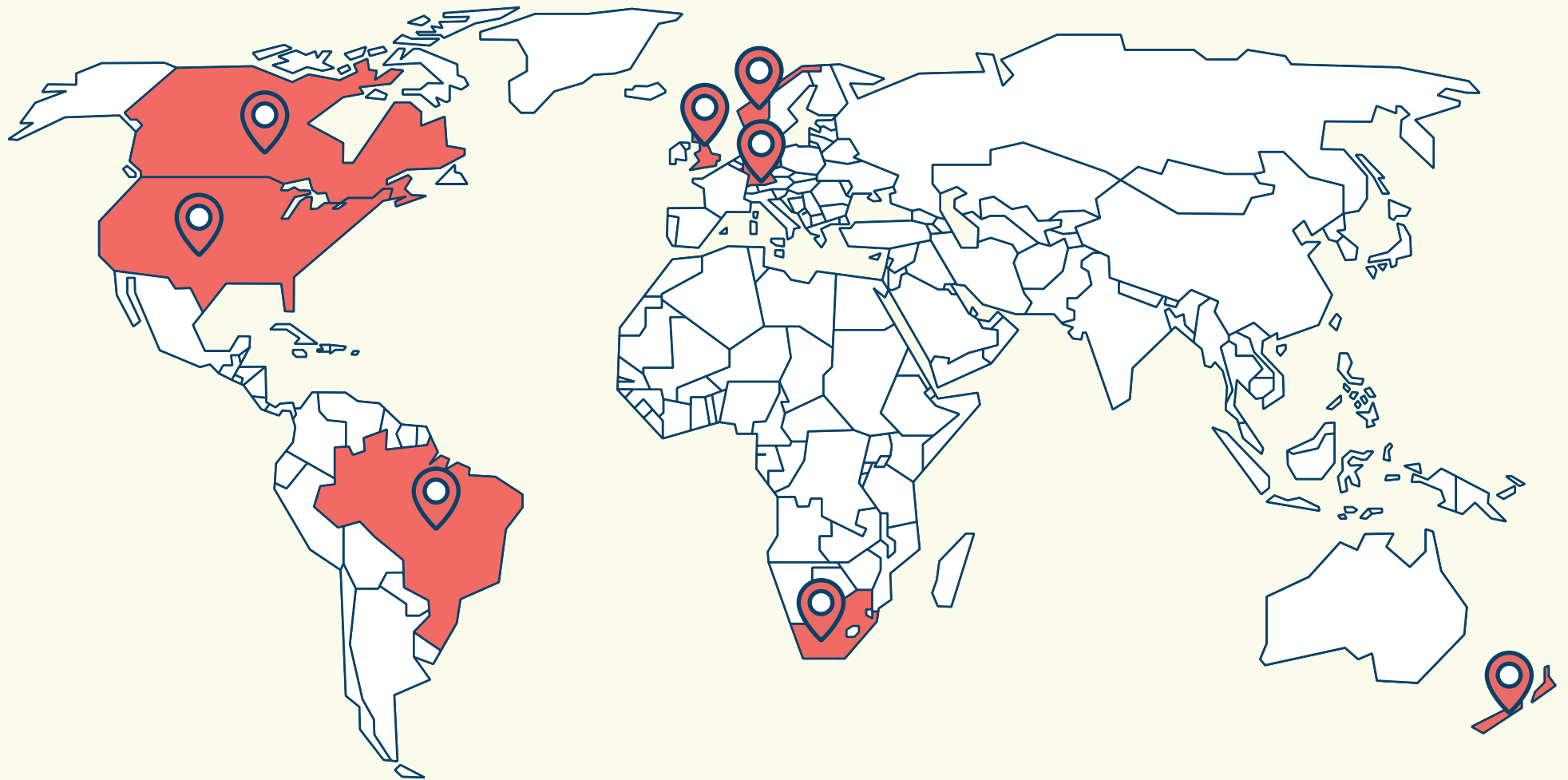


# **INCLUSION**

## **IN THE FILM AND AUDIOVISUAL INDUSTRY**

**INSPIRING OURSELVES FROM INITIATIVES  
AROUND THE WORLD**





EUROPE

FRANCE

---

Population  
in 2019

67 M

---

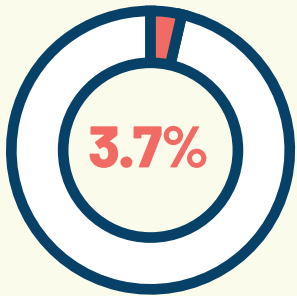
Are official ethnic statistics  
authorized ?

 no

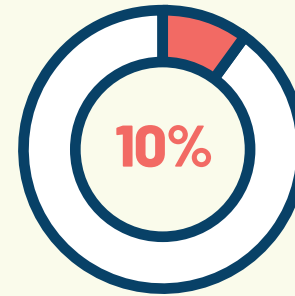
Collection of ethnic data prohibited by the law. There are exceptions under certain conditions.

