



Locarno, 8th August 2025
To media representatives

Joint press release from the Department of Economy and Employment (DEE) of the Canton of Geneva, the Department of Social Cohesion (DCS) of the Canton of Geneva, the Department of Culture and Digital Transition of the City of Geneva (DCTN) and the Department of Security and Sports of the City of Geneva (DSSP)

Launch of the *Geneva Film Commission*
**Geneva is positioning itself as a vibrant hub
for audiovisual productions**

During the Locarno Film Festival, the Canton and City of Geneva unveiled a joint initiative designed to make Geneva the standard-bearer for audiovisual content, both within Switzerland and internationally. This new programme, christened the *Geneva Film Commission*, constitutes an ambitious, incentivising measure that will promote the shooting and production of films and TV series on Genevan soil. The programme will be based on two key aspects: a film office, housed at the Geneva Tourism & Congress Foundation, which will support and facilitate the organisation of both home-grown and international productions; and a financial mechanism known as a *cash rebate* which will pay back to filmmakers a share of office costs incurred in the Canton. This measure will make it possible to add real dynamism to a rapidly-growing sector that is creating plenty of new jobs.

The launch of the *Geneva Film Commission* is the fruit of a direct collaboration between the Canton and City of Geneva. The partnership was presented to the public today by Delphine Bachmann, State Councillor in charge of the Department of Economy and Employment (DEE), Thierry Apothéloz, head of Social Cohesion Department (DCS) and president of the State Council, and Joëlle Bertossa, Administrative Councillor of the City of Geneva, who is in charge of Culture and Digital Transition Department (DCTN). The *Geneva Film Commission* aims to facilitate the work of audiovisual production companies, and is offering to reimburse a share of any money spent on the services of local businesses, subject to certain conditions. This programme is aimed at both Swiss professionals and those from other countries.

“The audiovisual sector, and the creative industries more generally, are enjoying a boom right now. They encourage job creation and are powerful vectors of innovation. The support mechanism presented today will strengthen their development, and all those that make up the economic fabric of Geneva stand to benefit from that,” notes Delphine Bachmann. Studies of

the knock-on benefits of investing in the sector show that every Franc invested can generate between 3.5 and 4.5 Francs of economic benefit.

A two-pronged programme to entice production companies to film here

This incentivization programme for film crews, overseen by the DEE, will meet the needs expressed by companies in the sector, who are keen to benefit from better support and specific incentives for choosing Geneva as a location for film shoots, and to have some respite from the high cost of living, which can sometimes be off-putting. The Geneva Film Commission is made up of two complementary components:

- The Geneva Film Office, housed inside the Geneva Tourism & Congress Foundation, will support home-grown and international productions by facilitating things for them on the administrative and logistical front. It will also promote Geneva's audiovisual ecosystem at professional events in Switzerland and elsewhere in the world. It will work closely with the public space department of the Department of Security and Sports (DSSP), which will be responsible for authorizing filming in public spaces in the City of Geneva.
- A financial mechanism in the form of a 'cash rebate' enables up to 30% of eligible expenses incurred within the Canton to be reimbursed, with the cap set at 500,000 Francs per project. A draft law to that effect has been approved by the State Council and submitted to the Grand Council. This financial lever is intended to make Geneva more attractive, for both Swiss and foreign productions.

The introduction of the programme is due to take place in two stages, with the office inside the Geneva Tourism & Congress Foundation opening in 2025. As for the cash rebates, they will be available as of 2026.

"This programme, which stems from a long-standing working partnership between the Canton, the City and companies in the sector, embodies the desire to bring the economy and culture together in a project that is in step with the new funding models for audiovisual content in Europe," Thierry Apothéloz notes.

"We are delighted that this project, initiated by the City of Geneva, is now coming to fruition. This initiative will enhance the economic attractiveness of our city and will also help to promote Geneva as a destination and boost its international image," expresses Marie Barbey-Chappuis, Administrative Councilor of the City of Geneva in charge of the DSSP.

Geneva has long been one of the great destinations for filming, and with this initiative it intends to consolidate that position.

Better support for a sector with strong economic and creative potential

Geneva is currently home to almost half of all film shoots in French-speaking Switzerland. It can call upon an array of industry professionals: production and post-production companies, home-grown talent, specialist academic institutions and professional networks such as Cinéforum, Fonction Cinéma, the Digital Creation Hub and indeed the RTS. The fact that a plethora of major events related to filmmaking take place here during the year underscores the city's significance for the sector. "The Geneva Film Commission will provide concrete, lasting support for the local ecosystem in filmmaking, support an industry that is shaping our region, and offer real prospects for Genevan organisations engaged in all stages of the production chain," Joëlle Bertossa observed.

This new measure forms part of a broader strategy by the public bodies, aimed at diversifying the Genevan economy, supporting the cultural and creative industries and promoting Geneva's image on the national and international stage.

Further information can be found here: genevafilmcommission.ch

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