

2024

FILM & TV 📺

# APPLICATION GUIDE

FUNDING INNOVATIVE  
DEVELOPMENT PROJECTS

# APPLICATION GUIDE FUNDING INNOVATIVE DEVELOPMENT PROJECTS INNOVATION SUPPORT BY PROJECTS IN FILM, TV & MOVING IMAGE

The film and TV industry is undergoing a major change, as the consumption of moving images is moving very quickly from traditional viewing platforms such as scheduled television and cinemas to digital forms of distribution. The development of new technology also tends to fundamentally change the audiovisual media landscape both in the short and long term. In step with rapid digital development throughout society, both consumption patterns and the conditions for developing, producing and distributing moving images are developing and changing.

As a part of the City of Gothenburg's film initiative, Film&TV Lindholmen supports **innovative projects** under development in film, tv and moving images. The overall goal of this is long-term growth in the entire regional film and television industry through stronger producers and idea creators.

## **The form of financing for innovative development projects aims to:**

- Promote the development of film, television and moving images in terms of content.
- Stimulate change towards long-term sustainable business structures.
- Increase the chances for producers of film and television to succeed internationally.
- Stimulate collaborations between production companies and idea creators.
- Promote development and use of new technology.

Common to all types of projects is that Film&TV Lindholmen is looking for innovative projects, i.e. projects which in terms of content, business, work or in other ways are innovative and can create added value for the industry.

# FINANCING AND FOCUS AREAS 2024

The financing form Rules for Innovation support for film and moving image was established in 2014 according to a decision of the Culture Committee and was revised on 11/16/2018 (diary number 1127/18 §215) and 02/11/2021 (diary number 0047/21 §19). The focus areas for the form of support may be revised from year to year.

## **For 2024, the following focus areas are proposed for applicant projects:**

- Promoting the growth of established producers and creators within Gothenburg and surroundings
- Financed and/or developed outside traditional structures
- Explores new formats for stories than the already established ones
- Promotes collaborations between established and less established actors
- Challenges and investigates new/alternative forms of distribution and display surfaces
- Examines the application of AI (Artificial Intelligence) in the projects' processes

## **Clarification of focus areas:**

### **Promoting the growth of established players in Gothenburg and the surrounding area:**

Film&TV Lindholmen focuses on projects that clearly strengthen the local industry, linked to the projects' development process. A project that is only locally anchored during production or post-production is not entitled to apply for funds, but all applicants must be able to justify how the project during the development phase clearly strengthens the local industry.

### **Financed and/or developed outside traditional structures:**

Film&TV Lindholmen encourages applicant projects to seek a development process outside the prevailing traditional structures. The applicant is free to define the project's **innovative process**, with the possibility of e.g. explore alternative, innovative business models in order to realize the project through the various aspects of the process.

### **Explores new formats for stories than the already established ones:**

In step with the rapid digital development, where people today take part in stories in moving images through a large number of platforms and viewing surfaces, new formats and structures are enabled for how a story can be told. Film&TV Lindholmen is looking for projects that challenge prevailing formats and archetypes for how a story can be told.

### **Promotes collaborations between established and less established actors:**

Film&TV Lindholmen seeks processes and constellations within projects, where collaboration is enabled between established and less established actors, such as collaborations between producers and creators, or producers/creators in between. The purpose of this is to promote a regrowth within the local moving image industries.

### **Challenges and investigates new/alternative forms of distribution and display surfaces:**

The rapid digital development has contributed to the fact that people today see more film and moving images than ever before, usually just a click of a button away. The audience today has the power to choose how, when and where they want to take part in a story. Based on the current situation, Film&TV Lindholmen focuses on projects that embrace these changing consumption patterns and seek the audience where the audience today takes part in film and moving images.

### **Investigating the application of AI (Artificial Intelligence) in the projects' processes:**

AI has in a short time made a breakthrough for the broad masses and opened up numerous opportunities for actors in moving images to both create, explore and streamline their work process. Film&TV Lindholmen focuses on projects that investigate different ways to integrate AI into the work process.

## **INFORMATION ABOUT THE APPLICATION**

Prior to the application procedure, it is our strong recommendation that applicants contact Film&TV Lindholmen in advance to discuss a

possible application and its innovative potential. Film&TV Lindholmen also wishes that the applicant company that applies for funds defines where they are in the development process, as well as why the project is in need of funding.

### **Who can apply?**

Film&TV Lindholmen is mainly aimed at professionals and established actors, such as producers and creators, capable of developing and producing professional productions within the moving image industries.

