

Le Collectif 50/50

Pledge for inclusion in the film and audiovisual industry

The Pledge for Inclusion in the Film and Audiovisual industry is a commitment text carried out by Collectif 50/50, born from the observation that parity between women and men and the diversity of French society, in its cultural, ethnic and social components, are not sufficiently represented in French audiovisual productions, on set and on screen.

50/50 is convinced that the richness of diversity in modern-day society is a creative force to be valued. The Pledge is therefore part of a proactive and incentive approach which aims to encourage a more diversified representation of French society in front and behind the camera, in accordance with the directives of the Defender of Rights which reminds us that it is illegal to professionally discriminate a person on the basis of their background, sex, age, disability, opinions, sexual orientation, gender identity.

By disseminating this Pledge, 50/50 wishes to take concrete action in favor of greater inclusion within the film and the audiovisual sector, with total respect for the freedom of creation, respect of copyright laws and entrepreneurship, of the artistic singularity of each film, and in compliance with the legal framework of the fight against discrimination.

The Pledge is proposed for signing to a variety of organisations and casting directors' unions, directors, artists' agents, screenwriters and producers, who wish to act in favor of greater inclusion in film and deploy concrete and responsible actions by combining their forces to represent the richness of contemporary society's diversity, and evolving towards greater openness and real equality of chances.

A - By signing the Pledge, the signatories undertake, through concrete actions at all stages of film and audiovisual production, to promote the diversity of French society in all its differences, its wealth, its cultural, ethnic, geographic and social components, for equal opportunities and parity between men and women.

At the training stage, signatories undertake - for the recruitment of trainees - to call upon organisations¹ already working for diversity in the film and audiovisual sector in order to democratize French cinema and promote young artists and technicians coming from various cultural social backgrounds.

At the recruiting stage of candidates for the technical and artistic teams, signatories undertake to respect the principles of non-discrimination and equality of opportunity laid down by French law.

- Signatories recognize that respecting these principles implies that the selection of candidates for technical and artistic teams be representative of the entire French cultural, ethnic and social fabric. Signatories must ensure to set aside prejudices, stereotypes, automatisms and habits and must have an active approach so that the selection of profiles is as rich and diverse as possible. To this end, signatories will be able to consult the diversity directory published by Collectif 50/50.

- Signatories undertake to ensure that the respect of this commitment be not restricted to minor positions but also to positions with high added value and in particular to the following positions: screenwriter, director of photography, production manager, 1st assistant director, 2nd assistant director, chief decorator, sound operator, chief editor, mixer, composer.

- With equal skills, signatories also undertake to ensure equal pay within teams.

On screen, signatories must ensure that the recruitment of actors, extras and silhouettes also reflect French diversity, both at the casting stage and in terms of visual representation.

Consequently - and while remaining faithful to the script, its coherence, the historical and geographical context - for any role that isn't intrinsically specified in the given script for an identified profile, casting directors commit themselves from the very beginning to pass inclusive auditions to people with diversified backgrounds, without prejudice and in an active approach. This commitment cannot be limited to minor roles and should concern all types of roles, particularly leading roles. When a role is not expressly written for a specific profile, advertisements should clearly specify that the roles are open to all profiles and backgrounds.

B - Signatories may refer themselves, in the framework of the film credits to which they contribute, to the application of, and compliance to the Pledge, by using the 50/50 logo, and by indicating the following statement in the credits: *"This film was produced according to the principles of the Collectif 50/50 Pledge for Inclusion"*.

C - Signatories undertake to communicate around the values of the Inclusion Pledge and to promote them to the various actors and partners of the French, European and international film and audiovisual industry, in order to invite them to respect its principles. Signatories are also committed to ensure that compliance to the Charter be a condition of the perimeter of the contractual agreements that they will sign, and to include the terms in an appendix.

D - Signatories undertake to regularly assess their progress and achievements and to set up a monitoring system to check the proper application of the Pledge within productions. Signatories will be able to solicit the opinion of their production teams and actors by means of a declaration on how diversity is perceived and experienced. Signatories note that ethnic statistics are prohibited in France and that the monitoring they put in place must be carried out in strict compliance with the regulations relative to personal data. Consequently, responses to the follow-up must be strictly anonymous, spontaneous, self-declarative and never induced. No automatic processing of this data can be done without the intervention of a third party. Signatories undertake to share the results of their respective monitoring among themselves and within the framework of any survey, information campaign and action aiming to support diversity in French film production.

[1] These are organisations operating at the national or local level. On a non-exhaustive basis: 1000 Visages, Viens voir mon taf, Ecole Miroir, Article 1, Labec, École Kourtrajmé, Mozaik RH, Fondation Culture et Diversité, La Ruhe (Gindou), Cinekour (La Réunion), Pôle Emploi AVS placement d'artistes, Ghett'up...

Signature