



Swiss Women's
Audiovisual Network



Annual Report 2020

SWAN is a non-profit association which aims for gender equality and diversity in the Swiss audiovisual industry. Founded in 2018, it counts a growing number of members from all backgrounds and levels of experience and gathers meaningful players as well as a myriad of volunteers who work hard to achieve an equal and inclusive audiovisual realm.

ANNUAL REPORT 2020

A FOREWORD ABOUT COVID	4
FESTIVAL, PLEDGES AND DATA	6
Soleure 2020	
Edit-a-Thon	
Berlinale 2020	
SWAN Locarno Breakfast	
Fantoche	
ZFF	
PANELS	11
Gender Equality in the Short Film Industry	
Shifting the Narrative	
Challenges & Changes	
Award Winning Film Music Composers	
Does AI have a Gender?	
IN FRONT AND BEHIND THE SCENE	16
Administration	
Partnership on Workshops with FOCAL	
General Assembly 2019	
Contribution to Important Conversations	
Launch new Website & Directory	
Carla 2020	
SWAN'S ASSOCIATION FINANCES LOOKING UP	23
SPECIAL THANKS AND FAREWELLS	24
PERSPECTIVES	30

Like all cultural organizations in Switzerland and abroad, like all citizens around the globe, SWAN was suddenly brought to a halt by the Covid 19/20 pandemic. SWAN had exciting plans for 2020 - networking events, panels, workshops, a #metoo project addressing sexual harassment in our branch, a Public Service Announcement clip on the topic of Unconscious bias as well as the production of a new podcast on Swiss women directors. SWAN was also working on a new digital platform, to house the first Swiss Directory for Women in the Audiovisual Industry and the first Office of Equality & Diversity in the Audiovisual Industry. COVID forced us to delay most of our plans.

In the tumult of this first year of the Pandemic, SWAN's Executive Committee took the crisis in stride as much as possible for a team of volunteers. SWAN created and regularly updated a Covid-19 information page on our website and kept members informed via our Facebook page and group. In April, SWAN conducted a survey among its members on the impact and expected consequences of the pandemic, publishing the results in May. (as imagined, the responses showed that for women in the audiovisual, this crisis was fragilizing their already often unstable situation)

As much as possible, we rethought our plans to keep offering content, lobbying for Gender Equality & Diversity, raising awareness, and broadening the network. SWAN, like all of you, went digital and, like some of you, subscribed to Zoom. In person meetings became Zoom meetings. Festival networking events or panels became Zoom webinars with break-out rooms. We also discovered Zoom fatigue... So when the Federal Council allowed it during the autumn, we met IRL - in real life - all masked up - at Fantoche and at ZFF.



SWAN EC Committee and Guests at SWAN GA/FANTOCHE during Covid Times 2020



Soundtrack Zürich at ZFF. Back: Cornelia Köhler, WIFTG, Women in Film and Television Germany, Ivana Kvesić SWAN EC Committee member, Michael P. Aust_Soundtrack Cologne - Soundtrack Zurich, Front: Panelists Olivia Pedrolí, Dascha Dauenhauer, Tina Pepper

We won't forget that the lock-down and the subsequent consequences of the pandemic affected our industry hard - festivals frantically reorganized to go digital, cinemas closed for months on end, film shoots started again with unforeseen expensive COVID protection plans. Most of us were faced with a sudden lack of income, especially in an industry where the majority of workers are free-lancers or independents, and already often in a precarious situation to begin with. Women especially found themselves especially targeted, as many were forced back into the house, in charge of caring for children, family, elders and neighbors. There was of course the stress of not knowing where to turn for information and financial help, the fear for one's health, the shattering of perspectives and

opportunities, and the abrupt ending of social connection. In the worst cases, some feared for the health of relatives hospitalized or at risk, some were affected and feared for their own life, some lost loved ones to the virus. The year 2020 was both a blurry fog and a sharp assault on so much we hold precious. We will not minimize it, we will not forget it. What Covid proved is that the cultural sector is precarious, especially for women, but also that the world craves audiovisual content. Thus, making our goal only more essential and urgent: bring Gender Equality & Diversity to the Swiss Audiovisual Industry.

While the storm is not yet over, we have grabbed an umbrella and we press on. We won't relent.

FESTIVALS, PLEDGES AND DATA

SOLEURE 2020

We started the year with our traditional visit to the SOLOTHURN FILM FESTIVAL where we attended a film brunch round table organized by our sister organization FemaleAct, who presented their new association calling for the portrayal of characters to become more complex and closer to life in terms of gender, race, class, etc. so that all sections of the population can find themselves in them.

In front of an SRF camera crew, Solothurner Film Festival Director Anita Hugi and SWAN Copresidents Gabriel Baur and Stéphane Mitchell presented and commented the festival's gender parity numbers, one year after the signing of the pledge



Anita Hugi, Stéphane Mitchell and Gabriel Baur at Solothurner Filmtage at the Presentation of the numbers

SWAN was also excited to partner with Anita Hugi on Who writes his_tory? An Edit-a-thon on women film directors. An initiative of Anita Hugi and Wikimedia, the public workshop opened to Wikipedia beginners and pros to add Swiss women filmmakers to the digital encyclopedia. The day ended with a cosy low key networking event with SWAN members gathering at Gassbar around a cider.



Wikipedia-Workshop Solothurner Filmtage

EDIT-A-THON ZÜRICH

A further Wikipedia-Workshop Edit-a-thon “Who writes his_tory” was held on June 22nd in Zurich, at the Cabaret Voltaire with SWAN Commission Member Io Baur representing SWAN, organized by Solothurner Filmtage in coordination with ARF/FDS and SWAN.

BERLINALE 2020

SWAN Copresidents Gabriel Baur and Stéphane Mitchell and SWAN Treasurer Azra Djurdjevic flew to the BERLINALE. SWAN was invited by our sister organization ProQuote Film Germany to take part in Shifting The Narrative, a historic gathering at the 2nd Round Table of Women’s Organizations in Film and Media. The event was organized in 2 parts, in the first one (second part see panels section below) 55 organizations from 25 countries met to discuss the overall situation and how the narrative was shifting, exchanging vital know-how on how to bring about equality and diversity and issues as diverse as funding discrimination, gender gap after school, sexual harassment, mobbing or unconscious biases. The second part was a panel, which will be presented later together with the other SWAN panels.