---

## DIVERSITY IN THE POPULATION

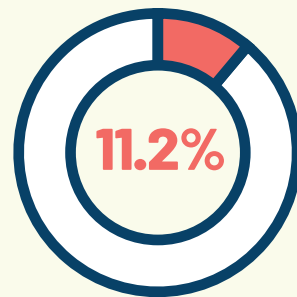


of the population  
resides overseas



of the population is of  
immigrant background

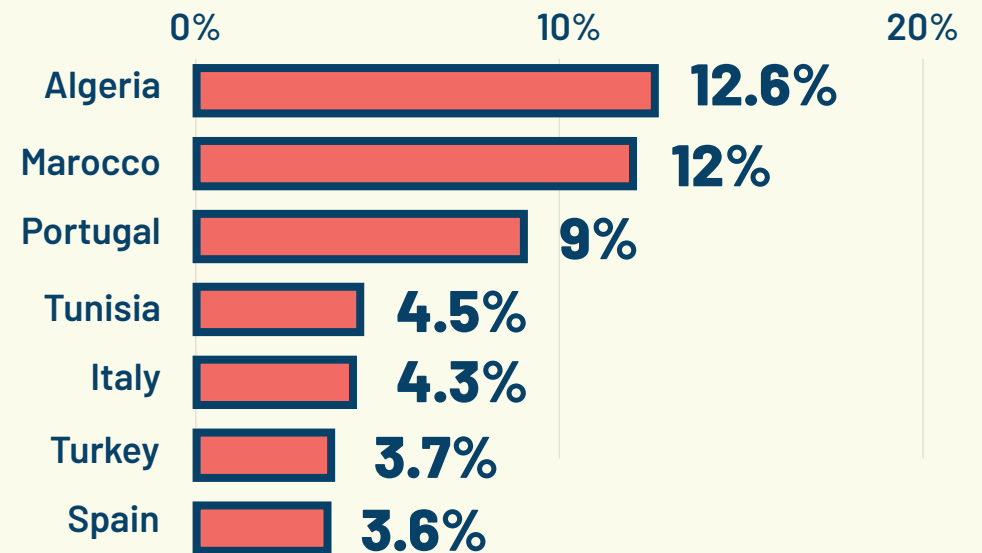
The countries of origin of immigrants are  
most frequently :



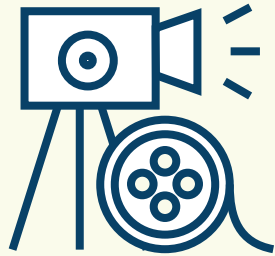
of the population has at  
least one immigrant  
parent.

Africa (44%) including  
Maghreb (32%)

Spain or Italy (19%)

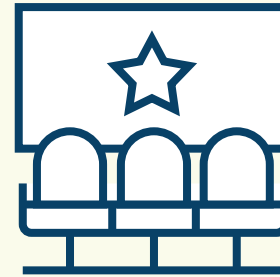


## THE COUNTRY'S FILM INDUSTRY



300

**Number of films  
produced per year**  
(2017)



35.8

**Number of cinemas  
per million inhabitants**  
(2017)

OCEANIA

NEW ZEALAND

---

Population  
in 2019

4.8 M

---

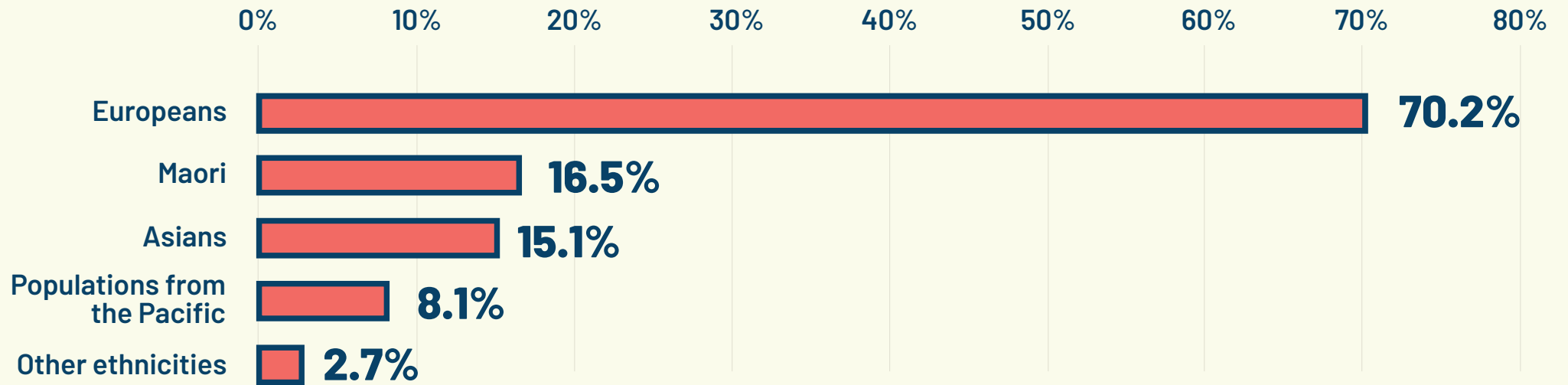
Official ethnic statistics  
authorized ?

Since 1851.

 yes

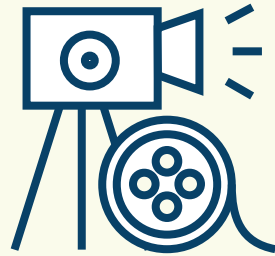
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## DIVERSITY IN THE POPULATION



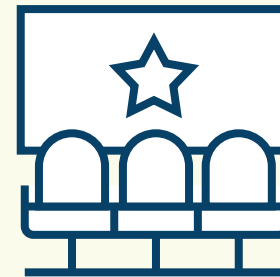
Census 2018

## THE COUNTRY'S FILM INDUSTRY



20

**Number of films  
produced per year  
(2017)**



27.9

**Number of cinemas  
per million inhabitants  
(2017)**



## INITIATIVE

## LA NEW ZEALAND FILM COMMISSION (NZFC)



Public policy measures



Creation of funds  
and of dedicated support



Creation of a  
dedicated position

## WHO ?

The New Zealand Film Commission (NZFC), a support agency for New Zealander films. Annual budget of 26M\$ (15M€).

## HOW ?

- dedicated development funds (He Ara),
- a visibility and financing strategy for Maori directors (Te Rautaki Maori),
- a position dedicated to the inclusion of asian communities.

