 Identification of 3 regional best practices



The identification of 3 regional best practices is a way to justify the above selection. Suggestion: Choose 3 regional best practices that can be involved on CHIMERA's future activities.

What is a good/best practice?

“A good practice is defined as anything that has been tried and shown to work in some way – whether fully or in part but with at least some evidence of effectiveness – and that may have implications for practice at any level elsewhere.”¹²

Key questions to help identify best practices:¹³

- 1) It produces superior results (superior is defined as 25 percent or higher results than the normal output).
- 2) It is clearly a new or innovative use of manpower or technology.
- 3) It is recognized by at least three different references as a best practice (that is, three or more public domain sources have referenced this practice).
- 4) It has received an external award for this practice.
- 5) It is recognized by their customers or suppliers.
- 6) It is recognized by an industry expert.
- 7) When the organization(s) utilizing it have a patent for this practice.
- 8) It leads to exceptional performance.

¹² Serrat, O. (2008). *Identifying and Sharing Good Practices*, Asian Development Bank. Retrieved from: <https://www.adb.org/sites/default/files/publication/27598/identifying-sharing-good-practices.pdf>

¹³ Burke, C. J. (n.d.). *10 Steps to Best-Practices Benchmarking*. Retrieved from: <https://www.qualitydigest.com/feb/bench.html>



Project co-financed by the European
Regional Development Fund

Please fill out the form for each of the best practice (b.p.):

Best Practice 1

Name *Mention the original name of the b.p.*

MOVIMENTA

Profile *A short descriptive title that can be accompanied by a short abstract. Indicate if the b. p. is a company, institution, project, cultural programme, etc. Also specify the main work core, processes, function, author(s), etc.*

Movimenta is a biennial collaborative manifestation who reunited all the actors concerned by movement image and its condition of creation, production and broadcast. This program explore different forms of audio-visual creation (artist's movies, cinema of creation of experimentation) with other arts, creative economy and technological innovations

Description *Specify the processes, resources, tools, techniques, skills and works that are applied or developed by the b.p.*

Movimenta is a biennial manifestation dedicated to movement image for all the actors to whom movement image and its expressive forms are in the centre of their artistically, critically and technically work.

This program has goal to generate meetings between the different actors of the sector, like the technicians, artists, intellectuals, creative's people, entrepreneurs and their potential audience.

This program aim to concern all audio-visuals form of contemporary creation and digital technology, but aim also to work on questions about programming, installing and realizing, and contribute to invent new meeting situation and production.

Context impact *If applicable, what problems does it solve? It is determinant for the improvement of the cultural and creative industry in the territory at municipal, regional, national and international level?*

The evolution of the connection between art and society create new situations. Cinema influence the narration system and new forms of program. Movimenta aim to give a line to the changes to come, in parallel of the changes already done in artistically and technologically areas.

In the context of mutual exchange and share between professionals and

mainstream, the goal of Movimenta is to work on the relation to movement image, in its economic, material, technical and sensible reality.

Create synergies and partnerships in a coproduction logical way is one of the main objective of the program.

Links to Resources

Expert, author or owner contact details; website link; Facebook page; Twitter, etc.

<http://www.movimenta.fr/#location=about-us>
<https://www.facebook.com/movimenta.art/>

Key words

*List the key works that define the activity of the b.p.
 (Example: Graphic design; Web design; Web marketing; Multimedia)*

Image, cinema, movement, meeting, exchange, networking, innovation

Best Practice 2

Name

Mention the original name of the b.p.

BASTIDE ROUGE

Profile

*A short descriptive title that can be accompanied by a short abstract.
 Indicate if the b. p. is a company, institution, project, cultural programme, etc.
 Also specify the main work core, processes, function, author(s), etc.*

Bastide Rouge (Red Bastide) is a project of a new university campus in Cannes for cinema, culture and creativity field, which gather an entertainment pole, companies and university in a same area. This project has been developed and launch by main actors as PACA Region, UCA group of School and the city of Cannes.

