

**MO/N** Film Fund  
Hamburg  
Schleswig-Holstein

**MO/N** Film Fund  
Hamburg  
Schleswig-Holstein

## WE ARE MOVING IMAGES NORTH

Regional fund and film commission  
for the federal states of Hamburg  
and Schleswig-Holstein in the north  
of Germany

Budget 2021: approx. 16 Mio. Euro



## **Standards of Best Practise**

- Film Commission = non-profit public organization
- Information and services free of charge to the national and international film industry
- Location consulting and scouting support
- Link to local crew, facilities and production services
- Liaison with local authorities and public entities
- On the ground support and trouble shooting

## **Standards of Best Practise**

- Location and Production Guide
- Cooperation with tourism boards in the region
- Sustainable production / green filming consulting
- Education and training for local crew and industry
- Marketing at national and international trade shows and festivals

## Location Marketing

- Location Spot „Speicherstadt & HafenCity“, english subtitles



## **Case study: Working together for „CHARLIE‘S ANGELS“**

- SONY Production with Studio Babelsberg (a.o. Markus Bensch) worked closely with several regional film commissions.
- Elizabeth Banks scouted and did recces across Europe
- Shot in Germany: Berlin, Moritzburg Castle near Dresden and Hamburg
- Received national grants of DFFF II: ~ € 10.165.000 and combined regional funds with a total of € 2.200.000
- Hamburg's fund contributed € 400.000 and the production reached a regional effect of € 2.200.000

## **Case study: Working together for „CHARLIE‘S ANGELS“**

- When Studio Babelsberg approached the „Elbphilharmonie“ concert hall in Hamburg as the main location for the ‚evil‘ tech corporation - it was located in another country in the script.
- Hamburg Marketing and Ministry of Culture objected to the presentation of their precious gem in a setting outside of our town.
- We had a round table negotiation with the location, authorities and producers that led to a solution: the script was changed to a setting in Hamburg and the concert hall could act as a tech company.
- The production was granted regional funds and paid a substantial location fee to the concert hall.

## **Case study: Working together for „CHARLIE‘S ANGELS“**

- Our film commission office supported the location manager with LOI and personal meetings with public authorities in regards of shooting permits and the blocking of public spaces, streets and waterways.
- In return we had a paragraph in the funding contract that promised us a photo call for the press, set photos and promotional material at the latest towards theatrical release.

This is always a difficult topic!

- After the production wrapped in Hamburg we asked for feedback from the relevant parties that were involved ...  
- and had very positive results.



Trailer CHARLIE'S ANGELS



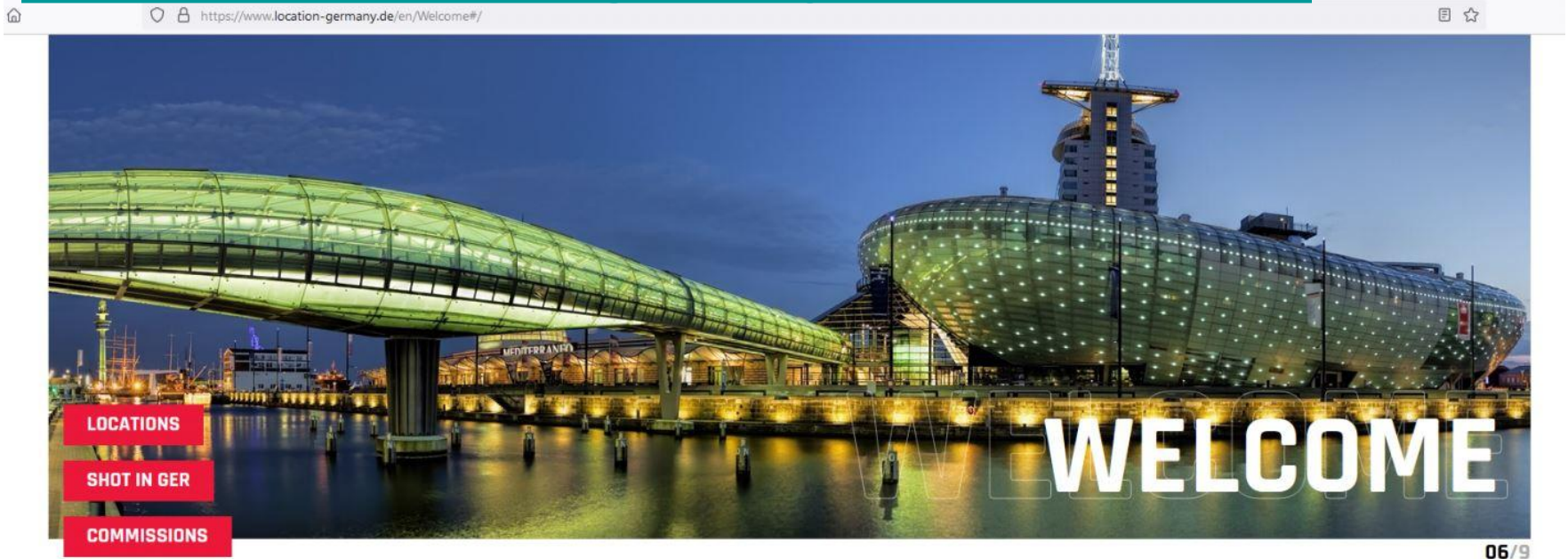
## **Why build a film commission network?**

