



SWAN PRESIDENCY ANNUAL REPORT 2018

By Gabriel Baur, Stéphane Mitchell and Laura Kaehr

Written report on basis of an oral report at the General Assembly (GA) on May 4th 2019. *(Additional information in italic letters).*

Gabriel Baur is very happy to **welcome all in PROG, in Bern**, at the SWAN GA in the name of the Co-Presidency that is representing Suisse Romandie, Ticino and Swiss Germany: **Stephane Mitchell** - screenwriter, **Laura Kaehr** - choreographer, writer, director and herself, **Gabriel Baur**, director, author and producer. She thanks everybody for coming to the SWAN General Assembly 2019. Almost a year ago - the 14th of June 2018 - the Swan association was founded in Bern. There followed an exciting year, with many activities nationally and internationally. SWAN has become a voice that is heard – with presently over 1400 Facebook members and presently 123 SWAN association members. *(In a NZZ Frame ranking SWAN belonged to the 20 most important players that are moving and changing the Swiss film industry).* There were some stormy moments for SWAN but the great thing is - we got through it successfully – and we are on the way to stand on a more solid basis, also financially. Last but not least – it made us even stronger, thanks also to the new structure of the Swan association and its dedicated team, **the Executive Committee, the Coopted Members and Council Members**”.

Stéphane Mitchell thanks nominally all the women who have worked for SWAN this year, and remarks about the wide variety of activities and geography of the EC and Coopted members, and SWAN Romandie which attests that SWAN is inclusive and wishes to advocate for all women in Audiovisual, and from all of Switzerland and Abroad: **Orane Burri**, director writer, Neuchâtel, **Ana Castañosa**, producer from Spain, Lausanne, **Jolanda Herradi**, Cultural Affairs Manager, Lausanne, **Julia Tal**, Writer Director Producer, Zurich, **Ivana Kvesic**, Festival Director, Zurich, and CoOpted members, **Priscilla Frey**, Producer administrator, Geneva, **Reta Guetg**, Head of Industry from Graubunden, lives in Bern, Zurich, **Bernadette Kolonko**, Filmmaker and filmscholar from Germany, Zurich, **Simone Späni**, Programmer, Curator and Producer, Kigali, Zurich Berlin, and **Anaïs Voirol**, Animator, Winterthur. SWAN Romandie commission members **Elisa Garber**, producer, Lausanne, and **Marie-Eve Musy**, Actress and Writer, Geneva. She thanks Our Creative Council Member Filmmaker **Ursula Meier**, and Advisory Council Members, **Christine Loriol**, **Nadia Dresti** and **Pauline Gyga**.

THE PLEDGE

Laura Kaehr talks about the **Film Festival Parity and Diversity Pledges/Chartas** and how SWAN joined forces with the French Collectif 50/50x2020 to collaborate on the signing of the Charta by the International Locarno Film Festival. The Festival of Locarno was the second A Festival in the world, and the first festival in Switzerland to adopt the Charta. This led to a real change in the mindset; the political bodies present in Locarno 2018 spoke of the Charta and the issue because it was widely advertised in national and international medias. The Charta led to SWAN collaborating closely with the BAK and with the Film Festival for future data collection.



Cannes and Locarno signing the Charta got the ball rolling for other international festivals to follow (Venice, Berlin etc), as well as in Switzerland, where **Solothurner Filmtage** signed in January 2019.

Stéphane Mitchell informs about **FIFF** and **Visions du Réel** signing the Pledge in 2019 and thanks the 4 Pledge Godmothers, Filmmaker **Ursula Meier** in Locarno, Producer **Tiziani Soudani** in Solothurn, Actress **Maggadjya Silberfeld** in Fribourg and Editor **Isabel Meier** in Nyon. There will be more pledges to come!

Laura Kaehr informs about the pledge in terms of Festival Data Collection: the signatories will now collect data on the gender of the directors submitting films, or invited by the festival to submit, and the selected directors.

She reminds that SWAN was started thanks to data collection, when Switzerland followed up on the work done in Europe, with the first Swiss gender study in film funds, initiated by **Gabriel Baur**, **Ursula Haeberlin** (UH) and **Nicole Schröder** (NS), lead by **Ursula Haeberlin** (UH), **Nicole Schroeder** (NS) and **Matthias Bürcher** with the support of **ARF/FDS**, **FOCAL** and **Cinesuisse**. SWAN Cofounders UH and NS were also part of the **Cinesuisse Gender Group** which was involved in the BAK creation of the **Gender Map** (Gender data collection on Swiss films about director, writer, DoP, Editor, Producer and main protagonists).