Description

Specify the processes, resources, tools, techniques, skills and works that are applied or developed by the b.p.

Galvanize the economic local area, develop the learning pole, welcome around 1000 students in Cannes and favourise the cross fertilization in creative economy field are the mains strategical approaches for economic development supported by the city of Cannes.

This project will gather a community of creative and innovative businesses in audiovisual, video game, digital and creative economy and applications from ICC field, with a new university campus who will welcome around 900 to 1000 students per year in cinema, audiovisual, writing jobs, journalism, communication, tourism and yatching field.

The project will gather also a student accommodation and cafeteria and a cinema with 12 rooms representing around 2400 places, with new technologies and latest innovation from the sector included.

The university campus will purpose trainings and diplomas directly linked to the creative and cultural industries, with specialties in the cinema and audiovisual sector, in partnership will local schools and members of the UCA group of schools from the French Riviera.

Context impact

If applicable, what problems does it solve? It is determinant for the improvement of the cultural and creative industry in the territory at municipal, regional, national and international level?

Cannes is one of the worldwide place who representing the cinema and the creative and cultural industries. In order to attract the students to develop their creativity and talent, and create a strong and dynamic economy for the sector on at the regional level on the French Riviera and municipal level with the city of Cannes, the Red Bastide has been set up, developed and launched in partnership with public and private organizations.

This innovative project will gather cultural and creative businesses with new talents and creative artists as students, and will galvanize the sector on the French Riviera, which benefit from a strong awareness around the world with Cannes and its worldwide events.

Links to Resources

Expert, author or owner contact details; website link; Facebook page; Twitter, etc.

<http://www.cannes.com/fr/economie/projet-technopole-bastide-rouge.html>

<http://www.cannes.com/fr/actualites/annee-2016/fevrier/le-projet-bastide-rouge-ouvert-a-la-concertation.html>

<http://www.cannes.com/fr/jeunesse/projet-campus-universitaire.html>

Key words

List the key works that define the activity of the b.p.

(Example: Graphic design; Web design; Web marketing; Multimedia)

Innovation, culture, cinema, creativity, partnership, project, economic

development

Best Practice 3

Name *Mention the original name of the b.p.*

PRIMI cluster

Profile *A short descriptive title that can be accompanied by a short abstract. Indicate if the b. p. is a company, institution, project, cultural programme, etc. Also specify the main work core, processes, function, author(s), etc.*

It is a cluster gathering companies and professional's offices from cultural, digital and creative industries. It include the area of audio-visual, cinema, animation, digital communication, video games, contents and services on web and mobile, set up in region PACA.

Description *Specify the processes, resources, tools, techniques, skills and works that are applied or developed by the b.p.*

PRIMI is a development tool for creators, programmers, producers and all the value chain of cultural and creative industries and digital creation.

This tool allow helping to the economic development and assistance the professionalization of businesses, sustaining innovative projects and creating synergies of means and skills available in the region area.

The ambition of PRIMI is to improve the PACA region into one of the most dynamic region in Europe in the CCI sector, with the creation of added value on the territory, new types of jobs and support a high economic development.

Context impact *If applicable, what problems does it solve? It is determinant for the improvement of the cultural and creative industry in the territory at municipal, regional, national and international level?*

PRIMI aim to support all the professionals of digital creation into e-culture and e-tourism markets by favouring new methods of creation, of production and broadcast of contents and digital services, at a time of merging of the medias.

The notion of multiplatform, multi-industry, new models of financing or the question of implication of the public are today's stakes faced by all the professionals of the sector, since creation to marketing.

Links to Resources *Expert, author or owner contact details; website link; Facebook page; Twitter, etc.*

<http://www.primi.pro/fr/primi>
<https://www.facebook.com/priminews/>

Key words

List the key works that define the activity of the b.p.
 (Example: Graphic design; Web design; Web marketing; Multimedia)

Cluster, innovation, transmedia, networking, development, growth, medias

7. BIBLIOGRAPHY



List all bibliography consulted. The bibliographic information should follow the APA format (American Psychological Association)¹⁴.
 This chapter is mandatory and has no limit of pages.

