



Annual Report 2021

22

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 2021

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Last fiscal year ended with various changes: laid. We will continue to participate in dia very involved and committed Presidency stepped down after 3 years and the board almost completely renewed itself, with 70% of the members being new. The plan was to restructure the association to a more horizontal hierarchy. But being faced with the various challenges listed above, the Executive Committee soon realised the need for a Presidency. Ana Castañosa and Azra Djurdjevic, 2 of the 3 remaining Executive Committe Members - besides the Treasurer, Priscilla Frey - were appointed by the board to take over the role ad interim, until the Executive Committe was able to settle in - into their respective roles, but also as a team. Later this year, the board appointed the 2 ad interim Presidents to take over the role officially. As presidents we are glad that the events have moved from online back on site. The lack of industry have made it difficult for us to get started in our roles and to be as present in to be.

But even though the year confronted us with challenges, we managed to advance and are proud to have made progress in various projects as well as to have carried out exciting events in 2021/22 and to have initiated new projects for 2022/23, about which you will learn more on the following pages.

We are looking forward, with the new Executive Committee, to pursue our goals for the SWAN Co-Presidents, coming years. The strategy for 2022 - 2024 is based on the foundation stones already

scussions as well as to collect data, knowing how important this is to be able tackle certain disparities. Furthermore, while many of our projects aimed to raise awareness, now that this has been done, the next phase of SWAN is to tackle these issues and implement further measures. While the #metoo project points out issues and malpractices, we will continue this project in the future on a new level to be able to offer concrete ways to help. August 2023 will mark 5 years since the Locarno Film Festival signed the Pledge, being the first Swiss film festival to do so. After 5 years, it is time to ask ourselves and reflect together with the festivals: What do the numbers look like today? Has anything changed, or is it time to implement stronger measures?

ving a whole committee working on a mostly voluntary basis. Thus, at the end of our precurrent discussions as we would have liked sidency stands the goal of being able to finance a structure that will give the association the foundations for even more stable, stronger and more influential work. With this in mind, we want to thank you, our members, for your support that is so incredibly important for the association and for us to be able to continue our fight for gender paritiy and

Ana Castañosa & Azra Djurdjevic



PROJECTS

Launch of SWAN Directory

<u>SWAN Directory</u> is the very first online inventory of women* working in the Swiss audiovisual industry. It is addressed as much to member as to non SWAN members, and joining the Directory is free of charge.

We officially launched it on January 25th at Solothurn Film Festival. The event followed Sophie Maintigneux's Masterclass via Zoom, YouTube and social networks, in partnership with the Festival. We chose to share only a Zoom/YouTube link for both events in order to reach the audience interested in the Masterclass and invite them to stay for the press conference for the launch of the Directory.

More than 200 female professionals had created their profiles by the end of 2021: Directors, producers, editors, camerawomen*, boom operators or make-up artists are among the many professions included, coming from every corner of Switzerland.

The directory had an average number of visits of 327 per month in 2021.

SWAN EC member Priscilla Frey lead this project, where also EC member Delphine Luchetta and SWAN commission member Sonia Benarab worked intensely, with the support of then Co-President Stéphane Mitchell.

#Metoowall

The project Metoowall, which was finally called Ch_metoowall in Instagram, had an important evolution during 2021.

One of the first changes was to select Instagram as the platform to show the testimonies we received, instead of Tumbler. The main reason was that Tumbler was becoming obsolete and Instagram is well known and used.

Due to changes on the Executive Committee, the leader of this project until summer 2021, Stéphane Mitchell, passed the batton to 3 other board members: Ana Castañosa, Estelle Gattlen and Sarah Rothenberger.

There was a need to look for technical solutions to guarantee the anonymity of the testimonies in order to protect the victims. After some research, the leading team decided to use Blocksurvey, a paying service which secures the impossibility to track where the messages come from.