It is not possible to apply for funding if you are a student, for example in an artistic education. The financing is aimed at projects under development, for example idea development, script processing, pilot production, project packaging, development of the business strategy.

Projects that are in recording or post-production cannot apply for funding.

### **Format of the application**

The application is submitted via the application form that is made available during the specified application period via <https://www.researchweb.org/is/lindholmen>. To create and submit your application, you need to create a user account via the search portal's [website](#).

We recommend applicants to prepare and submit the application well in advance of the specified deadline. Applications submitted after the specified deadline will not be processed.

We recommend applicants to use PDF format as far as possible. The application can be made in Swedish or English. All content in the application is handled confidentially and will not be shared with anyone other than the current reference group for decisions.

### **Application and applicant requirements**

Regardless of the applicant company and application stage, the application must contain:

**1. Applicant:** Financing requires a legal person/organization.

It can be a non-profit or economic association, foundation, sole proprietorship or company.

**2. Contribution to local development:** The project must promote industry development in Gothenburg and the surrounding area, and

it must be clear from the application how the applicant and the project contribute to local development - linked to the project's development phase.

### **3. Total budget and other financiers:**

Innovation support for film and moving image can be granted with a maximum of SEK 500,000 per project. The application must show what the total development budget looks like, which own contributions that have been done and are planned, as well as which other financiers are confirmed or intended.

The contact person for the respective financier must be stated and Film&TV Lindholmen must have the right to contact the person concerned regarding the project.

Film&TV Lindholmen never finances more than 50% of the total development budget.

### **4. Future implementation:**

We will assess the project's feasibility. Describe in as much detail as possible how the development process is planned and what budget is required. It is also desirable that applicants, to the extent possible, describe the implementation of the project as a whole, concerning production and distribution. Please also summarize any discussions with relevant financiers, as well as list the decisions and events that are decisive for the project to be produced/realized.

### **5. Reporting of granted amount of support:**

When a project is granted funding, the applicant is obliged to report how the support has been used in the work, linked to the development plan and budget that was specified in connection with the application. Accounting takes place via the search portal in Research Web, no later than seven months after the project was granted funding.

## **APPLICATION STEPS**

There are four different orientations to the support, which are divided as follows:

### **STEP X – TECHNOLOGY**

*Targets technologically innovative projects*

*through out the development process.*

**Can be applied for:** Development of projects, from the early idea stage to a later stage in the development process. The support is for individual creators and production companies. A clear plan for the development process is required.

### **STEP 1 – FILM, TV & MOVING IMAGES**

*Targets at projects with short formats towards new display and window distribution forms.*

**Can be applied for:** Development of content and/or business strategy, as well as innovative development processes and exploration of new/alternative display windows and distribution routes.

The support is for production companies/individual producers. Interest, or confirmed collaborations/ financing must be confirmed with LOI or equivalent. In some cases, discussion with other financiers is desired before a decision is made. A clear plan for the entire process (regarding content, financing, business strategy and distribution) is required. The goal is to take the project to the next stage; for example, additional financing and/or distribution.

### **STEP 2 – FILM, TV & MOVING IMAGES**

*Targets projects during a development process early*

**Can be applied for:** Development of content (such as scripts, concepts, etc.) and the business strategy, as well as innovative development processes. The support is for individual creators (writers, directors, etc.), script teams, individual producers or production companies. A clear plan for the development process is required. The goal is to take the project to the next stage; for example additional funding and/or TV channel/streaming service/alternative distribution.

### **STEP 3 – FILM, TV & MOVING IMAGES**

*Targets projects during the later stages of the process where the goal is production decisions*

**Can be applied for:** Development of content (such as scripts, concepts, etc.) and the business strategy, as well as innovative development processes. The support is for production companies/individual producers. A clear plan for the entire development process (regarding funding, content development and business strategy) is required. Projects with a connected

TV channel/streaming service/larger financier have priority. Interest, or confirmed collaborations/ financing must be confirmed with LOI or equivalent. In some cases, discussion with other financiers is desired before a decision is made.

### **Application steps - general info**

See more detailed descriptions of the respective application steps later in the document.

Each step can be searched multiple times. By dividing the application into different stages, the needs of the project are identified both for the applicants and for the reference group. The structure is more or less the same for series and films, but the requirements for documentation and amounts differ.

For both **step 2** and **step 3**, all longer formats are eligible for funding, i.e. both series and feature film formats, as well as new/other formats.

Film&TV Lindholmen mainly does not finance traditional short films, on the other hand it is possible to apply for funding for projects in the shorter format within **step 1** (Short formats towards new viewing windows) and **step X** (technically innovative projects), or projects within moving image that otherwise investigates innovative development methods.

