

# CINE TIROL

# FILM COMMISSION

# GUIDELINES

## FEATURE FILM

### 1. General information

The Cine Tirol Film Commission (hereafter, Cine Tirol) was established by the Tirol Tourist Board (Tirol Werbung) and the state government of Tirol. Since its founding in 1998, Cine Tirol is a segment of the Tirol Tourist Board (Tirol Werbung GmbH).

Cine Tirol provides services and information to national and international film makers who are interested in creating audiovisual productions in Tirol, with a focus on feature films as well as Video-on-Demand-productions. Cine Tirol considers itself as a coordinating agency as well as a professional partner. Cine Tirol works actively with and in the network of public bodies and private companies, utilizing the relevant location and industry knowledge, involving regional tourist offices and local partners.

Cine Tirol aims to position Tirol as the leading film location in the Alps and to attract a variety of national and international film projects. Cine Tirol strives to increase overall production quality and capacity in the local film industry. Thus, the services are designed to support and further develop the film location Tirol, as well as to provide professional and efficient filming conditions. Furthermore, Cine Tirol promotes the film location Tirol at international film festivals and significant industry events.

- **Cine Tirol Location Service:** Location service includes the provision of comprehensive information and useful assistance, free of charge and especially aims at supporting production companies in the search for suitable filming locations in Tirol. The service is intended for filmmakers (with regards to any kind of audiovisual production).
- **Cine Tirol Production Incentive:** Non-repayable production grants are available to selected film projects. Main grant criteria include the economic effect of the production on the region ('Tirol Effect') and the thematic relation of the production to the region Tirol ('Tirol Reference').

Cine Tirol is member of the AFCI (Association of Film Commissioners International), founding member of the EUFCN (European Film Commission Network) and founding member of the AFC&F (AUSTRIAN Film Commissions & Funds).

Cine Tirol welcomes and supports the **Code of Ethics** of the Austrian Film Institute.

## 2. Services

### 2.1. Cine Tirol Location Service

The Cine Tirol Location Service is available, free of charge, to all film makers and includes information and practical assistance, especially when it comes to finding the perfect film location in Tirol.

The Cine Tirol website ([www.cine.tirol](http://www.cine.tirol)) presents an overview of the filming infrastructure of Tirol and an updated database of local industry contacts, local crew and service providers.

Cine Tirol also offers information about how and where to obtain film permits but does not get actively involved in the permission process, the shooting schedule, or in any other third-party arrangements. If needed, Cine Tirol can assume the role of an intermediary between film makers, local authorities, and location providers.

The basic support in finding the perfect location in Tirol is to browse through the online **Cine Tirol Location Archive**. Furthermore, location scouting trips in cooperation with experienced location scouts can be arranged for selected projects, after detailed discussions with the production company.

### 2.2. Cine Tirol Production Incentive

Cine Tirol also offers a production incentive in form of a non-repayable production grant. Production grants are awarded to selected film projects after application review and are subject to budgetary constraints.

#### 2.2.1. Eligibility information

Only experienced producers (creative and economic) are eligible to apply for a Cine Tirol Production Incentive. Furthermore, 80 % or more of the total funding for the entire film project must be documented upon application for a Cine Tirol production grant.

The Cine Tirol Production Incentive can be granted for the production of feature films, series and serials of all genres for exploitation in cinema, TV and Video-on-Demand platforms.

Not eligible are short movies, industrial movies, commercials, film reportage, news, music productions and music videos, photo shootings, game-, reality- and entertainment-shows as well as any productions in violation of Austrian laws or the Austrian constitution.

Production grants are contingent upon the economic effect of the production on the region ('Tirol Effect'; see appendix for eligible expenditure) and/or the thematic relation of the production to the region ('Tirol Reference').

The 'Tirol Effect' is fulfilled when the filming of the entire production (or parts of the production) in Tirol generates income for the region, for example, in form of general expenditure (accommodation, food, rental fees, transportation, small industry expenses, etc.) and in the form of local film industry expenditure (salaries for local crew, technical equipment, support staff, etc.). For more information, see appendix.

The 'Tirol Reference' is fulfilled when Tirol is clearly identifiable as the location in the film and/or when the film contains significant aspects of Tirol's history, culture, or landscape.

Film projects supported by Cine Tirol in accordance with these funding guidelines must be of a quality and marketability that adhere to industry standards.

