

Tools for Gender Equality in the Swiss Film Industry

Many people and institutions of the Swiss film industry have expressed their will to support measures to have more women participate in writing, realizing and producing films and audiovisual works in Switzerland. How could this goal be achieved? In January 2016, FOCAL invited seven experts from Switzerland and abroad to reflect on the situation in Switzerland. Funding institutions and associations were invited to give feedback. This paper presents the findings of this think tank, as an answer to this question:

What are the specific tools that can be implemented in order to move forward towards gender equality in the Swiss film industry?

General statement of the think tank

Film should reflect society. Society constantly changes but we are still thinking in old patterns. We need a change!

We are used to respecting regional representation – the next step should be representation for half of the population. Tax money needs to be spent equally.

1. » **Create Awareness** «

→ **Data Monitoring: Collect and Publish**

Money from selective film funds is tax money and should be spent equally. Every fund has to collect their data annually to guarantee transparency. Proposition: CinéSuisse coordinates the data collection, monitoring and research on this data.

2. » **Equal Share of Public Funds** «

→ **Adjust the selection criteria of film commissions**

→ **Adjust commissions so that they represent the variety of society**

→ **Introduce quotas**

→ **Encourage applications by female talents**

→ **Introduce diversity counseling for film funding commissions**

→ **Define measurable goals and responsibilities**

→ **Evaluate and adjust automatic support schemes**

3. » Search for new Stories «

- Target non-conformative stories
- Create a special fund for innovative projects
- Launch an award for non-conformative films
- Introduce a “Joker” for risk-taking projects within funding commissions

4. » Support Careers «

- Organize network meetings for producers, directors, etc.
- Create a communication network in social media (e.g. SWAN)
- Apply and volunteer for mentorship
- Create a directory of Swiss women filmmakers
- Promote female filmmakers in television and the commercial areas

5. » Reach the Audience «

- Install Outreach Producers to professionally address non-theatrical distribution
- Build target groups and find out what is relevant to them
- Engage new audience for different stories
- Cooperate with VOD platforms
- Recognize impact as a measurement for success

Think Tank Experts:

Iole Maria Giannattasio, Direzione Generale Cinema, MIBACT, Italy

Stina Mansfeld, producer at public broadcaster SVT, Sweden

Lise Lense-Møller, film producer and CEO, Magic Hour Films, Denmark

Andrea Staka, film director, producer and screenwriter, Switzerland

Rachel Schmid, script consultant, representative Eurimages, member EWA, Switzerland

Matthias Bürcher, filmmaker with profound knowledge of Swiss film funding, Switzerland

Anna Mäder-Garamvölgyi, lawyer, president of SUISSIMAGE, Switzerland.

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