

APPLICATION GUIDE

– FOR FUNDING OF INNOVATIVE DEVELOPMENT PROJECTS

Project funding for film and television projects

The film and television industry is undergoing a major shift, in which the consumption of moving images is rapidly transitioning from traditional viewing windows such as television programs, cinemas and DVD rentals, to digital forms of distribution.

As part of the City of Gothenburg's film initiative, Lindholmen Science Park is supporting innovative development projects in film, television and moving images. The overall goal of this initiative is long-term growth across the entire regional film and television industry through stronger producers and idea creators.

- The funding form for innovative development projects is designed to:
- Promote the development of film, television and moving images in terms of content
- Stimulate a transition to long-term, sustainable business structures
- Increase opportunities for film and television producers to achieve international success
- Stimulate collaboration between production companies and idea creators
- Promote the development and use of new technologies

Funding and focus areas, 2020

The funding form was established in 2014, following a decision by the Culture Committee (*Guidelines and application guide for support to innovators in the field of film, adopted by the Culture Committee on May 22, 2014, Section 75*). Focus areas may be revised from year to year.

The following focus areas have been proposed for 2020:

- International reach
- Potential to become a successful television or web series
- Mainly funded and/or developed by non-traditional structures
- High level of innovation
- Generates competence within the region

For 2019, Lindholmen Science Park is simplifying the application process by asking the projects applying to define where they are in their development process.

For feature films and television series, the development funding is based on **two** stages toward a production-ready project. The applicant is free to decide what stage to apply for: **stage 2** or **3**, depending on the development process of the project. It is possible to apply for each stage several times. By dividing the application into various stages, the project's needs are identified for both the applicants and the reference group.

The structure is more or less the same for both television series and films, but the requirements differ in terms of documentation and funding amounts.

In 2020, the emphasis will be on television/web series.

Television series: Television series include web series, and all formats and genres will be considered for funding. (Stage 2 + 3)

Feature films or documentaries: Lindholmen Science Park prioritizes funding for films with a clear international potential. (Stage 2 + 3)

Technical projects: VR or technology-based projects remain eligible for funding, and the application criteria for these are more open. (Stage 1)

As a producer you can include specific expertise for your project within the amount - eg. in the form of a senior producer, marketing consultant or PR strategist - who can benefit the strategic business development of the project.

And as a creator (writer, writing director, etc.), you can apply for a money to be included in a writer's room on a sharp project within the framework of Stage 2, for this requires a concrete certificate from the current production company.

The common denominator for all types of projects is that Lindholmen Science Park is seeking innovation, meaning projects that are innovative in terms of content, commercial viability, work method or any other means, or that can generate added value for the industry.

General information about applying

Who can apply?

About 110 projects have received funding between 2014 and 2019. Lindholmen Science Park is mainly seeking established producers and filmmakers who are able to create and produce professional productions, including feature films, television dramas or other formats primarily intended for distribution via cinemas, television channels or a video-on-demand (VOD) service. It is not possible to apply for funding if you are currently a student.

Application format

Applications are submitted using the application form at film.lindholmen.se. We recommend PDF format if possible. Applications are accepted in English or Swedish.

All information provided in the application will be treated confidentially and not shared with anyone other than a reference group for a decision.

Application and applicant requirements

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

Applicant: Funding requires a legal entity/organization as principal. This may be a non-profit or economic association, foundation, sole proprietorship or company.

Contribution to regional development: The project should promote industry development in the Gothenburg area, and a description of how the applicant and project contribute to regional development must be included in the application.

Total budget and other funding sources: The application should include a description of the total development budget, any own investments made and planned, and any other sources of funding that are confirmed or under consideration. A contact person must be provided for each source of funding and Lindholmen Science Park has the right to contact them in regard to the project.

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

Future implementation: We will assess the project's realization potential. Describe how production/realization is planned and the budget required. You should also summarize any discussions with relevant funding sources, and list the decisions/events that are central to the project's production/realization.

Stage 1: VR, technological ideas, etc. applications

We are continuously interested in VR and technology-based projects but prefer to discuss them in person prior to any application

Stage 2: Television/film applications

Purpose

Development of storyline and/or script, rough draft or treatment. The support is intended for individual writers, script teams or production companies. The goal is to take the project further to a distribution channel.

Focus

Funding can be applied for by one or more writers and/or producers, where costs for dramaturgs and supervision are included. A producer is not mandatory. However, a professional dramaturg must be connected to the project. If applicants do not know who to contact, they should contact Manusfabriken, which has connections with numerous scriptwriters with various supervisory skills, both within and outside Manusfabriken.

Amount and number of projects

For television/web series: max. SEK 250,000, for film: max. SEK 100,000. About 10-15 projects are selected each year. Lindholmen Science Park never funds more than 50% of the total development budget.

