

#EXPLOREEUROPE18

EUROPE'S IMAGE OF

Diversity

+

Inclusion

AN INTERSECTIONAL APPROACH
TO THE STUDY OF GENDER
EQUALITY IN THE EUROPEAN
AUDIOVISUAL INDUSTRY

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EXISTING FRAMEWORK

FILM SCHOOLS OFTEN HAVE A 50/50 MALE/FEMALE SPLIT, BUT ONLY 44% OF WOMEN GO ON TO WORK IN THE INDUSTRY, ONLY 24% TO DIRECT

AMONG FILMIC CONTENT, THERE ARE FEW FEMALE PROTAGONISTS, MAJOR FEMALE CHARACTERS, AND FEMALES IN SPEAKING ROLES

WOMEN FROM OTHER MINORITY GROUPS [ETHNIC, CULTURAL, SEXUAL, PHYSICAL] ARE PARTICULARLY UNDER-REPRESENTED ON-AND-OFF CAMERA

“If women aren't seen as significant in film, then they aren't seen as significant in society” Anna Server, CEO Swedish Film Institute

No country in Europe where women represent more than a third of directors of theatrically-released films

WHY DOES THE CELLULOID CEILING EXIST?

I TRAVELED ACROSS
Portugal + Sweden + Hungary
TO FIND OUT WHY:

Few female writer/directors

Unequal disbursement of national film funding

Lack of career progression + career footholds

Unconscious bias + gendered perceptions of the role and competencies of women

84% of European funding resources go to films by men



HERE'S WHAT PEOPLE HAD TO SAY:

@Júlia acting student, Hungary

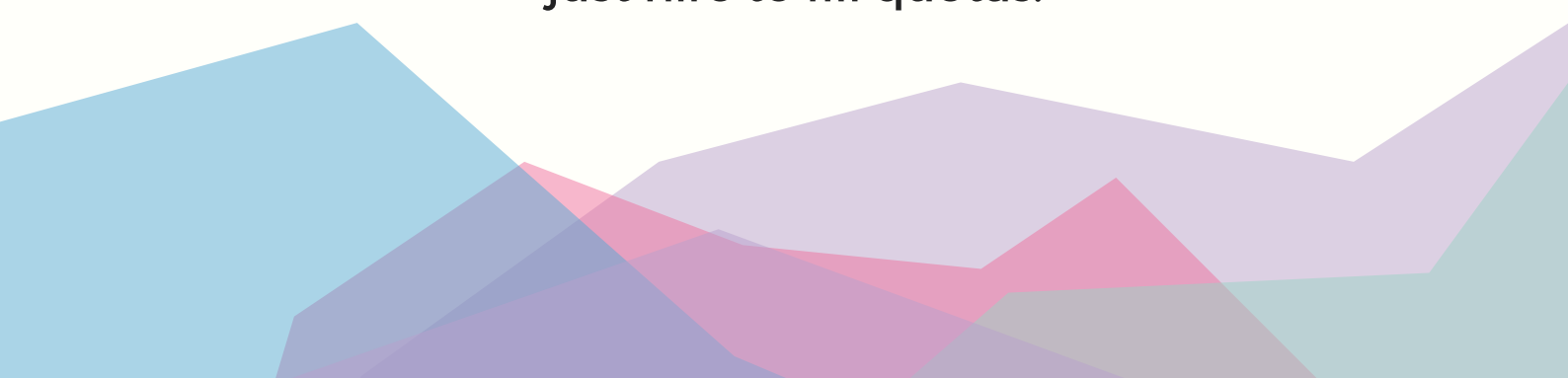
As a woman, its more difficult to find a job in film + theatre, if we just think of literature and most dramas, there are fewer female characters than male characters. Because of this men have more chances to find jobs

@Lynda agent, Portugal

Producers begun asking for BAME [Black, Asian, Minority Ethnic] talent. The push for diversity can't only happen at this stage, training must be the first intervention

@Oskar VFX producer, Sweden

We need to understand the value of the people we're hiring. We can't just hire to fill quotas.



THIS CAN BE FIXED!

HERE ARE SOME OF THE INITIATIVES + BEST PRACTICES I'VE LEARNED ABOUT

[representation]

@Identity Agency Group

offers part-time training for aspiring actors from lower socioeconomic backgrounds, and signs its most promising talent afterwards

[education]

@Doris Film

regularly hosts workshops to distribute film tutorials + educational materials to challenge film pedagogy + keep educators attuned to gender inequality

[#un-biasing]

@Stockholm City Government

Employees must undergo a mandatory 13-chapter, 15-hour diversity + inclusion training module titled 'Everybody's Right' to prevent discrimination

[exhibition]

@Lady Bug Film Festival

challenges the male dominated film exhibition culture by including 80% of female-helmed films in its programming, inverting the 80%/20% male/female norm

[funding]

@The Swedish Film Institute

stipulates that 50% of production support would be given to women

[programming]

@Porto Post Doc @Doc Lisbon

@Porto Femme Festivals

offer a focus on female-helmed projects + issues in its programming + curation

[training]

@Sweden

school is free + students often receive study grants, making film + drama school more accessible to all

[consumption]

@A-märkt

is a consumer labeling tool to visualize + encourage more stories + perspectives in film

HERE'S WHAT PEOPLE HAD TO SAY:

@Krisz producer, Hungary


The Hungarian industry is still relatively small and knowing the right people, regardless of gender, is what i believe can get you a long way

@Nancy casting director, Portugal

Casting is moving towards authenticity casting

@Andreas DP, Sweden

In Film School I learned about the male gaze, after a professor said that my work objectified women. At the time I was just shooting something I liked, I didn't think I was objectifying, but soon after I realized I was. The lens is a powerful tool in reinforcing or subverting power dynamics.



WHILE WE'RE ON THE WAY TO BETTER REPRESENTATION, THERE'S STILL A LONG WAY TO GO!

... some people did not believe in an
intersectional gender-parity approach

... others, were less enthused by cultural policy

... others still, unable to recognize the
underrepresentation

THERE IS MORE WORK TO BE DONE

@EUROPEAN COMMISSION

@EUROPEAN PARLIAMENT

@EUROPEAN SUPRANATIONAL FILM
AND AUDIOVISUAL FUNDS

@CREATIVE EUROPE MEDIA SUB-
PROGRAMME

@EUROPEAN BROADCASTING UNION

@INTERNATIONAL ASSOCIATION OF
FILM AND TELEVISION SCHOOLS
(CILECT)

@NATIONAL FILM INSTITUTES

@PAN-EUROPEAN AUDIOVISUAL FUNDS

@PUBLIC SERVICE BROADCASTERS