



United Nations

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Selling Democracy Films of the Marshall Plan 1948-1953

13 November 2008 at 6:30 p.m. Cinema 14
Palais des Nations

What was the Marshall Plan?

The post-World War II *European Recovery Program (ERP)*, popularly known as the *Marshall Plan*, has been described as the most ambitious and profound economic development initiative ever undertaken by a government outside its national borders. Launched by US Secretary of State George C. Marshall in June 1947, the Marshall Plan began as a proposal that Europeans cooperate to structure their own recovery programme, which the US would support. Officially born in April 1948, the Marshall Plan transferred over US\$13 billion of material and technical assistance to Europe.

Preserving and Sharing Our Film Heritage

Throughout cinematic history much has been made of the extraordinary power of film as a medium of change.... Film preservation, therefore, is not merely an attempt to save our favourite movies, but a unique way of understanding those who came before us on their own terms, with their own sense of past, present and future. Not coincidentally, it can also offer us insight into our own world and how it is reflected in the past. The films created under the Marshall Plan are a unique window to peer through. Produced in the aftermath of World War II, they reflect the optimism of the time through every film-making tool then available.

*Frank Pierson, President,
Academy of Motion Picture Arts and Sciences*

These rare Marshall Plan films have been preserved by the Academy Film Archive, a branch of the Academy of Motion Picture Arts and Sciences, with programme support from the George C. Marshall Foundation, the German Marshall Fund of the United States, the Goethe-Institut, Schulberg Productions, and the US Department of State.

The films are presented by Marshall Plan film historian Sandra Schulberg, daughter of Stuart Schulberg, who succeeded Lothar Wolff as Chief of the Marshall Plan Motion Picture Section. Ms. Schulberg is a movie producer by training, an Adjunct Assistant Professor at Columbia University, and is pursuing her master's degree in Public Diplomacy at the University of Southern California.

For more information about the Marshall Plan films, contact sschulberg@aol.com.

For the Programme, see overleaf



Thursday 13 November 2008
at 6:30 p.m.
PALAIS DES NATIONS
Cinema 14 – Door 17



Focus on cleaner electricity

The Ad Hoc Group of Experts on Cleaner Electricity Production from Coal and Other Fossil Fuels, will meet on 17-18 November in Salle XII, Palais des Nations. The meeting is taking place in the framework of the growing world demand for electricity and the push for more environmentally sustainable generation, which will require massive investments in the coming years. Participants will evaluate progress in moving towards cleaner electricity production from fossil fuels, including the status of large-scale projects which require a suitable regulatory framework to attract investment.

On 18 November, the Cleaner Electricity Forum on Carbon Capture and Storage (CCS) will discuss CCS awareness and readiness in particular in the UNECE emerging economies as well as assistance in the development of compatible regulatory frameworks. Key topics to be addressed include:

- Introduction to CCS including the current state of technology and market developments;
- Development of enabling legal and regulatory framework including the launch of the
- CCS Regulator's Network;
- Financing CCS projects;
- Status of deployment of CCS in Europe and North America ;
- CCS awareness and readiness in the UNECE emerging economies; and
- Contribution of CCS to energy security and sustainable development.

For more information contact Carlotta Segre (clean.electricity@unece.org).

Not an official record - For information only

UNECE Launches New Data Locator

In response to demands from users to have easier access to data on a wide range of topics, including those not currently covered by UNECE, a new Data Locator tool has just been released.

The Data Locator lists statistical domains according to the classification used for the Database of International Statistical Activities, and the SDMX (Statistical Data and Metadata eXchange) Content-oriented Guidelines.

For each domain, links are given to UNECE data where they exist, followed by links to data from other international statistical organizations, including United Nations agencies, the Organisation for Economic Co-operation and Development and Eurostat.

To try the data locator, go to <http://www1.unece.org/stat/platform/display/DLoc>.

For more information contact Steven Vale (support.stat@unece.org).

PROGRAMME



ME AND MR. MARSHALL (1948, 13 minutes)

The first Marshall Plan film was produced in Berlin by Stuart Schulberg under the aegis of the US Military Government, before a full-fledged Marshall Plan Motion Picture Section was formed in Paris in 1949. Aimed at German audiences as part of the de-Nazification/re-education campaign, the film turns a putative Wehrmacht veteran into a Marshall Plan enthusiast and sets the pattern of wry humour that characterized many of the 250+ films to follow. Its depiction of the Marshall Plan's genesis and overall objectives made it an effective flagship film, resulting in its distribution in many languages throughout Europe.

