



# FINNISH FILM AFFAIR

## 22-24 SEPTEMBER 2021

### Call For Projects

Instructions

Updated 7.5.2021

### What is the Finnish Film Affair?

The Finnish Film Affair (FFA) is a film industry event that since 2012 has worked to promote the sale, marketing and export of Finnish films, and is aimed at audiovisual professionals from both Finland and abroad. The event is attended annually by around 400 professionals from 15 different countries, and over 200 meetings are arranged during the industry event. Celebrating its 10th anniversary this year, the FFA enjoys a stellar reputation internationally, and has grown to become one of the most intriguing Nordic pitching events.

In the centre of the industry event lies the Showcase Day, which shines a spotlight on Finnish film projects and Nordic talent. The day is also accompanied by various panels on topical international issues, training opportunities, and networking events.

### What does pitching at FFA offer me?

Over the years FFA has brought over 400 international guests to Finland, many returning to the event more than once. The industry event has been ground zero for an array of new contacts, deals, and visibility for Finnish projects. For the 2021 edition of FFA, we are yet again expecting approximately 150 international guests, who will attend the event both in-person and remotely. In 2020 FFA was joined by the likes of **Netflix, Hot Docs, Berlinale, Wild Bunch** and **Dogwoof**.

Pitchers (usually max. 2 per project) receive access to the industry event, curated meetings via our matchmaker, as well as pitch coaching. Whether you are an experienced pro in the international markets, or presenting your project for the very first time, we take your needs into consideration and try to proactively develop and improve the process for the pitchers. Finnish Film Affair is an excellent and esteemed addition to your project's international strategy, providing an extra boost in a variety of steps, from releasing your project for the first time, to reinforcing your industry contacts.

The projects showcased in the *Fiction in Progress & Documentaries* series also compete for two prizes (sponsored by **SES & AVEK**), which are noted in the international press. For example the winning projects of 2020 were *The Twin* and *The Mission*, which were highlighted by the likes of Screen Daily, Cineuropa, and Nordic Film & TV News. We also actively follow the international progress of FFA alumni projects.

## **What different series are included in the Showcase Day?**

Finnish Film Affair's Showcase Day includes four different series.

### **Fiction in Development**

The series features around 7-10 Finnish fiction projects that are in the development stage of their progress. The pitches are shorter four-minute pitches, which tend to include images rather than video material.

### **Fiction in Progress**

Each year this series features an average of 5-8 Finnish film projects that are either in production or post-production. The pitches are 8 minutes long and must include video footage. Projects featured in this series are invited based on consultations with a professional jury in May 2021. An international jury will decide on the best fiction project, which will also win an award (3000e) sponsored by the Finnish Film Foundation.

### **Documentaries**

Around 7-9 documentary projects are featured in this series, each of which has an 8-minute pitch. Projects can apply to the Documentary series through an open call for projects. Projects further along in their development stage may also be invited to the series in May 2021 based on recommendations made by a professional jury. An international jury will then decide on the winning Documentary project, which will also win an award (3000e) sponsored by AVEK.

### **Nordic Selection**

The series, which began in 2020, features one promising project from each Nordic country. The projects are the director's debut or second feature-length film. There is no separate application to this series from Finland. In 2020 the Nordic Selection pitches were 8 minutes long. If you have a film project from Denmark, Iceland, Norway or Sweden and would like to hear more about this, please contact Head of FFA Maria Pirkkalainen ([maria@hiff.fi](mailto:maria@hiff.fi))

## **I want to submit my completed film. How do I do it?**

Every year FFA's program features approximately 20-25 completed Finnish fiction and documentary films. Invitations to be featured at FFA are sent out by June 2021. During the event, completed films can be viewed by accredited guests through Festival Scope's online library. The projects will also gain visibility in Finnish Film Affair materials and communications. If a project does not yet have an international sales agent, the project's producer/representative will be offered free accreditation to the 2021 edition of FFA, and help in organising meetings.

If you wish to submit your completed film into the FFA program, please contact the Head of Finnish Film Affair, Maria Pirkkalainen ([maria@hiff.fi](mailto:maria@hiff.fi)).

## **What attachments must be included in the application?**

Before filling out the application, make sure you have the following attachments ready. All of the information in the applications will be handled confidentially.

- An outline of a preliminary funding plan, where you describe what funding you already have, and what you plan to apply for.
- A free form pitching video in English (around 4 minutes). As well as describing the project, please make sure you also answer the following questions: what stage is the project currently at, and how would it benefit from pitching to an international audience at Finnish Film Affair? You can host the video for example on Youtube or Vimeo, and it must be available until the end of June 2021. If you wish, the video can be password protected. Please note, the pitching done during FFA's Showcase Day is done in English, therefore we cannot accept pitching videos made in Finnish.

### **Can I submit a TV series?**

At this moment, we aren't planning on adding a tv showcase to this year's Showcase Day; however, it is something we are interested to explore in the future!

### **What are the selection criterias in the open call?**

Finnish Film Affair's Showcase Day presents productions that have a Finnish production company on board (not including the projects in the Nordic Selection series).

The selection criteria of projects revolves around the international potential and the realistic possibilities of the projects, this especially means a funding plan and possibly already raised funds. These same issues will be what international guests consider during the Showcase Day. Already raised funds, or funds collected from the public sector are not prerequisites for your project to be chosen to the Finnish Film Affair, however a preliminary funding plan is a must.

### **Who makes the decisions?**

The projects are chosen by juries compiled of film industry professionals: in 2021 both the fiction and documentary juries will have around 5-7 members each. Previous juries have included members from the Finnish Film Foundation, AVEK, APFI, and HIFF. The 2021 juries will also include a representative of an international company. If a jury member has been a part of one of the projects, then the member will excuse themselves during that part of the selection meeting. Jury members go through every application, scoring the projects anonymously based on the application. The scores are used as a foundation for the decision discussion. Applications are only shared with jury members.

### **Game Changers Clinic**

For the second time in the Autumn of 2021, we will organise a Game Changers clinic with WIFT Finland, which you can apply to through the fiction form. Around 2-3 projects which will pitch at FFA are chosen for the clinic, and receive a free development clinic on Wednesday 22.9.21. The applications to the clinic will also be shared with WIFT Finland's selection panel (max. 3 people).

### **Does it cost to submit a project?**

It is completely free to submit a project application to the Finnish Film Affair. In addition to this, the chosen project's pitchers will be offered accreditation, training, lunches and evening meals on the pitching and training days (Wed & Thu), as well as transportation between different venues when needed. Unfortunately we cannot provide travelling and accommodation expenses in Helsinki.

**When are the chosen projects announced?**

We will be in contact with every applicant in June 2021 with the results of the selection process. Unfortunately we cannot give individual feedback to projects that were not chosen this time to the FFA.

**Storing Information**

We save the basic information of applicants as well as the contact details for the project representatives into our private, internal database. For archival purposes our database stores which projects have applied and when, otherwise the applications themselves are deleted at the latest a year after the project deadline. All applications and attachments are treated with confidentiality.

**Questions?**

If you have any further questions about submitting projects or the FFA program, please contact the Head of Finnish Film Affair, Maria Pirkkalainen: [maria@hiff.fi](mailto:maria@hiff.fi) tai 05054487673