Round table with Reps of 55 international organizations and Melissa Silverstein as moderator



Round table, Stéphane Mitchell and Azra Djurdjevic in backrow



Round table, with Gabriel Baur, Stephane Mitchell and Azra Djurdjevic

SWAN LOCARNO BREAKFAST

Covid or no Covid, our signature SWAN LOCARNO BREAKFAST had to happen! We took it online and made it exclusive to SWAN members. While the coffee and the croissant were on you, SWAN took care of the international guest speakers (see panels section below). We used this occasion to officially announce SWAN's new membership of EWA European Women's Audiovisual Network, which allows SWAN members to get a 50% discount on their EWA membership (ask us for the discount code). EWA offers lots of great perks like zoom hangouts with specialist, mentoring program for producer, writer's program etc. We also joined WIFTI Women in Film and TV international, which connects women all over the world. SWAN is now an official partner chapter of the influential international organization. Following the presentation, attended by 42, SWAN members met in breakout rooms to mingle and network.



FANTOCHE 2020



In the fall, we put Zoom on pause and travelled to Baden. FANTOCHE President Christine Egerszegi, Fantoche Director Annette Schindler and Pledge Godmother & Director Anja Kofmel signed the Pledge for Equality and Diversity in Film Festival. Fantoche becomes the 8th Swiss festival to sign the pledge!

THE PLEDGE - NUMBERS WORLDWIDE

SWAN and the Swiss festivals that are signatories of the pledge collected and submitted their 2019 data about films and festival boards of directors /selection committees. That data was shared with le Collectif 50/50 to be added to Signatory Festival Key Findings presentation, an international study published on le Collectif's website. 156 festivals around the world had signed the pledge, 88 participated in turning in their data. The results seem encouraging: 56% of the festivals' artistic directors were women, 59% of the selection committee's members were women, and 47% of the board of directors' seats were occupied by women. In contrast though, the major festivals, including Locarno, counted only 17% of women as artistic directors, 42% in selection committees and 36% on the board of directors. In Switzerland, at the end of 2020 all of the majors Film Festivals had signed the Pledge, 8 in total)



ZURICH FILM FESTIVAL 2020

Before the second wave of Covid hit, SWAN was able to travel to Zurich Film Festival ZFF in person and partner with WIFTG, Women in Film and Television Germany and Soundtrack Zurich, a new Swiss and European film and music conference to organize a panel (see panels section) and a successful match-making event for upcoming women film music composers who got to meet one-to-one with a selection of professional producers, directors and music composers, which included SWAN's Treasurer Azra Djurdjevic and SWAN EC Committee member Ivana Kvesić.



Soundtrack Match Making Event, from left to right: Azra Djurdjevic, Fanny Bräuning and Ivana Kvesić

PANELS

Before COVID, SWAN was invited as a guest to two international round tables.

5050X2020 THE GENDER EQUALITY IN THE SHORT FILM INDUSTRY at CLERMONT-FERRAND International Film Festival. An invitation by SHORT FILM CONFERENCE 2020

Speakers:

- Ivana Kvesić - SWAN Executive Committee member / Schweizer Jugendfilmtage Co-Director
- Julie Billy - Co-Founder & Co-President of Collectif 50/50)
- Agnė Adomėnė - Founder of ART SHOT & Board Member of Lithuanian Animation Association.



With much being made of gender equality within the film business, with both film production and major festivals such as Cannes and Venice all coming under intense scrutiny, this panel did explore gender (in)equality within the world of short film. They discussed the steps that can be taken to ensure short film can lead the way in terms of diversity and inclusivity. Moderated by Gina Dellabarca (Short Film Conference). The discussion can be watched in replay on Youtube as well as on the Clermont-Ferrand's festival website. It's also available as a podcast on all the major apps.

SHIFTING THE NARRATIVE

At Berlinale. An invitation by ProQuote Film

Moderator: Melissa Silverstein (Women and Hollywood)

Speakers:

- SWAN Co-president Gabriel Baur
- SWAN Co-president Stéphane Mitchell

In the French Embassy, the reps of some of the associations shared the core of their work, as they chatted on stage with Melissa Silverstein (Women and Hollywood) who facilitated the conversation. SWAN was one of the 6 organizations which presented themselves and their achievements: WIFTI, EWA, Collectif 50/50, SFI Swedish Film Institute & SWIFT South Africa. SWAN Co-presidents Gabriel Baur & Stéphane Mitchell talked about some of our association successes in a relatively short time, and why networking, reaching out to key players and data is important to push actions, especially when it comes to national film funds favoring women directly.



Berlinale Talks in the Cinema of the French Embassy with Melissa Silverstein (Moderator) and SWAN Co-Presidents Gabriel Baur & Stéphane Mitchell

In spite of COVID, SWAN organized four panels this year, three of which with new partners.

CHALLENGES & CHANGES

At LOCARNO FILM FESTIVAL – Online

Initiated and organized by Ana Castaños and SWAN CoPresidency

Moderator : SWAN Treasurer & Executive Committee member Azra Djurdjevic

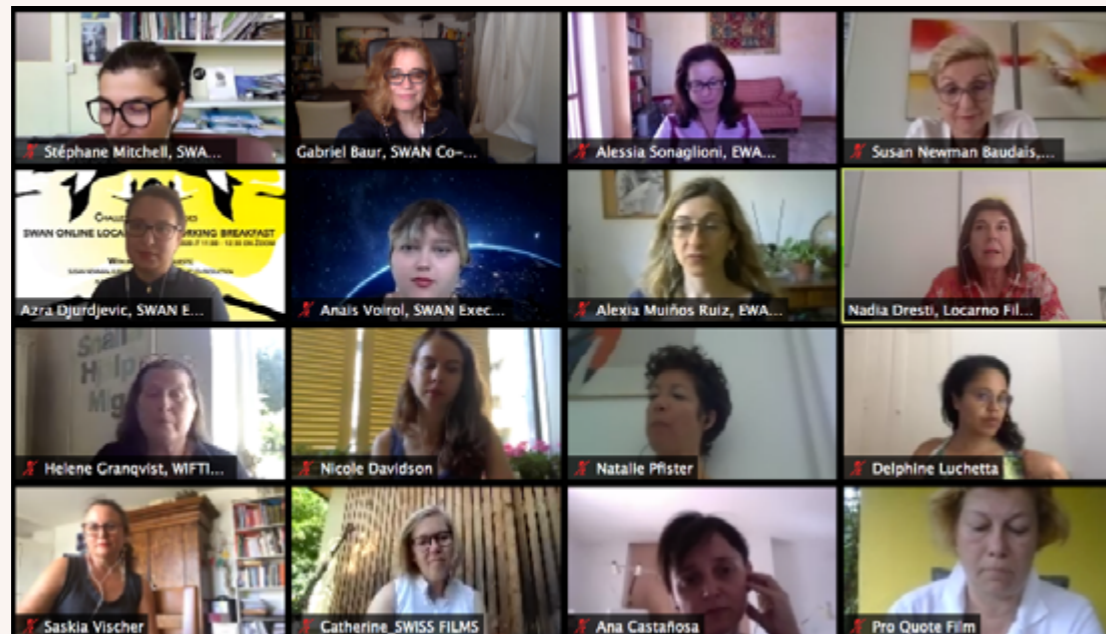
Speakers :

