

ewa

EUROPEAN WOMEN'S  
AUDIOVISUAL NETWORK

# 2020

# EWA Network

# Annual Report

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# ACTIVITIES FOR MEMBERS

## Annual Members Event in Berlin

EWA Network organised its 5th annual members meeting in the rooms of **Collegium Hungaricum**, its long-time Berlin partner.

After the welcome speech and a quick recap about **EWA's** activities throughout the year, the executive director introduced the recipients of the 4th' **Scriptwriters' Residency**, **Oonagh Kearney** (Ireland) and **Celia Rico** (Spain) who presented their projects before the audience.



introduced by **Cécile Despringre** (Belgium) "*Intimacy on Film Sets*" conducted by **Julia Effertz** (Germany) and "*Mobility and Migration in the European Film Industry*", facilitated by **Hanna Slak** (Slovenia).

After the coffee break, the group moved to the next item: **Women in Creative Positions: Conversation with the editors** **Anne Fabini** (Germany), **Katja Dringenberg** (Germany) and **Réka Lemhényi** (Hungary). With advice from **Collegium Hungaricum**, EWA Network invited to its annual event three female editors who have cut more than a hundred films amongst them. **Fabini**, **Dringenberg** and **Lemhényi** inspired the audience with their remarks about reconciling family and work, fighting character stereotypes and changes in the film industry.

### Neropa, a tool against unequal gender distribution of film characters

Afterwards, one of our longest-standing members, the German actress and entrepreneur **Belinde Ruth Stieve**, took the stage to explain the innovative tool she has developed to counterbalance the unequal gender distribution of film characters in the audiovisual industry, **Neropa**.



Then, the group split into five rooms to engage in discussions about specific topics. This year, our **Hang-Outs** focused on subjects such as "*From the Idea to the Film Project*", facilitated by **Ada Solomon** (Romania), "*Networking in Festivals and Markets*", moderated by **Marion Schmidt** (Germany), "*Stand Up for your Rights!*",



# Berlin Scriptwriters' Residency

In 2020, EWA Network launched its fourth edition of the **Scriptwriters' Residency** programme, which took place over one month in Berlin.

The programme is an initiative dedicated to supporting the next generation of screenwriting talents among EWA members for their second or subsequent feature, and helping them enter the industry with the best script possible. The residency programme also offers networking opportunities at the **Berlinale's European Film Market**. Suzanne Pradel is the script consultant attached to the residency.

Amongst the numerous applications received, five projects were shortlisted and **Celia Rico** (Spain) and **Oonagh Kearney** (Ireland) were the finalists selected.

**Celia Rico** applied with her project *The Little Loves* and **Oonagh Kearney** with *Snow On Beara*. Later in the year, we knew that *The Little Loves*, produced by **Arcadia Motion Picture**, received **Creative Europe** support.

”

**Oonagh Kearney:** I would recommend the residency to any writer working on a script, craving dedicated time on it, within a supportive environment. Being away from home is helpful. We felt an extra motivation to get a lot of work done before Berlinale so we could take time off writing to see films and attend the market. There was a lovely synergy between our stories, both of which have mother and daughter characters.



”

**Celia Rico:** Writing is delicate, because you expose yourself in order to explore your personal feelings and fears. To be able to do that, I need to immerse myself in a bubble. In the day to day, it is difficult to find that space. This is the reason why I applied for the EWA Network's residency, since it provided time and space to let me concentrate exclusively on the writing.





# Mentoring for emerging female producers

After two editions of **EWA Network's Mentoring Programme for Female Producers**, we started the year not with the usual programme in **Trieste**, but with a presentation of the new structure aiming for an enlarged edition in 2020.

In January 2020 **When East meets West** (Trieste) welcomed a showcase of the success stories at the **EWA Mentoring Programme** with participants and mentors from the two previous editions. The executive director moderated a debate with the mentors and mentees and the consultant **Linda Beath** (Canada) shared her insight on the programme.

In June the 3rd call for mentees was launched. 30 candidates passed the first cut and had an in-depth interview with **EWA Network** director and then 15 producers were selected on the basis of their motivation and professional growth potential. The match-making with the senior producers was made thereafter.

The programme was meant to run for 12 months in two parallel cycles.

The first cycle started with a three-day introductory meeting of mentees and mentors in **Thessaloniki** hosted by the

**Agora Film market & Crossroads Co-Production Market** in November 2020. A second meeting, hosted by **Odesa Film Market** at **Odesa International Film Festival**, will close the cycle of mentoring in July 2021.

