

APPLICATION GUIDE

– FUNDING INNOVATIVE DEVELOPMENT PROJECTS

Funding for film, television and moving image projects

The film and television industry is undergoing major changes as the consumption of moving images rapidly moves away from traditional viewing platforms, such as scheduled television, cinemas and DVD rental, to digital forms of distribution.

As part of the City of Gothenburg's film initiative, Lindholmen Science Park is providing support for innovative development projects in the fields of film, television and moving images. The overall goal of this initiative is to promote long-term growth across the entire regional film and television industry by strengthening the position of producers and idea creators.

The funding for innovative development projects is intended to:

- Promote the development of film, television and moving images from a content perspective
- Encourage the transition to long-lasting business structures
- Increase the opportunities for film and television producers to achieve international success
- Encourage cooperation between production companies and idea creators
- Promote the development and use of new technologies

Funding and focus areas in 2022-2023

This type of funding, described in *Guidelines for innovation support for film and moving images*, was introduced in 2014 following a decision by the Culture Committee and was revised on 16 November 2018 (reference number 1127/18 §215) and 11 February 2021 (reference number 0047/21 §19). The focus areas for this form of support may be revised every year.

The following focus areas are proposed for projects applying in 2022-2023:

- Promoting the growth of established actors in Gothenburg and the surrounding area
- Promoting cooperation between well-established and less-well-established actors
- Challenging and investigating new forms of distribution and display surfaces
- Funding and/or development outside traditional structures
- Increasing competence within the region
- Achieving an international reach

Before the application process begins, Lindholmen Science Park is asking the projects that apply for funding to specify where they are in the development process and why they are in need of funding. LSP's main focus is on extensive projects in the fields of film, television and moving images that clearly strengthen the local industry as part of their development process. A project which is only locally based during production or post-production is not eligible to apply for funding, but all applicant actors must be able to justify how the project clearly strengthens the local industry during its development phase.

General information about the application

Who can apply?

Lindholmen Science Park is primarily looking for working and established actors, as well as producers and creators, who are able to develop and produce professional productions, including feature films, television series and other formats, which are intended for distribution in cinemas, on linear television channels, via streaming services or other moving image platforms.

The funding is targeted at projects under development, such as idea development, script editing, pilot production, project packaging or business strategy development.

Projects which are at the recording or post-processing stage cannot apply for funding. You cannot apply for funding either if you are a student, for example on an arts course.

The format of the application

Applications must be submitted on the application form at film.lindholmen.se. We recommend applicants to submit their applications well in advance of the specified deadline. Applications submitted after the specified deadline will not be processed.

We recommend that applicants send their application in PDF format wherever possible.

Applications can be made in English or Swedish.

All the information provided in the application will be treated confidentially and will not be disclosed to anyone other than the reference group for decision-making purposes.

Requirements for the application and the applicant

Regardless of the company making the application and the stage, the application must contain the following information:

Applicant: A legal entity/organisation must be the principal in order for funding to be granted. This can be a non-profit or economic association, a foundation, a sole trader or a company.

Contribution to regional development: The project must promote the development of the industry in Gothenburg and the surrounding area. A clear description of how the applicant and the project contribute to regional development must be included in the application in relation to the development phase of the project.

Total budget and other funding sources: The application must specify the total development budget, any investments made and planned by the applicant and any other sources of funding that have been confirmed or are under consideration. Details of the contact person for each source of funding must be given and Lindholmen Science Park reserves the right to contact them about the project.

Lindholmen Science Park never funds more than 50 per cent of the total development budget.

Future implementation: We will assess the project's potential for implementation. The applicant must describe in as much detail as possible the plans for developing/producing/implementing the project and the budget that is required. The applicant should also summarise any discussions with relevant funding sources and list the decisions/events that are central to the production/implementation of the project.

Details of amount of funding granted: When a project is granted development funding, it is the applicant's responsibility to report how the funding has been used in the project work, in relation to the development plan and budget stated as part of the application. Details of the amount of funding granted are reported via a form provided by Lindholmen Science Park.

Application stages

There are four different areas where support is provided, as described below:

STAGE X – TECHNOLOGY (ALL FORMATS)

Aimed at technically innovative projects during the whole development process.

Applications can be made for: development of the project from the initial idea phase through to a later stage in the development process. The support is intended for individual creators and production companies.