- Nadia Dresti - Locarno Film Festival International Advisor and SWAN Advisory Council Member
- Alessia Sonaglioni - European Women’s Audiovisual Network EWA Executive Director
- Alexia Muiños Ruiz - EWA Deputy Director
- Helene Granqvist - Women in Film & Television International WIFTI President & Producer
- Susan Newman - Eurimages Head of Programme : Co-production.

Welcoming words by SWAN Co-presidents Gabriel Baur and Stéphane Mitchell.

On this panel, each guest gave a keynote lecture to present their organization and the specific options and tools they were implementing to bring about equality, and go beyond the coronavirus crisis.

Swiss Films Director Catherine Ann Berger was also with us and presented Swiss Film’s new gender equality studies. Yvonne de Andrés from the board of ProQuote Film, several SWAN EC Committee members plus 42 SWAN members attended the discussion.



SHE GOES FOR ANIMATION

Held at FANTOCHE, in partnership with the festival

Moderator: SWAN Co-president Stéphane Mitchell.

Speakers:

- Anja Kofmel - Animation Director
- Sophie Laskar-Haller - Animator & Animation Director
- Christine Egerszegi - Fantoche President & ex Swiss Parliament and Senate Member

This 2020 edition of Fantoche was dedicated to women’s voices. SWAN partnered with the festival to organise the panel “She goes for animation”.

The sparse numbers of women directors overall were mentioned, the lack of gender data in animation, as well as the importance of a support network for animators out of school. Issues debated were the difficulty of finding women key crew members, the gender gap between features and shorts (although some directors stick to the short medium by affinity), and the blackhole where women disappear after film schools. The panel speakers and moderator also gave their personal testimonies on how they drive their career and their work.



Speakers from left to right: Christine Egerszegi, Sophie Laskar-Haller, Anja Kofmel, Stéphane Mitchell

AWARD WINNING FILM MUSIC COMPOSERS

Held at ZURICH FILM FESTIVAL – Soundtrack_Zurich, a SWAN cooperation with Women in Film and Television Germany and Soundtrack_Zurich. SWAN CoPresident Gabriel Baur had teamed up with Cornelia Köhler from WIFTG – Women in Film and Television Germany for this panel on 2020 film music award winners.

Moderator: Karin Heberlein – Swiss Author, Director.

Speakers:

- Olivia Pedrolì - Swiss singer, composer and multi-instrumentalist, awarded for “Immer und Ewig”
- Dascha Dauenhauer - German pianist and composer, awarded for “Berlin Alexanderplatz”
- Tina Pepper - German composer, awarded for “Rampensau”.



The panel was held live in front of an audience around 20 people. EC Committee member Ivana Kvesić represented SWAN at the event with welcoming words. The panel focused on women in the film music industry, discussing questions such as: How is the music industry working for them, what are the experiences, how they focused on their work styles and on their career paths.

Olivia Pedrolì, Dascha Dauenhauer, Tina Pepper Karin Heberlein

DOES AI HAVE A GENDER?

Held at GIFF GENEVA INTERNATIONAL FILM FESTIVAL – online, in partnership with the festival's Geneva Digital Market, the industry program of GIFF and in collaboration with swissnex San Francisco.

With the generous support of the Federal Bureau of Gender Equality, Ernst Göhner Stiftung, Swissperform, Suissimage, SSA, Arf/Fds, SSFV and Stiftung für Erforschung der Frauenarbeit.

Initiation CoPresidency. Concept and organization CoPresident Stéphane Mitchell

Moderator: Maïke Thies - Research fellow in ZHdK – Zürcher Hochschule der Künste.

Speakers :

- Lauren Huret - Artist
- Dr. Ladan Pooyan-Weihs - Lecturer and Diversity Officer at the Department of Information Technology of Hochschule Luzern für Design und Kunst
- Dr. Emilia Roig - Founder and Executive Director of Center for Intersectional Justice.

Is artificial intelligence the demise or the answer to providing visibility to the work of women and marginalized audiovisual creators?

This panel wishes to discuss the opportunities and the risks behind the algorithms targeting audiences and shaping content distribution on streaming platforms and the internet. Co-curated by SWAN and GIFF – Geneva International Film Festival and presented in collaboration with swissnex San Francisco, it aims to confront perspectives and experiences on the nature of the relationship AI maintains with equality, diversity and justice in a creative sector, tentatively answering the following question: can AI bridge the gender gap and how?



From above:

Maïke Thies, Dr. Emilia Roig, Lauren Huret - Artist, Dr. Ladan Pooyan-Weihs

Livestreamed on the GIFF's website, the event was attended by around 70 people who were able to live chat together. Published on GIFF's Youtube Chanel, where you can watch this insightful panel, the video has since gathered 82 additional views.

STREAMLINK <https://www.youtube.com/watch?v=KIQFP2HemHw&t=924s>

Finally, SWAN Co-presidency was invited to attend Leading Females in Filmmaking at ZFF, a discussion with Jeanette Nordahl (Director, WILDLAND), Sandra Guldborg Kampp (Actor, WILDLAND), Bettina Oberli (Director, WANDA, MEIN WUNDER), Sabine Boss (Director, Head of Film ZHdK, ERNSTFALL IN HAVANNA), Monika Schärer (Moderation). SWAN co-opted member and ZFF Head of Industry Reta Guetg represented the SWAN Executive Committee.