## WHAT ?

A proactive policy of financial support for indigenous peoples and narratives of diversity.

## RESULTS ?

- In 2019 : these programs have distributed nearly 6M\$ = about 3,5M€ = 24% of the NZFC's annual budget. .
- 21% of the 14 supported films gathered at least 2/3 of Maori creators
- 57% of the films were directed by women.

EUROPE

GERMANY

---

Population  
in 2019

83.5 M

---

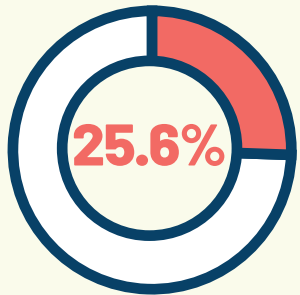
Official ethnic statistics  
authorized ?

 no

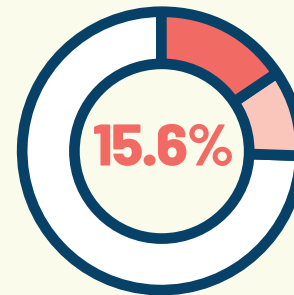
Measuring of the number of people who have immigrated  
or who have at least one immigrant parent.

---

## DIVERSITY IN THE POPULATION

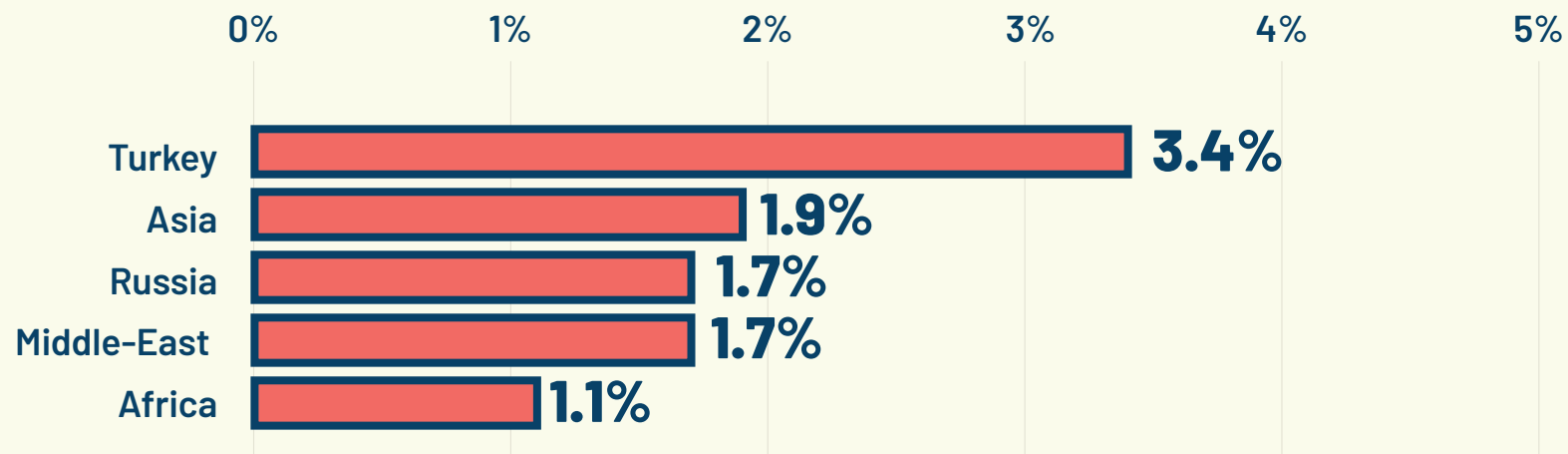


of the population is of immigrant background...

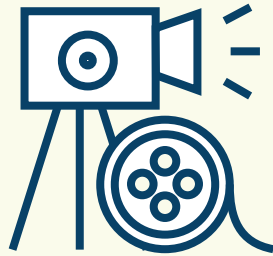


...of which 15.6% comes from extra-European immigration

### Countries of extra-European immigrants:

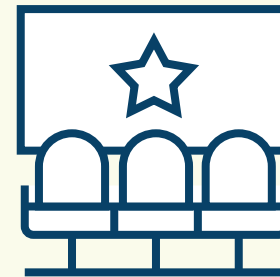


## THE COUNTRY'S FILM INDUSTRY



233

**Number of films  
produced per year  
(2017)**



22

**Number of cinemas  
per million inhabitants  
(2017)**

## INITIATIVE

## VIELFALT IM FILM

Mobilisation of  
professionals

Data collection

## WHO ?

A **grand coalition** reuniting fifteen public and private organizations. A team of specialized research.

## HOW ?

• **30.000** interviewed directors from Germany, Austria and Switzerland.

• **Intersectional approach** crossing gender, ethnicity, sexual orientation, age, disability, religion, social status, childhood in East/West Germany.

## WHAT ?

A large **qualitative survey** on diversity and discrimination in the German-speaking industry.

## WHY ?

Make the collected data available to decision-makers and offer measures for inclusion.

# AMERICA CANADA

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Population  
in 2019

37.4 M

---

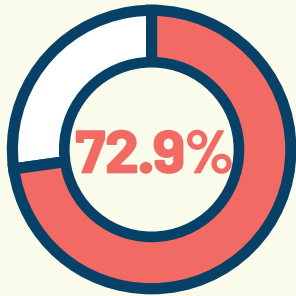
Official ethnic statistics  
authorized ?

Since 1897.