The team looked then for a moderator of the platform and, after some excellent recommendations and an interview, Sexualized Violence Expert, Writer and Consultant Agota Lavoyer, was selected for this job. She receives the testimonies submitted through Blocksurvey, she makes sure they keep the rules of the platform and the anonymity of the author of the testimony (and if needed, she asks for legal counsel for this), and she sends the final text to publish to the Instagram profile moderators.

Designers and illustrators Estelle Gattlen and Sarah Rothenberger developed the visuals for the Instagram profile and the communications.

Finally, the date for the launch of the Ch_metoowall was set for March 19, 2022, on the same day that the panel Changing The Power Dynamics, also organized by SWAN, was celebrated in Zurich.



Podcast series ROLE PLAY

ROLE PLAY is a project led by screenwriter and former SWAN Co-President Stéphane Mitchell. She came up with the original idea with former Co-President Laura Kaehr and conceived the project, put together the team of professionals, fundraised, and created the communications strategy for the project.

ROLE PLAY is a multilingual podcast created by podcast producer Katarina Hagstedt, podcast creator and independent journalist Pascaline Sordet and radio journalist Isabella Visetti, with the support of SWAN's Co-Presidents and Executive Committee. With podcast creator Sabine Meyer, Pascaline and Isabella criss-crossed Switzerland during 2021 to meet and discuss with filmmakers when, why and how they decided to flip the script. Season one: Stéphanie Chuat & Véronique Reymond, Marie de Mericourt, Chanelle Eidenbenz, Klaudia Reynicke, Petra Volpe.

By the end of 2021, all the original language episodes had completed post-production, and the team started to work on the translated versions

ROLE PLAY the podcast is available since June 2022 in German, Italian and French on Anchor, Spotify, Apple Podcasts and Google Podcasts. Check it out!



Match-making event Women In Cinematography

EVENTS

In partnership with Solothurn Film Festival, SWAN organized the online networking event "Women in Cinematography", between selected participants (female cinematographers) and advisors (established directors, producers and technicians from all around Switzerland). EC member Ana Castañosa lead the project, with the support of then Co-Presidents Stéphane Mitchell and Gabriel Baur and administrator Mireille Gast. Co-Opted member Anaïs Voirol designed the catalogue, and Co-Opted members Reta Guetg and Ivana Kvesik participated in the selection process.

By doing this, on one hand, the participants were able to introduce their work (visibility!) and the goals in their careers. At the same time, the advisors got to meet new professionals for potential future hirings and exchange professional information and tips.

The event was organized in the form of one-to-one curated introductory meetings that took place online via Zoom, on January 25, 2021. They were envisioned as casual but efficient conversations of 20 minutes each. Around 6 meetings were scheduled for each participant. After a general introduction, the participants and advisors were be redirected to breakout rooms in order to resume their individual chats.

10 SWAN members were selected to participate from the side of Cinematography. They are talented women* in the first steps of their careers, who wished to connect with key professionals in order to network and to better position themselves in the industry landscape. They were: Gabriela Betschart, Xenia Patricia, Biby Jacob, Nathalie Kamber, Meret Madörin, Valentina Provini, Yawen Schindhelm-Yeo, Natascha Vavrina, Christina Welter and Kathrin Woodtli.

The ten advisors who kindly took part in these meetings were: Directors Stéphanie Chuat, Véronique Reymond, Sabine Boss and Stina Werenfels; Directors of Photography Séverine Barde, Christine Munz and Carlotta Holy; and producers Michela Pini, Ivan Madeo, Elena Pedrazzoli and Flavia Zanon Rabaeus.



Masterclass with Director of Photography Sophie Maintigneux

Coinciding with the match-making event previously described, SWAN, with EC member Ana Castañosa on the lead, organized the masterclass The Career for Women* Behind the Camera: A conversation with Sophie Maintigneux.

French director of photography and Germany-based Sophie Maintigneux has filmed over 70 feature films and documentaries to date. Throughout her career she has garnered awards such as the German Camera Award in the documentary category (2003 and 2009), plus a nomination for the same award in the feature film category (2007), among many others.

