

FILM & TV APPLICATION GUIDE



FOR FUNDING OF
INNOVATIVE DEVELOPMENT
PROJECTS

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INNOVATION SUPPORT FOR PROJECTS IN FILM, TV, AND MOVING IMAGES

The film and TV industry has been undergoing a major transformation for a long time, with the consumption of moving images shifting from traditional viewing platforms, such as scheduled TV and cinemas, to digital platforms. The development of new technological solutions and tools is also contributing to changes in the audiovisual landscape, both in the short and long term.

As consumption patterns evolve, so do the conditions for creating, producing, and distributing stories. How are today's audiences affected when they have access to more stories than ever, often just a click away?

As part of Gothenburg City's film initiative, Film&TV Lindholmen supports innovative projects under development within film, TV, and moving images. Innovation support is granted to projects with a public target and a clear connection to Gothenburg. The overall goal of this support is long-term growth throughout the regional film and TV industry by strengthening producers and idea creators.

The funding for innovative development projects aims to:

- + Promote the development of content in film, TV, and moving images.
- + Stimulate change towards sustainable business structures.
- + Increase the chances for film and TV producers to succeed internationally.
- + Encourage collaborations between production companies and idea creators.
- + Support the development and utilization of new technology.

A common criterion for all projects is that Film&TV Lindholmen seeks innovative projects, meaning projects that in various ways are forward-thinking and can create added value for the industry.

Do you have questions about our innovation support or the innovative potential of your project? Feel free to contact us and read our Innovation Guide here!



film.lindholmen.se/

FOCUS AREAS

2025

FOCUS AREAS FOR APPLICANT PROJECTS

- + **Audience Work & marketing:** Exploring how strategic audience engagement can enhance a project's potential to reach its audience.
- + **Alternative Financing Models:** Investigating new funding avenues beyond traditional structures and opening up diversified revenue streams.
- + **Experimental Narrative Formats:** Exploring and testing new ways of storytelling beyond established formats.
- + **Sustainable Development:** Implementing and testing methods that contribute to a more environmentally friendly and sustainable moving image industry.
- + **Distribution Innovation:** Challenging and developing new distribution channels and viewing platforms to meet changing audience consumption patterns.
- + **Application of AI:** How artificial intelligence can be used to develop creative and technical workflows and processes.

By adapting focus areas to current opportunities and challenges, Film&TV Lindholmen aims to support projects and processes that can set new standards and inspire continued development in the moving image industry.

The funding framework for Innovation Support for film and moving images was established in 2014 following a decision by the Cultural Committee and was revised on 2018-11-16 (reference number 1127/18 §215) and 2021-02-11 (reference number 0047/21 §19). Focus areas for this support may be revised annually.

CLARIFICATION OF FOCUS AREAS

AUDIENCE WORK & MARKETING:

The importance of defining and locating a project's potential audience is becoming increasingly relevant in an era where audiences have a vast selection of stories available at their fingertips. Film&TV Lindholmen encourages applicants to explore innovative methods to identify 1) the project's target audience, 2) where the audience consumes moving images, and 3) how the applicant plans to reach the audience with their project based on these findings.

ALTERNATIVE FINANCING MODELS:

In a rapidly evolving film industry where traditional business models face challenges from digitalization and changing consumption patterns, the need to explore alternative financing models is becoming increasingly important. Film&TV Lindholmen encourages projects to investigate new or alternative approaches beyond already established structures and identify new revenue streams to ensure the project's relevance and feasibility.

EXPERIMENTAL NARRATIVE FORMATS:

With technological advancements and changing media consumption habits, new doors are opening for storytelling beyond established structures. Interactivity, short formats, and transmedia are examples of narrative tools that are already transforming the landscape of modern storytelling. Breaking away from established templates not only provides creative opportunities but also offers a way to reach new audience groups and create unique experiences tailored to today's digital consumption patterns.

SUSTAINABLE DEVELOPMENT:

Film and TV productions have historically been resource-intensive and have had a significant environmental impact. From energy-consuming shoots and transportation to material waste and disposal, the industry has contributed to emissions and climate effects. However, with growing awareness of sustainability and the consequences of the climate crisis, the moving image industry faces both a challenge and an opportunity: to become a leader in environmentally friendly processes and inspire sustainable solutions.