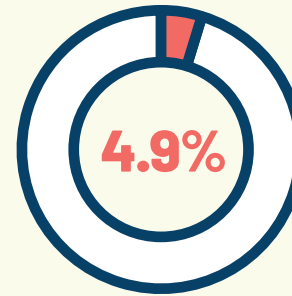
 yes

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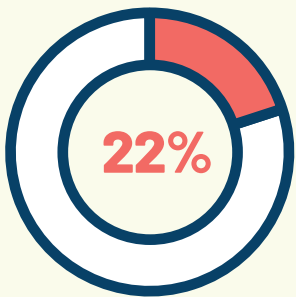
## DIVERSITY IN THE POPULATION



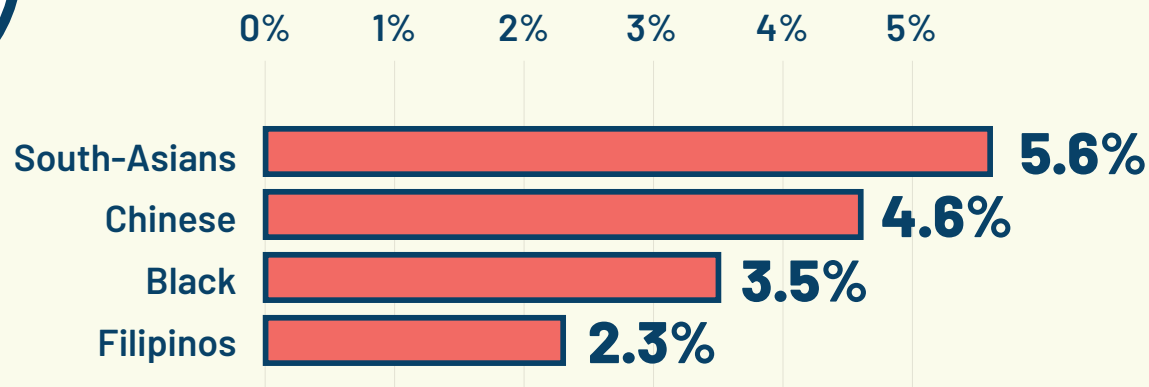
of the population does not belong to a visible minority, nor does it claim an indigenous identity



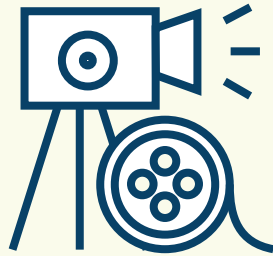
of indigenous identities (First Nation, Inuk, Metis)



of visible minorities

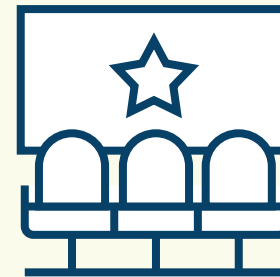


## THE COUNTRY'S FILM INDUSTRY



92

**Number of films  
produced per year  
(2017)**



19.1

**Number of cinemas  
per million inhabitants  
(2017)**



## INITIATIVE

## PRODUCER'S PLEDGE



Mobilisation of  
professionals



Pledge or public  
commitment



Creation of dedicated  
support funds

## WHO ?

Driven by an organization supporting black, indigenous, colored, LGBTQ communities (IMPACT).

## HOW ?

- **financial support** for the organisations,
- **more diversified representations and recruiting**,
- **training** on stereotypes and awareness-raising of the professional entourage.

## WHAT ?

A **commitment** aimed at producers to fight racism in the film and TV industry.

## RESULTS ?

Extensive reach: **161 signatory production companies** and **280,000 \$ raised**.

This money made it possible to contribute to a solidarity fund for the creators of under-represented, racialized and indigenous communities.

.

## INITIATIVE

## TÉLÉFILM CANADA



Mobilisation of professionals



Public policy measures



Controversy



Data Collection



Creation of a dedicated position

## WHO ?

**Téléfilm Canada**, a support agency for Canadian films. Budget : 100M\$ / year (64M€).

## WHAT ?

**Controversy** around the functioning of Telefilm: professionals and organisations demand more transparency in terms of support policy and data on diversity.

## RESULTS ?

**An effective mobilisation:** Telefilm announced that the production of data has begun, and that it is committed to create a position dedicated to diversity and inclusion..

EUROPE

NORWAY

---

Population  
in 2019

5.4 M

---

Official ethnic statistics  
authorized ?

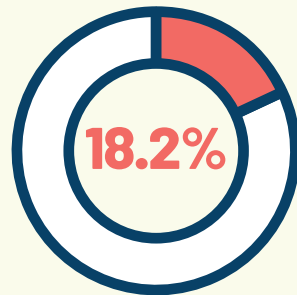
 no

Measuring of the number of people who have immigrated  
or who have at least one immigrant parent

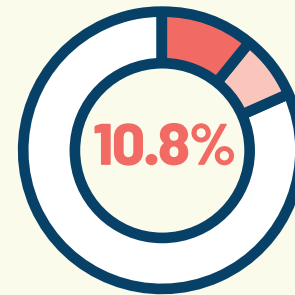
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## DIVERSITY IN THE POPULATION

**60 000** Sámis (indigenous people) meaning  
1% of the population

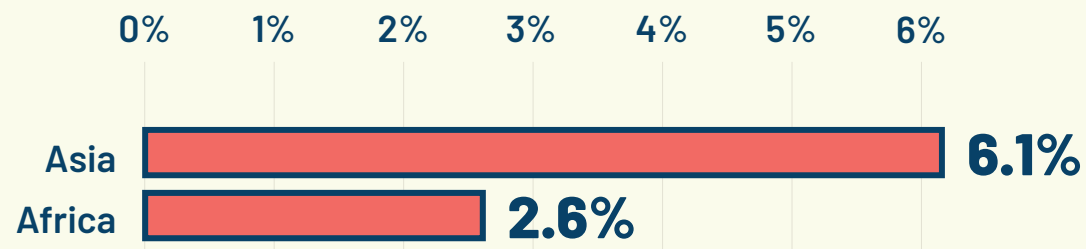


of the population is of  
immigrant background

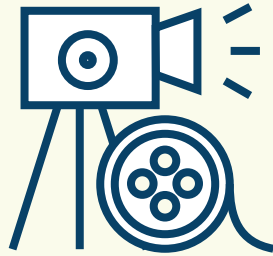


...of which 10,8% comes  
from extra-European  
immigration

Among the people of extra-European immigrant background in Norway:

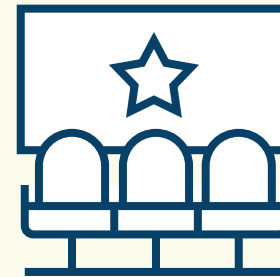


## THE COUNTRY'S FILM INDUSTRY



38

**Number of films  
produced per year  
(2017)**



42.7

**Number of cinemas  
per million inhabitants  
(2017)**

## INITIATIVE

# DIVERSITY ACTION PLAN NORWEGIAN FILM INSTITUTE (NFI)



Public policy measures



Data Collection



Training



Creation of dedicated support funds



Quotas



Diversity standards

## WHO ?

NFI, a support agency for Norwegian films.  
Budget: 625 NOK/year (66M€)

## WHAT ?

5-year “Diversity Action Plan” for inclusion in the film industry.

## HOW ?

**9 measures for the industry:**

- Diversity standards for all those candidating for support
- Mandatory collection of data concerning diversity for beneficiaries and in the industry

- Training on stereotypes, discrimination, inclusion.
  - Support programs for talents of minority backgrounds
  - Action on gender quotas in support measures: 50/50 by 2020.
  - + 4 measures for the structure of NFI.
- Diversity is defined as gender, ethnicity, indigeneity, national minorities, age, orientation, gender, geography, disability and social origin.

EUROPE

UNITED KINGDOM

---

Population  
in 2019

67.5 M

---

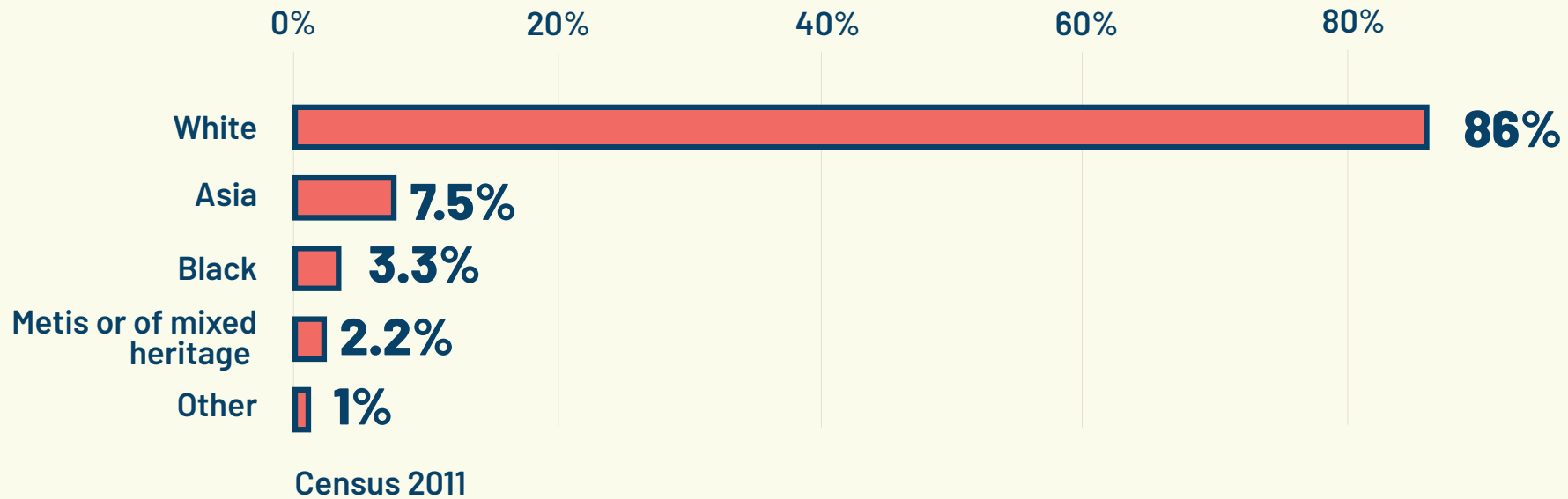
Official ethnic statistics  
authorized ?

 yes

Ethnic question since the 1991 census, with 15 possible answers.

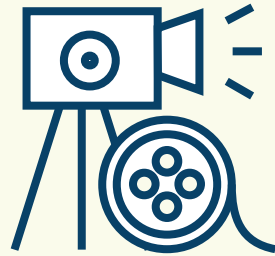
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## DIVERSITY IN THE POPULATION



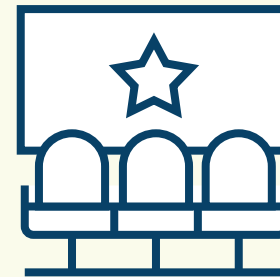


## THE COUNTRY'S FILM INDUSTRY



285

**Number of films  
produced per year**  
(2017)



13.2

**Number of cinemas  
per million inhabitants**  
(2017)

## INITIATIVE

## BBC TARGETS



Mobilisation of professionals



Public policy measures



Creation of a dedicated position



Quotas

2018

BBC Diversity Report. Target for 2020: 15% of non-white people in decision-making positions + creation of a dedicated position.



Controversy



Data collection



Diversity standards

2020

- BBC Targets not met and accusations of racism within the BBC.
- Global movements following the death of Georges Floyd in the United States, and the mobilisation of British artists..