This event was addressed to anyone in the industry interested in the career of cinematography.

Due to COVID-19 pandemic restrictions, it was held online and livestreamed on Zoom and Youtube.



Extra events at Soleure Film Festival 2021

The masterclass by Sophie Maintigneux was followed by two important moments for SWAN's work:

The launch of SWAN Directory. The directory of women* working in the Swiss film industry described previously in this report (point 2.1).

The reading of the numbers related to the Pledge for Parity and Inclusion in Cinema Festivals, created in 2018 by SWAN and signed by Soleure Film Festival in 2019. Anita Hugi, in the moment Artistic and General Director of the festival, read the numbers publicly. They can be read in German here and in French here.

Panel: Women's Power in Film at Schweizer Jugenfilmtagen

On March 21st, Scheweizer Jugendfilmtage held this panel online. Women* in the audiovisual sector are still fighting for their rights and their visibility in the industry. Three women from SWAN's board shared their experiences: Stéphane Mitchell, SWAN Co-President and Co-founder and writer; Azra Djurdjevic, Producer and SWAN EC member; and Anaïs Voirol, Director, animator and Illustrator, and SWAN's EC member.



Panel Film Pionierinnen / The Focus Day

On June 13, 2021 and as a part of the exhibition Women. Rights at the National Museum Zurich, Solothurn Film Festival organized a panel discussion moderated by its former director Anita Hugi and National Museum Zurich director Denise Tonella. The panel counted with directors Anka Schmid and Marianne Pletscher, historian Elisabeth Joris, and film director and SWAN Co-President in that moment, Gabriel Baur.

The Focus Day, one day before Women's Strike Day on June 14, invited the public, film-makers, and the curious to embark together on a time travel through the 20th century from a female perspective, to engage in conversation about central themes, and to discuss Swiss film and its role in the recent women's movement in Switzerland.

The Focus Day is a cooperation between the National Museum Zurich and Solothurn Film Festival in partnership with Cinémathèque suisse, the online edition filmo – an initiative of the Solothurn Film Festival, the film schools HEAD and ZHdK as well as ARF/FDS and SWAN.

Video of the panel available here (In German).



Locarno Networking Breakfast 2021

2021, SWAN invited to its 6th annual SWAN Locarno Networking Breakfast at the 74 Locarno Film Festival. During the breakfast, as per our tradition, a panel discussion with distinguished guests was hosted. Nadia Dresti, Locarno Film Festival International Advisor gave insights on equality and diversity at Locarno Pro's Stepln 2021. Jela Skerlak presented the latest national study on Gender Equality in the Swiss Film Industry conducted by the Federal Office of Culture and Lisa Blatter, Géraldine Rod & Carmen Stadler presented "Film of my CHoice", a celebration of the 50 year anniversary of Swiss Women Suffrage by ARF/FDS Association of Swiss Film Directors

Speakers:

Nadia Dresti, Locarno Film Festival International Advisor

Jela Skerlak, Federal Office of Culture, Scientific collaborator Eurimages & Diversity, Film Section

Lisa Blatter, Géraldine Rod & Carmen Stadler, Authors, Directors & ARF/FDS Committee Members



Matchmaking For Women in Media and Music

On September 29, Soundtrack_Zurich organized this event at Zurich Film Festival, in cooperation with SWAN – Swiss Women's Audiovisual Network, WIFT – Women in Film and Television and AWFC – Alliance for Women Film Composers. SWAN Co-Opted member Ivana Kvesic lead the collaboration, with the support of Azra Djurdjevic.