STAGE 1 – FILM, TELEVISION AND MOVING IMAGES (SHORT FORMATS)

Aimed at projects with short formats towards new distribution forms

Applications can be made for: development of the content (e.g. script, treatment, concept, project bible etc.), development of the business strategy, and also innovative development processes. The support is intended for individual producers or production companies. Interest or confirmed cooperation/funding must be confirmed with an LOI or equivalent. Before a decision is made, discussions with other funding bodies may be required in some cases. A clear plan is required for the whole development process (including funding, content development and business strategy) The aim is to take the project on to the next stage, for example, further funding and/or distribution.

STAGE 2 – FILM, TELEVISION AND MOVING IMAGES (LONG FORMATS)

Aimed at projects in the fields of film, television and moving images during the early stages of the development process.

Applications can be made for: development of the content (e.g. script, treatment, concept, project bible etc.), development of the business strategy, and also innovative development processes. The support is intended for individual creators, scriptwriters, directors, script teams, individual producers or production companies. A clear plan is required for the development process.

The aim is to take the project on to the next stage, for example, further funding and/or a TV channel/streaming service.

STAGE 3 – FILM, TELEVISION AND MOVING IMAGES (LONG FORMATS)

Aimed at projects in the fields of film, television and moving images during the later stages of the development process when the objective is a production decision.

Applications can be made for: development of the content (e.g. script, treatment,

concept, project bible etc.), development of the business strategy, and also innovative development processes.

A clear plan is required for the whole development process (including funding, content development and business strategy).

The support is intended for production companies and individual producers. Projects where a television channel/streaming service/major funding source is already involved will be given priority. Interest or confirmed cooperation/funding must be confirmed with an LOI or equivalent. Before a decision is made, discussions with other funding bodies may be required in some cases.

In **Stage 2** and **Stage 3**, all long formats are eligible for funding, including the series and traditional feature film formats, as well as new/different formats.

All genres are eligible for funding from fiction to documentaries.

See the detailed descriptions of the various application stages below.

Lindholmen Science Park prioritises funding for film with a clear focus on innovation and/or with clear international potential.

Applications can be made several times for each stage. By dividing the application into different stages, the requirements of the project can be identified, both for the applicant and for the reference group. The structures are more or less the same for TV series and films, but the documents required and the funding amounts are different.

One common feature is that Lindholmen Science Park is looking for innovation, in other words, projects that are innovative in terms of their content, commercial viability, working method or in other ways and/or that can generate added value for the industry.

For example, producers can include specific core competencies or expertise needed by their project in the amount they apply for. This may take the form of a senior producer, a marketing consultant or a PR strategist who can support the strategic business development of the project.

Creators (scriptwriters, writer-directors etc.) can apply for support as part of Stage 2 to join a writer's room for a clearly defined project. In this case, specific documents will be required from the production company.

Stage X – Technology application

Lindholmen Science Park is always interested in technically innovative projects in the field of moving images. Over the years, LSP has funded a number of technology-based ideas in areas such as AI and XR (generic term for AR, VR, MR and other media).

Purpose

development of the project from the initial idea phase through to a later stage in the process. The support is intended for individual creators and production companies.

Amount and number of projects

Shorter formats: max. SEK 100,000. Longer formats: max. SEK 250,000

Application documents that must be included

- The purpose of the application: Describe the purpose of the application and why any funding from Lindholmen Science Park is important for the project
- Local contribution: Describe how the project, in relation to its development phase, promotes the development of the industry in Gothenburg and the surrounding area
- Project description of a maximum of 10,000 characters covering the entire project
- The CVs of the creators making the application and other key people (not mandatory)
- Visual material or the vision (not mandatory, but a bonus)
- Development plan: Describe how the funding will be used in the future development process (more information can be found below). One recommendation is that the applicant includes a statement from a script coach about the development process
- The development budget and the funding plan related to the development budget

Assessment and decision

The selected projects will be invited to give an oral presentation to the Lindholmen Science Park reference group. We also ask that the key people behind the project attend the presentations wherever possible. The Lindholmen Science Park reference group will then make a recommendation to the Culture Committee, which will take the formal decision.

Stage 1 – Application for television/film/moving images – Short formats towards new distribution forms

Purpose

Development of projects with short formats in order to discover new/alternative forms of distribution beyond the traditional structures and platforms. Moving image projects, such as films and series, can be applied for within the shorter format, up to 60 minutes for film and up to 20 minutes per episode for serial storytelling. Funding can be applied for developing content and business strategy (such as scripts, concepts, project bibles, etc.), as well as innovative development processes, such as e.g. mapping target groups or exploring distribution models.

Criteria

The goal is to support stories and narratives that proactively seek their audience outside of traditional forms of distribution. The applicant is free to choose where and how the stories are to be distributed and to reach their audience, but it is a requirement that the film or series not primarily will be shown at film festivals and cinemas. Film&TV recommend that the applicant in an early stage start analyzing *who* the project's target group is, *where* this target group currently consumes film, series and moving images, and *how* this target group is to be reached.

