



NATURENS RIGE

Strategy

Film strategy for Ringkøbing-Skjern Municipality

We seek to attract feature films and TV series to Ringkøbing-Skjern Municipality!

Filmsatsningens mål:

- Feature films and TV series will be filmed on location in Ringkøbing-Skjern Municipality.
- We will develop new local film-induced tourism products and increase revenue from tourism generally.
- We will encourage local children and young people to take an interest in film production.
- Ringkøbing-Skjern Municipality is one of several bodies that will develop talents and nurture a professional film cluster in the region.
- We will encourage local people to participate and become actively involved in filming activities and projects in the municipality.
- Filming activities and productions hosted in the municipality will attract media attention and arouse national and international curiosity about our unique natural environment, magnificent landscapes and the special atmosphere, culture and cultural history of the area.



Our film strategy takes the municipality's vision, Naturens Rige, as its outset. Our film commission will help draw attention to and tell fascinating stories about local assets – the outstanding natural environment, magnificent landscapes and the very special spirit, culture and cultural history of this area. Our film commission will boost local patriotism and help to create growth and development. Filmic narratives will spotlight the region's unique characteristics from new perspectives and make our municipality an even more attractive proposition for new residents and new visitor groups.



How will we reach these goals?

Attracting projects

Ringkøbing-Skjern Municipality will adopt a set of guidelines describing the types of projects that the municipality will prioritise and subsidise. The municipality will have clear guidelines for municipal film funding to ensure that the municipality offers funding to TV and film projects that specifically underpin the goals of the film strategy.

Working with the indigenous business community, the municipality will devise models and solutions that make it easier and therefore more attractive to plan, shoot on location and host other aspects of film production work in this area.

New screen tourism products

Ringkøbing-Skjern Municipality will focus on ensuring that TV and film production zooms in on site-specific narratives, locations and visual characteristics. The municipality will liaise with the tourism industry and other private players. We will work with them to develop film-induced tourism products based on the TV and feature film productions produced in the municipality. This is to ensure that we can attract new groups of tourists to the municipality and that the tourism industry can reap the full benefit of the municipal film commission.

Children and young people

With a view to awakening an interest for film and giving children and young people a chance to gain experience in this field, the municipality will develop new film-related educational activities for children and young people. We will develop new educational initiatives in cooperation with the municipal school of music, local schools, youth club and other relevant stakeholders.

Talent development and a professional film community

The municipality will advertise potential paths into the film industry for young local people and cultivate the talent of anyone who has potential. For example, we will organise a local film festival and give young people a chance to

try their hand at film production. In cooperation with institutes of further education, film-related educational institutions and other regional players, talent development will be an important aspect of the work.

Furthermore, the municipality will boost and develop cooperation between the professional film production companies in the region with focus on creating a strong professional film community.

Popular participation

We will engage local people and volunteers to work on film projects before, during and after shooting. We will seek to ensure that film production activities make a lasting impression on the local population, increase local patriotism and create a fertile basis for the development of screen tourism products, including e.g. communication of personal experiences of film production. The municipality will require film production projects to involve local people, and expect film production companies to stage events for local people in connection with casting, production and premières.

Communication and marketing

Ringkøbing-Skjern Municipality will draw up a communication strategy to ensure that the work of the film commission and films and TV series produced locally are made known to a broad public and attract local, regional, national and international media attention. Furthermore, the municipality is willing to engage in a dialogue with players in the tourism industry and relevant members of the indigenous business community with regard to branding opportunities in association with the film commission.