## 1st Cycle. Participants selected

- **Bettina Brokemper (Germany)** mentoring Anaïs Bertrand (France)
- **Laura Briand (France)** mentoring Manuela Buono (Italy)
- **Enrica Capra (France/Italy)** mentoring Ana Castaños (Spain/Switzerland)
- **Martichka Bozhilova (Bulgaria)** mentoring Mina Dreki (Greece)
- **Ada Solomon (Romania)** mentoring Niamh Fagan (Ireland)
- **Zeynep Atakan (Turkey)** mentoring Mina Keshavarz (Iran)
- **Martina Haubrich (Germany)** mentoring Simona Pelliccioli (Italy)
- **Jelena Mitrovic (Serbia)** mentoring Magdalena Petrović (Croatia)







The seven selected candidates met their mentors for the first time in November 2020 during the digital edition of the **AGORA Coproduction Market (Thessaloniki)**. The schedule featured a masterclass by **Linda Beath**, where the group found out more about setting goals for the future, how to better organise their time and priorities and how to reinforce their own company by working with other professionals and building long-term relationships with creative teams.

During the week, the participants were also given the opportunity to attend **Agora's Talks and Masterclasses** in addition to the project presentations at the **Pitching Forum**.

In addition to the monthly online mentoring sessions, the mentoring group was able to catch up online at other group meetings, instead of the usual catch-ups at the different festivals where **EWA** is present.

Furthermore, the second cycle of the mentoring programme was scheduled to start in January 2021 in Trieste, hosted by

**When East Meets West** co-production market, with the participation of the following producers:

- **Rea Apostolides (Greece)** mentoring Kata Oláh (Hungary)
- **Natalia Drozd** mentoring Armine Anda (Armenia)
- **Madeleine Ekman (Sweden)** mentoring Ingvild Evjemo (Norway)
- **Paula Vaccaro (UK)** mentoring Hanne Phlypo (Belgium)
- **Francesca Feder (France)** mentoring Rahma Benhamou El Madani (Morocco/France)
- **Naomi Levari (Israel)** mentoring Sylvia Nagel (Germany)
- **Marta Donzelli (Italy)** mentoring Eugénie Michelz-Villette (France)

# Online Hang-Outs



The online monthly meetings, started in 2019, had their natural sequels in 2020 with ten events organised. The meetings last 90 minutes including a round of introduction of the members attending the talk (maximum 25) and the final Q&A.

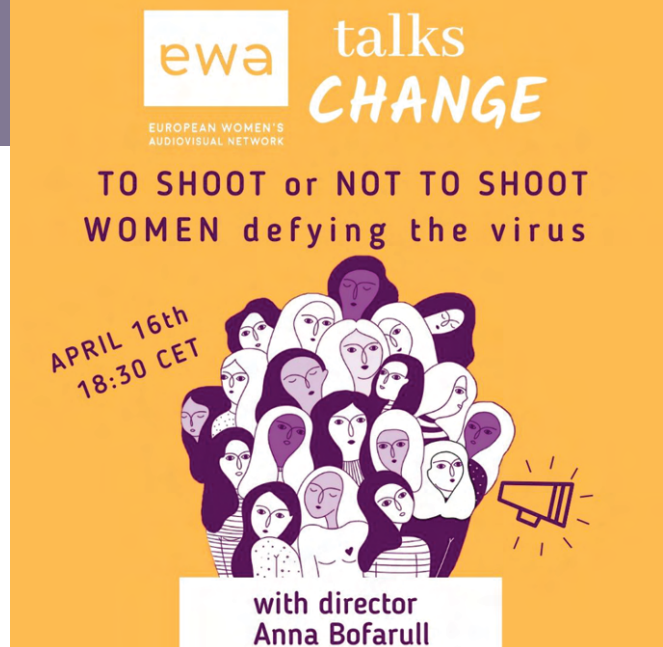
The talks are recorded and available on EWA Network's website.