- Arcade agency: <http://www.arcade-paca.com/>
- Association L'ECLAT : <http://leclat.org/>
- Audio-visual French School: <http://www.efa.academy/>
- Bastide Rouge Project – Project development: <http://www.cannes.com/fr/actualites/annee-2016/fevrier/le-projet-bastide-rouge-ouvert-a-la-concertation.html>
- Bastide Rouge Project – University Campus: <http://www.cannes.com/fr/jeunesse/projet-campus-universitaire.html>
- Bastide Rouge Project: <http://www.cannes.com/fr/economie/projet-technopole-bastide-rouge.html>
- Book Regional Agency: <http://www.livre-paca.org/>
- Cannes Film Festival: <http://www.festival-cannes.com/fr/festival/>
- Cannes Lions Festival: <https://www.canneslions.com/#/>
- CCI Nice Côte d'Azur (2013) The French Riviera Image and Audio-visual Industries [Online]: <http://www.cote-azur.cci.fr/var/ptic/storage/original/application/c9fd597188d8df10782d491b664b9113.pdf>
- CCI Nice Côte d'Azur (2013). Etude Image et audiovisuel Alpes Maritimes - Economie06 [Online] : http://www.economie06.fr/page/numerique_image_audiovisuel
- CCI Nice Côte d'Azur (2016) Chiffres clés - Données économiques des French Riviera [Online]: http://www.economie06.fr/ReadBinaryItem.asp?DocumentId=%2F%2F%2Fsidlv4%2Fdocuments%2Fbibliotheque%2Fbiblioecogenedonneesdecadrage%2Fpdf%2Fchiffres_cles_2016_depliant
- CCI Nice Côte d'Azur website: <http://www.cote-azur.cci.fr/>

¹⁴ For the consultation of APA format rules, we suggest the on-line document: <http://www.iirp.edu/pdf/IIRP-APA-Guidelines.pdf>

- CEEI Nice Côte d’Azur: <http://www.ceeinca.org/>
- Cinebiz CCI NCA platform : http://www.cinebiz.fr/jcms/prd_115506/fr
- Cinema and animated image code of conduct, [PDF online]: <http://www.cnc.fr/web/fr/code-du-cinema-et-de-l-image-animee/-/editoriaux/36342>
- Cinemas’ supported by department local authority:
<https://www.departement06.fr/carrefour-des-cultures/cinema-2503.html>
- CNC: tax credit for cinema production in France: <http://www.cnc.fr/web/fr/credit-d-impot-cinema1>
- Conservatory of Nice: <http://www.crr-nice.org/index.php?rubrique=enseignement&page=disciplines>
- Cultural agenda of the French Riviera department: <https://06.agendaculturel.fr/festival/>
- Daniel, L. (n.d.). MSc in Creative Business & Social Innovation [Online]: <http://msc-creative-business.edhec.com/>
- Department 06 : <https://www.departement06.fr/emploi-et-economie/aides-au-secteur-economique-et-touristique-2726.html>
- Ecobiz platform: http://www.cote-azur-ecobiz.fr/jcms/mle_90123/fr/prochains-evenements#refresh-2
- EDHEC Business School, MSc in Creative Business and Social Innovation: <http://msc-creative-business.edhec.com/>
- Educazur: <https://educazur.fr/missions/>
- French Riviera Film Commission : <http://www.filmcotedazur.com/la-commission-du-film/qui-sommes-nous/>
- French Riviera Film Commission: <http://www.cote-azur.cci.fr/CCI-Nice-Cote-d-Azur/Organismes-affilies/Commission-du-Film-French-Riviera-Cote-d-Azur>
- French Tech Côte d’Azur Facebook page: <https://www.facebook.com/FrenchTechCotedAzur/>
- French Tech Cote d’Azur: <http://frenchtechcotedazur.fr/french-tech-cote-dazur/>
- General code of conduct for local public authorities:
<https://www.legifrance.gouv.fr/affichCode.do?cidTexte=LEGITEXT000006070633>
- High School Carnot of Cannes: http://www.carnot-cannes.fr/index.php?Itemid=56&id=48&option=com_content&view=article
- Incubator PACA East: <http://www.incubateurpacaest.org/L-Incubateur/Son-role>
- Incubator Sophia Antipolis: http://www.mon-incubateur.com/site_incubateur/incubateur/incubateur-paca-est-valbonne
- INSEE (2015) French Riviera – Une population qui stagne malgré l’arrivée de jeunes diplômés, [Online] : <https://www.insee.fr/fr/statistiques/1304124>
- MIPCOM: <http://www.mipcom.com/en/about/>
- MIPTV: <http://www.palaisdesfestivals.com/cannes/MIPTV/FMAPACA06V502RL4>
- Movies Marathon of Vence: <http://www.guide-des-festivals.com/index.php5?page=fiche&festi=29469>
- Movimenta festival Facebook page: <https://www.facebook.com/movimenta.art/>

