

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- Outdated support system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

2018-02-06

The organizations

- producers x 2
- directors
- scriptwriters
- distributors x 2
- private financers
- cinema owners x 2

- regional funds
- film schools
- tv stations
- WIFT



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





The system

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

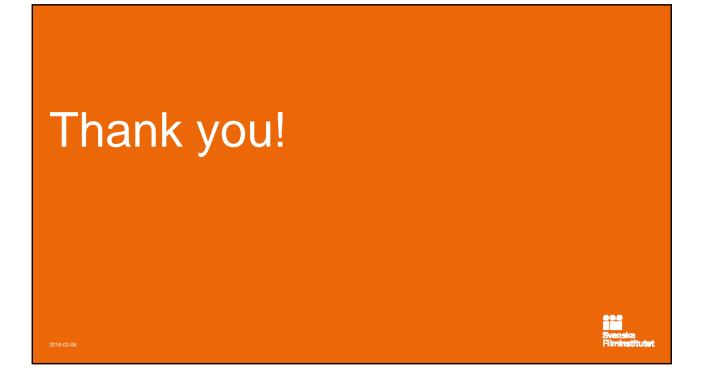


The support scheme

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

The changes

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



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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