



The reasons

- A fully governmental film policy from January 1st 2017
- Outdated support system

The challenges

- A fragmented industry
- A painful "divorce"
- Lack of functioning business models
- Lack of financing
- Small language

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The organizations

- producers x 2
- directors
- scriptwriters
- distributors x 2
- private financiers
- cinema owners x 2
- regional funds
- film schools
- tv stations
- WIFT

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The process

- Studie on the existing support system – spring 2016 – presentation Dec 2016
- Survey/poll industry – Feb 2017
- Meetings organisations – Feb - April 2017
- Meeting Industry council – May 2017 – new goals for Swedish film
- Board meeting – June 2017

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The process

- Parallell to this – internal work to get strong support/understanding
- Industry Council – Sep 2017 / Board meeting – Sep 2017
- Industry Council – Nov 2017 / Board meeting – Dec 2017
- Implementation from January 1st 2018 until May 2018

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The goals

- 7 policy goals from the government
(gender, diversity, distribution nationwide, children/youth, strengthen freedom of speech, international exchange)
- 7 goals for New Swedish Film (The Swedish Film Institute)
- Measurable goals in our yearly operational plan
(market share, success abroad, diversity, gender etc)

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The system

- Transparent – clear purpose, process, decision making
- Sustainable – predictable, consistent, aim for diversity
- Modern – flexible, platform independent

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The support scheme

- Focus on development – projects, individuals, companies
- Continuity – individuals, companies
- Training - individuals, companies

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The changes

- Coherent
- Consistent
- Clarity and transparency
- New terms and requirements

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Thank you!

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Film policy goals

- Development and production of valuable Swedish film are continuous and take place in different parts of the country.
- More and more people see valuable film, which is distributed and shown in different screening forms nationwide.
- The film heritage is preserved, used and developed.
- Swedish film is increasingly distributed abroad, and there is qualified international exchange and collaboration in the area of film.
- Children and young people have good knowledge of film and moving pictures, and have opportunities for their own creativity.
- Gender equality and diversity are hallmarks in the area of film.
- Film helps to strengthen freedom of speech and public dialogue.



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