



Entreprises du Patrimoine Vivant

Press pack



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The “Living Heritage Company” (Entreprise du Patrimoine Vivant) label

French small and medium companies are characterised by their excellent craft and industrial expertise, often handed down through generations of family businesses with close ties to their history and region.

The French government has decided to reinforce and develop the markets of these exceptional small and medium companies, founders of French regional economic and cultural identity that stand out by the excellence of their activities.

Such is the goal of the “Entreprise du Patrimoine Vivant” or “Living Heritage Company” label, created by law of 2 August 2005 in favour of small and medium companies and stipulated in article 23 *“An “Entreprise du patrimoine vivant” label has been created that can be allocated to any company that has economic heritage, in particular consisting of rare, renowned or ancestral know-how based on the command of traditional or highly technical techniques and restricted to a particular geographical area.”.*

This label, created by the French Ministry of Economy, Finance and Employment and awarded by the State Secretary in charge of businesses and foreign trade is both a sign of recognition and operational support for the development of the companies concerned. It aims to:

- facilitate their media coverage nationally and internationally;
- create and seize international business opportunities;
- encourage these companies to innovate;
- reinforce their growth, ensure development of employment and encourage their handing on.

All companies involved in production, transformation, reparation or restoration are eligible (with the exception of agricultural and food companies that already have quality labels), subject to certain conditions:

- **be in possession of specific economic heritage**, which can consist of rare technical apparatus or documents. It can also include intellectual proprietary rights or take the form of a specific customer network or noteworthy contracts.
- **be in possession of rare know-how** – notorious and unquestionable, exclusive or shared with a very small number of companies. It can be a know-how that is inaccessible via the usual training paths and taught by the company itself, or it can take the form of employees with know-how that requires years of training, or employees that are difficult to recruit or train.
- **be known** for the cultural element of their services or their geographical situation. Their reputation can also be their contribution to the technological progress of their activity and the preservation of the activity in France.

Living Heritage Companies

Since it began in May 2006, the “Entreprise du Patrimoine Vivant” label has already been awarded to more than 500 French companies.

➤ **Profile:**

- 52% have less than 10 employees;
- 25% were created before 1900;
- 15% will face the issue of their continuation in the next five years.

➤ **Sector of activity:**

The majority of companies that have received the label so far are involved in equipment for the home and for people.

Other sectors represented are building heritage, professional equipment, graphic arts, instruments, gastronomy, leisure equipment and traditional crafts.

➤ **Geographical situation:**

At the moment, labelled companies are mostly in the Ile-de-France (Paris and Greater Paris), Rhône-Alpes , PACA (South) and Alsace (East) regions.

➤ **International market:**

Almost 80% of labelled companies carry out some of their business abroad, with export being the main outlet for 24% of them.

Gallery of living heritage companies

www.patrimoine-vivant.com

Companies that have received the “Entreprise du Patrimoine Vivant” label are presented on the label’s Web site www.patrimoine-vivant.com. A bilingual (French/English) **gallery** presents a file and photographs of each labelled company detailing the activity, expertise, references and contact information.

As well as presenting the companies, the gallery also features a search engine for private and professional customers to find a service provider. The search can be made by company name or location. There are **nine sectors**:

- Architectural and building heritage.
- Tableware.
- Graphic and plastic arts.
- Decoration and objects.
- Equipment and supplies for professionals.
- Gastronomy.
- Popular leisure activities and traditions.
- Fashion and beauty.
- Music.

The EPV label: a reference for consumers, customers and consumer motivators

The “Entreprise du Patrimoine Vivant” label constitutes a network of excellence for products “made in France” and a reference for consumers, customers and consumer motivators who want to benefit from the services of a professional known for his respect of the profession and his exceptional aptitude.

➤ **The guarantee of rare and exceptional know-how**

A labelled company is a company offering excellent services and a reference in its field of activity.

The label is therefore a reference for consumers, customers and consumer motivators seeking companies with exceptional know-how to expertly carry out restoration work or to impart uniqueness on newly created pieces of work.

➤ **A sign of tradition and modernity**

A labelled company is often a company whose activity has close ties to the history of a profession or geographical area. Their commitment to perpetuate or reintroduce techniques that guarantee the highest level of quality bears witness to their attachment to tradition and to good practices.

Living Heritage Companies also breathe life into their profession and move the profession forward. They invent and innovate, both in terms of their production methods and products, in order to meet new expectations of consumers, customers and consumer motivators.