- Visibility for the industry (if not by national film commission)
- Facilitation of information service and contact
- Common quality and service standards
- Joint marketing, training and social media activities
- Joint physical or online presence at festivals, markets and expos
- Shared costs (mutual agreement)

## **Building a film commission network - TO DOs**

- Define potential partners to initiate a functional network
  - It is helpful to assemble offices with comparable size and structure, f.i. federal state, region or county level
- Determine rules of cooperation
  - Agreement about common guidelines / standards
  - List basic joint activities, draw up a budget plan and determine an amount of contribution for all parties to respect in their financial plans.
- To get started, someone has to take the lead – then responsibilities can rotate in the process.

<https://www.location-germany.de/en/Welcome#/>



06/9

## WELCOME

to German Film Commissions. We are a network of Location Offices and Film Commissions and are present in nearly every country and region in Germany. We offer most efficient and free services. Next to consulting –and information service we support you with location scouting, link up with local authorities and government departments and companies. German Film Commissions offer regional location- and production guides and contacts to the German film industry.

Germany, compared to only a few other locations, is also a place which offers a film production what it needs to shoot features: a country with an impressive cinema history, highest standards in film technology, modern studios featuring professionally trained, English-speaking crews, and creative minds in all fields and trades.

German federal and state policy supports the film and media industry with a strong support system and through it creates real incentives for national and international productions. Visit the cinema and convince yourself of the creativity and quality of german films.

COVID-19 GUIDANCE FOR FILM  
PRODUCTIONS DOWNLOAD HERE:



