Achieving gender equality and promoting diversity in the European Audiovisual sector

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European Framework of Actions on Gender Equality in the Audiovisual Sector

Adopted in October 2011 by the European social partners of the EU Audiovisual Sectoral Social Dialogue
Research - Mapping exercise

Literature review

Online survey:
44 contributions from 17 EU and 4 non-EU countries

Study visits and phone interviews
51 people interviewed from 33 organisations in 7 EU countries (Austria, Belgium, France, Germany, Spain, Sweden, United Kingdom)
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GOOD PRACTICE HANDBOOK

The general context

The European Audiovisual sector

Achieving equality: best practices

Promoting diversity: best practices

Conclusions and the way forward
Women represent 39% of the global workforce and 27% of managerial positions.

Gender pay gap – global level: 20%
Gender pay gap – EU level: 16%
Gender pension gap in the EU: 37%

Gender employment gap in the EU: 11.5 %

Women on boards of EU publicly listed companies: 26%

In the EU-28, managers are on average twice more likely to be male.
The General context

• Equality between women and men stated in art. 2 and 3 TEU and in art. 21 of the Charter of Fundamental rights.
• Equal pay between women and men in treaties since 1957.
• Art. 153 TFEU on equal opportunities and equal treatment in matters of employment (also see 2006 EU Directive).
• Art. 157 on positive action to empower women.
• 2014 Recommendation of the EC on equal pay
• 2019 EU Work-life Balance Directive

• Recommendation to stop sexism (Council of Europe, 2019)
• Violence and Harassment Convention (ILO, 2019)
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• 2011 Framework of Actions on Gender Equality

• 2017 Recommendation on Gender Equality in the Audiovisual Sector (Council of Europe)

• Eurimages: Gender Equality Strategy 2020

• European Film Agency Directors Association (EFADs) Gender Working Group

• European Platform of Regulatory Authorities (EPRA) 2018 Report on gender representation on and off screen
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BROADCASTING AND MEDIA

24% of the persons heard, read about or seen in 2015 in newspaper, television and radio news worldwide were women. 16% of CEOs and 25% of board members of media organisations worldwide were women in 2012.

In EU public service media 31% of DGs were women in 2019.

In 2014 women journalists received three times as many abusive comments on Twitter as their male counterparts.

A 2018 survey showed that 2/3rd of women respondents identifying as media workers had been threatened or harassed online at least once.
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FILM & TV PRODUCTION

Over the period 2006-2013, while women represented almost half of directors graduating from film schools (44%), the overall proportion of female directors working in the European industry was less than one-quarter (24%).

*EU Media Programme*: women made up 11.42% of producers, 12.49% of directors, 20.08% of screenwriters and 47.82% of distributors that received EU funding (2019).
Achieving equality: best practices

• **Devising strategies**, setting targets, elaborating indicators and monitoring progress
• **Raising awareness**, offering training, and committing organisations and people to change
• **Public funding and public service organisations**: supporting the change
• Combatting **sexual harassment**
• **Step by step**, changing the way we work
Devising strategies, setting targets, monitoring:
- Equality and Diversity labels in France
- ITV Commissioning commitments in the UK
- Equality Plans in Spain
- Equality targets of the Swedish Film Institute
- Equality strategy of ORF in Austria

Raising awareness, training, committing people:
- The Dutch coalition ‘Creating images in the Media’
- BECTU’s ‘Eyes Half Shut’ campaign in the UK
- The Film Festivals’ Equality pledge (50/50 by 2020)
- The ‘Art of Balance’, a Norwegian initiative
Public funding and public service organisations:
- Film funding agencies taking actions
- Public broadcasters championing equality practices

Combatting sexual harassment:
- The ‘Safe Spaces’ campaign of Equity in the UK
- Education programmes in Sweden
- THEMIS, a joint sector platform in Germany

Step by step, changing the way we work:
- Child-care initiatives at festivals
- Websites promoting women professionals
- 10% for 50/50: a “gender incentive” for change
- The commitments of the German film schools
Promoting diversity: best practices

- Diversifying the **entry paths** into the industry
- Supporting the integration of **disabled staff**
- Establishing **databases of experts** to diversify voices
- **Fighting LGBTI’s discriminations**
- Designing **customized diversity tools** for our sector