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 cf 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
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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