



# CHARACTER

A campaign of the



**MEET 12 INSPIRING WOMEN  
DEFYING STEREOTYPES**

[www.character.eu](http://www.character.eu)

In partnership with

**Le Collectif 50/50**

Portraits directed by Hind Bensari

Production Novoprod cinéma



# CharactHer

## Empowering all talents in the Film and the Media industries

A campaign of the European Commission, in partnership with Collectif 50/50

The European Commission is launching an awareness campaign on Diversity & Inclusion focusing on the film and news media sector. As part of the [Media and Audiovisual Action Plan](#) adopted to support the recovery and transformation of the media industry, the campaign will contribute to empower all the European talents, both in front and behind the camera, with a special focus on women. This campaign will also contribute to von der Leyen Commission's agenda of a [Union of Equality via the EU Gender Equality Strategy](#) aiming at a gender-equal Europe by 2025.

Under the title '[CharactHer](#)' and designed in the current context where women are still underrepresented and face persistent imbalances and obstacles along their careers, the Commission's campaign has the following objectives:

- To raise awareness of the persistence of inequalities in the sectors;
- To spotlight lesser-known positions in the industry to promote diversity through the great variety of potential career paths;
- To encourage young women to pursue careers in domains that are traditionally considered to be "masculine" by showing them that in reality, women can access and succeed in these fields - and dismantle stereotypes and prejudices stating that some jobs are out of their reach due to their gender;
- To highlight the achievements and singularities of different profiles; focus on possibilities and opportunities, rather than impediments.

The final goal is:

- To foster inclusion and representativeness to enable the media industries to remain culturally rich and vibrant, in tune with the diversity of our European societies.

The campaign will portray several real female role models, each of them with different backgrounds and holding different positions, but all equally admirable and inspiring for younger generations.

A total of 12 interview videos featuring female professionals will be released in the upcoming weeks, and viewers will get the chance to learn about the particularities of their positions, their experiences, challenges and achievements.



## Empowering all talents in the Film and the Media industries

The videos will be complemented with further communication material in the format of quotes and visuals for social media, and with a toolkit that will be distributed in mid/high schools across Europe, as well as in film schools and educational organisations.

The campaign will be officially launched on 9 July in the context of the Festival de Cannes, and will last until the end of 2021. (See Annex 2 for more information)

Please check the annexes to know more about the selected profiles, the details of the launching event, how to join the campaign and further communication material.

Annex 1: List of selected interviewees

Annex 2: Launch event in Festival de Cannes

Annex 3: How to join the campaign

Annex 4: Communication material (including standard visuals and toolkit)

Annex 5: Key messages and ready-to-use copy for social media

Annex 6: Key moments for promotion and dissemination (soon available)

Annex 7: List of organisations embracing the campaign (soon available)

For further questions, please get in touch with:

[Sarah Brunet](#) – for Policy enquiries

[Sara Gayarre](#) – for Communication/Press enquires.

### Background

CharactHer is the first initiative with a clear focus on diversity and inclusion launched under the framework of the [Media and Audiovisual Action Plan](#). Adopted in December 2020, this roadmap set fostering diversity as a key priority in the Commission's support to the recovery and transformation of the media and audiovisual sectors.

The campaign responds to a broader policy effort to strengthen the Commission's commitment to a gender-balanced and more diverse and inclusive creative sector. It also responds to President von der Leyen Commission's agenda of a [Union of Equality via the EU Gender Equality Strategy](#), which aims to reach a gender-equal Europe by 2025.

In 2018, [Creative Europe MEDIA began to engage with stakeholders](#) in a bid to raise awareness of persistent imbalances, collect data and establish a network of partners working for a common objective.

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## **Annex 1**

List of female professionals featured in the interview videos.

### **CINEMA**

1. Cinematographer - Olympia Mytilinaiou (Greece)
2. Show Runner - Marie Enthoven (Belgium)
3. Director/Animator - Anca Damian (Romania)
4. Stunt Performer - Anne Rasmussen (Denmark)
5. VFX Supervisor - Gaia Bussolati (Italy)
6. Music Composer - Uèle Lamore (France)
7. Colorist - Susi Dollnig (Austria)
8. Key Grip - Maike Maier (Germany)

### **VIDEO GAMES**

9. Game User Researcher, Accessibility Consultant – Gwendolyn Garan (France)

### **JOURNALISTS**

10. Safia Kessas – Radio (Belgium)
11. Paola Moscardino – TV (Italy)
12. Galya Prokopieva – Digital media (Bulgaria)



## **Annex 2**

### Launch event of the campaign

The campaign will be launched on 9 July during a hybrid event in the Festival de Cannes.