THE SHOEMAKER AND THE HATTER (1950, 16 minutes)

This charming colour cartoon tackled the issue of intra-European trade, essential to recovery. It managed to turn what might have been a dry treatise on economics into one of the most popular Marshall Plan films ever made, with 11 language versions circulated. Its 'free trade versus protectionism' argument remains topical and could be drawn from today's headlines.

THE STORY OF KOULA (1951, 21 minutes)

This story about a Greek boy taming his ornery American mule — supplied by the Marshall Plan — was a big hit with European audiences and was eventually released in 9 languages. It is a striking metaphor for the transatlantic relationship that still rings true.

WITHOUT FEAR (1951, 15 minutes)

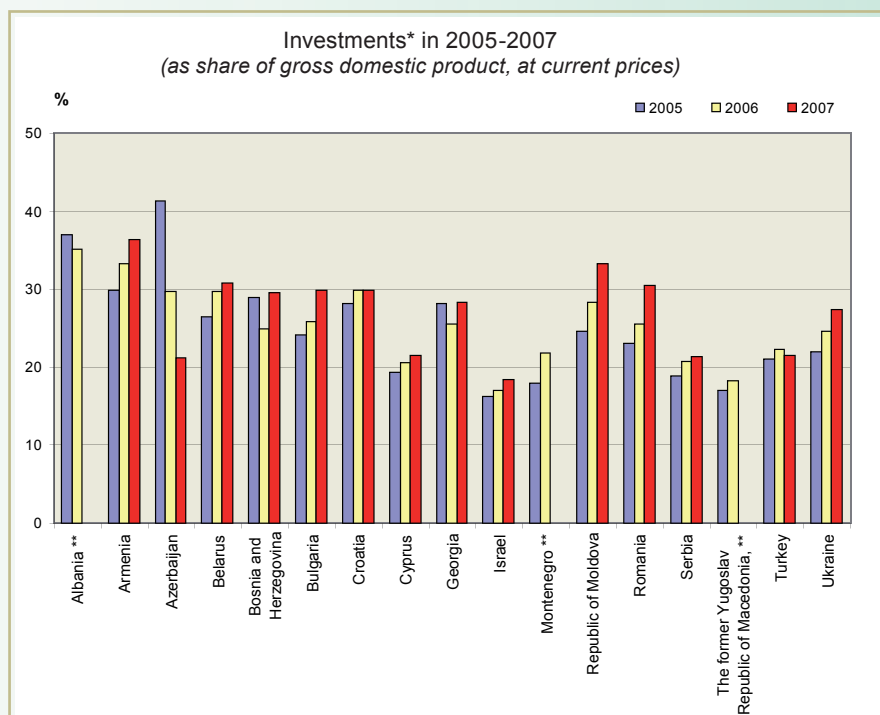
Most Marshall Plan films were informational in character but the film unit commissioned a few that tackled political ideology head-on; this is one of the most dramatic. Because the word "communist" is never invoked, the film retains its power to warn of repression by any totalitarian government, and stands as an eloquent ode to the virtues of democracy and freedom.

Facts and Figures

Over the last several years, South-East European countries experienced dynamic investment activity, led by both the public sector and businesses. In fact, in many of these countries' investments (as measured by gross fixed capital formation (GFCF)) accounted for nearly 30% of GDP and became a key driver of aggregate output. Several CIS countries also reported extensive investments. Among the economies presented in the chart, the lowest relative investment levels over the last three years were reported for Israel, and the highest for Armenia and Albania, where the GFCF share exceeded 30% of GDP. Although not uniform across countries, the share of investment in the GDP of these countries was in general more elevated than that prevailing in higher-income economies (United States, Japan, Germany and United Kingdom).

The rise of investments reflected both a strengthening of activity of the domestic private sector and an increasing interest of foreign investors, due in part to the improved business climate in the region: according to the World Bank's "Doing business" ratings, Eastern Europe and Central Asia headed the 2007/2008 list of top 10 reformers (Azerbaijan, Albania, Kyrgyzstan and Belarus).

Strong investments in emerging UNECE economies



Source: UNECE Statistical database (www.unece.org/stats/data), Eurostat and national statistics.

* Based on national accounts concept investment activity is measured by gross fixed capital formation (GFCF), which represents the change in fixed capital stock in the economy.

** 2007 data not yet available.