Common to all types of projects is that Film&TV Lindholmen is looking for innovative projects, i.e. projects that, in terms of content, business, work or otherwise, are innovative/innovative and/or can create added value for the industry.

For example, it is possible for producers to include specific excellence or expertise to their project within the amount applied for – e.g. in the form of a senior producer, marketing consultant or PR strategist - who can benefit the strategic business development of the project. Creators (writers, writing directors, etc.) can, within the framework of **step 2**, apply for support to be part of a writer's room on a sharp project. A concrete certificate from the relevant production company is required.

We recommend that you, as an applicant, read our **Innovation guide** before your application!

## **APPLICATION TECHNOLOGY**

Film&TV Lindholmen is continuously interested in technologically innovative projects in moving image. Over the years, Film&TV Lindholmen has granted support to a number of technology - based projects that use e.g. AI, VFX (Visual Effects), VP (Virtual Production) and XR (collective name for AR, VR, MRI and other media). Our technical support is open and broad, and we welcome all kinds of technologically innovative solutions and processes. If you have questions about our technical support, you are welcome to contact us for a dialogue.

### **Purpose of funding**

Development of projects, from the early idea stage to a later stage in the development process. The support is for individual creators and production companies.

### **Amount**

For projects of a smaller format: max. SEK 200,000. For larger formats: max. SEK 300,000. Note that Film&TV Lindholmen sometimes grants projects a smaller amount than requested.

### **Application documents to be attached**

- Purpose of the application: Describe the purpose of application and why possible support from Film&TV Lindholmen is relevant for the project
- Innovation focus: Describe what is innovative/innovative about the project
- Contribution to local development: Describe how the project – linked to the development phase – promotes industry development in Gothenburg and the surrounding area
- Project description of a maximum of 10,000 characters describing the project in its entirety
- CV of applicant authors, as well as other key people (not a requirement)
- Visual material or vision (not a requirement, but a plus)
- Plan for development: Describe how the funds sought are intended to be used in the upcoming development process (see more information below).
- Distribution plan: Describe how, when and where the project is intended to be shown
- Development budget, and financing plan linked to the development budget

## Assessment and decision

Selected projects are invited to oral presentations before Film&TV Lindholmen's reference group. We would like the key people behind the project to be present during the presentations, based on what is possible. The reference group then compiles a recommendation to Gothenburg's City of Culture Committee, which makes a formal decision

# STEP 1 TV, FILM & MOVING IMAGES SHORT FORMATS VERSUS NEW OR ALTERNATIVES DISPLAY WINDOW

## Purpose

Development of projects with short formats in order to investigate new/alternative display areas and forms of distribution outside prevailing traditional structures. 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 series. Funding can be applied for development of content and business strategy, as well as innovative development processes, such as e.g. mapping of target groups and/or exploration of 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 reach their audience, but it is a requirement that the film or series not primarily be shown at film festivals and cinemas. Film&TV Lindholmen also attaches great importance to applicant analyzing at an early stage what the project's target group is, where this target group currently consumes moving images, and how this target group is to be reached.

## Targeting

Only projects with a producer can apply. A clear plan for the entire process (regarding content development, financing, business strategy and distribution) is required. Interest, or confirmed collaborations/financing must be confirmed with

LOI or equivalent. In some cases, discussion with other financiers is desired before a decision is made. The goal is to take the project to the next stage, for example additional funding and/or distribution.

## Amount

For series (with a total episode length of 20 minutes): max total SEK 300,000 including any previous financing

For films (with a total length of 60 minutes): maximum total of SEK 200,000 including any previous financing

Note that Film&TV Lindholmen sometimes grants projects a smaller amount than requested.

## Application documents to be attached

The material produced by the production company including:

- Purpose of the application: Describe the purpose of application and why any support from Film&TV Lindholmen is relevant to the project
- Innovation focus: Describe what is innovative/innovative with the project
- Contribution to local development: Describe how the project – linked to the development phase – promotes industry development in Gothenburg and the surrounding area
- Concept material/project description/ production bible or equivalent
- Working material: Synopsis, treatment, rough script/screenplay or equivalent
- CV of applicants and other key persons (not a requirement)
- Visual vision (not a requirement)
- Plan for development: Describe how the funds sought are intended to be used in the upcoming development process (see more info further on). Also describe how you as an applicant plan to work strategically to realize the project. A recommendation is that applicants attach a statement from the intended dramaturg/ consultant about the content development
- Distribution plan: Describe how, when and where the project is meant to be shown to its target audience
- Development budget, financing plan, and description of the general business development strategy linked to the development budget

## Assessment and decision

Selected projects are invited to oral presenta-

tions before Film&TV Lindholmen's reference group. We would like the key people behind the project to be present during the meetings, based on what is possible. The reference group then compiles a recommendation to the City of Gothenburg's Cultural Committee, which makes a formal decision. In some cases, Film&TV Lindholmen wants to be able to condition decisions on the tv channel/streaming service/financier confirming interest/funding.

