Promotion of local film capacities for regional development of the bordering territories of the Republic of Karelia and Finland
01 BEAUTIFUL LOCATIONS
02 LOCAL BASE OF ACTORS
03 EXTENDED SHOOTING TIME
04 REBATE 25%
05 LOW PRICES
REBATE

amount of money that is returned to filmmaking company by the government, for shooting in the Republic of Karelia

FILM COMMISSION

Non-profit, public organization that attracts motion media production crews to shoot on location in their respective localities, offer support so that productions can accomplish their work smoothly.
SHORT DESCRIPTION OF THE PROJECT

Goals:

- development of local filmmaking resources in the Republic of Karelia and Finland
- increasing the attractiveness of the border areas for living and doing business
Production of TV series

Production of feature films
PARTNERS

**Russia**

- Karelian Cinematographers Union
- Petrozavodsk State University
- Ministry of culture of the Republic of Karelia
- Centre of national cultures of the Republic of Karelia

**Finland**

- Regional Development Agency “Business Joensuu”
- East Finland Film Commission
- Hyvarila youth and holiday centre
- Karelia University of applied sciences
SUSTAINABLE CROS-BORDER NETWORK OF COOPERATION

- Parsing of sites and social networks in Karelia and Finland in order to find the target group
- Search for specialized specialists of film industry
- Advertising campaigns in social networks and media
- Castings of actors
- Search for culture managers
- Unified database of all film industry professionals in one place
INFORMATION DATABASE

All film professionals of the Republic of Karelia and Finland in one place
INTERNATIONAL FILM FORUM

- International pitching of film projects
- Expert site of cinema masters
- Strategic session on the development of regional cinema
- Organization of the cinema exhibition
- Master classes of famous filmmakers, producers, cameramen, scriptwriters, musicians, photographers in the field of cinema.
- Results of the international youth competition in the field of filmmaking
CINEMA DAY

Focus groups, master classes, film seminars

Screening of films "Pineapple" and "The Last Romantic", and others. Meeting with the film crew.

Seminar "Entrepreneurship in the cinema"
Creating a mobile studio for shooting, editing and creating video at major events, in nature, or public events
Broadcasting video from the events
Purchase and collecting of necessary materials and equipment

Formation of the international research group

Photo and video shooting, description of the area

VR shooting of terrain from ground, water and air objects

Shooting documentary movie about the event

Preparation of the interactive map of locations and prospective areas

Making a presentation - passport area

Creating a map providing additional services by entrepreneurs in the field of cinema
# SHOOTING PILOT FILMS

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<th>Activity</th>
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<td>Creating of international film crew</td>
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<td>Creating a unique scenario that reveals the potential of Karelia as a place with a unique nature and special relationships between people</td>
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<td>Definition of areas and film shooting sites</td>
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<td>Creating a professional logistic model</td>
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<td>Postproduction with the active involvement of outsourcing specialists</td>
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<td>Creating a marketing model of film promotion</td>
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Western in the North – «Icetern»
FILM SCHOOL

Events among schoolchildren
Creating educational programs for youth
Creative competitions
Conducting a summer film school in Finland with the participation of the winners
Developing a plan for the participation of winners and laureates of competitions as trainees in creative events
Training and professional development of experts (educational programs)
Methodological map of providing additional services by educational organizations in the field of filmmaking
TRAINING OF PROFESSIONALS AND STUDENTS

- Development of a program of preparatory courses for applicants
- Curriculum development (work plan, curriculum, teaching materials) for two specialties "filmmaking" and "film production"
- Conducting pilot classes and master classes on the basis of film schools
- Development of evaluation forms
- Experts and teachers search
- Methodological map of the possibilities of providing additional services in the field of filmmaking
FILM INCUBATOR

Development of a model for the provision of consulting and practice-oriented services

Formation of the working team (practical consultants - experts)

Create event calendar

Approbation of the model (recruiting a pilot group, inviting experts)

Preparation and protection of film projects

Creation of a methodological map on the possibility of providing additional services by state cultural organizations in the field of filmmaking.