Focus

Only projects with a producer can apply. A clear plan is required for the whole development process (including funding, content development and business strategy). Interest, or confirmed collaborations/financing must be confirmed with LOI or equivalent. Before a decision is made, discussions with other funding bodies may be required in some cases. The aim is to take the project on to the next stage, for example, further funding and/or distribution.

Amount

Series (with a total episode length of 20 minutes): max total SEK 300,000

Films (with a total length of 60 minutes): maximum total of SEK 200,000

Application documents that must be included

The material provided by the production company including:

- The purpose of the application: Describe the purpose of the application and why any funding from Lindholmen Science Park is important for the project
- Innovation focus: Describe in what way the project and/or the process is innovative
- Local contribution: Describe how the project, in relation to its development phase, promotes the development of the industry in Gothenburg and the surrounding area
- Concept material/project description/production bible or equivalent documents
- Working materials. Storyline, treatment, draft script/script or equivalent documents
- The CVs of the applicants: producer, creator(s) and other key people (not mandatory)
- Vision in visual form (not mandatory)
- Development plan: Describe how the funding will be used in the future development process (*more information can be found below*). One recommendation is that the applicant includes a statement from a script coach about the development of the script
- Distribution plan: Describe how, when and where the project is intended to be shown to its target audience
- The development budget, the funding plan and a description of the general business development strategy related to the development budget

Stage 2 – Application for television/film/moving images – Long formats towards the next stage

Purpose

Development of content (storyline, treatment, script), business strategy development, project packaging, etc. The funding is intended for individual scriptwriters, script teams, individual producers or production companies. The objective is to take the project on to the next stage, for example, a television channel/streaming service/major funding source.

Focus

One or more scriptwriters and/or producers can apply for funding. The costs for the dramatist must be included. A producer is not mandatory, but there must be a professional dramatist involved in the project. If applicants do not know who to speak to, we recommend that they contact Manusfabriken, which has links with numerous scriptwriters with mentoring skills, both inside and outside the organisation.

Amount

Series: max. SEK 250,000

Films: max. SEK 100,000

Application documents that must be included

- The purpose of the application: Describe the purpose of the application and why any funding from Lindholmen Science Park is important for the project
- Local contribution: Describe how the project, in relation to its development phase, promotes the development of the industry in Gothenburg and the surrounding area
- A concept of a maximum of 10,000 characters which describes the logline, format, target group, story, theme, characters, setting and vision
- Working materials. For television series: synopsis, storyline, treatment or script. For feature films or documentaries: synopsis, treatment or script
- The CVs of the applicants (producer, creator(s) and other key people (not mandatory)
- The vision in visual form (not mandatory, but a bonus)

- Development plan: Describe how the funding will be used in the future development process (more information can be found below). One recommendation is that the applicant also includes a statement from a script coach about the development of the script/content
- The development budget and the funding plan related to the development budget

Assessment and decision

The selected projects will be invited to give an oral presentation to the Lindholmen Science Park reference group. We also ask that the key people behind the project attend the presentations wherever possible. The Lindholmen Science Park reference group will then make a recommendation to the Culture Committee, which will take the formal decision.

Stage 3 – Application for television/film/moving images – Long formats towards a production decision

Purpose

Development of content (script, storyline, treatment) and of the business strategy, which makes it possible for the project to reach a production decision.

Focus

Only projects with a producer can apply. A clear plan is required for the whole development process (including funding, content development and business strategy). Projects where a television channel/streaming service/major funding source is already involved will be given priority. The interest of the channel or service must be confirmed with an LOI or an equivalent document. Before a decision is made, discussions with other funding bodies may be required in some cases.

A production company that clearly shows a long-term commitment to developing the local/regional industry will be given priority and Lindholmen Science Park will have ongoing discussions about what this may involve.

Amount

Series: max. total of SEK 500,000

Films: max. total of SEK 250,000

Application documents that must be included

The material provided by the production company including:

- The purpose of the application: Describe the purpose of the application and why any funding from Lindholmen Science Park is important for the project
- Local contribution: Describe how the project, in relation to its development phase, promotes the development of the industry in Gothenburg and the surrounding area
- Concept material/project description/production bible or equivalent documents
- Working materials. Storyline, treatment, draft script/script or equivalent documents
- The CVs of the applicants (producer, creator(s) and other key people (not mandatory))

- Vision in visual form
- Development plan: Describe how the funding will be used in the future development process (*more information can be found below*). One recommendation is that the applicant includes a statement from a script coach about the development of the script/content
- The development budget, the funding plan and a description of the general business development strategy related to the development budget

Assessment and decision

The selected projects will be invited to give an oral presentation to the Lindholmen Science Park reference group. We also ask that the key people behind the project attend the meetings wherever possible. The Lindholmen Science Park reference group will then make a recommendation to the Culture Committee which will take the formal decision. In some cases, LSP can make its decision conditional on the television channel/streaming service/funding source confirming its interest/funding.