## COMMISSIONS



BADEN-WÜRTTEMBERG

BAVARIA

BERLIN

BRANDENBURG

BREMEN

**HAMBURG**

HESSEN

MECKLENBURG-VORPOMMERN

LOWER SAXONY

NORTH RHINE-WESTPHALIA

SAXONY

SAXONY-ANHALT

SCHLESWIG-HOLSTEIN

THURINGIA



Elbphilharmonie Concert Hall Hamburg © Hamburg Mediaserver / Christian Spahrler

DE | EN

COMMISSIONS

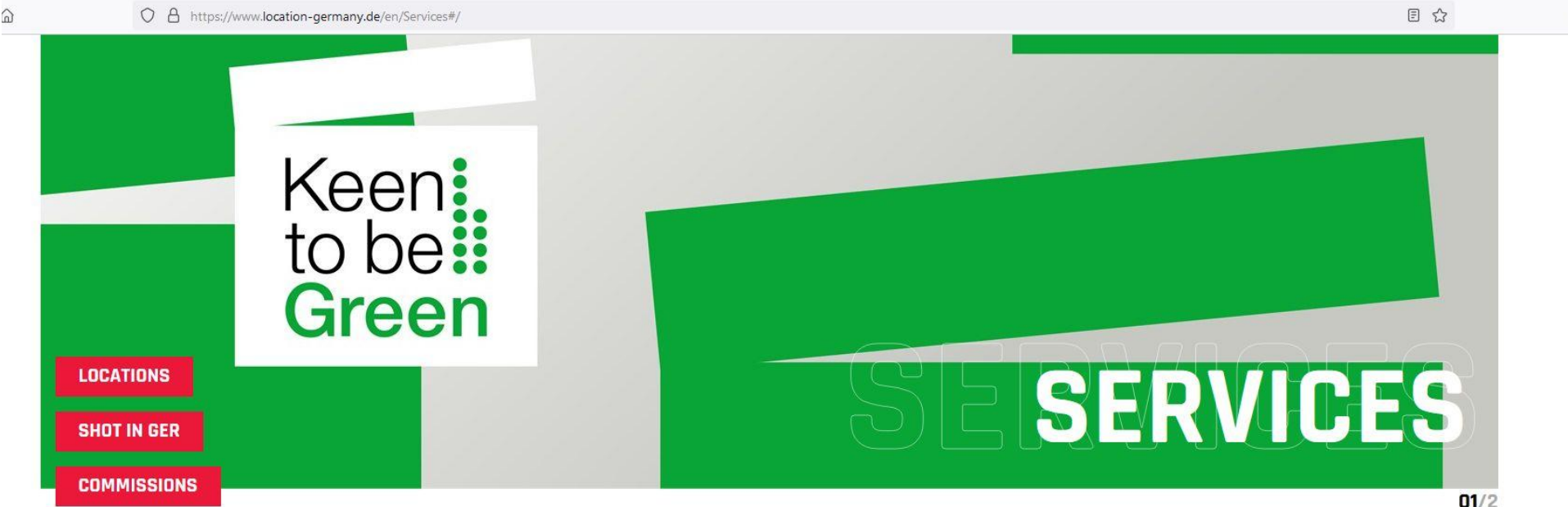
01/5

## HAMBURG

### Hamburg Film Commission

With its large container port Hamburg is one of the most significant international harbour cities and trade metropolises in the world. Its multifaceted character makes it an ideal shooting location for almost any given story: from cutting edge architecture in the HafenCity to the historical old warehouse district, from noble villas on the shores of the Alster Lake to industrial plants in the harbour or the world-renowned red-light district of St. Pauli.





## MORE THAN 1,200 ACTIVE PARTICIPANTS IN "KEEN TO BE GREEN"- GERMAN FILM COMMISSIONS TAKE POSITIVE STOCK OF INTERIM RESULTS

"Keen to be green"- the nationwide sustainability initiative of the German Film Commissions is enjoying a great response: so far, more than 1,200 filmmakers from all trades have participated in the online events on "green filming". Due to the unbroken demand and the current relevance in view of new legal regulations, the successful series with Green Film and TV expert Philip Gassmann is to be continued in the fall.

In the first half of this year, a total of seven panels with green practice examples and interesting guest speakers were held. Among them were directors and screenwriters Lena Krumkamp, Lars Jessen, Max Zähle and Connie Walter, as well as actors Lea van Acken, Moritz Vierboom, Esther Roling and Andrea Gerhard, who discussed "Green Story Telling" and "Green Producing". In addition, a variety of environmentally friendly ideas and technical innovations on topics such as power supply, lighting, buildings and costume were presented by pioneers of sustainable companies.

Back in May 2020, the nationwide initiative "Keen to be green" was launched by the German Film Commissions to provide individual training to film and media professionals in the field of sustainable work processes and to offer all interested parties the opportunity to learn about the latest developments in green

### GFC GUIDELINES

[GFC Guidelines](#)