DISTRIBUTION INNOVATION:

Audience consumption habits are continuously and rapidly changing, placing high demands on new ways to reach them. Alternative distribution channels—such as digital platforms, social media, and immersive experiences—offer opportunities not only to reach audiences but also to provide a more personalized and flexible experience. Based on the current situation, Film&TV Lindholmen focuses on projects that embrace today's changing consumption patterns and seek audiences where they currently engage with film and moving images.

APPLICATION OF AI:

The development of artificial intelligence is advancing rapidly and offers new tools to reassess, streamline, and improve workflows in the moving image industry. With an increasing array of AI tools becoming available, opportunities are emerging for creative and technical innovations previously considered impossible. By exploring and integrating AI into the process, projects can not only become more productive and sustainable but also discover new ways to convey stories and reach their audience.

GENERAL INFORMATION ABOUT THE APPLICATION

Before applying, we recommend that applicants contact Film&TV Lindholmen to discuss a potential application and the innovative potential of the project. Applicants should clearly define where they are in the development process and why their project requires funding.

WHO CAN APPLY?

The innovation support is primarily intended for established, professional entities capable of developing and executing professional projects in film, TV, and moving images. The support is available for individual creators, creative teams, production companies, or independent producers.

A producer is not a requirement, but we recommend involving appropriate expertise and experience at every stage of the process. It is possible for producers to include specific expertise within the requested funding, such as a senior producer, marketing consultant, or PR strategist, to benefit the strategic development of the project. Creators can apply for support to be included in the development of a concrete project, which requires a formal agreement from the relevant production company/employer.

Students, including those in artistic education, are not eligible to apply for funding.

LOCAL RELEVANCE

Film&TV Lindholmen focuses on projects that strengthen the local industry both in the short and long term and thereby contribute to the growth of established players in Gothenburg. We encourage collaborations between established and emerging players, such as partnerships between producers and creators. The purpose is to foster growth within the local moving image industries.

Applicants must clearly demonstrate a long-term commitment to developing the local industry.

Projects that are only locally anchored through production or post-production are not eligible; applicants must justify how their project strengthens the local industry during the development phase.

***Film&TV Lindholmen
focuses on projects that
strengthen the local
industry*** ”

APPLICATION FORMAT

Applications must be submitted via the application form available during the specified application period at:

www.researchweb.org/lindholmen.

Applicants must create a user account on the application portal to submit their application. We recommend preparing and submitting applications well before the deadline, as late applications will not be processed. PDF format is preferred.

Applications may be submitted in Swedish or English.

All submitted documents become public records, so applicants should ensure they do

All submitted documents become public records, so applicants should ensure they do not include trade secrets in their text or attachments.

APPLICATION AND APPLICANT REQUIREMENTS

Regardless of the applying company or application stage, all applications must include:

Applicant Information: The funding requires a legal entity/organization as the principal applicant. This can be a non-profit association, foundation, sole proprietorship, or company.

Contribution to Local Development: The project must contribute to industry growth in Gothenburg, clearly stated in the application.

Total Budget and Other Funders:

Innovation support can be granted up to a maximum of SEK 500,000 per project. Applicants must outline their total development budget, self-financing efforts, and confirmed or potential investors. Contact details for each funder must be provided.

Future Implementation: A detailed plan for the projects realization, including development strategy, required budget, and collaboration with key investors.

Reporting of Granted Funds: Projects receiving funding must report on how the funds were used, linked to the development plan and budget.

APPLICATION PROCEDURE

GENERAL INFORMATION

The innovation support is aimed at projects in development, from the early stages to later phases of the process. The support can be applied for in areas such as idea and content development, research, new technology, audience engagement, pilot production, project packaging, business strategy development, or other methods that can be considered innovative and add value to the film and moving image industries. Applicants are free to define their projects innovative process.

The purpose of the support is to enable applicants to take their project to the next stage, such as further development, financing, and/or completion. Projects that are in production or post-production cannot apply for funding.

All formats, both short and long, are eligible for funding. This includes series and film formats, as well as new or alternative ways of conveying a story to an audience.