Description of the development plan

The applicant must be able to present a clear idea and strategy for the development of the project, in other words, how the applicant will manage the money for development purposes if funding is granted.

Lindholmen Science Park requires a plan that gives a clear picture of the current status of the project and the next stages.

The plan must include the following points:

On the basis of the script development work:

- What problems and challenges the project is facing: for example with the characters, plot, setting etc.
- How the applicant plans to overcome the challenges that have been identified and which co-authors or dramatists the applicant intends to ask for help. The way in which this help is important to the project.

On the basis of the development of the business strategy:

- What is the funding strategy during the project process?
- What is the general strategy for ensuring that the project goes to production?
- Where will the project be shown/which viewing platforms are planned?
- Who makes up the target group for the project and how can they be reached?

To summarise: it is important that the applicant explains exactly *why* the project needs development. and *how* the applicant intends to achieve the desired results.

Regulations

Lindholmen's funding for innovative projects in film and moving image is a so-called project-based soft funding, i.e. repayment is not required regardless of whether the projects are realized or not.

Funding can be granted with a maximum of SEK 500,000 per project. Lindholmen Film&TV only finance up to 50% of the total development budget.

Funding is provided for development projects, for example, content development, business development, research and other types of development. Projects that promote new technologies, test new business models or can otherwise be regarded as innovative in the field of moving images may also be considered.

A legal entity/organisation must be the principal in order for funding to be granted. This can be a non-profit or economic association, a foundation, a sole trader or a company.

Working method

Decisions are made on two to five occasions every year and the decision dates are published on the Lindholmen Film&TV website, <https://film.lindholmen.se>, and on the City of Gothenburg website under "Nämndhandlingar" (Committee documents). The Culture Committee makes a formal decision based on the recommendation of a reference group appointed by Film & TV at Lindholmen Science Park and the CEO of Lindholmen Science Park.

Decision criteria

- The level of innovation of the project
- The assessment of the opportunities of the company/group making the application for funding the production/implementing the idea
- The long-term competitiveness of the company making the application and its contribution to local and regional development
- The national and international business potential of the project
- The transmedia elements of the project
- The assessment of the project's impact on the industry

Reasons for rejection

Wherever possible, letters describing the reasons for rejection will refer to the guidelines given when the application was made. The selection of projects is based on an overall assessment, including the oral presentation, and applicants should be aware that the reasons given may not always be complete and that Lindholmen Science Park cannot provide applicants with information about competing projects.

Assessment group

The assessment group that selects the projects consists of representatives from Lindholmen Science Park, the City of Gothenburg and the film and television industry.

Funding cannot be granted for:

- Film and television production, in other words, filming, post-production etc. However, funding may be provided to film a pilot episode during the development phase
- Projects associated with any type of education/training or conferences
- Projects where the applicant is a student, for example on an arts course.
- Support that is retrospective or intended to cover losses

Lindholmen Science Park reserves the right to define all the concepts (such as established production companies, idea creators etc.) used in these guidelines.

Requirements for organizations that are granted support

Organizations that have been granted Innovation support for film and moving images must:

- Notify Lindholmen Science Park immediately if a project is postponed or significantly changed,
- In all communication about the project, state that Lindholmen Science Park is the financier, according to Lindholmen Science Park's instructions. Lindholmen Science Park must be mentioned to the same extent and order as other financiers in the project,
- Give an oral account of their work with the project through a seminar/lecture to the local business community if Lindholmen Science Park so wishes,
- Communicate to the administration when and where any public activities take place,

- Partial report granted support at least once a year - final report must be done no later than two months after the end of the project
- Hire an authorized or approved accountant for the final report if the funding exceeds SEK 300,000.

Privacy and processing of the data submitted

When you submit your application for project funding, Lindholmen Science Park AB processes the personal data you have provided.

We process your personal data in order to manage your application and then to evaluate and assess whether you are a suitable candidate for our project.

The data you provide is also shared with our assessment group, as defined above, for the purposes of evaluating your application.

Your data is saved until your application has been evaluated and until the end of the financial year or, if you are selected, until your project with us is completed.

For more information about how we process your personal data, please refer [to our privacy policy](#).

Contact person

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