## RESULTS ?

**Announcement of a budget of 100M£ (110M€) and new inclusion objectives:**

- 20% of project teams from under-represented groups.
- 3 diversity tests (for image, film crew, production): 2 out of 3 mandatory criteria.
- establishment of quotas for the representation of minorities on screen and among executives running the BBC.

AMERICA

UNITED STATES

---

Population  
in 2019

329.1 M

---

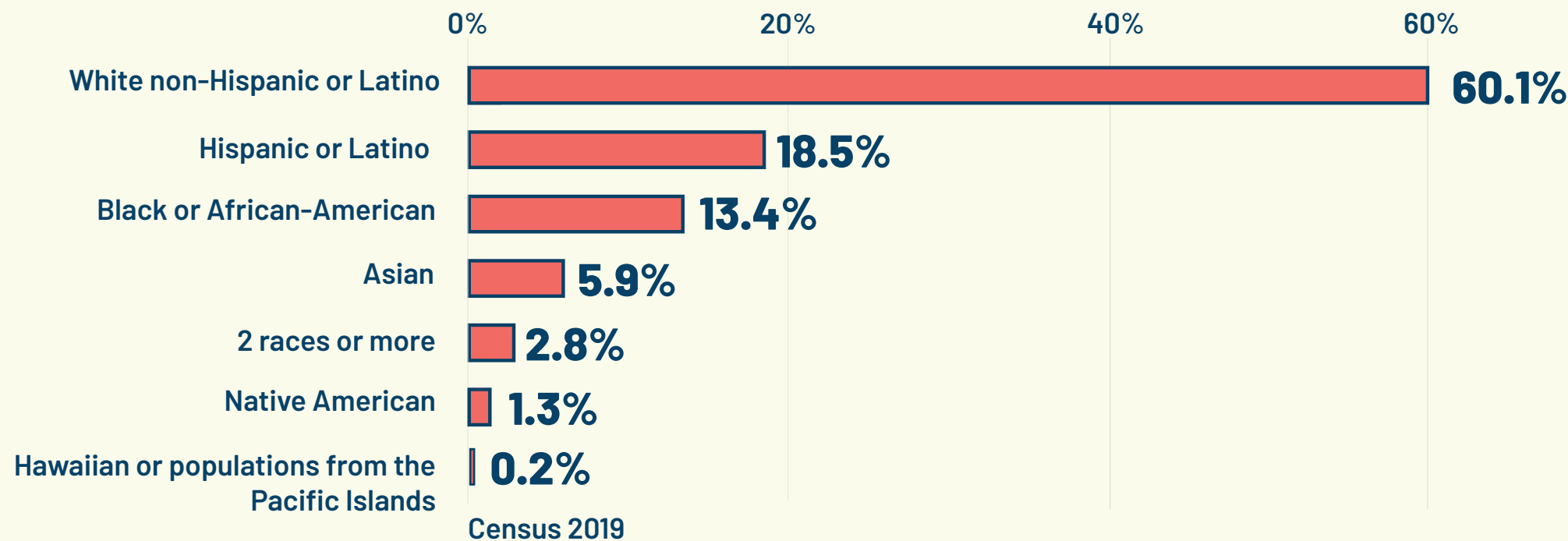
Official ethnic statistics  
authorized ?

 yes

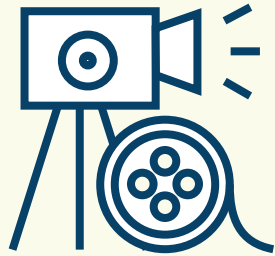
Only country that uses the term "race" in its national census.

---

# DIVERSITY IN THE POPULATION

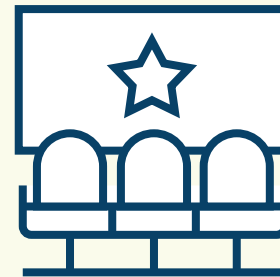


## THE COUNTRY'S FILM INDUSTRY



660

**Number of films  
produced per year  
(2017)**



19.7

**Number of cinemas  
per million inhabitants  
(2017)**

## INITIATIVE

## THE BLACK LIST

## WHO ?

In 2005, Franklin Leonard asked 75 development officers in Hollywood to list the 10 best scenarios read during the year

## WHAT ?

Since 2005, The Black List publishes (on an annual basis) the list of the most-liked non-produced scenarios in the industry.

## RESULTS ?

1000 scenarios since 2005, 25 billion \$, 241 Oscars and 205 Golden Globes.



Mobilisation of professionals



Directory of projects

## WHY ?

Franklin Leonard: "I think it is important that we constantly ask ourselves how much conventional wisdom equates to convention without wisdom, and at what cost we choose it."

## RESULTS ?

2 sister initiatives:

- The **GLAAD List**: inclusive scripts on LGBTQ+ questions.
- The **Indigenous List**: visibility of Indigenous and Native populations in American society.

