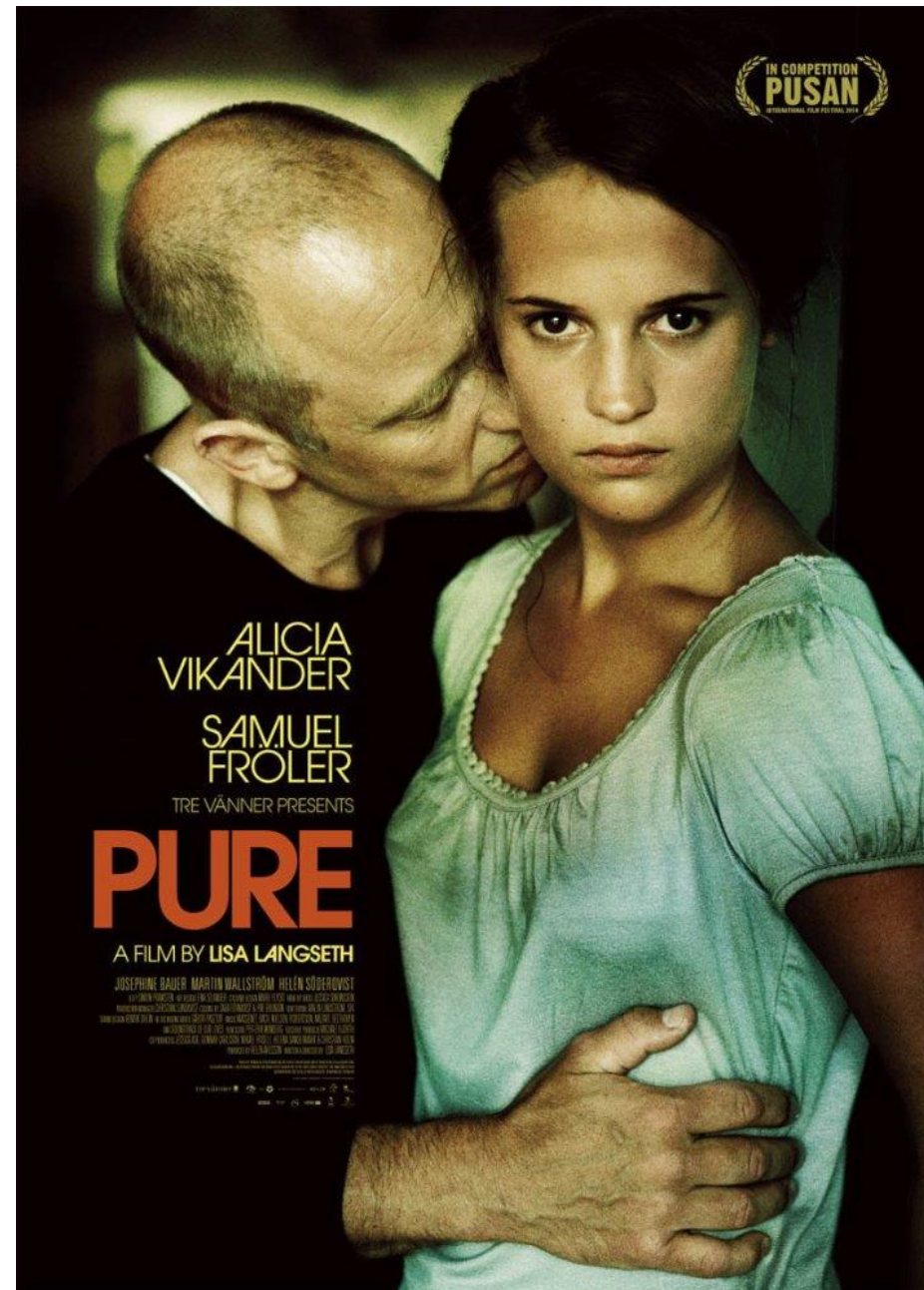