- Movimenta Festival: <http://www.movimenta.fr/#location=about-us>
- Museums and galleries: <https://www.nice.fr/fr/culture/musees-et-galleries>
- Palais des Festivals program : <http://www.palaisdesfestivals.com/agenda-tous-les-evenements-business-du-palais>
- Préfecture et régions (2015) Données économiques – Région Provence-Alpes-Côte d’Azur [Online] : <http://www.prefectures-regions.gouv.fr/provence-alpes-cote-dazur/Region-et-institutions/Portrait-de-la-region/Donnees-economiques/Donnees-economiques>
- PRIMI Facebook page: <https://www.facebook.com/priminews/>
- PRIMI: <http://www.primi.pro/fr/primi-pole-transmedia-mediterranee>
- Professionals and associations: <https://www.nice.fr/fr/culture/musees-et-galleries/professionnels-et-associations>
- Regie Culturelle Regionale: <http://www.laregie-paca.com/>
- Region PACA and subsidies: <http://www.regionpaca.fr/vivre-ensemble/subventions.html>
- Region PACA: <http://www.regionpaca.fr/economie-emploi/innovation-et-recherche/strategie-regionale-dinnovation-sri.html>
- Region Provence-Alpes-Côte d’Azur (2015) : SRDEII (Regional Outline for Economic, Innovative and Internationalization Development)
- Region Provence-Alpes-Côte d’Azur, (2014) Stratégie Régionale d’Innovation [Online] : https://cache.media.enseignementsup-recherche.gouv.fr/file/Partenariats_recherche_industrie/49/0/SRI_0314_607490.pdf
- Regulation about broadcast and production of audio-visual works and filmmaking: <http://www.culturecommunication.gouv.fr/Thematiques/Audiovisuel/Dossiers-thematiques/La-reglementation-en-matiere-de-diffusion-et-de-production-des-oeuvres-audiovisuelles-et-cinematographiques>
- Series TV Cannes Festival organization: <http://www.telerama.fr/series-tv/festivals-de-series-cannes-devoile-son-pitch,156272.php>
- SKEMA Business School : <http://www.skema-bs.fr/programmes/management-ms-msc>
- Superior School of Audio-visual Realization: <http://www.esra.edu/>
- The Sustainable Design School: <http://www.the-sds.com/>
- University Cote d’Azur: <http://univ-cotedazur.fr/fr>
- Villa Arson: <https://www.villa-arson.org/>

8. ANNEXES



Annexes deemed relevant for a better understanding of what described in the above chapters. You can attach for example the full texts of the laws described in chapters 2 and 3, or scientific articles illustrating in more detail what is described. This material can be useful also for the educational activities. This chapter has no limit of pages.