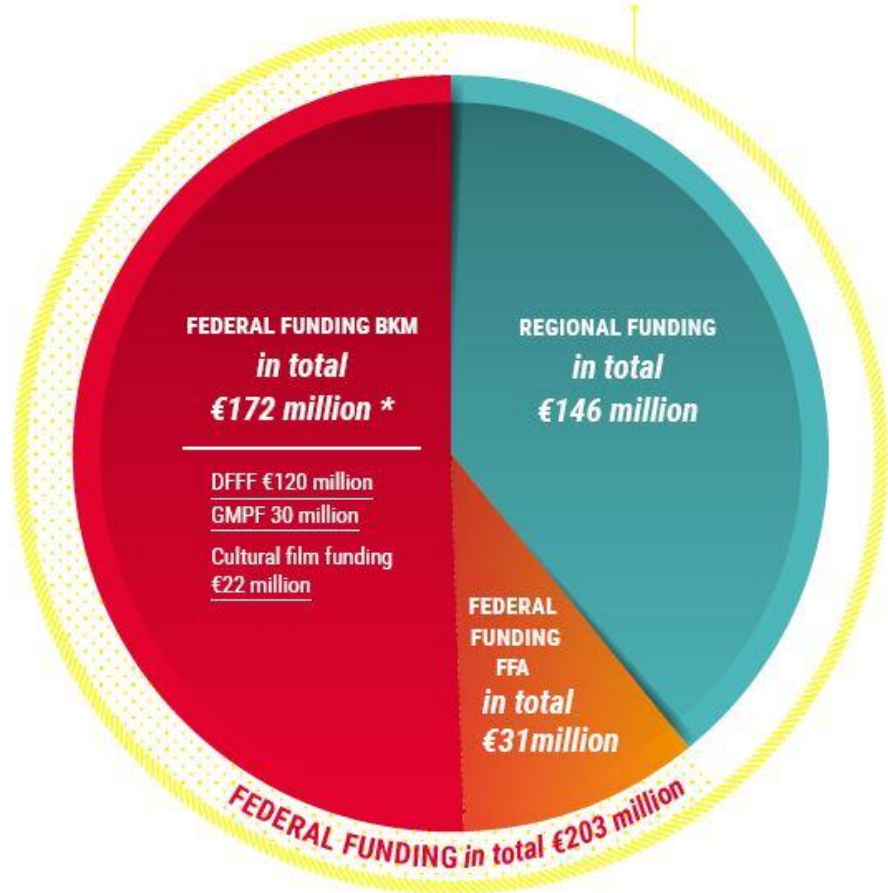
### GFC FLYER

[GFC-Flyer-2021.pdf](#)

### COPRODUCTION PARTNERS

The current list can be found under

Total annual  
film production  
funding → **around  
€350  
million**



## Requirements:

Germany based co-producer (DFFF I & GMPF) or a production service provider (DFFF II)

Minimum German spend:

DFFF I – 25% of total budget

DFFF II – at least €8 million

GMPF – 40% of total budget

Cultural test (point system)

Commercial release in GER

For regional funding

Regional economic effect



<https://www.focusgermany.de/en/>



[Welcome](#)

[Co-Production Partners](#)

[Brochure](#)

[Contact](#)

[Imprint](#)

[Data Protection](#)

**We look forward to welcoming you at the 72nd Berlin International Film Festival  
(February 10-20, 2022).**

Founded in 1990 as an umbrella organisation of the eight largest German regional film funds, Focus Germany provides filmmakers with all the important information about the film financing structures in Germany and on the various funding and production opportunities in Germany.

Focus Germany establishes all the important contacts to the industry and service providers, ranging from location scouting through to postproduction. Moreover, Focus Germany supports the German film industry in its presence at the major international film festivals, the Berlinale and the Festival de Cannes.

Further information about the activities of Focus Germany and the eight largest German regional film funds – FilmFernsehFonds Bayern, Film- und Medienstiftung NRW, HessenFilm und Medien, MDM Mitteldeutsche Medienförderung, Medienboard Berlin-Brandenburg, MFG-Filmförderung Baden-Württemberg, MOIN Filmförderung Hamburg Schleswig-Holstein and nordmedia – Film- und Mediengesellschaft Niedersachsen/Bremen – can be found by downloading our brochure.

Contact us, we are looking forward to working with you!