IN FRONT AND BEHIND THE SCENE

PARTNERSHIP ON WORKSHOP AND MASTERCLASS WITH FOCAL

In May, we were excited to be partners on an essential workshop and a Masterclass by internationally renowned Intimacy on Set Coach Ita O'Brien, organized by FOCAL.

SWAN Co-President Gabriel Baur prepared SWAN's contribution to the workshop in cooperation with Nicole Schroeder, Co-Director of FOCAL and Barbara Terpoorten, Actress/Director and EC Committee member of FemaleAct. The workshop and a 4hour introduction of Intimacy on Set by Ita O'Brian to the CH Filmbranch, scheduled for beginning of May, had unfortunately be canceled and rescheduled because of the pandemic. It will take place in a abridged form in autumn 2021 at ZZF.

SWAN hired an administrator and got an office!

The SWAN Executive Committee work is volunteer, but as projects were shaping up and being funded, SWAN was able to hire Mireille Gast as administrator at 70%, starting on August 15th. We received over 60 applications, out of which the Executive Committee and CoPresidency interviewed 6 distinguished candidates. With an impressive background working for important NGO's, private foundations, as well as political grassroots organizations, experienced in accounting, administration, and fundraising, fluent in German, French, and English, Mireille Gast's profile struck the Executive Committee as perfect for the job. Mireille brings her diverse skills and enthusiastic personality to assist the Executive Committee and the Co-presidency in shaping SWAN's actual and future plans. The Executive Committee and the Co-presidency are extremely thankful to her for her efficiency and her engagement for the cause of SWAN.

With the hiring of Mireille Gast, SWAN got itself office hours, a direct phone number line and a new home! We moved into the Basel Filmhaus, thanks to the hospitality of Gässli Film Festival and Verein VBBbB.



Mireille Gast in front of the new SWAN office

SWAN GENERAL ASSEMBLY 2020

On September 4th, SWAN held its second Networking General Assembly both in person and digitally at Cinema Sterk in Baden. It was the first time to meet in person and online, and needed special preparation.

Thanks to the engagement of the EC Committee members, the CoPresidency, the new administrator and the technical team of Cinema Sterk we managed successfully. A special thanks also to Sterk Cine AG and Alexandra Sterk for their support and sponsorship. We were joined by 8 members and 8 members joined by Zoom. SWAN said farewell to SWAN Co-president and Co-founder Laura Kaehr and to Executive Committee members Bernadette Kolonko and Jolanda Herradi. The Executive Committee thanked them all for the extraordinary engagement they demonstrated for the cause of SWAN. Simone Späni, SWAN Co-opted member since the founding of SWAN, was elected as Executive Committee member. During the fall, Director Klaudia Reynicke joined SWAN as Executive Committee Co-opted member.



Impressions SWAN General Assembly at the Cinema Sterk in person and online

SWAN'S CONTRIBUTION TO IMPORTANT CONSULTATIONS AND CONVERSATIONS

As one of the Swiss associations in the branch, SWAN was asked to contribute to the Industry consultation for comments on the Federal Office of Culture proposal on the Confederation's new film funding concepts for the years 2021 - 2024.

Spearheaded by Executive Committee member Simone Späni, with the support of the Co-Presidency and the Executive Committee, SWAN strongly requested that Gender Equality and Diversity incentives be kept for directors, authors and producers, as the effect of the introduction in 2016 of gender measures proved successful in raising the percentage of the selection of projects lead by women. SWAN advocated among other for incentive measures to be broadened to include technical positions, on the basis of other European successful gender incentive systems (point system, bonus incentives etc). SWAN also pushed for reconciliation of work and family life, with family/child care to be included in budgets and in funding guidelines, measures which would also be for the benefit of men. Finally, SWAN advocated for measures to train and promote women in the technical fields where under-representation is most observed. SWAN also asked to keep gender equality measurements for

Co-Production and to introduce them for digital heritage at the Swiss Cinémathèque.

Out of the many suggestions submitted by SWAN, one was considered: film projects being supported with more than CHF 500'000.- must offer at least two training position, one of them reserved for an internship for a woman.

(Ordinance on film promotion (FIFV/OECin), Art. 62 Abs. 2). Furthermore, the film funding concept 2021-2024 has now formulated in the introduction that the principle of diversity in access to funding is taken into account in all funding areas, including balanced funding of projects by women and men, the balance between submitted and supported project from women and men being one of the indicators for evaluation.

SWAN also contributed to a discussion on the lack of female comics on RTS comedy programs by publishing a portfolio of women comedians from Romandie, in partnership with Geneva's Caustic Comedy Club.

Teaming with Helvetia Rockt and DecadréE, SWAN held constructive exchanges with the RTS about ways to improve the ratio of women in television and radio comedy and musical programming.

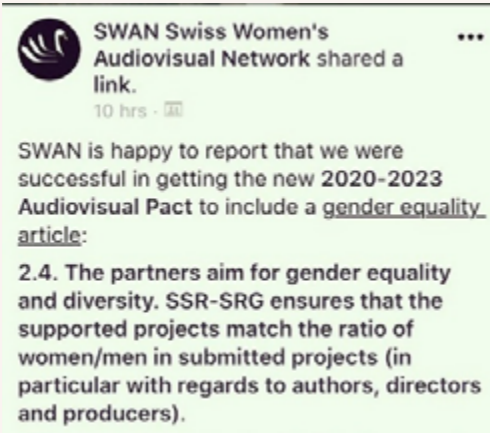
ADVERTISING STUDY 2020

We never forget that data is key to understand where and how to tackle gender inequalities and were proud to produce the first gender study on Women in the Swiss Commercial Film Industry and the EDI award history, which showed ghastly results as per to the percentage of women directors.

The study was conducted by Executive Committee member Azra Djurdjevic and Commission member Sonia Benarab. Both have connected with the international sister organization Free the Work to find how to bring about changes. In the meanwhile, Azra Djurdjevic's production company Filmgerberei produced a Diversity Pledge, to incite production companies and agencies to commit to equality and diversity, which you can find on SWAN's website under Tools for Equality and Diversity.



SSR SRG



Regarding data collection, as mentioned last year, SWAN was proud to have contributed to adding the 1st Gender Equality Measures in the Swiss Audiovisual Pact, revealed in January 2020 in Solothurn. The first set of gendered data should be available soon from SSR SRG.

