



European women's
audiovisual network

all about the ...

European Women's Audiovisual Network (EWA Network)

Francine Raveney
Director

Opening questions

- How did the EWA Network begin?
- *Santiago de Compostela Charter – 2010;*
- *Independent structure Jan. 2013;*
- *FR 2-year sabbatical from Eurimages to build the Network (Nov. 2012-Nov. 2014)*

- What are the Network's objectives?
- *To promote greater gender equality on (cast) and off screen (creatives) in the audiovisual sector (film, TV, video games and online audiovisual);*
- *To encourage reflections on representation of women in audiovisual content.*

- How does it achieve these objectives?
- *Research (+ advocacy);*
- *Training;*
- *Outreach (events, online).*



Who we are...

- HQ in Strasbourg (Shadok offices);
- Strong international team (6 people);
- Run by a Director (Francine Raveney) and Deputy Director (Alexia Munis Ruiz);
- Bureau (filmmakers, film fund experts, producers) – meets quarterly, including Isabel Castro, Zeynep Özbatur Atakan, Paula Ortiz etc.;
- Honorary President: Isabel Coixet (opened Berlinale – 2015 “Nobody wants the night”);
- Ambassadors throughout Europe;
- International members;
- Over 10,000 newsletter subscribers;
- Supported by national film funds throughout Europe and the EU.



Research: a vital strategy for bringing about change

- 16.3% female directors according to recent European Observatory Report of equality @ film school;
- facts and figures required to illustrate under-representation of women in the industry;
- Creating sea change over last 3 years... in terms of press + general public awareness-raising.



Research:

EWA's 7-country study

- “Where are the women directors in European films? Best practice and policy recommendations.”
- First findings launched at Venice film festival in Sept 2015;
- Study will be launched at Berlin film festival (13 February tbc) – aim to raise awareness with industry professionals and provide practical solutions for national and pan-European funds.



Training:

3 types of training programme

- Coaching sessions – online or at major festivals (Berlin & Cannes);
- Ad hoc training sessions (pitching, film finance, online marketing);
- “Multiple revenue stream training for future films” – new technologies (crowd-funding, viral marketing, online distribution strategies).



Outreach:

events and online

- Conferences and panels @ film festivals (Berlin, Istanbul, Cannes, Locarno, Sarajevo, Venice, Rome, Seville, Antalya etc.) + elsewhere = **awareness-raising/encouraging debate/promoting networking;**
- Online members' section allowing professionals to work together/make projects together and really develop their networking skills.



Outreach: panel events



Panel event at Sitges film festival: Oct. 2013



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Next steps...

- More of the same: research, training, outreach;
- Increased attention to be paid to communication/press;
- Developing even more members – federation of national networks – ongoing.



Find out more

Brochure/Newsletter (see copies)

Social media:

- www.ewawomen.com
- <https://www.facebook.com/EWAnetwork>
- @ewawomen

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