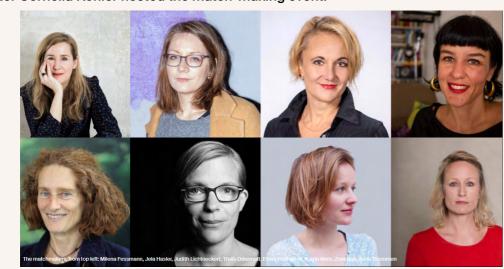


Soundtrack_Zurich is a European film music conference taking place during the Zurich Film Festival. The match-making event, which was in its second edition in 2021, is intended to link female composers and sound designers with female directors, music supervisors, publishers and producers.

The event, celebrated at the Cube Festival Center, consisted of a live-interview with music supervisor Milena Fessmann, hosted by composer Mirjam Skal. Ivana Kvesic, in that moment still Co-Director of the youth film festival Schweizer Jugendfilmtageand SWAN Co-opted member, and writer Cornelia Köhler also participated in the introduction of this session.

Then, the match-making session hosted around 50 short meetings with around 25 participants. Some participants of the sessions were: Milena Fessmann, Jela Hasler, Judith Lichtneckert, Thaïs Odermatt, Elena Pedrazzoli, Katrin Renz, Zora Rux or Anna Thommen.

Writer Cornelia Köhler hosted the match-making event.





"Alerte rouge en Afrique Noire" celebrated its premiere as the closing film at the Cannes Film Festival 2021. Anne-Sophie Versnaeyen, who wrote the score, presented a case study about the spy parody with composer Adina Friis. Versaeyen celebrated a breakthrough with her music for Nicolas Bedos' 'La Belle Epoque' which was nominated for 11 César Awards and screened at the 2019 Cannes Film Festival.

As in the previous event, this case study was presented at Zurich Film Festival within the activities of Sountrack_Zurich, in cooperation with SWAN – Swiss Women's Audiovisual Network, WIFT – Women in Film and Television and AWFC – Alliance for Women Film Composers.

ZFF: Intimacy on set

Although sex scenes on set have become routine, they continue to be a major challenge for actors, directors and the film crew. So far, there have not been any guidelines for a safe context that helps actors deal with intimacy and nudity.

The staging of sex scenes demands greater care from all involved. How do you create a safe space in which the dignity, intimacy and personal boundaries of the performers are respected and a free, authentic and credible performance is still possible? Intimacy Coordinators support directors and actors in mastering this balancing act. SWAN is happy having been able to partner together with FOCAL for this important topic.

After an introduction to the topic by Barbara Rohm, the participants were able to experience how the intimacy coordinator Chun Mei Tan worked on an intimate scene with two actors. During the subsequent panel discussion, which was complemented by director Jan Gassmann and producer Michael Steiger, all those present were able to comment on the topic or contribute with questions.

Lead: Barbara Terpoorten (FOCAL)

Speaker: Barbara Rohm, Founder of Culture Change Hub

Intimacy Coordinator: Chun Mei Tan

Guests: Director Jan Gassmann, Turnus Film producer Michael Steiger

Actors: Lea Whitcher, Hans-Caspar Gattiker



Human Rights Film Festival. Panel: Sexualized Violence in Film and Beyond.

The Human Rights Film Festival Zurich screened as part of its program the documentary film "The Case You", by German director Alison Kuhn.

Just how far is it acceptable to push actors in the name of cinema? And at what point do you cross the boundary where acting becomes sexual assault? These are the questions raised by the testimony of six young women* who were manipulated and sexually abused during an audition. Their joint reappraisal is an impressive testimony to self-empowerment and thus goes far beyond acting and MeToo. A spotlight on sexual violence and its immediate consequences.



The screening of "The Case You" was followed by a panel discussion in German about sexualised violence in the film business and SWAN was a collaborator in the communications of the event, through former Co-President Gabriel Baur, and with the support of other EC members.

Speakers: Alison Kuhn (The Case You's director), Aileen Lakatos (The Case You's protagonist), Agota Lavoyer (Expert in Sexualized Violences, Author and Consultant) and Simone Eggler (Historian and member of Brava). Moderator: NZZ am Sonntag journalist Rafaela Roth

PLEDGES

On June 20, 2021, at the initiative of SWAN, Bildrausch Filmfest Basel president Isabel Heiniger and co-directors Nicole Reinhard and Beat Schneider signed the Pledge for Parity and Inclusion in Cinema Festivals for new commitments for equality and diversity in the industry.

