

FILM

Films and videos are fundamental in the Landsbyggare concept: they set the atmosphere and form an essential basis for our communication. In order to succeed you will need to assign time and commitment and consult a skilled film-maker. In Höga Kusten we have worked like this to achieve what we want:

WHAT FILMS ARE PART OF THE CONCEPT?

Regard the films as two tracks. On one hand films that are unique for each Landsbyggare, on the other, four master films where all the Landsbyggare contribute to the content.

All the films have been edited in horizontal form and a square format to suit both the web and the social media. In case you want to use stories a vertical version will also be needed.

TRACK 1 – LANDSYGGARE FILMS

SHORT LANDSBYGGARE: The film is aimed to promote a main file – but (Landsbyggare film) also to stand alone. The film presents one Landsbyggare with the dreams and thoughts - about one minute long. An idea is to start by jumping into the story. Choose an initial speak that sets the feeling and invites curiosity to encourage the viewer to search more knowledge and interest in the person on the screen. Thereafter a little background to why they relocated and what they do. Finish with a twist bringing a smile on the viewers face.

SHORT BEST TIP: Edit each Landsbyggare's best tip separately so that they can be spread and communicated individually; sequence length about 30-40 seconds.

SHORT MOOD FILM: The sentiment of each Landsbyggare is presented in 30-second video; choose an activity, an event. Could be a Monday meeting (in the outdoor tub) or a coffee break (by the lake with a thermos). Used to promote the Mood film but should also be able to stand alone. Best filmed late in the day when the Landsbyggare has become comfortable and the light is atmospheric.

TRACK 2 – MASTER FILMS

MOOD FILM: EAn inspirational film with interwoven clips of all the Landsbyggare, from different industries and persons. About two minutes long with a speaker voice helping the viewer to understand the dream inherent in a Landsbyggare. Work on the pace, make sure to capture surrounding sounds and ensure that the atmosphere is in harmony with the music. Try to achieve a poetic film and find a good speaker, someone who is a Landsbyggare and as keen about the result as we are. The mood film may best be filmed last of the films, using a script and pre-defined music. (Check at landsbyggarekonceptet.se)

BEST TIP: IAn edited version with clips of all the Landsbyggare tips, a film about 1.30 minutes.

LANDSBYGGARE FILM: A more concrete film compared to the mood film. Here we are given the arguments for the Landsbyggares' happiness with their lives and choices; quotations in combination with a speaker – lasting for 3.30-4.00 minutes. Do not use the same speaker as in the mood film, here we can be more concrete than poetic. Stick to the script and predefined music. (Check at landsbyggarekonceptet.se)

ACTION FILM: A film that describe how our organisation can help. Clips from the Landsbyggare films mixed with interviews of project leaders or similar. The film shall encourage action, about three minutes length.

THE PROCESS

1. SELECTION

- **How to select Landsbyggare to film**
Based on a number of criteria we create a gross list
- **Spread in the municipalities**
- **Spread across sectors** (some sectors may be more important in the region – at least one representative)
- **Spread across age groups**
- **Mixed genders**
- **Spread across ethnicities**
- **A mix of stories**
- **A mix of occupations**
- **Scenic dwellings** – a mix of sea, town, forest, lake, farm, inland, river, etc.)
- **Preferably a local character**, a profile already holding social accounts with a wide reach.



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- **People with drive** who identify themselves as Landsbyggare and show it.
- **Entrepreneurs with an urge** to develop the rural areas and maybe are part of an association.
- **Good photos** showing that anything is possible.
- **Individuals with a community spirit** (multiple people in focus who demonstrate that life in the countryside is far from lonely).

Also try to attract different types of persons; someone may be interested in culture, another one outdoor recreation, academics, hipster, etc. Ask yourself which of the Landsbyggare would inspire others to long for a new kind of life – who would make others take the step?

Identify these through your own contacts, partners, financiers, previous Landsbyggare, networks and colleagues. The gross list can well be long. The criteria will help you select a mix of perhaps ten. These ten are asked if they are interested in participating, then follow up primarily with those we rank highest. The first filming session you should include at least five Landsbyggare to ensure sufficient content and a good master film.