For projects with additional co-financiers, interest or confirmed collaborations/funding must be verified with a Letter of Intent (LOI) or equivalent. In some cases, discussions with other financiers/stakeholders may be required before a decision is made.

We recommend that applicants read our [Innovation guide](#) before submitting their application.

FUNDING LEVELS

- + For smaller projects: maximum SEK 100,000.
- + For larger projects: maximum SEK 200,000.

Please note that Film&TV Lindholmen may sometimes grant a lower amount than requested.

REQUIRED APPLICATION DOCUMENTS

1. **Purpose of the application:** Describe why potential support from Film&TV Lindholmen is relevant for the project.
2. **Innovation focus:** Describe what is novel/innovative about the project.
3. **Local contribution:** Explain how the project promotes industry development in Gothenburg.
4. **Project description:** Maximum 10,000 characters detailing the project in its entirety.
5. **Development plan:** Describe the strategic approach the applicant intends to take in the upcoming development process (see more details below).
6. **Development budget and financing plan:** Outline linked to the development budget.
7. **Work materials:** Examples include feasibility studies, mood boards, storyboards, pilot projects, proof of concept, synopses, scripts, or equivalents.*
8. **CVs of key applicants and other essential team members.***
9. **Distribution plan:** Describe how the project is intended to reach its target audience.*

*Not mandatory.

EVALUATION AND DECISION

Submitted project applications are reviewed by an evaluation group consisting of the Film&TV Lindholmen program manager, in collaboration with a reference group. This group compiles a recommendation to Gothenburg Citys Cultural Administration, which makes the formal decision.

INNOVATION CATEGORIES

Innovation support can be applied for multiple times, regardless of whether the project has previously received funding or been rejected. In the application, applicants are asked to define the purpose of the innovation support and what they consider to be innovative about the process. This helps identify the projects needs for both the applicant and the evaluation group.

From 2025, the previous application steps (Step X, 1, 2, 3) will no longer apply. Instead, applicants will be asked to select different categories in the application form to indicate the type of innovation for which they are seeking development support.

For example, if you are applying for innovation support for an innovative content process, you should check the box for "Content." If you are seeking support to explore an innovative audience engagement approach, check the box for "Audience." If you want to develop the projects format, select "Financing," and so on. If you are applying for innovation support for both format development and audience engagement, you may select multiple categories in the same application.



CATEGORIES

- | | | |
|--|--|---|
| <input type="checkbox"/> Technology | <input type="checkbox"/> Financing | <input type="checkbox"/> Distribution |
| <input type="checkbox"/> Content | <input checked="" type="checkbox"/> Marketing & Audience | <input type="checkbox"/> Sustainability |
| <input checked="" type="checkbox"/> Format | <input type="checkbox"/> Transmedia | <input type="checkbox"/> Other |

Please note that these categories serve as a framework, offering suggested areas where Film&TV Lindholmen sees potential for innovation today. Applicants are free to explore other innovative approaches for their projects. In such cases, select the "Other" box and describe what is innovative about your process.

Feel free to contact us if you have any questions about your application.

gunnar.eriksson@lindholmen.se

Applicants are free to explore other innovative approaches for their projects ”



CLARIFICATION OF INNOVATION CATEGORIES

CATEGORY: TECHNOLOGY

The support aims to promote technological solutions and work methods that challenge the industry's traditional structures and create new opportunities for creative storytelling, more efficient processes, and increased audience engagement. Over the years, technology support has been granted to projects exploring and integrating AI (Artificial Intelligence), VFX (Visual Effects), VP (Virtual Production), and XR (a collective term for AR, VR, MR, and other media), as well as new immersive experiences and various automated workflows. We welcome all types of technologically innovative solutions and processes.

CATEGORY: CONTENT

Innovative content development enables the creation of stories that push the boundaries of traditional themes and narratives, from exploring non-linear storytelling structures to integrating socially relevant themes and diverse perspectives. It also includes the use of transmedia and cross-border storytelling to build comprehensive story worlds across multiple platforms.

CATEGORY: FORMAT

Unlike established formats such as short films, feature films, and traditional TV series structures, today's digital technology enables the development and telling of stories with new lengths and formats beyond the conventional. With the influence of digital platforms and social media on the production and consumption of moving images, creators have the opportunity to explore formats that align with contemporary trends, especially for the younger generation of media consumers.