1. Launching of the campaign's website at 15h00: <http://character.eu/>
2. Press conference (for journalists only) from 15h45 to 16h15.  
Please confirm your attendance [here](#).
3. [Launch event from 16h15 to 17h00](#)

- Open to the public on site:  
Main stage | LERINS | Palais des Festivals
- Livestreamed online via:  
page Marché du Film and  
[Facebook of Creative Europe](#)



The panel of the event will be formed by:

- Věra Jourová - Vice-President of the European Commission and Commissioner for Values and Transparency
- Delphyne Besse - Member of the Board Collectif 50/50
- Hind Bensari - Documentary Filmmaker and Director of the CharactHer videos
- Uèle Lamore – Participant of the campaign representing the audiovisual sector - Conductor
- Safia Kessas – Participant of the campaign representing the news media sector - Journalist

Moderator: Elsa Keslassy - Journalist Variety

A few teasers of the videos will be screened during the event.

## **Annex 3**

### How to join the campaign

In order to magnify the reach of the campaign, we count on the support of stakeholders and partners to multiply the messages and promote the material across their channels.

The target audience of the campaign is two-folded:

- On one hand, we need to raise awareness of persistent inequalities within the media industry in a bid to change trends and give female and less-privileged professionals the opportunities for equal treatment.
- On the other hand, we need to spread the word about the wide variety of professions in the media sector among the general audience, with a special focus on the younger generations, to put an end to stereotypes and break the narrative of positions linked to a specific genre.

How can you **JOIN & HELP?**

#### **If you are a journalist:**

- [Join the press conference](#) on 9 July to get all the information about the campaign.
- Write about the campaign to increase its visibility within your readership.
- [Contact us](#) if you are interested in a more targeted piece/interview or in getting further communication material.
- [Contact us](#) if you see potential collaboration with broadcasters to screen the videos of the campaign.

#### **If you are a film or news media professional:**

- [Share your story with us](#) stating the challenges you face(d) and we would explore how your experience best fits in the campaign.
- Become an ambassador of the campaign and help to spread the word in industry events and festivals.
- Share the campaign with your peers and networks.



**If you are a stakeholder:**

- Become a multiplier of the campaign by posting about it on your social media accounts. (see Annex 4)
- Include the campaign in your newsletter.
- Address the issue within your organisation to discuss how it can be overcome and [let us know your ideas and strategies](#).

**If you are an educational organisation:**

- Distribute the toolkit among young people.
- Organise debates with students to address the global issue and any particular challenge.
- [Let us know](#) if any student would like to share their story of 1) determination to go for an 'unusual' career or 2) challenges while deciding on a career.

We are currently in touch with professionals in the audiovisual and news media industries to develop a list of **'Ambassadors/Ambassadors'** that will endorse the campaign during the Cannes Film Festival and beyond to talk about it and promote it further.

## **Annex 4**

### Communication material.

All the communication and promotional material of the campaign will be available in a shared folder: [\*\*HERE\*\*](#).

The material will be split in folders depending on the when it should be used:

- Prior to the launch: with general content and teasers that can be used before 9 July to announce that a campaign on Diversity is about to be launched.
- Under embargo: documents in this folder will be under **embargo until Friday 9 July at midday**. I.e. press release, short videos, toolkit. Please respect the embargo.
- Campaign material: logos, videos, visuals, banners, quotes, etc. will be added to this folder as they are released and can be used freely.

When using material of the campaign in your channels, please do not forget to:

- Mention that it is a campaign of the European Commission (in partnership with Collectif 50/50)

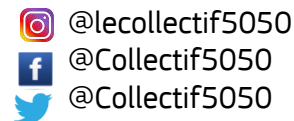
and/or

- Tag our accounts:

European Commission



Collectif 50/50



- Use the official hashtag of the campaign [\*\*#CharactHer\*\*](#)
- Always illustrate your content with images, GIFs or videos that you can find [\*\*here\*\*](#).



## **Annex 5**

### Key message and ready-to-use copy for social media

#### Political messages:

- The European Commission supports the industry to be more inclusive with all talents and representative of European societies.
- Improving equal access to labour market, visibility and equal participation will help European societies transform.
- The audiovisual and media sectors, being some of the most prominent sectors in Europe, through films, series, media and any audiovisual content can have a significant impact on cultural and societal change
- A diverse and inclusive media workforce will benefit creation with a richer diversity of content and forms of narratives.
- The Commission, through their efforts and initiatives in this regard, can be the driving force to ensure improvement in gender balance and inclusion

#### General messages to the industry:

- Diversity and inclusion allow our industry to remain vibrant, rich and representative of our societies.
- We need to foster diversity not only in front of but also behind the camera to empower new talents and enable new ideas, stories, and voices to emerge.

#### General messages for the general public (focus on young people and students):

- There is no such thing as a “masculine” job: we can all do anything!
- The industry offers a wide range of professional opportunities that require a variety of different competences: there might be a job for you!
- The media industry is open to all talents, welcoming all passionate and ambitious contributions.