2. PREPARATIONS

Do research on the Landsbyggare about to be filmed, either by telephone or in a meeting. Make an idea of who they are, what is driving them and what their normal days are like and their setting. Grab the opportunity to inform about Landsbyggare and their contribution in taking part. Ensure they understand the whole picture of the Landsbyggare concept and the results. Explain on the phone or by email that they will have access to photos and films that they can share themselves. Discuss the situations and places where filming could work. "What does your normal day look like?" "Can we arrange anything that was not scheduled for this day? What do you do in your time

off? What's best with living and in your place?" Maybe include the family in some part. Generally speaking, make sure the Landsbyggare isn't alone all the time, since we want to imprint a sense of community spirit it's good to include more people, such as customers or family members. The research shall provide a basis before the work on script and text. Reserve some time circa 9.00-14.00 for filming and photo. Make sure the Landsbyggare are available and ready. Make up a recording schedule to follow, to ensure a smooth process.

3. SCRIPT

For each Landsbyggare you will need two scripts, one main script for about one minute and a shorter one for the best tips. Write the scripts all at once to achieve a comprehensive grasp for the different characters. Write what you want the characters to say and which other places you want to film. One guideline is to produce an 80% script, while some parts may change with the conditions and spontaneity. Send the script to the Landsbyggare in advance.

4. PREPARATIONS ON SITE

Reserve time, perhaps an hour to meet with the Landsbyggare and talk through the script, the places, the planning, etc. If the Landsbyggare lacks spontaneity it may be better if they speak from a bullet script rather than reading from the script.

5. FILMING

Start with the script interview. Choose a place that depicts the countryside, the place, and the feeling of the interviewee, part of the work environment or favourite leisure area. Film the Landsbyggare according to the script (or bullet list) and retake as many times as is necessary. It's okay to film short sequences. The project leader can stand beside the camera so that the Landsbyggare can direct his dialogue there and not into the camera. The pace is important and make sure to coach the Landsbyggare to breathe slower, refrain from stress, speak slower and aim for a spontaneous impression. Don't settle for the first sequence simply because they nailed the script, but retake to find the right pace. After the interview it's time for the best tips. Here it may be good to film the Landsbyggare in action. Still the same: retake until good. Once the two interview sequences are done, it's time for the still photo. After the first interview ideas will spring as to what stills we need. Some were considered beforehand, other ideas will spring to mind when you hear the Landsbyggare talk. The stills needed are those capturing the setting, nature and the feelings: coffee on the camp fire, feeding the livestock, stirring the pot, forest walking, etc; photos that show the Landsbyggare's everyday chores and life. Don't miss recording the sounds, as it's essential for the editing. For overview, use drones. We suggest you take many drone shots since they are often needed for the vignettes and master film.



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6. EDITING

Edit roughly short moods and brief best tips first; they are usually the most concrete and straightforward. Thereafter edit short Landsbyggare. After editing the ones dealing with each respective Landsbyggare it will be easier to cut the highlights for the master films.

7. MUSIC, SUBTITLES, LOGOTYPES

The music is a low-key positive tune – All the films may be texted except the mood films; these must stand on their own legs and we suggest that the intro prompts the viewer to turn up the sound. Subtitles in Swedish or English depending on the target group; the purpose of the subtitles is primarily due to the fact that social media posts are not for sound-on as default. All the master films finish with #landsbyggare and final plate with logos and the shorter ones with #landsbyggare against a 'blurred' scenery shot.

With the exception of the mood films, the Landsbyggare logo is placed in the right corner to establish the brand.

8. PROOFING AND DELIVERY

Allow the Landsbyggare to see the material before the release to give them a chance to react if something feels wrong.

Send the information including the schedule and proposed spread to all the Landsbyggare to encourage them to contribute to the spreading at the right time. The Landsbyggare are allowed to use the films and stills in their own channels, their reward and side effect for participating. Everything may be efficiently delivered using WeTransfer or similar.