CATEGORY: FINANCING

Traditional business structures have long dominated the film and TV industry, but new financing methods and business models can offer producers and creators the opportunity to experiment with freer work processes and create content that challenges established norms and systems. With new methods and strategies, moving image creators can reduce their dependence on traditional revenue streams. This can be achieved through community-based financing models that engage and interact directly with the audience or by exploring alternative revenue sources such as subscription services, licensing, and brand collaborations. Another approach is the development of hybrid models that combine private and public resources.

CATEGORY: MARKETING & AUDIENCE

Understanding, engaging, and reaching the audience in new ways is crucial in a digitalized world. This can include in-depth research and audience analysis using AI and big data to identify and segment target groups, as well as innovative audience engagement strategies. These range from interactive elements and user-generated content to leveraging digital platforms and social media for short-form content and direct audience interaction. Initiatives may be tailored to meet specific audience needs, such as mobile-adapted storytelling or immersive formats within XR.

Marketing has become just as essential as the creation of the story itself, especially in an era where audiences are presented with an endless array of information and stories to choose from daily. Innovative marketing is not just about reaching the target audience but also about engaging them, creating a strong connection to the project, and building loyalty. This is achieved through technological adaptation and the ability to reach audiences where they are—both physically and digitally—from metaverse integration to virtual premieres.

TRANSMEDIA

Transmedia allows for deeper and more interactive narratives where audiences actively participate and explore content across multiple platforms. By combining film, TV, digital media, and interactive experiences, projects can reach new audiences and enhance their impact. With support, we can create unique transmedia projects that push the industry forward and shape the future of storytelling.

CATEGORY: DISTRIBUTION

The digital era has transformed how stories are distributed and consumed, presenting opportunities to explore new and alternative screening platforms and pathways to reach audiences where they consume moving images today. This includes developing distribution models via digital channels, social media, gaming platforms, or interactive apps, as well as exploring direct-to-consumer models for independent filmmakers and creators. Experiments with live events, streamed premieres, or hybrid viewing models are also encouraged.

CATEGORY: SUSTAINABILITY

Sustainability has become a central issue in the film&TV industry—not just as an ethical and environmental necessity but also as a strategic opportunity. By incorporating green solutions throughout the production chain, the industry has significant potential to lead the way, reduce its carbon footprint, and create content that inspires positive societal change. This can be implemented through reduced resource consumption, efficient resource utilization, circular processes, eco-friendly transport solutions, green productions, and digital workflows. Prioritizing sustainability is not only a responsible action but also creates competitive advantages and strengthens the industry's credibility.

CATEGORY: OTHER

Applicants are free to explore any innovation paths for their project. In such cases, select the “Other” box and describe what aspect of your process you aim to innovate.

DEVELOPMENT PLAN

Applicants are free to describe the projects development plan in connection with their application. The applicant should be able to present a clear idea and strategy for how the projects development will be carried out, i.e., how the applicant intends to manage the funds for development purposes.

Below is a framework with example questions that can help clarify the projects development process:

CURRENT SITUATION ANALYSIS

- + **Project Status:** Describe the phase the project is currently in and the next steps required to advance the project.
- + **Identified challenges:**
 - > Short-term challenges (e.g., idea and content development, team building)
 - > Long-term challenges (e.g., audience focus, budget stability, distribution)

STRATEGY FOR ADDRESSING CHALLENGES

- + **Working Methods:**
 - > How the applicant plans to resolve the identified challenges (e.g., through research, studies, workshops, technical testing, dramaturgical development)
 - > Specific actions required to take the next step
- + **Milestones:**
 - > Clear goals for each phase of development (e.g., completing a script within six months or producing a pilot for screening with potential financiers)

AUDIENCE AND TARGET GROUP ANALYSIS

- + **Identified Target Group:**
 - > Who is the project aimed at? (e.g., age, interests, geographical reach)
- + **Strategy to Reach the Target Group:**
 - > How the project intends to attract and engage its target audience
 - > Use of audience research or test screenings

IMPLEMENTATION STRATEGY

- + **Comprehensive Plan for Project Realization:**
 - > What is required to bring the project to completion?
 - > Description of the workflow from idea to project completion.
 - > Collaboration with key stakeholders who have specific expertise in the process.

