Achieving gender equality and promoting diversity in the European Audiovisual sector

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

The General context

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