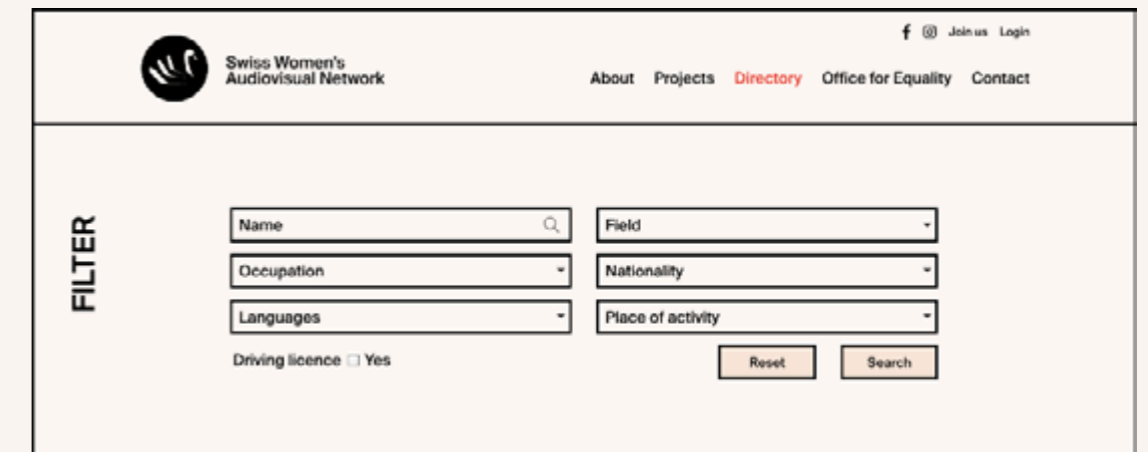
The last part of the year was spent applying for structural funds from the Federal Office of Culture «Cultural Organisations» fund. The application dossier is extremely detailed and was very demanding on the Executive Committee, the Presidency and our administrator. Unfortunately, in the end, SWAN Association was too young to be considered, as we had been an independent association for 3 years yet. The Treasurers report will go into more details about the consequences.

LAUNCH OF SWAN'S NEW WEBSITE AND DIGITAL DIRECTORY

If most of our projects had to be pushed back to 2021, SWAN was able to stay right on track on one of its biggest endeavor: our new Digital Platform.

Lead by Executive Committee member Priscilla Frey, with the assistance of Commission members Delphine Luchetta and Sonia Benarab, and in Cooperation with the CoPresidency, the project was able to complete its funding, thanks to the generous support of the Federal Bureau of Gender Equality, Migros culture percentage and Müller-Möhl Foundation. Working with Vaud based web design team About

blank, the SWAN web team rethought the entire SWAN website, to integrate the first Swiss Directory of women in the Audiovisual Industry – to bring visibility to all the women in our branch - and the first Office of Equality and Diversity in the branch, a future hub of information and advice on all things regarding gender and equality. The launch of the digital platform happened during Solothurn Film Festival 2021.



SWAN Directory is the very first online inventory of women working in the Swiss audiovisual industry. More than 200 female professionals have already created their profile. Enlist! It's free.

INTERNATIONAL SISTER ORGANISATIONS

We kept connected to our international sister allies, Women in Film and Television International WIFTI, European Women's Audiovisual Network EWA, WIFT Germany, Le Collectif 50/50 (France), WIFT Italy, FC Gloria (Austria), Women and Hollywood (USA) and more to exchange over strategies, especially in times of COVID. Melissa Silverstein organized monthly zoom calls between reps. of sister organizations.



SWAN Copresidents Gabriel Baur and Stéphane Mitchell and Treasurer Azra Djurdjevic met them in person during Berlinale, Executive Committee member Ivana Kvesić had talk at Clermont-Ferrand, and SWAN Co-presidents also took part in different zoom meetings around the year.



Berlinale, Invitation by ProQuote Film to the historic 2nd International Round Table "Shifting The Narrative" at the Cinema of the French Embassy,

CARLA 2020

We also attended CARLA 2020, a 3 days online international conference on Gender Equality and Diversity organized by WIFTI. SWAN Copresidents also attended the Conference Critical Gender & Diversity Knowledge. Challenges & Prospects organized by the Think Tank Gender & Diversity of the Swiss universities as well as Alliance-F General Assembly.



SWAN'S ASSOCIATION FINANCES LOOKING UP

SWAN spent the whole year fundraising to bring our members constructive panels, networking events, support, podcasts, workshops, a women in the audiovisual industry directory, a new digital platform for equality & diversity in the industry and much more.

A team comprised of SWAN Co-president Stéphane Mitchell and administrator Mirreille Gast, with the precious advice & support of Co-president Gabriel Baur and Executive Committee member Priscilla Frey worked on fundraising for the SWAN projects. In 2020, SWAN was able to successfully fundraise for a total amount of CHF 289'380 from the following supporters: Federal Bureau of Gender Equality, Federal Office of Culture, Müller-Möhl Foundation, Migros culture percentage, Ernst Göhner Stiftung, Swissperform, Suissimage, SSA, Stiftung für Erforschung der Frauenarbeit, Arf/Fds, SSFV, Stiftung Oertli and Fonda-

tion Emilie Gourd. (more information about fundraising is presented in the Treasurer's report). SWAN Executive Committee members and Co-opted members also contribute to SWAN'S projects, by volunteering their time and skills.

At the end of 2020, the fundraising for the Digital platform (Directory and Office of Equality projects) was completed. The remaining projects - including networking events, panels, podcasts, #metoo prevention and unconscious bias clips - have already secured 84% of their budget which is comforting.



On the other hand, SWAN is still looking for structural funds, needed to cover overhead in the long term. SWAN is in therefore in the active process of fundraising, as well as raising the number of members, to allow the back-office to run smoothly and unload some of the Executive Committee's burden.