## STEP 2

### TV, FILM & MOVING IMAGES – LONG FORMATS TOWARDS THE NEXT STEP

#### PURPOSE

Development of content, development of the business strategy, project packaging, etc. The support is for creators, producers and/or production companies. The goal is to take the project to the next stage, for example company/tv channel/additional financing.

#### Targeting

Funding can be applied for by one or more creators and/

or producers. Producer is not a requirement. A strong recommendation is to have attached a professional dramaturg

or suitable consultant to the project. Overall, our recommendation is to link specific professional competence and experience to each component of the process.

#### Amount

For series: max. SEK 300,000

For films: max. SEK 200,000

Note that Film&TV Lindholmen sometimes grants projects a smaller amount than requested

#### Application documents to be attached

- Purpose of the application: Describe the purpose of application and why possible support from Film&TV Lindholmen is relevant for the project

- Innovation focus: Describe what is innovative/innovative about the project

- Contribution to regional development: Describe how the project – linked to the development phase –

promotes industry development in Gothenburg and the surrounding area

- Concept of a maximum of 10,000 characters describing the logline, format, target group, story, theme,

- characters, arena and vision

- Working material. For series: Synopsis, storyline, treatment or script. For feature films in fiction or feature documentaries: Synopsis, treatment or script

- CV of applicants and other key persons (not a requirement)

- Visual vision (not a requirement, but a plus)

- Plan for development: Describe how the funds sought are intended to be used in the upcoming development process (see more information further on). A recommendation is that applicants also attach a statement from the intended dramaturg/consultant regarding the development of the content

- Development budget, and financing plan linked to the development budget

#### Assessment and decision

Selected projects are invited to oral presentations before Film&TV Lindholmen's reference group. We would like the key people behind the project to be present during the presentations, based on what is possible.

The reference group then compiles a recommendation to Gothenburg's City of Culture Committee which makes a formal decision.

## STEP 3

### TV, FILM & MOVING IMAGES – LONG FORMAT TOWARDS PRODUCTION DECISION

#### Purpose

Development of content, the business and distribution strategy, etc., which enables the project to be realized

#### Targeting

Only projects with a producer can apply. A clear plan for the entire development process (regarding content development, financing and business strategy) is required. Projects with a connected channel/additional financier

have priority. Interest must be confirmed with LOI or equivalent. In some cases, discussion with other financiers is desired before a decision is made.

Production companies that clearly demonstrate a long-term commitment to the development of the local/ the regional industry must be rewarded and Film&TV Lindholmen must continuously discuss what this might mean.

### **Amount**

For series: maximum total of SEK 500,000 including any previous financing

For films: a maximum total of SEK 300,000 including any previous financing

Note that Film&TV Lindholmen sometimes grants projects a smaller amount than requested

### **Application documents to be attached**

The material produced by the production company including:

- Purpose of the application: Describe the purpose of application and why any support from Film&TV Lindholmen is relevant to the project
- Innovation focus: Describe what is innovative/innovative with the project
- Contribution to local development: Describe how the project - linked to the development phase - promotes industry development in Gothenburg and the surrounding area
- Concept material/project description/production bible or equivalent
- Work materials. Storyline, treatment, rough script/screenplay or equivalent
- CV of applicants and other key persons (not a requirement)
- Visual vision
- Plan for development: Describe how the funds sought are intended to be used in the upcoming development process (see more info further down). A recommendation is that applicants attach a statement from the intended dramaturg/consultant on content development
- Distribution plan: Describe how, when and where the project is meant to be shown to its target audience
- Development budget, financing plan, and

description of the general business development strategy linked to the development budget

### **Assessment and decision**

Selected projects are invited to oral presentations before Film&TV Lindholmen's reference group. We would like the key people behind the project to be present during the meetings, based on what is possible.

The reference group then compiles a recommendation to the City of Gothenburg's Cultural Committee, which makes a formal decision. In some cases, Film&TV Lindholmen wants to be able to make decisions conditional on the tv channel/streaming service/financier confirms interest/financing.

## **PLAN FOR DEVELOPMENT**

Applicants must be able to present a clear idea and strategy for how the project's development will be carried out, i.e. how the applicant must manage the money for development purposes in the event that funding is granted.