FINANCING & DISTRIBUTION STRATEGY:

- + Description of how the applicant intends to use the requested development support.
- + How the applicant plans to secure additional funding (e.g., through public grants, private investments, or partnerships with other stakeholders).
- + Identification of suitable distribution channels and exhibition platforms, as well as how the applicant expects to reach the projects target audience.

A clear and well-structured development plan that addresses the above questions increases the likelihood that the project will be perceived as well thought out and feasible, while also demonstrating how the support from Film&TV Lindholmen can make a meaningful impact.

REGULATIONS

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

Innovation support can be granted up to a total amount of SEK 500,000 per project. It is possible to apply for support multiple times, regardless of whether an application is approved or rejected. Film&TV Lindholmen can only finance up to 50% of the total development budget.

Funding requires a legal entity or a sole proprietorship with an F-tax certificate as the principal applicant. A legal entity can be a non-profit or economic association, a foundation, or a company. Projects without a legal entity have the option to apply through another principal applicant.

DECISION CRITERIA

- + The projects level of innovation.
- + The long-term competitiveness of the applying company and its contribution to local and regional development.
- + The assessed ability of the applying company/consortium to finance the production/realization of the idea.
- + The projects business potential, both nationally and internationally.
- + The Projects Transmedia Aspects
- + The Project's Assessed Impact on the Industry

LIMITATIONS

Funding cannot be granted for:

- + The production of film and TV, i.e., filming, post-production, etc. However, funding may be granted for the filming of a pilot during the development phase.
- + Projects conducted within any form of education/training or conferences.
- + Projects where the applicant is a student, such as in an artistic education-program.
- + Retrospective funding or to cover financial losses.

Film&TV Lindholmen reserves the right to define all terms in this description, such as what is meant by an established production company, concept creator, etc.

JUSTIFICATION FOR REJECTION

Rejection justifications will, as far as possible, refer to the guidelines provided at the time of application. Project selection is based on an overall assessment, and applicants should be aware that justifications may not always be exhaustive. Film&TV Lindholmen cannot provide applicants with information about competing projects.

REQUIREMENTS FOR ORGANIZATIONS RECEIVING FUNDING ORGANIZATIONS

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

- + Immediately notify Film&TV Lindholmen if a project is postponed or significantly altered.
- + In all communication regarding the project, state that Film&TV Lindholmen is a financier, following Lindholmen Science Park's instructions. Film&TV Lindholmen must be mentioned in the same proportion and order as other funders of the project.
- + Present their work on the project through a seminar/lecture to the local industry if requested by Film&TV Lindholmen.
- + Inform Gothenburg City's Cultural Administration about when and where any public activities will take place.
- + Submit interim reports on the granted funding at least once a year—final reporting must take place no later than two months after the projects completion. Reporting of granted funds is done via the application portal in Research Web.
- + Engage an authorized or certified auditor for final reporting if the granted support exceeds SEK 300,000.

WORK PROCESS

Applications for support must be submitted via the application form on **Research Webs website**:

www.researchweb.org/is/lindholmen

within the specified time frame and according to the instructions provided by Film&TV Lindholmen. Decisions are made annually at two to five intervals, and the current decision dates are published on the Film&TV website as well as on Gothenburg City's website with relevant council documents. Decisions are made by Gothenburg City's Cultural Administration based on recommendations

from an evaluation group appointed by Film&TV at Lindholmen Science Park. Decisions on innovation support are made no later than three months after the application deadline.

EVALUATION GROUP

The reference group for selection and recommendations consists of the program manager for Film&TV Lindholmen, along with representatives from the film and television industry.

PRIVACY AND HANDLING OF SUBMITTED INFORMATION

When you submit your project application, Lindholmen Science Park AB processes your personal data in the form of the information you provide.

Your personal data is processed to enable us to handle your application and subsequently evaluate and assess whether the project should receive innovation support. To evaluate your application, your submitted information is shared with the Film&TV Lindholmen evaluation group, as defined above.

More information on how your data is handled can be found in our **privacy policy**:

www.lindholmen.se//integritetspolicy

CONTACT PERSON

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