[Download Focus brochure](#)



FFF Bayern

Film und Medien  
Stiftung NRW

HESSENFILM  
UND MEDIEN

MDM

medienboard  
Berlin Brandenburg



MFG

MOIN  
Filmförderung  
Hamburg  
Schleswig-Holstein

nordmedia

## key information

- 1. nordmedia // lower saxony & bremen**  
Expo Plaza 1 // 30539 Hannover  
+49 511 123 456-0 // nordmedia.de

**Film Funding Jochen Coldewey**  
j.coldewey@nordmedia.de // +49 511 123 456-50  
**Film Commission Susanne Lange**  
s.lange@nordmedia.de // +49 511 123 456-53

→ annual budget €11 million
- 2. film- und medienstiftung nrw // north rhine-westphalia**  
Kaistraße 14 // 40221 Düsseldorf  
+49 211 93 05 00 // filmstiftung.de

**Film Funding Christina Bentlage**  
christina.bentlage@filmstiftung.de // +49 211 930 50-20  
**Film Commission Andrea Baaken**  
andrea.baaken@filmstiftung.de // +49 211 930 50-19

→ annual budget €40 million
- 3. hessenfilm und medien**  
Am Steinernen Stock 1 // 60320 Frankfurt am Main  
+49 69 153 24 04 0 // hessenfilm.de

**Film Funding Marion Wagner**  
wagner@hessenfilm.de // +49 69 153 2404-75  
**Film Commission Sandra Duschl**  
filmcommission@hessenfilm.de // +49 69 153 24 04-41

→ annual budget €10.2 million
- 4. medien- und filmgesellschaft baden-württemberg (mfg)**  
Breitscheidstraße 4 // 70174 Stuttgart  
+49 711 907 15-300 // mfg.de

**Film Funding Robert Gehring**  
gehring@mfg.de // +49 711 907 15-402  
**Film Commission Robert Lanig**  
lanig@mfg.de // +49 711 907 15-418

→ annual budget €15 million



- 5. filmförderung hamburg schleswig-holstein (ffsh)**  
Friedensallee 14-16 // 22765 Hamburg  
+49 40 398 37-0 // ffsh.de

**Film Funding Malika Rabahallah**  
rabahallah@ffsh.de // +49 40 398 37-26  
**Film Commission Alexandra Luetkens**  
location@ffsh.de // +49 40 398 37-230

→ annual budget €15,9 million
- 6. medienboard berlin-brandenburg**  
August-Bebel-Straße 26-53 // 14482 Potsdam-Babelsberg // +49 331 74 38 70  
medienboard.de

**Film Funding Christian Berg**  
c.berg@medienboard.de // +49 331 743 87 23  
**Film Commission Christiane Krone-Raab**  
c.krone-raab@medienboard.de // +49 331 743 87 31

→ annual budget €38.8 million
- 7. mitteldeutsche medienförderung (mdm) // saxony, saxony-anhalt, thuringia**  
Petersstr. 22-24 // 04109 Leipzig  
+49 341 269 87-0 // mdm-online.de

**Film Funding Dr. Markus Görsch**  
markus.goersch@mdm-online.de // +49 341 269 87-12  
**Film Commission Bea Wölfling**  
bea.woelfling@mdm-online.de // +49 341 269 87-16

→ annual budget €15.5 million
- 8. filmfernsehfonds bayern // bavaria**  
Sonnenstraße 21 // 80331 München  
+49 89 544 602-0 // fff-bayern.de

**Film Funding Judith Erber**  
judith.erber@fff-bayern.de // +49 89 544 602-12  
**Film Commission Anja Metzger**  
anja.metzger@fff-bayern.de // +49 89 544 602-16

→ annual budget €40 million

## But what about the competition rat race?

- I strongly believe in the European spirit and that we as a society and as the film industry can find many benefits in community and exchange. Although we are competitors in the market there are a lot of opportunities for cooperation, education and shared interests.
- In the EUFCN <https://eufcn.com/>
  - 96 film commissions from 31 countries
  - Guidelines for production during Covid-19
  - Green Filming best practises
  - Location Award
- And also in the AFCI <https://afci.org/>



**eufcn**  
European Film Commissions Network

HOME  
ABOUT US  
MEMBERS  
ACTIVITIES  
EUFEN LOCATION AWARD  
EUFEN ACADEMY  
BECOME A MEMBER  
NEWS/PRESS  
CONTACT US

**Filming Europe in Safety**  
Guidelines for production during COVID-19

[Discover all Protocols](#)

**The Network**

EUFEN – the European Film Commissions Network is a non-profit association that supports and promotes the European film industry and culture.