- Hang-Out with Brigid O'Shea (Germany): Documentary Film Markets and Events: planning your calendar in 2020
- Hang-Out with Manuela Buono (Italy): Film Sales: How to stand out in the crowded market
- Hang-Out with Silvia Sandrone (Italy): New to Creative Europe? Tips for a successful MEDIA Development application
- Hang-Out with Anna Ciennik (France): Rock the Market Hang-Out with Simona Nobile (Italy): 5 questions about script development
- Hang-Out with Michaela Pnacekova (Germany), Marion Guth (Luxembourg) and Valentina Paggiarin (Italy): Dip into the VR world
- Hang-Out with Juliane Schulze (Germany): Alternative Financing for Independent Films
- Hang-Out with Katre Kajamäe (Estonia): Tips for applying to Eurimages support fund: Facts & Legend
- Hang-Out with Ioulia Isserlis (Germany): VR: Blurring the lines between Cinema and Gaming
- Hang-Out with Vicky Miha (Greece): The Road to Project Marketing: Checkpoints & Pitfalls



# EWA Talks Change

To support our community in the pandemic and show solidarity with our members, we stepped in with a new initiative, EWA Talks CHANGE. We started holding screen-to-screen conversations with different guests who have had to reinvent their own lives and careers to adapt to unavoidable circumstances and embrace new realities.



Six sessions ran from March to July.

- EWA Talks CHANGE with Tereza Šimíková (Czech Republic), Head of the international financing and co-production platform CPH:FORUM, the first festival which reinvented its programme overnight in the COVID context
- EWA Talks CHANGE with Anna Bofarull (Spain): *To shoot or not to shoot. Women defying the virus.*

We hosted the director and producer Anna Bofarull after her adventurous return from shooting her third film, "Sinjar", in Iraqi Kurdistan. The film entered production before the WHO announced the pandemic.

- EWA Talks CHANGE with Julia Sinkevych (Ukraine): *All Action on the Eastern Front.*

In the third talk, we were visited by the director of Odesa Film Festival, Julia Sinkevych, also a co-founder of the Ukrainian Film Academy and producer.

- EWA Talks CHANGE with Anna Serner (Sweden), director of the Swedish Film Institute.

Anna Serner shared with us the support mechanisms Swedish Film Institute is proposing and how the general situation may affect gender equality agenda and the role of women.

- EWA Talks CHANGE with Lucía Recalde (Spain), Head of Unit of the Audiovisual Industry and Media Support Programmes, to guide us on the bigger picture of what changes the COVID-19 outbreak has brought.
- EWA talks CHANGE with Sonja Heinen (Germany), managing director of European Film Promotion, with whom EWA Network has established a collaboration for their initiative EUROPE! Voices of Women in Film 2020.





## Workshops

This year we continued our tradition of offering dedicated workshops to our members.

### **PITCHING FOR DIRECTORS with Hanna Slak**

Director **Hanna Slak** offered a specific training workshop to help directors improve their pitching technique. The workshop was developed in two morning sessions with 8 participants only. The workshop was intended for directors who already have experience pitching at international industry events. It is especially beneficial for those who feel those past experiences were not pleasant, not good enough, no fun, stressful, or even traumatic.

The participants sent excellent feedback on the trainer and content.

### **HOW TO WRITE EFFECTIVE LOGLINES with Simona Nobile**

After the vivid **Hang-Out with Simona Nobile**, we knew there was genuine interest in the subject. So this training session was set up to help filmmakers write more effective loglines. The workshop took place over two afternoon sessions with 11 participants.

The feedback received from both workshops encourage us to develop more seminars and training in 2021.

# Survey

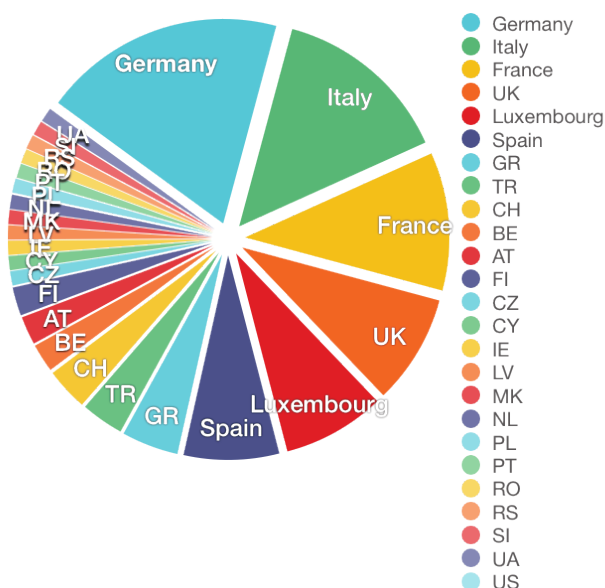
## Impact of COVID-19 crisis on EWA members

Since the outbreak of COVID-19 has brought unprecedented changes and challenges in our sector, **EWA Network** launched a survey among its members to understand their specific situation and worries. The principal goal was to get a clear picture of the situation in order to pinpoint whether any specific measures are called for in the immediate future.