Application documents to be attached:

- Purpose of application: Describe the purpose of the application and why a financial support from Lindholmen Science Park is relevant to the project
- Concept of up to 10,000 characters describing the logline, format, target audience, story, theme, characters, arena and vision
- For television/web series: Pilot episode as a script or in bullet points. Feature films or documentaries: Treatment or script
- Development plan (please see below for more information) Applicants are also recommended to attach a statement from an intended dramaturg on the development of the script
- Development budget
- Contribution to regional development: Describe how the project promotes industry development in the Gothenburg area

- CVs for the applicants (writer, producer, creator/s) and any other key persons (not mandatory)
- Visual content vision (not mandatory, but a merit)
- Statement from Manufaktur (assuming that the project has already proceeded through Stage 1)

Assessment and decision

The selected projects will be invited to give an oral presentation to Lindholmen Science Park's reference group, which compiles recommendations for the Culture Committee's formal decision.

Stage 3: Television/film applications

Purpose

To take the project to green light.

Focus

Only projects with a producer are eligible to apply. A clear plan for both script development and funding is required. Projects with a television or VOD channel connection are prioritized. Interest is confirmed by a letter of interest or the equivalent. Prior to a decision, discussion may sometimes be desired with other funding sources, where Lindholmen Science Park may, for example, ask the producer whether the channel can call them to confirm their interest.

Production companies demonstrating a clear, long-term commitment to the development of local/regional industry will be rewarded, and Lindholmen Science Park will continuously engage in discussion about what this may entail.

Amount and number of projects

For tv/web series: a maximum total of SEK 500,000, including any previous funding, for films: a maximum total of SEK 250,000, including any previous funding. About 3-4 projects are selected every year.

Application documents to be attached

Material generated by the production company, including:

- Purpose of application: Describe the purpose of the application and why a financial support from Lindholmen Science Park is relevant to the project
- Concept material/project description/production bible or the equivalent
- Storyline, treatment, rough draft/script or the equivalent
- Visual content vision
- Development plan (please see below for more information) Applicants are also recommended to attach a statement from an intended dramaturg on the development of the script
- Development budget
- Contribution to regional development: Describe how the project promotes industry development in the Gothenburg area
- CVs for the applicants (writer, producer, creator/s) and any other key persons (not mandatory)

Assessment and decision

The selected projects will be invited to give an oral presentation to Lindholmen Science Park's reference group, which compiles recommendations for the Culture Committee's formal decision. In some cases, Lindholmen Science Park may want to set conditions for the decision that the television/VOD channel can confirm their interest/funding.

Description of "Development plan"

The applicant must be able to present a clear idea and strategy for how the script development will proceed, that is, how the applicant intends to manage the money for development purposes should funding be granted.

Prior to each stage of funding, the applicant must present a clear plan for the project's development. A plan that gives a clear picture of where the project is at present, and the next step, describes:

- *What* are the project's problems and challenges: For example, character, plot, arena, etc.
- And *how* the applicant intends to solve them, as well as the co-writers or dramaturgs that the applicant intends to ask for help. How is this help relevant to the project?
- To summarize: Applicants must be able to specify *why* their project is in need of script development. And *how* they intend to achieve the desired results.

Regulations

Funding is provided for development projects, including script 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 terms of moving images may also be considered.

Funding requires a legal entity/organization as principal. This may be a non-profit or economic association, foundation, sole proprietorship or company.

Funding is provided in the form of a project-based soft loan, meaning that repayment is required if the idea is finally produced/realized.

Funding recipients enter into an agreement with Lindholmen Science Park, where Lindholmen Science Park is able to recover the funding amount from future revenue, for example, when a production decision is made or from the producer's net income. Lindholmen Science Park invests any recovered amounts in new projects.

Working method

Decisions are made on three occasions and the decision dates are published on Media Arena Lindholmen's website, and on the City of Gothenburg's website under "Nämndhandlingar" (Committee documents). The Culture Committee makes a formal decision based on the recommendation of a reference group appointed by Media Arena Lindholmen and the CEO of Lindholmen Science Park.

Decision criteria

- The applying company/group's assessed potential to finance the idea's production/realization
- The applying company's long-term competitiveness and contribution to local and regional development
- The project's business potential, national and international
- The project's level of innovation
- The project's transmedia elements
- The project's expected effect on the industry (especially for support only)

Reasons for rejection

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

Assessment group

The assessment group for selection representatives from Lindholmen Science Park, The City of Gothenburg and representatives from the film- and tv industry.

Funding cannot be granted for:

- Film and television production, such as shooting, post-production, etc. However, funding may be granted to shoot a pilot episode during the development phase.
- Projects associated with any form of education/training or conferences.
- Projects where the applicant is a student.
- Retrospective support or to cover losses.

Lindholmen Science Park retains the right to define all concepts (such as 'established production companies,' 'idea creators,' etc.) used in this description.

Data integrity and the processing of supplied data

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. To evaluate your application, the data you provide is also shared with our assessment group, as defined above.

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 [data integrity policy](#).

Contact person

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