Bildrausch Filmfest Basel is the ninth Swiss film festival to sign the pledge.

SWAN was represented by co-president Stéphane Mitchell.

You can read and download the pledge here (in English).





Finally, we want to thank all our supporters and partners whithout

Marie Schindler Stiftung • ARF/FDS (Verband Filmregie Und Drehbuch Schweiz; Association Suisse des réalisateurs-trices et scénaristes; Associazione svizzera regia e sceneggiatura film) • Carolina Müller-Möhl • Ernst Göhner Stiftung • EBG / BFEG (Eidgenössisches Büro für die Gleichstellung von Frau und Mann; Bureau fédéral de l'égalité entre femmes et hommes; Ufficio federale per l'uguaglianza fra donna e uomo). • Fondation Emilie Gourd • Fondation Oertli; Oertli-Stiftung • GARP (Gruppe Autor:innen, Regisseur:innen und Produzzent:innen; Groupe Auteurs-trices, réalisateur-trices et producteurs-trices). • GSFA (Groupement Suisse du Film d'Animation) • Loterie Romande • Migros Kulturprozent • OFC/BAK (Office fédérale de la culture; Bundesamt für Kultur) • Solothurner Filmtage; Journées de Soleure; Giornate di Soletta • SRF/SRG • SSA (Société Suisse des Auteurs) • SSFV (Schweizer Syndikat Film und Video; Syndicat Suisse Film et Vidéo) • Stiftung für die Erforschung der Frauenarbeit • Suissimage • Swissperfom • Ticino Film Commission

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.



whom our work would not be possible. Alliance F in collaboration with Stiftung Mercator Schweiz • Anne-

SWAN GENERAL ASSEMBLY 2021

On September 4th, at the Auditorium SRF Studio of Basel, SWAN celebrated its General Assembly to discuss the goals achieved and the events and projects run during 2020, as much as the plans for 2021-2022.

Some important changes were communicated and approved during the assembly, such as the stepping down of Co-Presidents Gabriel Baur and Stéphane Mitchell, and the presentation of new members of the Executive Committee who replaced others who had to step down.

SWAN wants to thank all the members who attended, on site and online, to participate in the Assembly.

SWAN'S CONTRIBUTION TO IMPORTANT CONVERSATIONS: ANITA HUGI AND SOLOTHURN FILM FESTIVAL

In mid-August, the Solothurn Film Festival made a surprise media announcement about the departure of director Anita Hugi after a successful digital festival edition in the midst of a pandemic. SWAN was perplexed by the sudden announcement and has followed with concern the media reporting on Anita Hugi's forced resignation.

SWAN has greatly appreciated working with Anita Hugi - her competence, openness, efficiency and goal orientation have impressed. In her two years of service we have experienced her as a visionary and innovative festival director. In some press releases Anita Hugi was attacked with serious accusations. The right to inform publicly should not only be exercised by those who hold the power, but also by those who are affected by this exercise of power. The one-sided communication and the associated power struggle, in which a woman is personally defamed in public, is shocking and points to a structural grievance.

We therefore published an open letter and a follow up statement, demanding that the Solothurn Film Festival immediately create transparency, including Anita Hugi's statement. The need for reform of the organisational structures, which is cited among other things as a reason for the forced resignation of the director, must involve all bodies and not just take place at the directorate level. Ultimately, it is about an analysis and urgently needed change of encrusted structures.