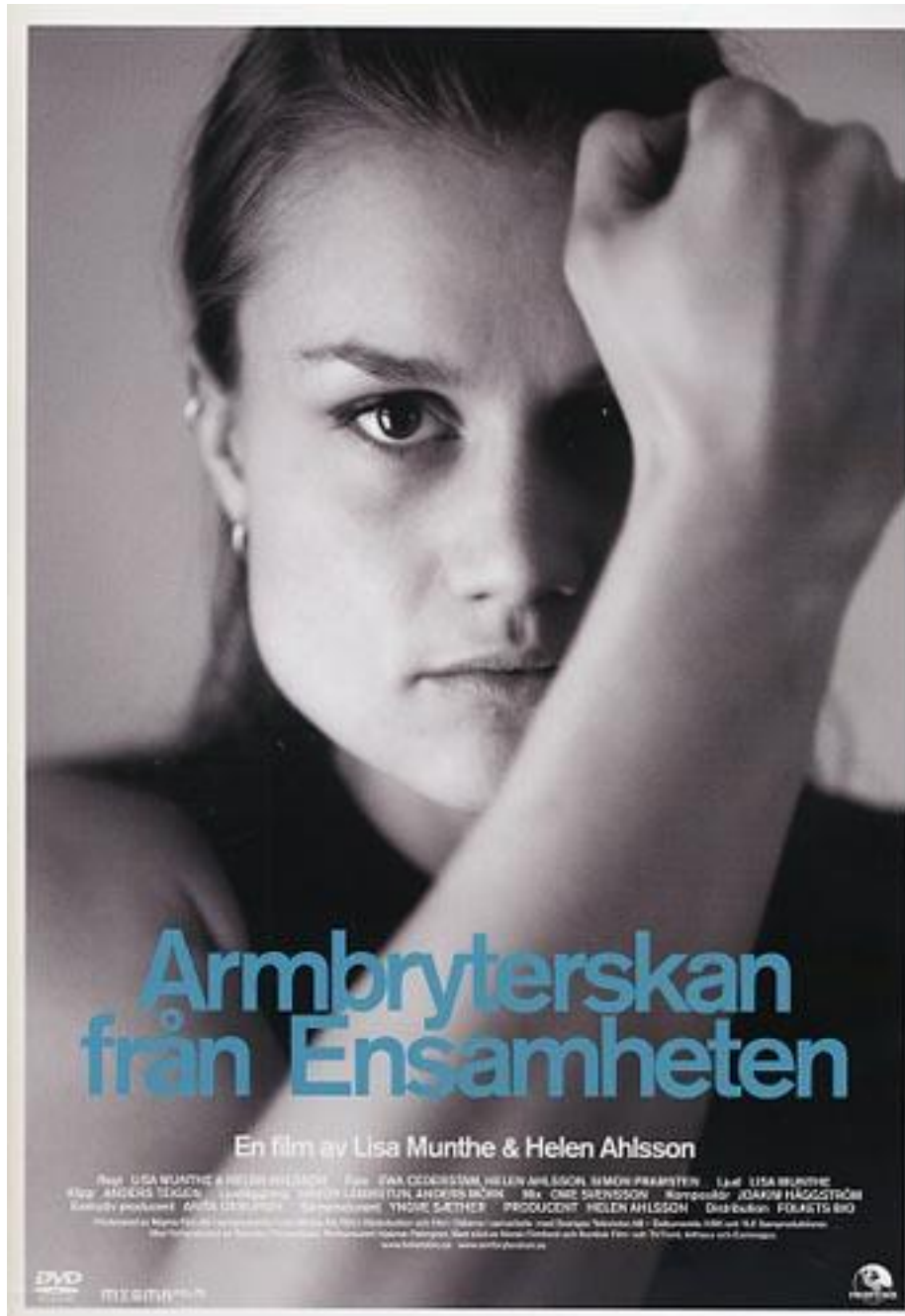