SPECIAL THANKS & FAREWELLS

This year's achievements were made possible by the dedication of the 2020 Executive Committee members Orane Burri, Ana Castañosa, Azra Djurdjevic, Priscilla Frey, Ivana Kvesić, Simone Späni and Anaïs Voirol, the Copresidency Gabriel Baur, and Stéphane Mitchell, administrator Mireille Gast, as well as SWAN coopted members Reta Guetg, and Klaudia Reynicke, and for first six month Co-President Laura Kaehr plus EC Committee members Yolanda Heradi and Bernadett Kolonko, as well as SWAN Commissions members Io Baur, Sonia Benarab, Elisa Garbar, Delphine Luchetta, Deborah Neining, Marie-Eve Musy and Selina Weber, as well as the support of our Artistic Council Ursula Meier and Advisory Council Nadia Dresti, Pauline Gygax and Christine Loriol, as well as many SWAN friends, our financial supporters as mentioned above, as well as our old time and new partners : SRG SSR, Solothurner Filmtage, Wikimedia CH/Edit-a-thon - Who writes his tory?, Art & Feminism, Gassbar, ProQuote Film, Women and Hollywood, FOCAL, Female Act, Locarno Film Festival, Women in Film and Television International, EWA European Women's Audiovisual Network, Eurimages, Swiss Films, Cinema Sterk, Fantoche, Zurich Film Festival, Soundtrack_Zurich, Women in Film and Television Germany, GIFF Geneva International Film Festival, Geneva Digital Market, SwissnexSanFrancisco, Gassli Film Festival, Verein VBBbB, Filmhaus Basel, Collectif 50/50, Visions du Réel, FIFF Festival International du Film de Fribourg, NIFFF Neuchâtel International Fantastic Film Festival, About Blank, Brunau Stiftung.

Thanks to our 2020 sponsors & supporters:

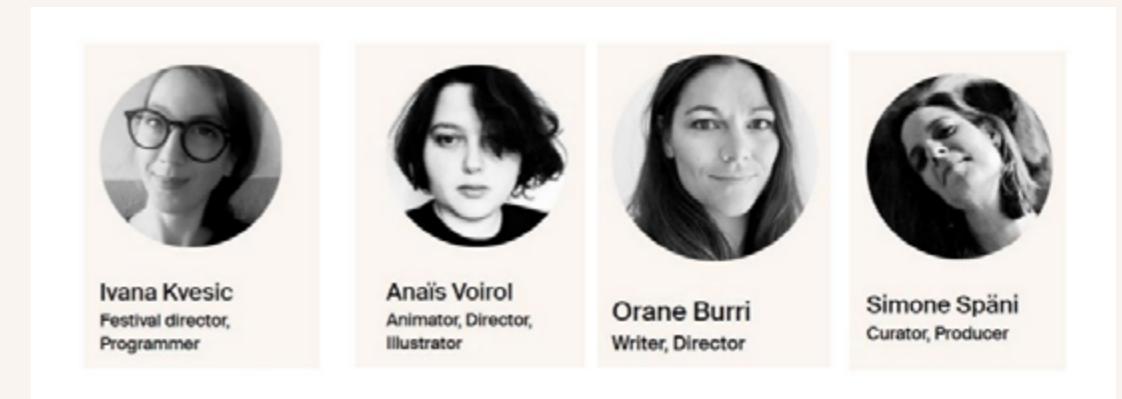
ARF/FDS, Ernst Göhner Stiftung, Federal Bureau of Gender Equality, Federal Office of Culture, Fondation Emilie Gourd, Migros culture percentage, Müller-Möhl Foundation, SSA, SSFV, Stiftung für Erforschung der Frauenarbeit, Stiftung Oertli, Suissimage & Swissperform

SWAN's Executive Committee extends our warm thanks to all our supporters, partners and friends.

Thanks to our 2020 SWAN friends & as well as our old time and new partners :

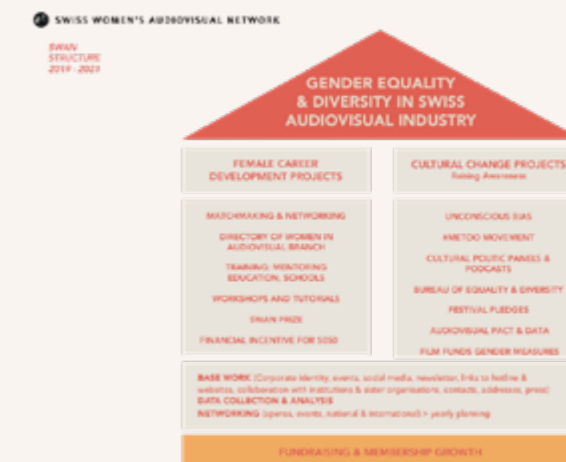
About Blank, Alliance F, ARF/FDS Gender Task Force, Art & Feminism, Brunau Stiftung, Cinema Sterk, Cinesuisse Gender Group, Collectif 50/50, Eurimages, EWA European Women's Audiovisual Network, Fantoche, Female Act, FIFF Festival International du Film de Fribourg, FOCAL, Gassli Film Festival, Gassbar, Geneva Digital Market, GIFF Geneva International Film Festival, Locarno Film Festival, NIFFF Neuchâtel International Fantastic Film Festival, ProQuote Film, Solothurner Filmtage, Soundtrack_Zurich, SRG SSR, SwissnexSanFrancisco, Swiss Films, Verein VBBbB-Filmhaus Basel, Visions du Réel, Wikimedia CH/Edit-a-thon - Who writes his tory?, Women and Hollywood, Women in Film and Television Germany, Women in Film and Television International, Zurich Film Festival.

Again, Coronavirus is responsible for us meeting so late in the year. We therefore use this annual report to bid farewell to a few of SWAN Executive Committee members:



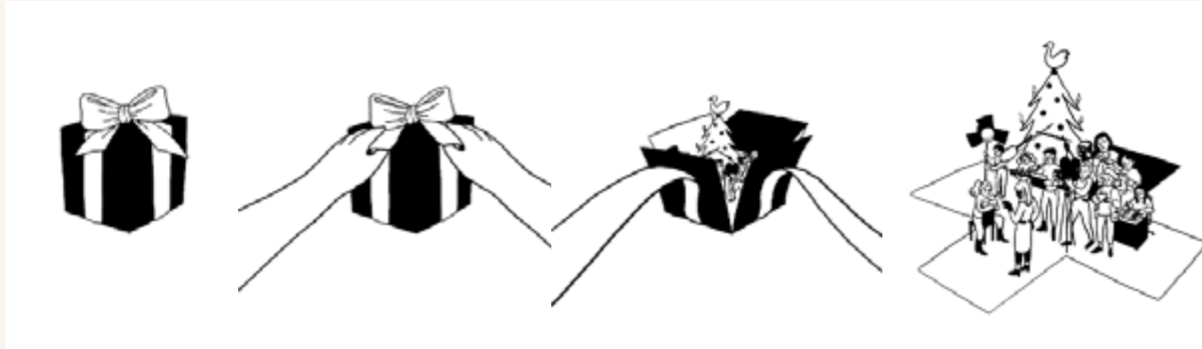
Ivana Kvesic, Anaïs Voirol and Orane Burri remain in SWAN as co-opted members.