The total amount of public funding for the entire film project cannot exceed 50% of the total film budget (or 80% in case of difficult or low budget productions).

The costs of the film project for which a production grant is requested must be calculated in line with industry standards and in accordance with the principle of economical business management.

There is no legal entitlement to the granting of a production cost subsidy.

### **2.2.2. Application and submission**

Applications must be submitted before the start of filming/shooting. Every applicant is required to get in touch with a Cine Tirol representative, by phone or virtually (e.g. MS Teams, Zoom), for an initial consultation at least 4 weeks before the application is submitted.

The online **Cine Tirol submission tool** must be used for applications. After the completed digital submission, the application form must be printed, signed and sent to Cine Tirol. Submissions are possible in German or English language.

### **Applications must include:**

- Total budget for the entire production
- Itemized budget for projected expenses eligible in Tirol (‘Tirol effect’)
- Film script including copyright verification, synopsis and summary
- Cast and crew list
- Financing plan and evidence of the binding agreements (LOIs)
- Sales and marketing plan

Applications can be submitted year-round; decisions will be made by the executive board of the Tirol Tourist Board (Tirol Werbung GmbH) upon recommendations from Cine Tirol. Applicants will be informed of decisions in writing as swiftly as possible. Rejections do not have to be commented.

### **2.2.3. Production grant | administration information**

In case a Cine Tirol production grant is awarded, a contract between the Tirol Tourist Board (Tirol Werbung GmbH) and the producer will be established. Without a contract no legal claims for production grant money can be made. Advances on production grants are not permitted, no exceptions made.

Production grant payments are made in three installments according to the proven progress of the project:

- At the start of filming in Tirol (30 %)
- By submitting the actual ‘Tirol Effect’ expenditure paid and a complete list of the locations including (up to) 10 locations researched in detail after completion of filming in Tirol (50 %)
- Within six months after completion of the production and film premiere/first broadcast of the project and fulfillment of all obligations to Cine Tirol (20 %)

With regards to the time of payment of the last installment, deviating contractual agreements can also be made; in justified exceptional cases, Cine Tirol can extend the period of six months tied to the third installment upon written request.

The applicant agrees to produce the project as described in the application. Any significant changes must be made in agreement with Cine Tirol.

The commitment of a Cine Tirol production incentive expires if the project has not been fully financed within six months after the initial production grant award notification. Furthermore, the commitment expires if filming has not started within twelve months after the initial production grant award notification. In both cases, no reminders of impending deadlines from Cine Tirol are required. Cine Tirol may extend deadlines based on reasonable explanations in written form.

The applicant is obligated to repay all disbursements of the production grant in case of significant violations of the guidelines and conditions.

In case the 'Tirol Effect' expenditure does not reach the amounts proposed in the application, awarded production grant amounts will be proportionally cut. In case the 'Tirol Effect' expenditure exceed the amounts proposed in the application, no claims to increased production grant amounts are permitted.

The rights and obligations agreed within the framework of the contractual relationship between Cine Tirol as grant provider and the grant recipient are regulated in the general terms and conditions of the contract for Cine Tirol production incentive. These Cine Tirol guidelines are an integral part of every agreement on the granting of a Cine Tirol production incentive.

Exceptions to the provisions of these guidelines may be made in justified cases.

### 3. Green Filming Tirol

The film location Tirol offers great, diverse and easily accessible film locations in the (high) Alpine environment - mountains, glaciers, lakes, forests, but also impressive examples of traditional and modern architecture from mountain farms to castles and palaces to chalets and cable car stations. In addition to the four distinctive seasons, five accessible glaciers also allow winter filming outside the winter season. **We ask you to protect the unique Tyrolean (natural) landscapes by treating them responsibly during your film production.**

There is already a wide variety of sustainable approaches in the film industry that can have an impact on the entire production chain. For example, the CO<sub>2</sub> footprint can already be reduced by avoiding unnecessary transportation, efficient waste management and the use of recyclable materials, e.g. for set construction. Green filming is therefore clearly more than just a trend.

Cine Tirol has been involved in the topic of green filming for several years, gaining experience and knowledge at specialist events and green training courses as well as through exchanges

with colleagues in the film industry, in particular with colleagues from the Lower Austrian Film Commission (LAFC). With its remarkable, exemplary and forward-looking initiative **EVERGREEN PRISMA**, the LAFC presents Austria's first 'Green Guide'. In addition to further training opportunities for professional filmmakers to become green consultants and knowledge transfer for young talent and film institutions, the 'Green Guide' serves the film industry as a digital interface to a diverse and comprehensive range of sustainable knowledge.