NETWORKING EVENTS



Laura Kaehr reminds that SWAN was always about Networking. SWAN held 4 successful networking events in 2018, in **Locarno** (photos), at **Zurich Film Festival**, in **Solothurn** and at **Visions du reel** in **Nyon**.

Locarno was very special as SWAN hosted the first **Suissimage Female Filmmaker contest** that awarded 1.4 millions francs to directors **Ursula Meier** and **Carmen Jacquier**. It sent a very strong sign for women!

(on a sidenote, Suissimage took one of the TOOLS recommendations developed by FOCAL and SWAN's coregroup member Nicole Schroeder: dedicate money to women directed projects!)

(Photo SWAN Breakfast from left to right: **Nadia Dresti**, **Ursula Meier**, **Pauline Gygax**, **Stéphane Mitchell**, **Laura Kaehr**, **Gabriel Baur**)



The successful ZFF networking apero was on a boat, organized by coopted member **Simone Späni** in cooperation with EC & coopted members.

PANELS

Gabriel Baur informs that SWAN also was also present at festivals and events with round tables, panels and presentations.

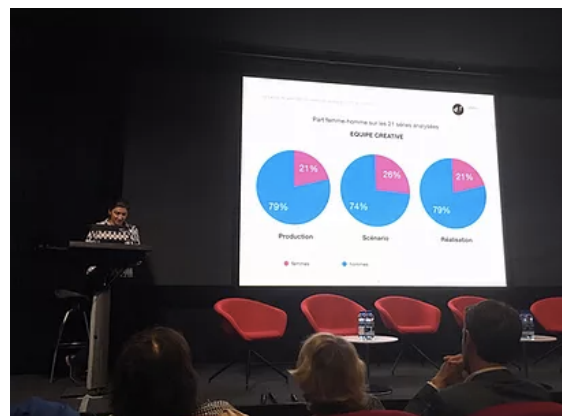


At the **Zurich Film Festival**, we took part in front of an international audience at a Zurich summit panel „**Producing and co-producing against stereotypes**“, the project was led by the Co-Presidency with executive member **Anke Beining-Wellhausen** as panel moderator, and **Gabriel Baur** (director I producer), as a panelist, and in coordination with coopted member **Reta Guetg**, programmer and Head of Industry ZFF. Further speakers were: **Sedika Mojadidi** (independent filmmaker I producer), **Elizabeth Karlsen** (producer & co-director I Number 9 films), **Elena Pedrazzoli** (producer I peacock film).

OTHER EVENTS

Not to forget – we were nominated last September for a **Swiss Diversity Award** at the first Swiss Diversity Ceremony in Bern and SWAN Presidency was honored to take part.

Stéphane Mitchell informs about the other events where SWAN was present. During **GIFF**, in the RTS Michel Sutter's projection room, she unveiled a **new gender data study** commissioned by SWAN Romandie (and done by her and Commission member **Marie-Eve Musy**) about RTS TV series of the past 10 years, which showed clear discrimination towards women. She used the Study to ask the RTS director and producers to change their ways and think about the future PACT to include Gender Measures.



In Lausanne (2019), during **Rencontres du 7ème Art**, SWAN was present on March 8th for a panel “Les femmes Dans le patrimoine cinématographique ” with SWAN EC member **Orane Burri** and SWAN Romandie Commission member **Elisa Garbar** sitting on the panel, with BAK/OFC Head of Diversity **Jela Skerlak** and **Delphine Chedaleux** (UNIL) in front of a full house of ECAL students. The panel was moderated by Sociologist and Gender expert **Coline de Senarclens**.

Finally, SWAN partnered with **SSFV Romandie** to host a panel on women technicians, “**Where are the women? Gender in Swiss Film Productions**”, at Visions du réel 2019, with Producer **Joëlle Bertossa**, BAK/OFC Head of Diversity **Jela Skerlak** and Sound Engineer **Marianne Roussy**, in front of a full

house, moderated by Stéphane Mitchell.

Laura Kaehr informs that she was invited by the Ticino producer's association to talk about SWAN collaboration. she also met with RSI to brainstorm integration of more women working together with the RSI.