At the end the fiscal year (September 2021) SWAN will part with Executive Committee members Orane Burri (3 years) and Simone Späni (1 year on the Executive Committee, 2 years as coopted member), after they both served from 2018 -2020 on the board. Orane Burri's combative feminist personality was much appreciated by the SWAN team, and she was a key creative asset to SWAN, together with Anaïs Voirol being behind most of the visual line of our flyers. Simone Späni brought her political savvy to help handle delicate issues and also spearheaded both of SWAN's official comments to the BAK's 2020-2023 Cultural Message and Cinema Ordinance 2021-2024. The Executive Committee warmly thanks them both for their engagement.

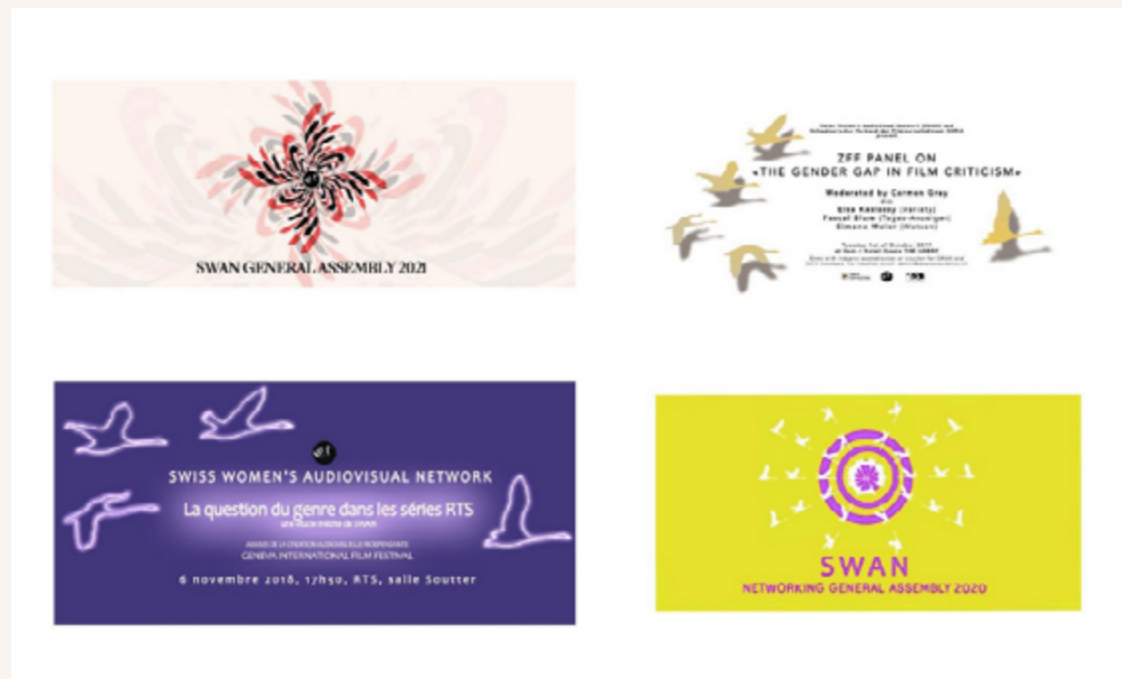


After 3 years on the Executive Committee, Ivana Kvesić and Anaïs Voirol's both take a side-step, to focus on their careers. Ivana will be Fantoche's new Director starting 2022, Anaïs is working on too many animation projects to name them, but she will be quite busy! Ivana was one of the masterminds behind the "SWAN House" (see picture on the left), helping the Executive Committee set up a clear line that proved successful in terms of project management, communication and fundraising.

Anais's creativity contributed to SWAN's visual line, notably with quirky and elegant GIFS for our X-Mas newsletters.



If Orane Burri, Ivana Kvesić and Anais Voirol leave the Executive Committee as members, they remain in SWAN as Co-opted members. The Executive Committee wishes them the best for their upcoming projects, and thanks them for their engagement and the quality of their contribution to the discussions.



The Co-Presidents finally wish to present their own good-byes. After 3 years of Co-presidency, both Gabriel Baur and Stéphanie Mitchell are proud of the successes, of the numerous achievements of the Association.

We both feel that SWAN stands tall, as we have built in cooperation a strong structure, with a solid basis and large network both national and international. This is the result of a lot of sweat and laughter, enthusiastic creation and hard work. We are so thankful to the women who have been working alongside us. We could not have dreamed of better partners in crime than the women in the SWAN's Executive Committee, Commissions, Advisory and Creative Councils. In 3 years, we built precious friendships and partnerships, in Switzer-

land and abroad. If the boys club is real, so is the women's club! We also know how precious women's experience, knowledge and history are. In order to keep ours in SWAN, as we both step down from the Executive Committee, we shall remain present on the side, as Special Consultants, to smooth the transition of governance and provide insights when needed. It's difficult to speak separately as we worked closely hand in hand almost every day in the past years, as if joined at the hip at birth. Nevertheless, for clarity,



Machen sich stark für die Gleichstellung der Geschlechter im Filmgeschäft: die Präsidentinnen von SWAN Stéphanie Mitchell (links) und Gabriel Baur.