**GREEN FILMING TIROL** is intended to provide filmmakers with the best possible information to realize their film projects in Tirol under sustainable aspects. Under the heading 'Marketplace Tirol' one can find a list of Tyrolean companies that can be useful for a film production. The categories range from travel, transportation & mobility, accommodation & hotels and food & catering to set design, costume design, make-up design and production.

The LAFC's **film-specific CO2 calculator** can be used to calculate the ecological footprint of each individual department of a film and TV production. The relevant CO2 values are based on Austrian calculation factors in order to obtain accurate results that are representative of filming in Austria.

In addition, the **Austrian Ecolabel for Green Producing** by the Federal Ministry for Climate Action, Environment, Energy, Mobility, Innovation and Technology makes it possible to have the production process of a film production awarded the Austrian Ecolabel.

## 4. Gender & Diversity in the Cine Tirol Film Commission

Gender and diversity are closely tied to social sustainability. They play a crucial role in reducing inequalities and fostering a more resilient society. Cine Tirol aims to contribute, providing perspectives primarily in the areas of ecological and social sustainability as well as diversity to further the advancement of the film location Tirol in these respective areas.

We contribute by encouraging networking initiatives, sharing relevant information, and urging filmmakers and producers **to reflect on sustainability and diversity in their projects**—whether in role assignments, staff recruitment or screenwriting. Gender and diversity sensitization efforts include information sharing via our communication channels, offering the best possible input for creative and responsible production practices.

We actively follow and participate in cultural and media policy events where we strengthen collaborations with regional, national, European, and international partners. Furthermore, we participate in film festivals and industry events to identify current developments at an early stage. Our mission involves drawing attention to socio-political issues, **promoting a diversity of perspectives in the film industry of Tirol**.

The expansion of collaborations and partnerships is a key objective, aiming to elevate existing initiatives by colleagues in the gender and diversity domain in Tirol. Our support primarily focuses on networking work, which has a social and sustainable impact on the film location Tirol and creates opportunities for fresh ideas while utilizing existing potential.

Visibility and awareness are essential tools for fostering a more just society. Our goal also includes supporting structural changes. To achieve this, we have incorporated a **statistic regarding gender and diversity** in our reporting. This allows us to showcase gender distribution in the projects we financially support. For comparability, we will follow the template of analyses conducted by the Swedish Film Institute and the Austrian Film Institute. We particularly focus on the roles of directing, producing, screenwriting and cinematography. By 2026, it is our aim to ensure transparent reporting on gender and diversity in Tirol. These findings can then serve as a foundation for further measures and services.

## 5. Implementation of the guidelines

The Cine Tirol guidelines stated in this document come into force on the first of March 2025 and replace all previously established Cine Tirol guidelines.

## 6. Appendix

The economic Tyrolean effect is the sum of all expenses incurred in the production of a film project in Tirol that are tax-effective in the region. For the 'Tirol Effect', the invoicing party must be a company or person who is assessed for tax in Tirol and has their main residence in Tirol.

### **Eligible Tirol expenditure:**

- Production-related expenses, such as film permits, location fees, props, costumes, technical equipment, accommodations, per diem fees (100% of the amount paid), travel, transportation, film and sound materials, postproduction, insurance, other general expenses.
- Salaries and wages (gross amounts) for local film industry professionals with documentation of main residence in the Tirol (copy of the registration form).
- Net amounts of invoices from film makers, service providers, and companies taxable in the Tirol are eligible.
- Mileage for film makers who are taxpayers in Tirol and are vehicle owners. Required documentation: a copy of the registration form and a copy of the vehicle registration.

### **Non-eligible Tirol expenditure:**

- Invoices that are not issued to the grant recipient or the supported film project or payments that were not made by the grant recipient.
- VAT (value added tax).
- Other administrative fees or general expenses.
- Payments to film makers without main residence in Tirol by service production companies based in Tirol.
- Payments of services rendered by companies not registered and taxable in Tirol by service production companies based in Tirol.

For the evaluation and acceptance of the eligible 'Tirol-Effect' expenditure, copies of invoices including proof of payment must be submitted.