



Press pack

July 2019

SECTOR:
*Professional
Equipment*



An original label

The *Entreprise du Patrimoine Vivant* (Living Heritage Company) label is an invitation to discover a fresh approach to promoting French industrial and craft heritage. The EPV label is a unique distinction that rewards both economic and cultural talent. Founded at times on centuries of experience, EPV-labelled companies look resolutely towards the future.

What is special about this label?

For the first time, companies can apply for a State distinction in recognition of their overall performance, since the EPV label is awarded to the **company** itself. A **commission of professionals**, having first ordered, if necessary, an expert visit and consulted the Chamber of Trades and Crafts, the Chamber of Commerce and Industry and the regional government authorities, submits an opinion to the **minister who makes the decision**.

Who are the EPV-labelled companies?

They are successful **craft or industrial businesses** that play a part in France's **economic and cultural standing**. Guardians of **rare skills**, antique machinery and/or archives, they are firmly **rooted in a region**, are involved in local life and contribute to local employment. From bellfounders to Chanel fashion designers, organ makers to precision engineers or caterers, the professionals of these companies are **keen to pass on** their skills (to apprentices, trainees, etc.).

What are the label's advantages?

EPV firms have access to a 15% **tax credit** on their creative expenses. The label also gives them access to high-profile trade fairs. Provided with **export** support and advice by Business France, they also receive individual and group assistance from commercial and professional bodies, and **financial support** from the SIAGI and Bpifrance. In addition, the label provides **communication tools** to enable firms to promote their uniqueness to their customers and partners.

SECTOR:
Built Heritage



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SECTOR:
Decoration



What is the *Entreprise du Patrimoine Vivant* (EPV) label?

A State label...

The *Entreprise du Patrimoine Vivant* (Living Heritage Company, or EPV) label is a mark of recognition of the French State, put in place to reward French firms for the excellence of their traditional and industrial skills.

Labelled firms are characterised by sometimes centuries-old history and heritage, a capacity for innovation, and rare know-how, which have contributed to securing them a place in France's business fabric. Created by Article 23 of the Law on SMEs of 2 August 2005, the EPV label may be awarded "to any undertaking that has economic heritage, consisting in particular of rare, renowned or ancestral skills which draw on a mastery of traditional or technically advanced techniques, and restricted to a particular geographical area".

The label is awarded by Bruno Le Maire, Minister of Economy and Finance.

... that rewards the excellence of French know-how

The EPV label also provides operational support to the development of the companies concerned. It aims in particular to:

- * facilitate their media coverage nationally and internationally;
- * create and seize international business opportunities;
- * encourage companies to innovate;
- * enhance their growth, ensure the development of employment and encourage their continued existence.

All companies involved in production, processing, repair or restoration activities are eligible (with the exception of firms in the agricultural and food sectors whose products have already been awarded labels), provided that they fulfil a series of conditions:

- * **They must be in possession of specific economic heritage**, which may consist of rare technical documentation or equipment. It may also include the company's intellectual property rights or take the form of a specific customer base and specialist markets.
- * **They must be in possession of rare, acknowledged and unquestionable know-how**, either exclusive or shared with a very limited number of companies. This may be know-how not accessible through standard training channels and provided by the company itself, or by the presence in the company of staff with expertise requiring years of training, or of employees who would be hard to recruit or train.
- * **They must be well-known for the cultural dimension of their services or their location**. Their reputation may also derive from their contribution to the technological development of their activity and from keeping the trade alive in France.

SECTOR:
Tableware



The EPV label: a reference for consumers, customers and opinion leaders

The *Entreprise du Patrimoine Vivant* label constitutes a network of excellence for French products and a reference for consumers, customers and opinion leaders who are looking for the services of a professional recognised for their respect for their craft and their exceptional skills.

The guarantee of rare and exceptional know-how

A labelled company is one which offers services of excellence and is a reference in its field of activity. The label is thus a benchmark for consumers, customers and opinion leaders seeking companies with exceptional know-how to carry out brilliant restoration work or give a unique dimension to newly created works.

A mark of both tradition and modernity

A labelled company is one whose activity is often closely linked to the history of a craft or geographical area. Its commitment to carry on or reintroduce techniques guaranteeing the highest level of quality shows its attachment to tradition and to the rules of its art. EPV-labelled firms also bring to life and develop their craft. They use their creativity to invent and innovate both in terms of their production processes and their products, in order to cater for the needs and new demands of consumers, customers and opinion leaders.

Meeting the most specialised requirements

A labelled company is one that is perfectly qualified to undertake unique, exceptional work and offer solutions to suit the most original sites or the most demanding customers. By choosing an *Entreprise du Patrimoine Vivant*, consumers, customers and opinion leaders receive tailor-made solutions and services for their special orders.

Support to French products

Most EPV-labelled companies are present in international markets and thus export emblematic French know-how. By seeking the know-how of an *Entreprise du Patrimoine Vivant*, customers and opinion leaders are supporting the maintenance and development of these prestigious activities in France, safeguarding jobs, creating new ones, and keeping them local.