# Gender EQUALITY - in FILM FUNDING

Helen Ahlsson

*Film Commissioner, The Swedish Film Institute*



# The **Armrestler** from Solitude

*"How can two women collaborate and direct together?"*

*"You are debutants, we are not sure you can manage this. We have selected a more experienced DoP that can teach you during the shoot."*

*"How can your female lead character be so strong, focused and happy?  
Are you sure she hasn't anorexia?"*

**FACTS: Won Nordic Film and TV Fund Pitch Prize. Support by Eurimages. Theatrical release in 4 countries. Best national box-office in 7 years. Best Documentary at the national award "Guldbagge".**

# Pure

*"The director has only done theatre before, how can we be sure she can direct a film?"*

*"The female protagonist is not pleasant. Does she have to be so aggressive?"*

*"Alicia Vikander, who? If you insist to have an unknown actress you must pick an established actor!"*

**FACTS: Best film in Busan. Theatrical release in several countries (France, Finland, South Korea etc). Nominated for Best director, won Best screenplay and Best Actress at the national award "Guldbagge". And a star was born...**

# STRATEGY

1 **QUALITY** (Relevance, originality & craft)

2 **GENDER EQUALITY**

3 **DIVERSITY**

**Most importantly - MONITORING**



# Gender Equality Statistics

Proportion of feature-length fiction films with a woman in a key role

Films w/ commissioner support, year of support (films w/o support, year of release)

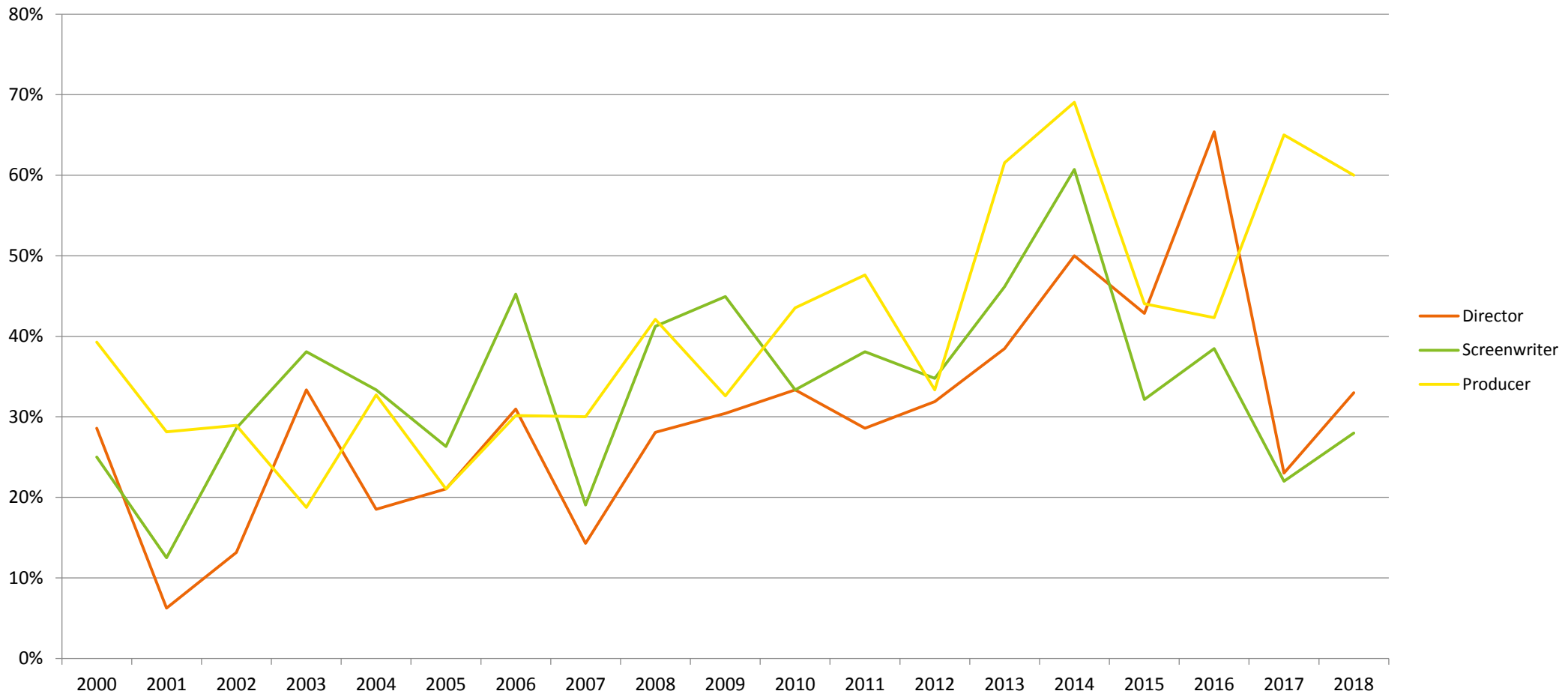
Period	Director	Screenwriter	Producer
2000-2005	20% (10%)	28% (23%)	27% (16%)
2006-2012	29% (6%)	38% (14%)	37% (23%)
2013-2016	49% (14%)	44% (16%)	54% (29%)
2017-2018	29% (23%)	25% (22%)	63% (36%)