The respondents who completed the 20 questions of the survey were all women based in 24 European countries and the US. They came from all areas of the industry, from directing and on-collation roles, to production, acting and craft-based jobs and included 48 company owners

The average loss of income is 67% as a result of the devastating effect of the crisis on development, production and caregiving tasks.

The geographical range of the respondents is the following, with a majority of answers from Germany and Italy.



## Respondents' profile

Our survey revealed that 66% of the respondents, have been working more than 10 years in the sector and 9% had just been working for less than 5 years.

- 89% of them work in the private sector
- 21% have been working for more than 20 years in the industry
- 55% are freelance
- 49.5% are running their own company

The **EWA** survey revealed that **84% of respondents are seriously affected, while their current work has been cancelled with hardly any income coming in.**

Around **61%** of the shootings have been paused, leaving the respondents without a source of income.

**The average loss of income is of 67% as a result of the deep impact on the industry.**

**26%** of them live in countries where there have not been envisaged any specific measure to compensate their loss.

**43%** are caregivers who have to devote half of their time to this task.

**79%** think that the current crisis will affect permanently the audiovisual industry.

**63%** don't think they will be able to work in the same conditions as before.



”Feeling part of a global network makes me feel stronger and less alone. I think sharing the knowledge of what other countries are doing would be great.

”How can we make sure we produce less in better conditions? We need to know how the international film institutions can support our content.

”Establish special access to funding and development programmes for creatives coming from countries with small industries and dedicated schemes for caregivers.

”Production money is being moved to development which might result in some fresh projects/programmes.

# ACTIVITIES IN THE INDUSTRY

## EWA Network Development Awards

- *"Irene's World"*, by Mery Aghakhanyan (Armenia), winner of the EWA Network Best Female Director Award in **When East Meets West**, Trieste (January 2020).

- *"Ever Since I Know Myself"* by Maka Gogaladze (Georgia) received the EWA Female Talent Award to a participant in the Circle Women DOC Accelerator at DOK Leipzig in October 2020.



## Alice Guy Prix

EWA Network supports the ALICE GUY PRIX, which awards a French Female director and pays homage to the film pioneer Alice Guy-Blaché.

Mounia Meddour, French-Algerian director, received the 3rd Alice Guy Prize in 2020.

# EWA Network

## presence in the industry

### 17 January - Networking in the RVK Feminist Film Festival

EWA Network took part in the 1st edition of the **RVK Festival**, a new feminist film festival which kicked off on 16-19 January 2020 in Reykjavik.



European Parliament, public authorities and industry representatives, including **EWA Network** to discuss what concrete measures and initiatives could be introduced in the next edition of **MEDIA** to make it more inclusive and diverse, in close co-operation with the industry and both national and international funds.

### 25 February – UNI MEI. Working Group on Film & TV Production: Promoting Dignity at Work

Since autumn 2019 **EWA Network** has been actively present in Brussels and has promoted cooperation with various stakeholders. **EWA Network** enjoys ongoing co-operation with **UNI** global union - media, entertainment & arts. During the **Berlinale** we were invited as a guest speaker organisation at the annual meeting of the Working Group on Film & TV Production: Promoting Dignity at Work.

### 21 February – 2nd Round Table of Women's Organisations in Film and Media (Berlinale)

55 organisations from 25 countries gathered to discuss the overall situation and how the narrative was shifting. In the French Embassy, the representatives of the associations shared the core of their work, with **Melissa Silverstein** (Women and Hollywood, US) facilitating the conversation.

### 23 February – Round Table on "Gender and Diversity in the Next MEDIA Programme"

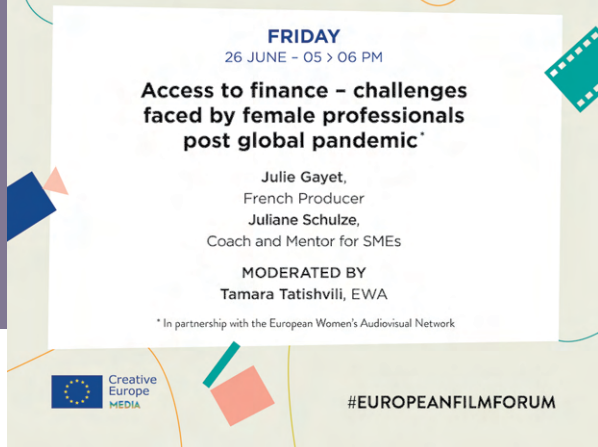
Organised by the **European Commission** during the **Berlinale Film Festival**. The first round table on "**Gender and Diversity in the next MEDIA Programme**" brought together members of the

### 15 June – Collaboration at the Europe! Voices of Women in Film programme

We joined forces with **European Film Promotion** and **Sydney Film Festival** at presenting two exclusive online panels for the selected female directors in this year's programme. Both events were widely shared on the **EFP**, **EWA** and **SFF** websites and social channels for a wider Australian and European audience.