AMERICA  
**BRAZIL**

---

Population  
in 2019

211 M

---

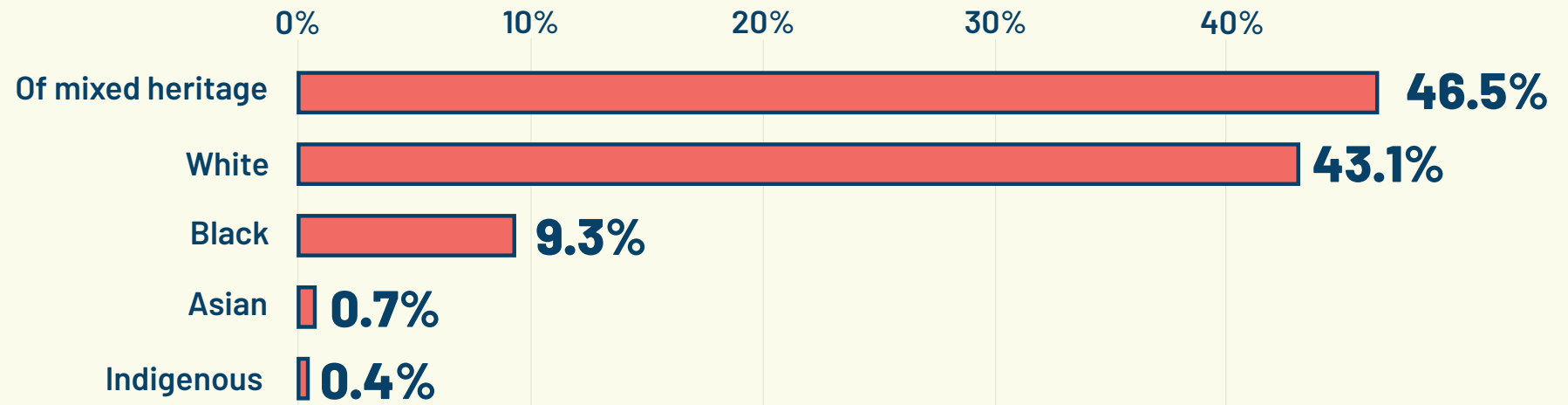
Official ethnic statistics  
authorized ?

Since 1872

 **yes**

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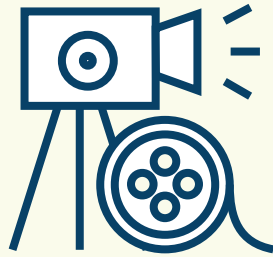
## DIVERSITY IN THE POPULATION



Census 2018

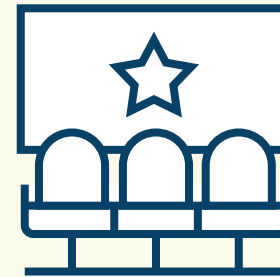


## THE COUNTRY'S FILM INDUSTRY



160

**Number of films  
produced per year**  
(2017)



4.1

**Number of cinemas  
per million inhabitants**  
(2017)

## INITIATIVE

## INSTITUT NICH0 54



Mobilisation of  
professionals



Training



Creation of a network  
of professionals



Directory of  
projects

## 2016

Out of the 20 top films in the Brazilian box office, only 2.1% have a black screenwriter or director, although they represent **54% of the population**. In response, three artists have created Nicho 54 - a "niche" institute which actually corresponds with 54% of the country.

## WHAT ?

Nicho 54 aims for a better representation of diversity in the national audiovisual industry, by working for the qualification and insertion of black professionals in decision-making and creative positions.

## HOW ?

**3 action examples:**

- **Training** and mentoring of young black professionals.
- **Curatorship** and promotion of a brazilian black cinematic repertoire.
- **Linking and integration** of a network of professionals in the audiovisual market.

Nicho 54's approach aims to redefine diversity, by including questions related to class, gender and sexual orientation.

AFRICA

# SOUTH AFRICA

---

Population  
in 2019

58.6 M

---

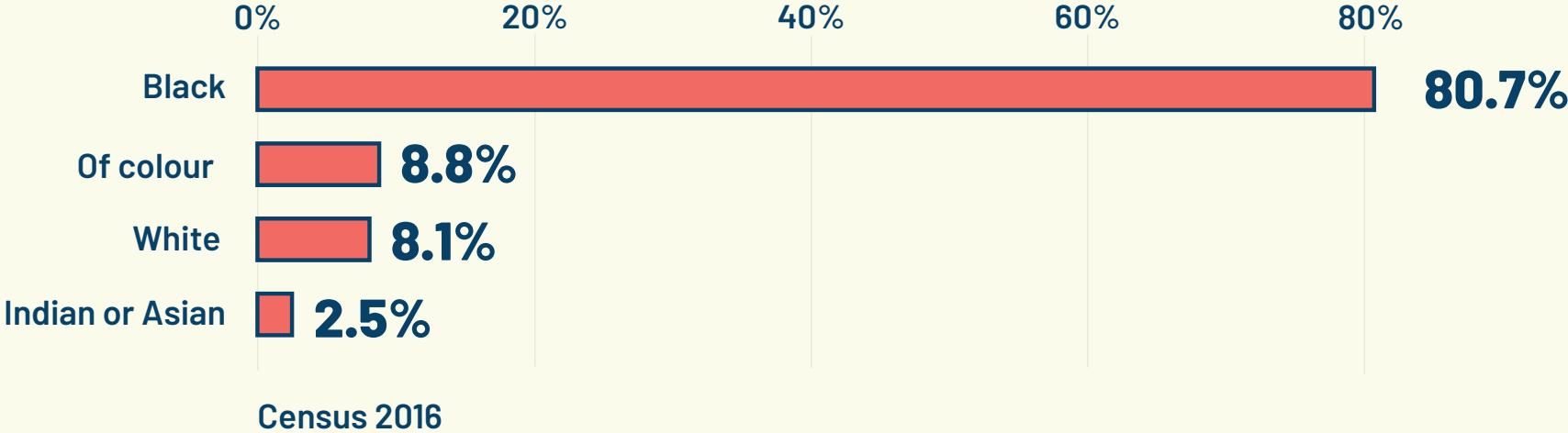
Official ethnic statistics  
authorized ?