# Gender Equality Statistics - yearly variation

Proportion of feature-length fiction films with support with a woman in a key role (year of support)

**WE DON'T DO QUOTAS !**



# Gender Equality Statistics

Proportion of short films with a woman in a key role

Films w/ commissioner support, year of support (films w/o support, year of release)

Period	Director	Screenwriter	Producer
2017-2018	60%	59%	58%

# Gender Equality Statistics

Proportion of documentary films with a woman in a key role

Films w/ commissioner support, year of support (films w/o support, year of release)

Period	Director	Screenwriter	Producer
2017-2018	45% (14%)	45% (18%)	47% (11%)

# Gender Equality Statistics

Proportion of Moving Sweden films with a woman in a key role

Films w/ commissioner support, year of support (films w/o support, year of release)

Period	Director	Screenwriter	Producer
2017-2018	60%	58%	50%

# EFFECTS

**awards & international festivals**

**National award Guldbaggen 2011 – 2018**

**56% of all awards**

(directing, screenwriting, producers)

# EFFECTS – awards & international festivals

## International festivals 2018: share of women directors

• Berlinale/Cannes/Toronto/IDFA	2018	18 films	50% women
• Berlin	2018	7 films	57 % women
• Cannes	2018	2 films	50 % women
• Toronto	2018	4 films	60 % women
• IDFA	2018	3 films	33 % women

THE SWEDISH FILM INSTITUTE

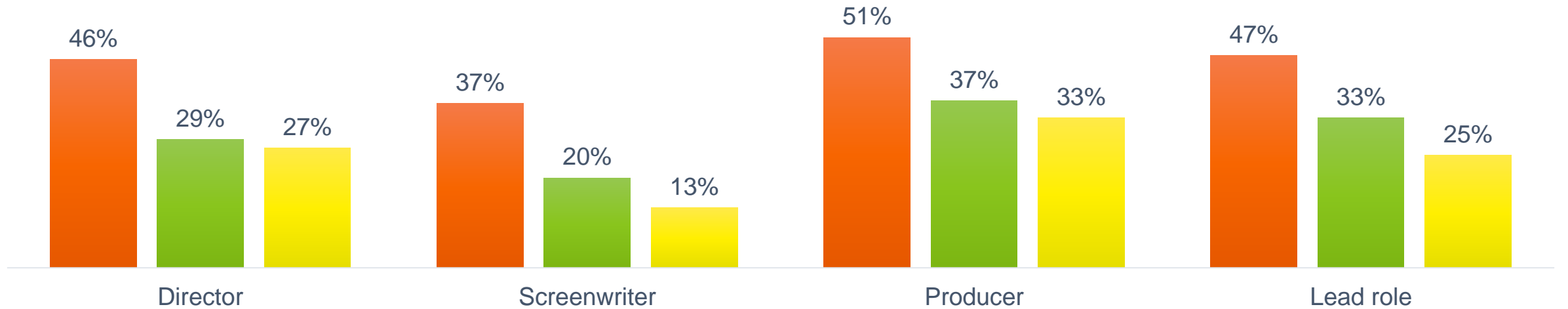
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# The Money Issue