**Filming Europe  
60 Seconds  
Insights**

## EUFCN panel discussion at Cannes Festival 2019





# LOCATIONS: INDUSTRY & PUBLIC LIFE

**MO/N** Film Fund  
Hamburg  
Schleswig-Holstein















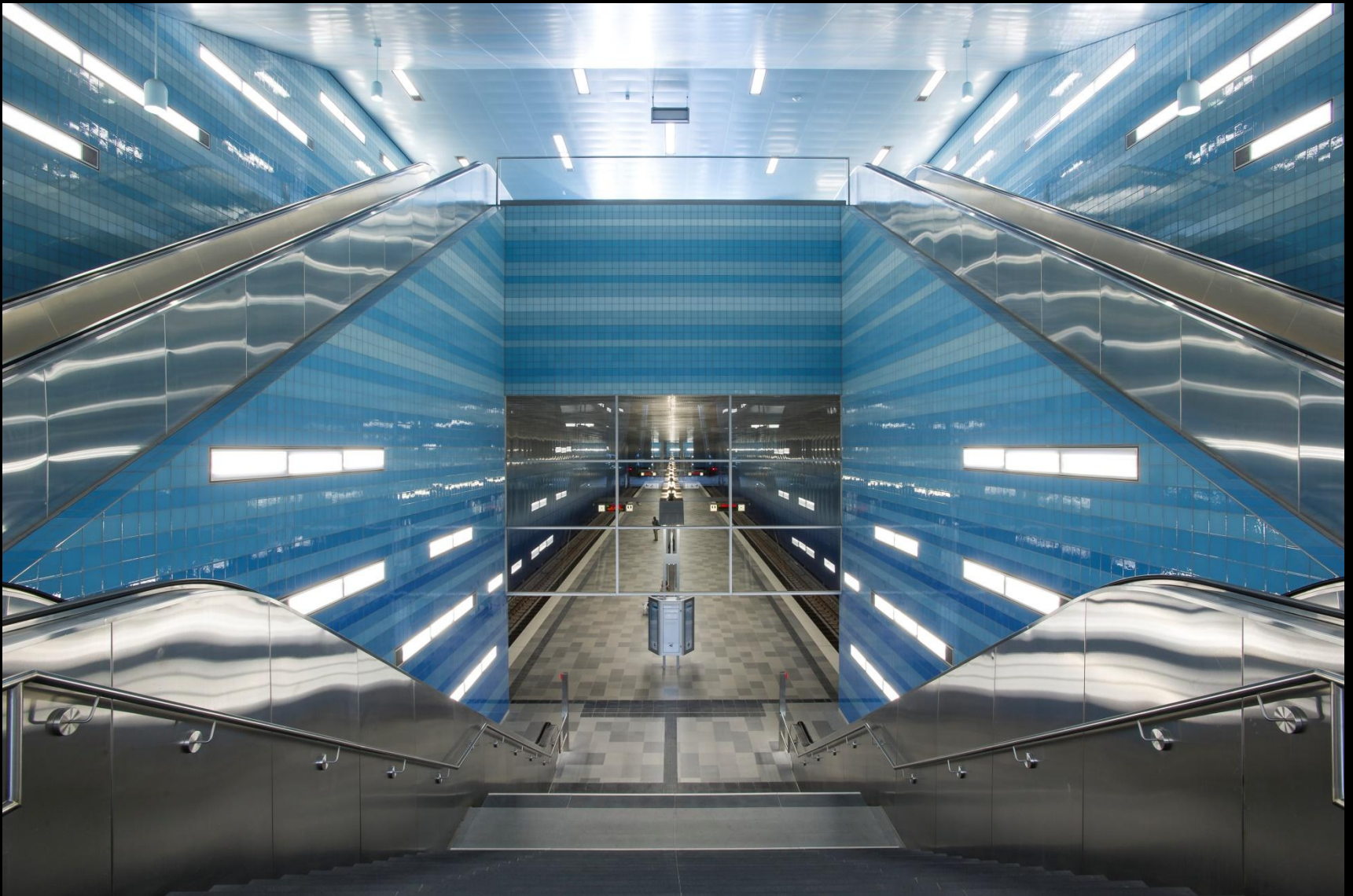














# HISTORIC LOCATIONS

**MOIN** Film Fund  
Hamburg  