Opportunities to discover and share

Guardians of specific heritage, many EPV-labelled companies offer the public the opportunity to discover their history, their craft and their work, by organising workshop visits, or opening museums or exhibition spaces devoted to their collections.

Companies that know how to combine
tradition / innovation know-how / creation
work / passion heritage / future local / international

SECTOR:
Gastronomy



What are the advantages for companies?

The advantages for labelled companies are fourfold: 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 the costs of creating new products (wages, charges, prototypes, costs of registration of designs and models, etc.).

Proactive communication

- * A website dedicated to the label and to the labelled companies to better promote the values of the label, its companies and their know-how. This site is available in two full language versions, French (www.patrimoine-vivant.com) and English (www.frenchsavoirfaire.com). It also offers the «corporate» part in 5 other languages: Russian, German, Chinese, Japanese and Arabic.
- * Social networks: Facebook (www.facebook.com/patrimoinevivant), Twitter (twitter.com/labelppv), Instagram (www.instagram.com/labelppv), Pinterest (www.pinterest.com/labelEPV), YouTube (www.youtube.com/user/patrimoinevivantEPV), and LinkedIn (www.linkedin.com/company/label-entreprise-du-patrimoine-vivant-ppv) Pages.
- * Advertising at the point of sale tools to help companies to communicate on trade shows, etc.
- * An institutional film, presenting the values of the label and valuing the excellence of business know-how.
- * A relay to the press and a number of media events and exhibitions to support the EPV in a collective way.

Support for economic development in France and abroad

- * Financial assistance through the SIAGI and Bpifrance.
- * Export support in partnership with Team France Export (Business France, CCI France International, customs, etc.).
- * Collective presence at high-profile trade fairs.
- * Individual support in association with commercial and professional bodies.

SECTOR:
Culture & Leisure



Who are the EPV-labelled companies?

Since it was introduced in May 2006, the *Entreprise du Patrimoine Vivant* label has already been awarded to 1,380 French companies.

Profile

- * 60% have less than 20 staff
- * 24% were founded before 1900, 22% between 1900 and 1950
- * 13% will face their continuation in the next five years

Employment

Labelled companies currently account for nearly 64,000 jobs and a cumulative annual turnover of more than € 14.5 billion.

Sector of activity

EPV-labelled companies cover seven major market sectors:



Professional Equipment | 241 certified companies



Built Heritage | 199 certified companies



Decoration | 297 certified companies



Tableware | 104 certified companies



Gastronomy | 162 certified companies



Culture & Leisure | 146 certified companies



Fashion & Beauty | 231 certified companies

Geographical location

Currently, labelled companies are mostly located in Île-de-France (Paris and surrounding departments), Auvergne Rhône-Alpes and Provence-Alpes-Côte d'Azur (PACA).

International market

More than 80% of labelled companies carry out some of their business abroad, with export being the main outlet for 15% of them.

SECTOR:
Fashion & Beauty



Awarding the EPV label: a selection process carried out by experts

A meticulous selection process for identifying talent

The procedure for awarding the EPV label is carried out by experts. The evaluation and interpretation of the award criteria are entrusted to an independent national commission, the Commission Nationale des Entreprises du Patrimoine Vivant, composed of professionals who work to promote practices guaranteeing excellence within their own field of activity. The Institut Supérieur des Métiers (ISM) is responsible for providing the secretariat of the Commission and investigating label applications.

Applications are examined by the ISM, opinions are sought from the regional government authorities and relevant commercial organisations, an instruction report is drawn up, company visits are made by experts in the trade, an examination is made by the Commission, and a final decision is taken by the minister. The process for selecting EPV companies is thus a guarantee of their excellence.

The labelling process consists of five stages:

- * The company submits its application to the Institut Supérieur des Métiers (the Secretariat of the National Commission), which acknowledges receipt.
- * The ISM passes the application on to the Commission, accompanied by a report setting out the opinions of the commercial body (chamber of commerce and industry, or chamber of trades and crafts), the regional government authorities, and the Institut National des Métiers d'Art (INMA), for traditional craft companies.
- * The Commission examines the application and gives its opinion.
- * The Commission's opinion is forwarded to the Minister in charge who awards (or not) the label to the company.
- * The company receives official notification from the ministry awarding the label. Reasons are given for each decision.

Requesting an application pack

Application packs can be obtained throughout the year, either by:

- * Download from the label's dedicated website: www.frenchsavoirfaire.com
- * Or by request from the [Institut Supérieur des Métiers](#)

Secrétariat de la Commission nationale des Entreprises du Patrimoine Vivant

28/30, rue des Peupliers – 75013 PARIS – FRANCE // Tel: +33 (0)1 44 16 80 40 // contact@patrimoine-vivant.com

Who can apply

Valid for five years, the *Entreprise du Patrimoine Vivant* label may be awarded to French companies that fulfil the eligibility criteria set out in Decree No 2006-595 of 23 May 2006 concerning awarding the *Entreprise du Patrimoine Vivant* label (Official Gazette No. 121 of 25 May 2006), provided they are up to date with their tax and social security contributions.

All companies that fulfil these criteria are eligible, regardless of whether they are in the company register or, for traditional craft companies, the craft directory.

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