Gender Equality Report 2018

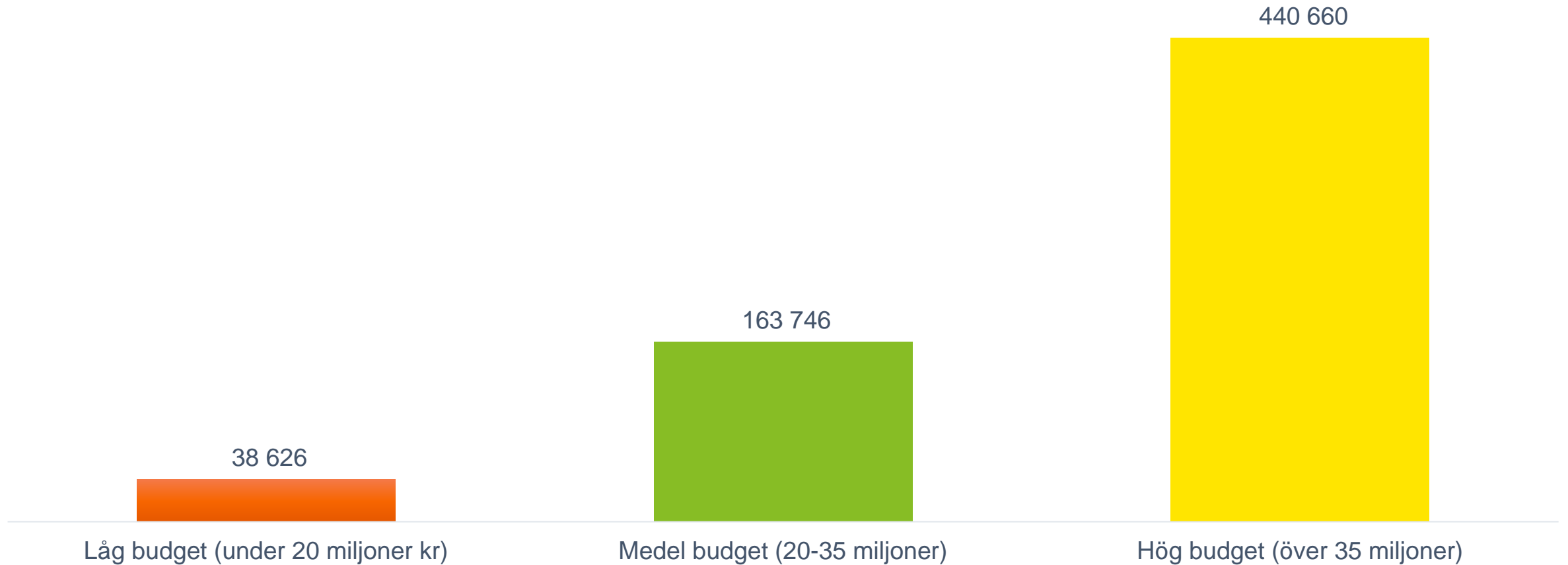
# When the budget increases the percentage of women involved decreases

■ Low budget (below 20 MSEK) ■ Medium budget (20-35 MSEK) ■ High budget (above 35 MSEK)