Schleswig-Holstein













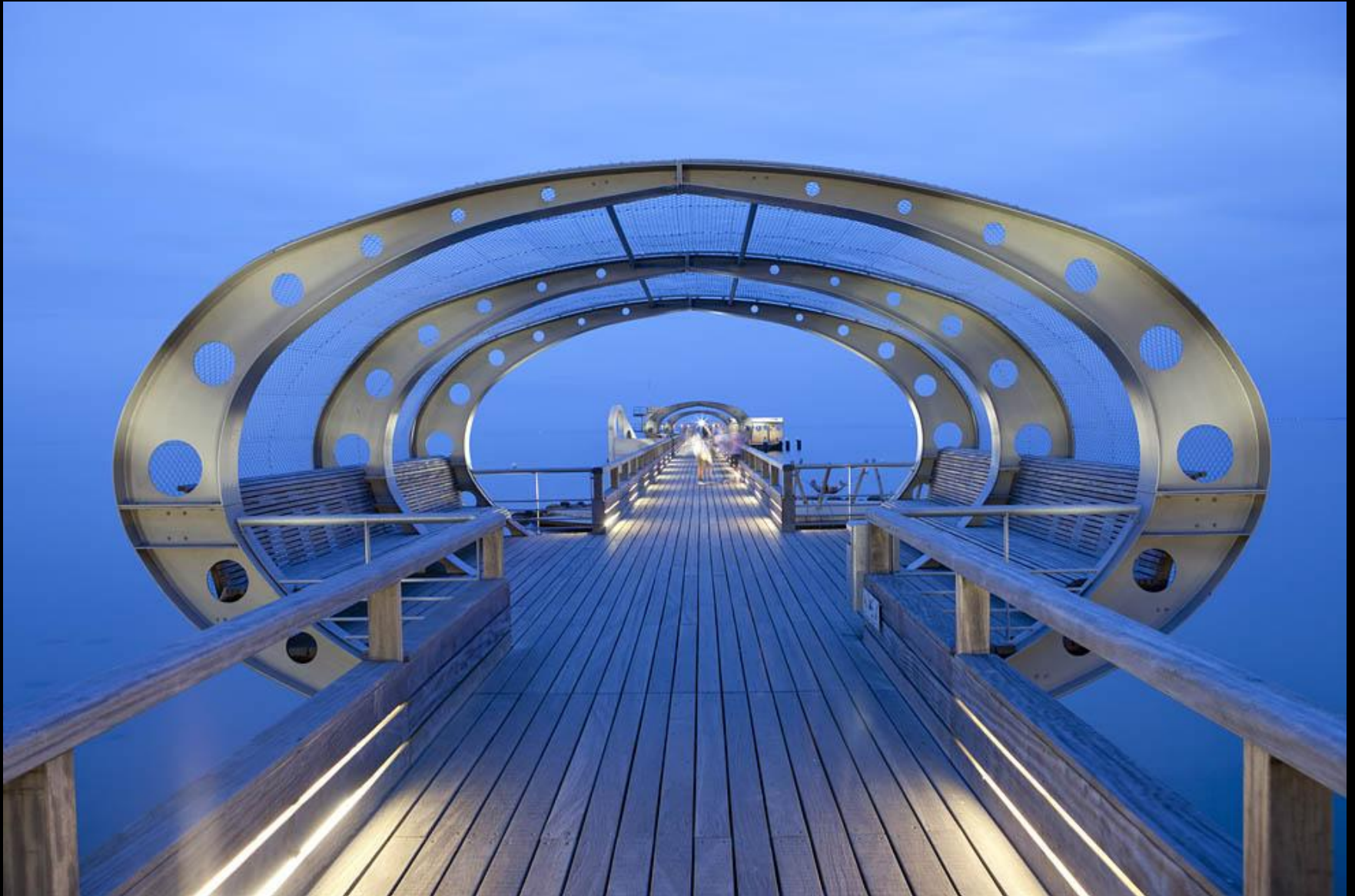
















**MO/N** Film Fund  
Hamburg  
Schleswig-Holstein

[luetkens@moin-filmfoerderung.de](mailto:luetkens@moin-filmfoerderung.de)

[https://www.moin-  
filmfoerderung.de/en/](https://www.moin-filmfoerderung.de/en/)