SRF / SCREENSHOT

SWAN Co-president and Co-founder Stéphane Mitchell joined the Arf/Fds Gender Task Force in 2015 which became the SWAN Coregroup in 2016. She helped draft the Statutes and the vision for the SWAN Association with Gabriel Baur, Laura Kaehr and Christine Loriol. Stéphane played an essential part in launching and shaping the association. During the first 3 years of SWAN's existence, she was working as community manager on SWAN's social media, interacting with the media, imagining and realizing projects and pushing for changes while overseeing Treasury, Accounting and Fundraising, contributing instrumentally to a financial basis for SWAN. With Co-president Laura Kaehr, Stéphane Mitchell brought the pledge for parity and diversity in film festivals to Switzerland. With Co-presidents Gabriel Baur and Laura Kaehr, Stéphane was closely connected to our international sisters, which allowed knowledge and ideas to circulate and reach SWAN and Switzerland. Stéphane Mitchell was particularly invested in the Podcast project which she oversees, as well as the #metoo upcoming testimony project. One of Stéphane's strength was to pull it through and realize what was planned and had to be done. SWAN was a challenge she accepted with excitement, passion and professionalism. She thanks her ex-Coregroup colleagues, as well as SWAN members and the Executive Committee for their trust. She is grateful to Mireille Gast for the professional and enthusiastic collaboration of the past year. She's extremely thankful to all the external partners, institutions and individuals, without whom SWAN could never have reached its successes. Finally, in as much as no words can be enough to describe their tightknit collaboration, Stéphane particularly wishes to extend her thanks to her Co-president Gabriel Baur for her passion, her generosity, and her engagement. She thanks Gabriel for being such an inspiring woman, colleague, and filmmaker. She wishes SWAN the best of success, confident that the Association she helped built up is on a bright path.

SWAN Co-president and Co-founder Gabriel Baur has been advocating for equality and diversity since the start of her film career. As Vice-president of FERA, the Federation of European Screen Directors, she was privy to the changes in the industry and the importance of collecting data, an idea she brought back to Switzerland and to the Arf/Fds where she was sitting on the Committee. She was in 2014 one of the instigators of the first Arf/Fds, FOCAL and Cinesuisse Swiss Gender Study in the funding of cinema, (alongside the study's managers Ursula Haeberlin (Arf/Fds), Nicole Schroeder (FOCAL) and Matthias Bürcher. - The study exposed the discrimination faced by female filmmakers in film funding. Following this first bang, in January 2015, the Film section of Federal Office of Culture introduced for the first time gender measures, including a soft quota in selective film funding). As a member of the Arf/Fds Gender Task Force and the SWAN Coregroup, Gabriel played an essential part in the launching and shaping of SWAN. Alongside Stéphane Mitchell she co-drafted the Association's statutes with Laura Kaehr and Christine Loriol. As SWAN Co-president, Gabriel Baur brought her knowledge around the Gender and Diversity issue as well as her international connections to shape SWAN's political strategy and SWAN's vision. The SWAN House, developed in partnership with Ivana Kvesić, was Gabriel's foresight to bring about concrete actions and tools to the audiovisual industry in order to shift the narrative and to finance SWAN through concrete projects.

Gabriel's international connections with sister organizations as well as filmmakers helped SWAN position itself as an international key player. She initiated and worked on projects (special focus on Unconscious Bias, #MeToo), panels and events, being active in front as well as behind the scenes. One of her strength was to remain calm in times of crisis, setting up cooperations for best strategies and solutions. After 7 years of special engagement in Switzerland, including 3 years as SWAN Copresident, she wishes to focus fully again on her film projects and film work. She thanks all the colleagues of the ex-Coregroup, the Executive Committee, the coopted and commission members, the Councils, the SWAN members, all external institutional and individuals very much for their trust, cooperation and support. She is grateful to Mireille Gast for the excellent collaboration of the past year. Finally and its hard just to describe in words here, for the exceptional collaboration with CoPresident and Screenwriter Stéphane. Over 3 years, the communication was almost daily - in the first one year and a half, also with Laura Kaehr - and it got closer and closer with Stéphane - a vital, inspiring, constructive teamwork. So Gabriel particularly wishes to extend her thanks to Stéphane Mitchell for her brilliant crafts she brought to SWAN, for her generosity and passionate engagement, for being a stable pillar. Together with Stéphane, Gabriel wishes SWAN the best of success, confident that the Association she helped built up is on a bright path.

WOMEN IN FILMS 2021



SWAN PERSPECTIVES – A WORD ABOUT THE FUTURE

SWAN association keeps growing! At the end of 2020, the association had 250 members from all regions of Switzerland and now over 300. SWAN also counted over 1700 Facebook Group members – which allows people to post, connect and exchange, and around 1046 followers on our new Instagram account.

THE ASSOCIATION

We are still a young but strong association, with an active Co-Presidency, Executive Committee, Coopted and Commission members, and an Advisory and Creative Council. We work in cooperation with many branches of the Swiss Film Industry. We are working on exciting professional projects that are intended to serve at the end the whole Swiss Film Branch and have been able to successfully fundraise to bring these projects to our members and to the whole audiovisual Industry. In a very short time, SWAN has carried out, offered and achieved a lot. Yet, there are still SWAN propositions that are not yet implemented, among which the gender equal set incentive stimulus, The promotion of female film critics or a systematic mentoring program. And we are prepared – we always said so –, that if the soft quota and the actual measures do not bring the results needed, we will ask to implement a quota.

TIME FOR CHANGE

After 3 years, and so many victories, SWAN is restructuring itself as a more horizontal hierarchy, to distribute the work and the tasks evenly and fluidly among Executive Committee members, Co-opted members

and Commission members. To bring new energy and ideas to the table, we have approached passionate professionally active women with diverse profiles to join the Executive Committee. We are happy that they have accepted our invitation and we are positive that all of us in the Executive Committee will carry on and keep improving SWAN, to get us all everyday closer to a landscape of equal opportunities, equal pay and equal recognition for women in our branch.

In Cate Blanchet famous words in Cannes 2018, #letsclimb

BE A PART OF IT

We encourage you to visit our homepage, get listed on the Directory, like our Swan association Facebook page, participate in the Facebook Group and follow us on Instagram. All the information from the report can be found on our website www.swanassociation.ch Don't hesitate to contact us if you need specific details.

Again, we thank all the generous sponsors, festivals, partners, institutions, allies, friends and members for making again herstory with us!

BECOME A MEMBER

Join a large network of professional women*, actively support gender equality and diversity and get all of the membership benefits!

It's an opportunity to take part to our programs and events and to join a community built by experienced people creating an entertainment industry free of bias.

More Info:

<https://www.swanassociation.ch/about/join-us>

IMPRESSUM

PUBLISHER

SWAN Swiss Women's Audiovisual Network

EDITORIAL

Gabriel Baur, Stéphane Mitchell

DESIGN

Azra Djurdjevic

PICTURES

SWAN Executive Committee Members



Swiss Women's
Audiovisual Network