SWAN INTERNATIONAL

Stéphane Mitchell mentions that SWAN was also present in Cannes at a cool **International networking** event hosted with **Swiss Films** and **Women and Hollywood**, and that International festivals helps SWAN connect with International sister organizations like **50/50x2020**, **EWA**, **WIFTI**, **ProQuote Film**, **Women in Film and TV Germany**, **UK** and **Italy** etc..

Gabriel Baur informs that SWAN was also at **the Berlinale 2019**. For preparation, the Presidency of SWAN was in closer contact with sister organizations **EWA**, **WIFTI**, **FERA**, **PRO QUOTE FILM** Germany, **50/50x2020** FRANCE, **WOMEN AND HOLLYWOOD** and **TIME IS UP**. SWAN is taking part in building an **INTERNATIONAL ALLIANCE** with sister organizations. SWAN was invited to take part and Co-Presidents Laura Kaehr and Gabriel Baur were present at:

- An „**International Round Table**“ by **PRO QUOTE FILM** Germany at the Ministry of Foreign Affairs. And a „**Gender Diversity**“ Podium combined with an input about „Intimacy on Set“.
- The annual Berlinale **WIFTI Event** (Women in Film and Television International) where the **Berlinale Pledge** was signed. Followed by panels and the presentation of an incentive to support female driven films. (Gender equality initiative by introducing a rebate system for gender-balanced projects, 10% for 50/50)
- The **annual EWA Europeans Women's Audiovisual Network**, with panels and workshops, and a networking event for different topics, such as Financing or Distribution, where you could exchange Know how with female film professionals at Round Tables.
- The **WOMEN AND HOLLYWOOD panel**, a discussion about women striving for industry change, co-hosted and moderated by Melissa Silverstein.
- A informal meeting of exponents of dedicated sister organizations and institutions to strengthen international cooperation.
- And last but not least, a **SWISS BERLINALE EVENT** at the **Swiss Embassy** in Berlin, introduced by Director of the Federal Office of Culture **Isabelle Chassot**. With presentation and discussion of the different gender & equality measures in the different German speaking countries with Switzerland – **Jela Skerlak/BAK**, Germany - **Christine Berg/FFA**, Austria - **Iris Zappe-Heller/ Österreichisches Filminstitut**, Switzerland.

PARTNERS & SUPPORTERS

Stéphane Mitchell informs that SWAN keeps close ties with Swiss institutions such as **Swiss Films**, **BAK/OFC**, the **SSR/SRG**, **FOCAL**, **Suissimage**, **SSA**, and professional associations like **ARF/FDS**, **SSFV**, **GARP**, **IG**, **SFP**, **AROPA** etc to cooperate and partner with on Gender Equality and Diversity.

Laura Kaehr closes the President's report by giving special thanks to its generous sponsors : **ARF/FDS**, **GARP**, **IFP**, **IG**, **SSFV**, **SUISSIMAGE**, **SWISSPERFORM**, **SSA**, **SSR/SRG** and **FOCAL**.

Treasurers report – SWAN - 2018 – by Julia Tal

Swan's first financial year was a short one. It lasted from the founding assembly (14th of June 2018) until the end of the year (31st of December 2019). We closed the 2018 financial year with a profit of CHF 350.42 Swiss francs. The accounts were kept by the Brunau Foundation, based in Zürich, which also advises us on fiduciary matters.

Since the association first had to be constituted and organized and the fundraising activities only really started in 2019, the turnover achieved in 2018 was modest. It amounted to 19'695.14 francs. The revenues were composed of membership fees (2'541.74 francs), the sponsoring of the two SWAN events in Locarno and at the Zurich Film Festival (16'750 francs) and donations in the amount of 403.40 francs.

A word about the membership fees:

At the end of 2018, SWAN had 60 active members. Today there are already twice as many. Unfortunately, many members paid their membership fees late and some did not pay at all. We hope that this payment behaviour will improve in the future, because SWAN urgently needs these contributions for its development work.

A word about the sponsors:

We would like to thank our event sponsors – ARF/FDS, SSFV, Swissperform, Suissimage, SSA and SRG/SSR who sponsored the 2018 Locarno Networking breakfast and the three producers associations GARP, SFP and IG Independent Producers who sponsored the ZFF events – for their support.

Now to the expenses of 2018:

As you can see from the annual accounts, the funds raised in 2018 were mainly used to cover the two festival events (Locarno and ZFF). In addition, the actual expenses of the members of the Executive committee were reimbursed (primarily travel expenses). Additional costs for accounting, bank interest, mailbox, website and email accounts.

The two auditors were Reta Guetg and Elisa Garbar.