



**HELLENIC REPUBLIC**  
**MINISTRY OF DIGITAL POLICY, TELECOMMUNICATIONS AND MEDIA**  
**THE DEPUTY MINISTER**

## **Greek animation and the new audiovisual era**

The animation community in Greece has grown significantly over the past decade, in spite of the economic crisis. From the first Greek animated short film released back in 1945 to date, Greek animation has taken great steps. Especially since 2008, Greek animators have shown notable activity both at a national and international level. The year 2008 also marked the establishment of [ASIFA HELLAS - Hellenic Animation Association](#) as a national chapter of ASIFA International. With a new legal structure since 2015, ASIFA HELLAS has summoned the creative forces of the domestic animation industry, from animators and producers to festival organizers and educators. The huge amount of progress that Greek animation has made during the past few years would not have been possible without the support of the ever-growing member base of ASIFA, consisting of professionals from both the older and the younger generation and, of course, without the association's close collaboration with Greek State bodies, including the Ministry of Digital Policy, Telecommunication and Media, as well as the private sector support.

For the last two years, stakeholders from the public and the private sector, from the Ministry of Digital Policy, Telecommunications and Media to the Hellenic Broadcasting Corporation (ERT), the newly established National Centre for Audiovisual and Communication (EKOME), the Press Offices of the Greek Embassies abroad and the Greek Film Centre, have all joined forces in organizing national delegations to prestigious festivals, including the Annecy International Animated Film Festival; for two years in a row, and for the first time in the country's history, all Greek animation studios are being represented at the Hellenic Pavilion. But, the Greek animation ecosystem does not only have a strong presence abroad but it also has its very own domestic animation festivals to show, like Animasyros International Animation Festival+ Agora, Thessaloniki Animation Festival (TAF), Be there! Corfu Animation Festival and Athens Animfest, as well as many film festivals whose program includes dedicated animation sections.

The first business-to-business convention for animators, Athens Animation Agora (3A), an intensive three-day event that acted as a meeting point for the global industry, took place on

September 2018. At Athens Animation Agora, panel discussions, workshops and presentations were led by professionals in the field of animation. 47 speakers and 170 guests from Greece and abroad, engaged in a fruitful dialogue that led to new collaborations and co-productions.

But, Greece is also now among the countries that offer an integrated financial mechanism for supporting audiovisual production - including the animation industry. A financial toolbox that includes a new €916 million program for supporting SMEs and Startups through business loans from the Hellenic Fund for Entrepreneurship & Development (ETEAN S.A.) will soon be launched for audiovisual productions, while an Audiovisual Sector Guarantee Facility up to €25 million will also be available by the end of the year. In addition, a specialized state Fund of Funds (VCs) of €50 million will soon support all investments in audiovisual content production. These financial solutions come hand in hand with a **35% cash rebate scheme** with no maximum limit for grant per project (Law No. 4487/2017) that is already in effect. A smooth, 'fast-track' process with a clear timeframe for feature films, documentaries, TV drama series/seasons of episodes/mini TV series, animated films and digital games that choose Greece as location in either principal photography and production development and/or post-production stage, has been introduced, making Greece the country with one of the most competitive incentives for audiovisual production in Europe.

What's more, a national Film Offices Network is currently in the making. It will consist of local film offices based in the country's administrative regions and large municipalities, assisting in the successful implementation of the cash rebate scheme. Two film offices in Attica and Central Greece are fully operating and managing applications from foreign and local producers, while film offices in Crete and Western Macedonia are under construction.

Greece has a rich history in animation, and thanks to the many policy and institutional changes, that have happened over the past few years, it now has a promising future. Hosting the Emile Awards nomination ceremony is a great honor for the entire Greek audiovisual community.