➤ **Meeting the most specialised requirements**

A labelled company is a company that is perfectly able to carry out unique and exceptional work and to suggest customised solutions to original projects or demanding customers.

By choosing a Living Heritage Company, consumers, customers and consumer motivators receive personalised solutions and services for their special orders.

➤ **Support for products “made in France”**

The majority of Living Heritage Companies are active internationally and thus export emblematic French know-how.

By calling on the expertise of a Living Heritage Company, customers and consumer motivators are supporting the preservation and development of these prestigious activities in France and thus enabling such activities to provide long-lasting, non-delocalised jobs.

➤ **Discover and share**

Guardians of specific heritage, many Living Heritage Companies offer the public the opportunity to discover their history, profession, and work through organising workshop visits, or opening museums or areas dedicated to presenting their collections.

The EPV label: recognition and support for labelled companies

The advantages for labelled companies are four-fold: recognition, taxation, communication and sales development.

➤ Benefits in terms of recognition

- Recognition for the company as a founder of French economic and cultural identity.
- Recognition of its know-how nationally and internationally.

➤ Tax incentives

- A 15% creative tax credit on expenses to create new products (wages, charges, prototypes, fees for registering drawings and models, etc.).
- Increase of apprenticeship tax credit to 2,200 euros per apprentice.

➤ Communication support

- A bilingual Web site dedicated to the label and labelled companies (www.patrimoine-vivant.com)
- Relay to the press and a certain number of media events, exhibitions, etc.

➤ Support for economic development

- Collective presence at emblematic trade fairs such as Musicora, Maison & Objets, Salon du Patrimoine, etc.
- Support for exports in liaison with Ubifrance (trade fairs, meetings with buyers, etc.).
- Personalised support in connection with consular and professional bodies (economic watch, help with handing over, etc.).

Expenses covered by the creative credit tax (art. 45 of French law No. 2005-1720 of 30 December 2005)

“1° Wages and social charges in connection with employees directly and exclusively responsible for designing new products (...) and production engineers and technicians in charge of making prototypes or samples not for sale;

“2° Depreciation expenses of capital assets created or acquired new which are directly concerned with the design of new products (...) and the making of prototypes;

“3° Fees for registering drawings and models of new products;

“4° Fees for defending drawings and models, up to 6 0,000 euros per year;

“5° Other operating expenses involved in the design of new products and in the making of prototypes; these expenses are set at the lump sum of 75% of staff expenses as detailed in 1°;

“6° Expenses related to new collections commissioned by these companies to external stylists or style offices.

The procedure for awarding the “Living Heritage Company” (“Entreprise du Patrimoine Vivant”) label

➤ Applications

Application files can be obtained all year long:

- download file from the Web site: <http://www.patrimoine-vivant.com>
- from the Institut Supérieur des Métiers, (responsible for the Secretariat of the National Commission of “Entreprises du Patrimoine Vivant”)

Institut Supérieur des Métiers
28/30 rue des Peupliers – 75013 PARIS
Tel.: +33 1.44.16.80.40 – contact@patrimoine-vivant.com

➤ Candidature

Valid for five years, the “Entreprises du Patrimoine Vivant” label can be awarded to French companies that meet the eligibility criteria set by French decree No. 2006-595 of 23 May 2006 pertaining to granting the “entreprise du patrimoine vivant” label (J.O. No. 121 of 25 May 2006), subject to being up-to-date with their tax and social obligations. All companies that meet these criteria are eligible, regardless of whether they are on the trade register or, for traditional craft companies, the professional directory. However, food and agricultural sector companies which benefit from other quality symbols are not eligible.

➤ Awarding procedure

The labelling procedure is set down in French decree No. 2006-595 of 23 May 2006. It includes five steps:

- The company submits its application to the Institut Supérieur des Métiers (ISM) (responsible for the secretariat of the National Commission of “Entreprises du Patrimoine Vivant”), which sends back an acknowledgement of receipt.
- The ISM transmits the file to the National Commission along with a report that details in particular the opinion of the consular body (chamber of trade and industry or chamber of professions and crafts) and of the regional trade and crafts representative to which the candidate belongs, as well as the opinion of the Société d’Encouragement aux Métiers d’Art for companies in the arts business.
- The National Commission examines the applicant’s file and gives its opinion.
- The opinion of the National Commission is forwarded to Mr Hervé Novelli, Secretary of State in charge of businesses and foreign trade, who awards (or not) the label to the company.
- The company receives official notification from the ministry awarding the label. Reasons for all decisions are provided.



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