Since 1911

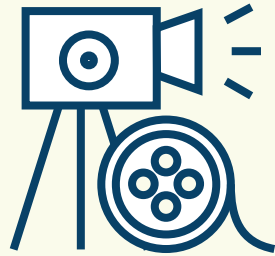
 yes

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# DIVERSITY IN THE POPULATION

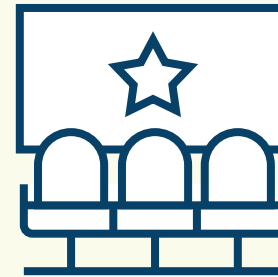


## THE COUNTRY'S FILM INDUSTRY



23

**Number of films  
produced per year**  
(2017)



13.8

**Number of cinemas  
per million inhabitants**  
(2017)

## INITIATIVE

## SISTERS WORKING IN FILM &amp; TV (SWIFT)

## WHAT ?

Organisation founded in 2016 to share experiences and seek solutions to improve working conditions as well as strengthen the role of underrepresented women in the South African audiovisual industry.



Mobilisation of professionals



Training



Data Collection

## HOW ?

4 action areas:

- **Advocacy** for the transformation of the industry and working conditions for professionals.
- **Training** and mentoring to encourage young talents.
- **Distribution** of female South African and African directors' works.
- **Support in the communication** and creation of a support network.

## RESULTS ?

2 pillars of action:

- **Fight against sexual harassment and violence:** study, awareness-raising campaign, national commitment and guide of good practices.
- **Partnership with institutions:** dissemination of works to young under-represented people, study reports.

**INTERNATIONAL**

**TO FIND OUT MORE**

**MANY OTHER INCLUSION INITIATIVES EXIST AROUND THE WORLD ...**

## INITIATIVES

# AMONGST PROFESSIONALS



Mobilisation of  
professionals



Creation of a network  
of professionals



Pledge or public  
commitment

## Le Programmers of Colour Collective (2020)

**The Programmers of Colour Collective brings together festival programmers of color, women, LGBTQ +, to promote a more inclusive approach to festival programming and a better representation of diversity in selections.**



### **Brown Girl Doc Mafia (2015)**

**Brown Girl Doc Mafia global network of more than 3,300 women or non-binary people of color working in the documentary film industry, to share resources, open access and create better financial survival for its members.**

### **Arts in Color pledge (2020)**

**The Arts in Color pledge commitment for inclusion in film and television to the attention of white people in positions of power in the global audiovisual industry. It has been signed by more than 40 organizations and 150 people.**

## INITIATIVES

# IN MAJOR FESTIVALS



Data collection



Creation of dedicated support funds



Creation of a dedicated position



Institutional self-critique



Training



Pledge or public commitment



Diversity standards

## Study of the Time's Up Foundation and The USC Annenberg Inclusion Initiative (2020)

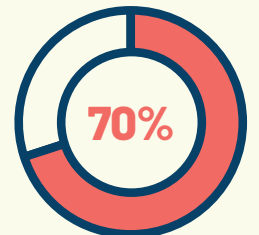
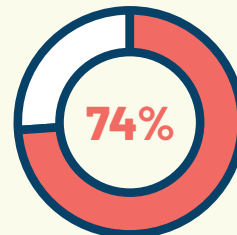
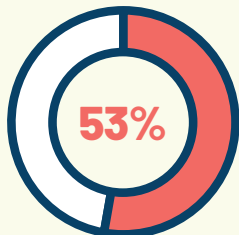
highlights the lack of diversity in the 5 top global festivals:

### Programmers

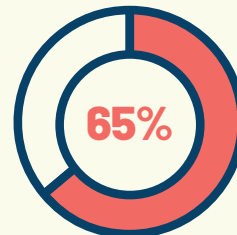
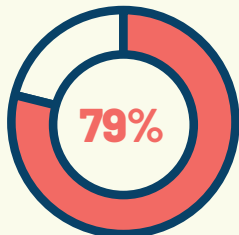
### Directors

### Leaders

Men



White people



### **Berlin - Diversity & Inclusion initiative de l'European Film Market (2018)**

Creation of a dedicated position, multiplication of measures, round tables and thinking about how to better integrate diversity on the market and in the festival.

### **Toronto - Initiatives pour l'inclusion du TIFF**

- Film workshops for 1,900 young people and for 1,200 people suffering from mental illness.
- Media Inclusion Initiative, to promote access to the festival for 30 new journalists coming from underrepresented communities
- « **Images Matter** » commitment against racism (2020) involving the establishment of Diversity standards in the selection and recruiting processes of the festival in 2021.

### **Sundance - Outreach & Inclusion Program**

- Creation of a position dedicated to inclusion.
- Support for artists coming from underrepresented communities.
- Production of data on the profile of the filmmakers in competition.
- Press Inclusion Initiative, to diversify the body of journalists present at Sundance through financial assistance and the opening of accreditations.
- SIO Diversity Pass, to diversify the body of professionals in the film market.

**Result :** in 2020, Sundance has the most diversified lineup in its history, with 50% selected films with black characters, 44% female directors, 34% female directors of color, and 15% of LGBTQ + directors.

## INITIATIVES

# AMONGST MAJOR PRIZES



Institutional  
self-critique



Training



Pledge or public  
commitment



Diversity  
standards

## BAFTA

Commitment to greater diversity in their internal structure and in their work in film and television industry (2020):

- Establishment of Diversity standards at all prizes by 2022.
- Renewal of the college of voters.
- Transformation of the voting process.
- Training in “conscious” voting for all members.

## Oscars : Academy Aperture 2025 Initiative

To increase inclusion in governance, of members, of corporate culture and the nomination of films (2020):

- Establishment of Diversity standards at certain prizes by 2024.
- Transformation of the voting calendar to avoid inequalities in the viewing of films. .
- Limiting the duration of board of directors members’ mandates.
- Training in unconscious stereotypes, compulsory for leaders and offered to all members.

# **INCLUSION**

## **IN THE FILM AND AUDIOVISUAL INDUSTRY**

**INSPIRING OURSELVES FROM INITIATIVES  
AROUND THE WORLD**