SWAN demanded that the reactions of Swiss filmmakers and industry associations be taken seriously. We asked for a critical examination of the incidents and the current situation. We also called on the Solothurn Film Festival to continue to honour its commitment to equality and diversity, which it made in the SWAN Charter in January 2019, as Anita Hugi has done. Unfortunately, Switzerland is still home to mainly male-designed and dominated structures that demonstrably disadvantage women*, especially when they want to make a difference. In this sense, SWAN called on the Solothurn Film Festival to analyse its structures at all levels and to immediately introduce adequate measures for a real renewal.



We never forget that data is key to understand where and how to tackle gender inequalities and were proud to follow up this year with the seconf gender report on women* in the Swiss Commercial Film Industry and the EDI award history, which showed once again ghastly results as per to the percentage of women* directors.

The report was conducted by SWAN Co-President Azra Djurdjevic. The second report had an amazing reach. On Social Media Channels, the posts generated around 2000 impressions and over 260 likes and shares. After the publication, we gained over 110 new followers on our channels in 24 hours. Various trade journals and platforms published the results.

You can find the report here.

NUMBER OF FEMALE CINEMATOGRAPHERS AT THE EDI.AWARDS:

0

NUMBER OF FEMALE DIRECTORS AT THE EDI.AWARDS:

0.5

WHY IS IT IMPORTANT TO RAISE AWAREN-ESS ON THE GENDER ISSUES IN THE SWISS COMMERCIAL INDUS-TRY?

REPRESENTATION MATTERS

The images we see in commercials present a picture of the society we live in. If this picture is predominantly moulded by the point of view of male creators, sexism, biased stereotypes and misreprensentations of marginalised groups are likely to be perpetuated.

FAREWELLS & WELCOMES

At the end of the fiscal year (September 2021) SWAN parted with Executive Committee member Simone Späni (1 year on the Executive Committee, 2 years as coopted member), after she served from 2018 - 2020 on the board. After 3 years on the Executive Committee, Orane Burri, Ivana Kvesić and Anaïs Voirol's take a side-step, to focus on their careers. Ivana is Fantoche's new Director since 2022, Anaïs and Orane are working on too many projects to name them, but they are quite busy! All 3 will remain in SWAN as co-opted members. The Executive Committee warmly thanks them all for their engagement.

Furthermore, after 3 years of full time work and constant building of the association, Gabriel Baur and Stéphane Mitchell stepped down as Co-Presidents. The Executive Committee wants to thank them for their tireless efforts and their constant support. They made sure that SWAN can stand strong, provided a strong structure, with a solid basis and large network both national and international.

We were very excited to welcome our new Executive Committee Members: Elettra Fiumi, Estelle Gattlen, Aylin Gökmen, Lotte Kircher, Delphine Luchetta and Sarah Rothenberger.



Elettra Fiumi Director, Producer, Editor

→Biography
→Personal website



Priscilla Frey Producer

→Biography



Estelle Gattlen 2D/3D animator, Animation director

→Biography →Personal website



Aylin Gökmen Director, Producer, Editor

→Biography →Personal website



Lotte Kircher Industry consultant, Programmer

→Biography



Delphine Luchetta Videographer, Photographe

→Biography



Sarah Rothenberger 2D/3D animator, Animation director

→Biography
→Personal website





SWAN PERSPECTIVES – A WORD ABOUT THE FUTURE

SWAN association keeps growing continuously. Be it memberships or our base of followers on our social media channels and the participants in our Directory.

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. are happy to have initiated new projects together in 2022 and to have established and strengthened the structures within the board. We are looking forward to realising new and exciting projects next year.

MISSION STATEMENT

As a SWAN member, you are joining a movement for gender parity and overall equality within the Swiss audiovisual industries. While we focus on gender equality and gender diversity, we feel that this goes hand in hand with combatting racism, homophobia, transphobia, ableism, ageism, classism, and other structural oppressions experienced by people of intersectional identities in our community.

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

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SWAN Swiss Women's Audiovisual Network

EDITORIAL

Ana Castanosa, Azra Djurdjevic

DESIGN

Azra Djurdjevic

PICTURES

SWAN Executive Committee Members