Film&TV Lindholmen requests a plan that will give a clear picture of where the project is now, as well as what the next step is. Within this plan, the following points must be defined:

### **Based on development work with the content/ history:**

- What problems/challenges does the project face? For example. with characters, plot, arena, etc.
- How the applicant intends to work further to solve these identified challenges, as well as which employees (e.g. author, dramaturg, consultant, other) the applicant intends to use for help. How is this help relevant to the project?

### **Based on development work with the business and distribution strategy:**

- What does the financing strategy look like during the process?
- What does the general strategy look like for the project to go into production?
- Where should the project be displayed/which viewing platforms are relevant?
- What is the target group for the project and how will it be reached?

In summary: It is important that applicants spe-



cify why the project is in need of development, and thus funding. As well as how the applicant intends to proceed to achieve the desired result.

## REGULATIONS

Film&TV Lindholmen's innovation support is a so-called project-based soft support, which means that repayment is not required regardless of whether the projects are realized or not.

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

Innovation support is granted to development projects within content development, research, new technology, business development, new business models or methods that can otherwise be considered innovative and thus create added value for the film and moving image industries. The support is awarded to projects that have a public goal and have a clear connection to Gothenburg.

Financing requires a legal person or sole proprietorship with an F tax certificate as principal. A legal person can be a non-profit or economic association, foundation or company. Projects that lack a legal entity have the option of applying through another principal.

### Decision criteria

- The project's level of innovation
- Applicant companies' long-term competitiveness and contribution to local and regional development
- Assessed possibilities of the applicant company/constellation to be able to finance production/realization of the idea
- The project's business potential, nationally and internationally
- The project's transmedia aspects
- The project's assessed impact on the industry

### Boundaries

Funding cannot be granted to:

- Film and TV production, i.e. production, post-production, etc. However, funding may be granted for the recording of a pilot during the development phase
- Projects that are conducted within some form of education/ further training or conferences

- Projects where applicants are students, e.g. in an artistic education
- Retrospective support or to cover loss

Film&TV Lindholmen reserves the right to define all terms in this description, e.g. what is meant by established production company, idea creator, etc.

Film&TV Lindholmen förbehåller sig rätten att definiera samtliga begrepp i denna beskrivning, t.ex. vad som avses med etablerat produktionsbolag, idéskapare, etc.

### Reason for refusal

The justifications that are sent out in the event of a rejection must, as far as possible, refer to the guidelines specified at the time of application. Selection of projects is made based on an overall assessment including oral presentation, and the applicant must be made aware that justification will not always be complete and that Film&TV Lindholmen cannot provide applicants with information about competing projects.

### Requirements for organizations that are granted support

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

- Notify Film&TV Lindholmen immediately if a project is postponed or significantly changed
- In all communication about the project, state that Film&TV Lindholmen is the financier, according to Lindholmen Science Park's instructions. Film&TV Lindholmen must be mentioned to the same extent and order as other donors in the project
- Give an oral account of their work with the project through a seminar/lecture to the local business community about Film&TV Lindholmen so wishes
- Communicate to the City of Gothenburg Cultural Committee when and where any public activities take place
- Partial report granted support at least once annually - the final report must take place no later than two months after the end of the project. Accounting for granted funds take place via the search portal in Research Web
- Hire an authorized or approved accountant for the final report if the support exceeds SEK 300,000

## Application form

Applications for support are made via the application form on Research Web's website [www.researchweb.org/is/lindholmen](http://www.researchweb.org/is/lindholmen) within the specified time and according to Film&TV Lindholmen's instructions. Decisions are made annually on two to five occasions and current decision occasions are published on Film&TV's website, as well as on the City of Gothenburg's website with committee documents. Decisions are made by Gothenburg City's cultural Committee on the recommendation of a reference group appointed by Film&TV at Lindholmen Science Park. Decisions on innovation support are made no later than three months after the application deadline.

## Assessment group

The reference group for selection consists of representatives from Lindholmen Science Park, Gothenburg City and representatives from the film and television industry.

## Integrity and handling of submitted data

In connection with submitting your project application, Lindholmen Science Park AB processes personal data about you in the form of your submitted information.

Your personal data is processed so that we can handle your application and then evaluate and assess whether you are a suitable candidate for our project. In order to evaluate your application, your submitted data is shared with our assessment group as defined above.

Your data is saved until the application is evaluated and until the financial year's reporting, alternatively if you are selected until your project with us is finished.

More information about how your data is processed can be found in our privacy policy.

## KONTAKTPERSON

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