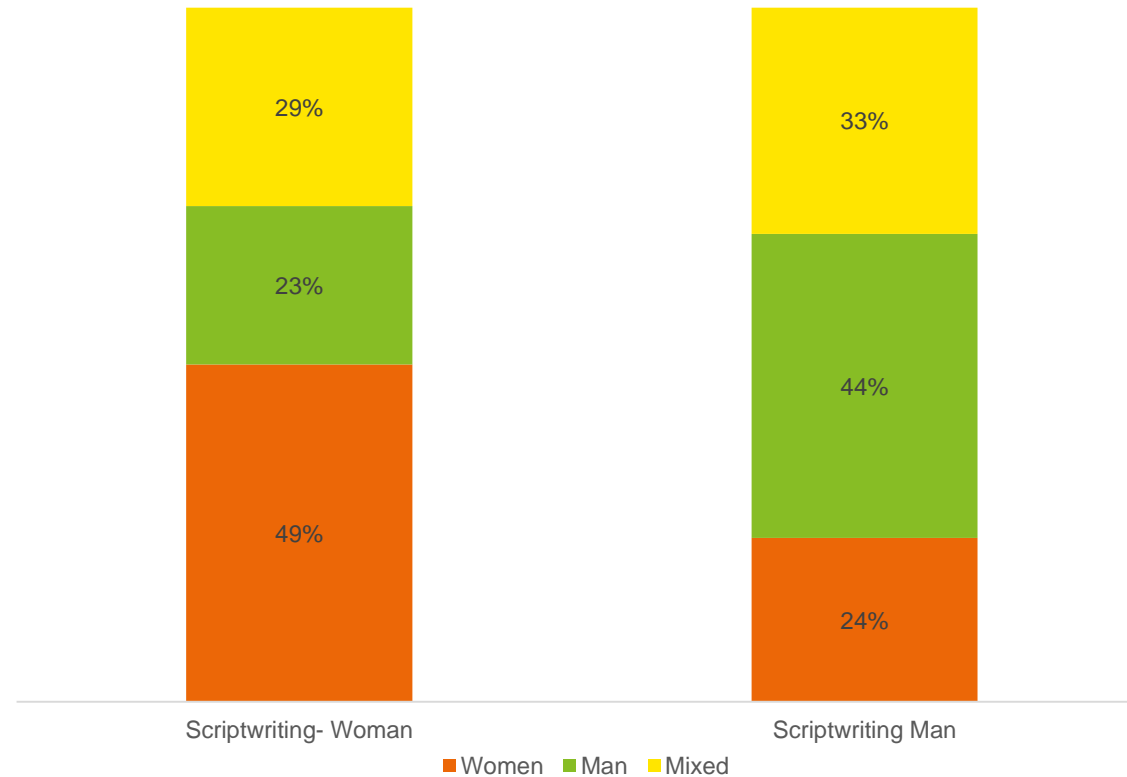


# Admissions in regards of budgets

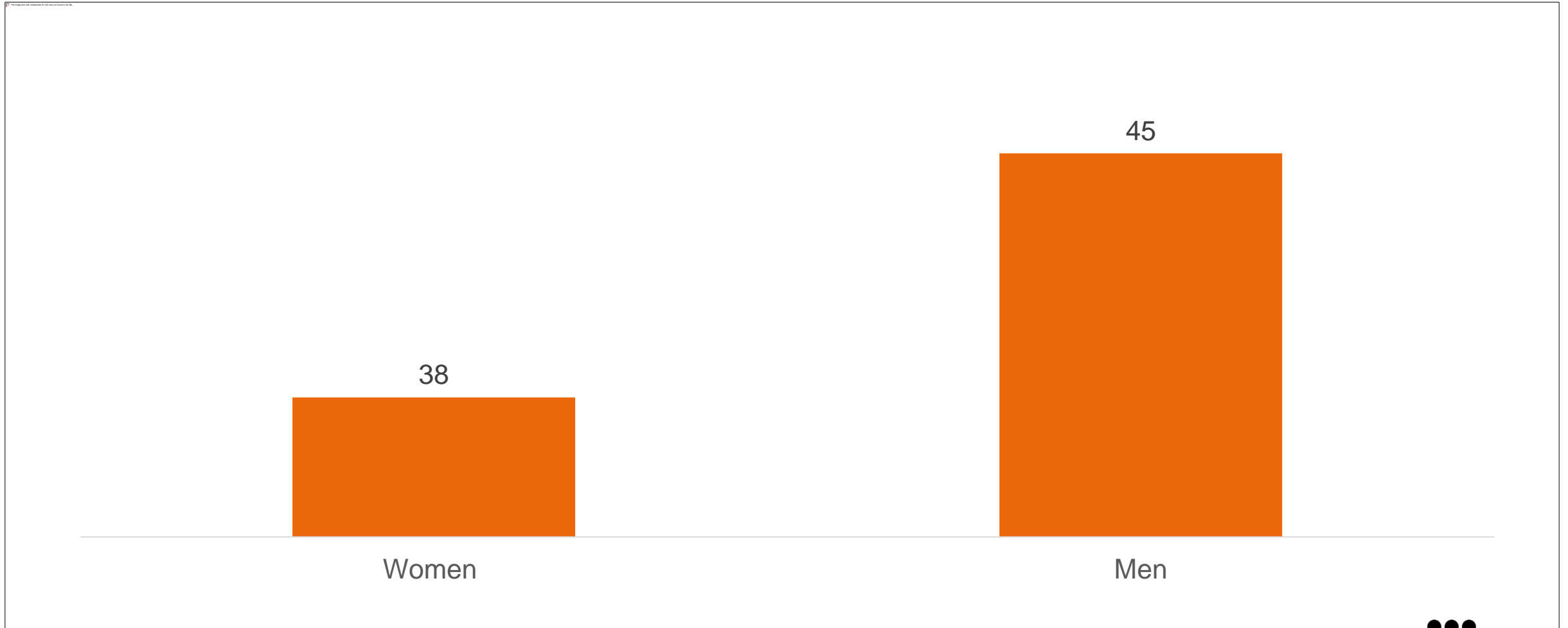


# Women scriptwriters write scripts with a woman in the lead role

Distribution of lead roles, scriptwriting man/  
woman



# Average age for leading actors



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# Thank you!

Helen Ahlsson

*Film Commissioner, The Swedish Film Institute*