

6. Tampere Region Audiovisual Production Incentive

The Tampere region's audiovisual production incentive is an aid for costs of audiovisual productions incurred in Tampere. Under the agreement between the City of Tampere and Business Tampere Oy, Film Tampere, managed by the Tampere Region Economic Development Agency Business Tampere Oy, is responsible for coordinating the application process for production incentives and liaising with applicants. Film Tampere is Tampere Region Economic Development Agency Business Tampere Oy's economic development program, tasked with developing audiovisual production and increasing business in different areas of the sector in the Tampere region.

The City of Tampere may grant the production incentive to help cover costs incurred and realised in the production of audiovisual works in the Tampere region, covering Tampere, Nokia, Lempäälä, Pirkkala, Kangasala, Orivesi, Ylöjärvi and Vesilahti. In addition, an additional incentive may be granted for promoting Tampere nationally and internationally.

Who can apply for the incentive

- A company or other entity or sole trader acting as the responsible producer of an audiovisual production.

Grant of the incentive will be considered based on the following criteria

- The production must constitute an original artistic whole (such as a film or other audiovisual production), based on cultural values and involving artistic and creative work. If the work does not form an original artistic whole, it must nevertheless be part of such a whole.
- The production must have a distribution plan and a distribution agreement.
- The production must either:
 - Utilise the Tampere region as a location (such as including its landscapes or architecture)
 - Use artistic or other creative expertise acquired in the Tampere region (such as narration, directing, acting, production design, scriptwriting, effects, colour grading, animation design, composing/music/sound production, prop or product design/costume design, AR/VR elements or procurement of pre- and post-production packages).
- The amount of the production incentive is 10% of the part of the production cost estimate that is used, as described above, to develop audiovisual production in the Tampere region and to cover costs incurred and realised in the Tampere region (such as: services purchased from the Tampere region).
- Further to this, the production may receive an additional incentive of 0-5% for promoting Tampere. The criteria for qualifying for the additional incentive are:
 - The production meets the production incentive criteria and is granted a production incentive.
 - The production meets the internationality criterion for the production incentive, but an additional incentive of 0-2.5% may also be granted for a domestic production if:
 1. the total production budget is more than EUR 2 million
 2. the production has Business Finland's funding decision or is eligible for funding
 3. the production will spend at least EUR 0.5 million in the Tampere region.
 - In addition, the production must carry out marketing measures that promote the reputation of Tampere. More detailed instructions on the marketing measures to be taken will be updated annually on the Film Tampere website. The production company must

submit a marketing plan with the application, describing how the production company will implement marketing measures and an initial timetable.

- If the applicant is a foreign company or other foreign entity or trader, the production must involve a Finnish co-producer or production service provider with a Finnish business identification number.
- The Finnish co-producer or production service provider designated by the foreign applicant must have a service relationship with the beneficiary. The beneficiary must oblige the Finnish co-producer/production service provider to supervise the implementation of the production, to keep project accounts of the costs of the production in the Tampere region, and to submit an auditor's report on these costs. The foreign applicant consents to Film Tampere also forwarding all documents relating to the decision to the designated Finnish co-producer or production service provider.
- Applicants (including foreign applicants) must organise production accounting in accordance with Finnish law.
- Applicants must nominate in their application the responsible production manager, which for foreign applicants is the Finnish co-producer or production service provider mentioned above.
- Applicants must confirm in their application that the Tampere production incentive and any other state aid received does not exceed the maximum intensity prescribed for the production in question.
- The incentive can only be granted for activities carried out after the application for the incentive has been submitted.
- The cost estimate attached to the grant decision determines the maximum amount of eligible costs.

How and when to apply

- The application must be submitted to Film Tampere before the production costs covered by the application are incurred.
- A production cost estimate must be submitted with the application.
- Operators who also apply for the additional incentive as part of the production incentive must submit a plan for the production's marketing measures and an initial timetable.

Decision-making, payment and monitoring

The production incentive takes the form of a grant. Film Tampere is responsible for liaising with the applicant for the production incentive, and will submit a proposal for a decision on granting the incentive to the officeholder of the vitality and competitiveness service area of the City of Tampere. The vitality and competitiveness service area is responsible for recording the matter and preparing the decision in accordance with the rules, guidelines and good governance of the City of Tampere. The granting of the production incentive is decided by a competent authority in accordance with the City of Tampere's administrative rules and delegation decisions. The decision is attached to the cost estimate submitted by the applicant, which determines the maximum amount of eligible costs and, when also applying for the additional incentive, a plan of marketing measures. The decision may be conditional when 50% of the total budget for the production for which funding is requested has been raised. In this case, the decision will only enter into force once all the conditions for the conditional decision have been met. The additional incentive will be paid during the year of granting, once a

report on agreed measures has been submitted to the City of Tampere, but not before the City's decision to grant marketing support has become legally valid and the final account for the production incentive has been approved. If the agreed measures do not materialise during the grant year, the producer must report to the City on these measures separately after their implementation. Payment may be suspended or recovered in accordance with Film Tampere's General Terms and Conditions for the Production Incentive for the Audiovisual Production if the agreed measures are not met.

The production incentive is covered by Article 54 (Aid schemes for audiovisual works) of the European Commission's Block Exemption Regulation (EU 651/2014). When Article 54 of the Block Exemption Regulation applies, the production incentive is not subject to the prior notification requirement, as production incentives are considered aid compatible with the internal market under Article 107 (3) of the Treaty on the Functioning of the European Union (TFEU 107(3)).

Summary information on aid granted under the block exemption regulation is reported retrospectively to the European Commission, which monitors the aid retrospectively.