Two talks were organised. On the first one, **EWA Network** met the filmmakers in the selection and in the second talk, Macedonian director and **EWA** member **Teona Strugar Mitevska** was featured as special guest, to discuss the topic "**Gender trouble in story development**".





## 26 June – Partnership with MEDIA at the 2020 edition of Marché du Film

### Access to finance and challenges faced by female professionals post global pandemic in the spotlight at Marché du Film

**MEDIA**, in partnership with **EWA Network**, presented a dialogue between two female professionals who shared their experiences and views on pitfalls and blockages that they may have encountered as women, in particular focusing on the challenge of access to finance. The conversation was moderated by **Tamara Tatishvili** (Georgia) and included **Julie Gayet** (France), producer and CEO of **Rouge International**, **Amarante International** and **Cinémaphore**, and **Juliane Schulze** (Germany), coach and mentor for **SMEs** in business planning, investment and access to finance, and also a member of **EWA Network's Board**.

## 30 June - EWA Network partner of the Alentours French-German co-production forum

**EWA Network** co-organised with the **Media Desk Strasbourg** a workshop to tutor 8 projects in development, for potential German-French co-production. Among them, one documentary project and two TV series. The tutorship focused on characters development, with the purpose of raising awareness of stereotyping male and female characters.

## 9 July - EWA Network in the ARTEF task force

**ARTEF** (Anti-Racism Taskforce European Film) is a taskforce set up to tackle institutional racism in the European film industry, to increase awareness and create long-lasting change. **EWA Network** joined the working group to establish the force in the summer.

## 15 July – EWA Network at the Working Group meeting to defend artistic freedom in Europe

Amidst the pandemic, the working group established to stand for artistic freedom, including organisations such as **UNESCO**, **FERA**, **European Music Council**, **Artists at risk**, **Jeunesses Musicales International**, **Freemuse**, **Culture Action Europe**, **Human Rights Watch**, **IETM** and **EWA Network** met during July, to discuss the status quo and progress in defending artistic freedom within the framework of the EU according to the Council Culture plan and to address the most urgent issues in Europe.

## 9 August - Networking Breakfast at Locarno Festival: Challenges and Changes

**EWA Network** attended the annual industry breakfast that **SWAN** (Swiss Women's Audiovisual Network) organises every year at the **Locarno Festival**. This year's topic was facing the current challenges and changes.

## 29 September - EWA Network at the 3rd French-German co-production Market for video games

The **Franco-German Co Production Market** for video games provides individual support and appropriate solutions to every participating team through collaborations/co-productions and by focusing on a selective market of European studios that are open to cooperation and looking to improve the quality and chance of success of their projects.

**EWA Network** co-organised with the **Media Desk Strasbourg** the tutoring of the teams, to support them in the storytelling and dramaturgy, contributing with the inclusion angle.



## 23 September – Achievements and Challenges in the Brazilian Audiovisual industry

EWA Network participated in a round table to discuss the gender equality situation in the Brazilian and European film industry, in the context of the **48th GRAMADO** film festival in Rio Grande do Sul (Brazil). The event took place on 23 September.

## 29 September - Cultural and Historic pressure at Gender stereotypes in storytelling - Panel discussion at Odesa Film Festival

EWA Network co-hosted a panel about gender stereotypes in storytelling.

## 19 October - Point of View: The role of women in Dutch fiction

EWA Network took part in the workshop “Point of View. The Role of Women in Dutch Fiction”, which is a Dutch initiative to address gender inequality in Dutch media and gather data and facts for a more realistic representation of women, both in front of and behind the camera. This initiative started with a series of podcasts and includes ad hoc research into the role of women in Dutch fiction.



## 9 November - The Current State of Co-production: “Who can co-produce right now? Which countries are filming-friendly?”. AGORA Co-production Market

EWA Network presented a panel discussion with some of the producers mentoring in EWA Network's Mentoring Programme giving some clues and sharing a conversation about current co-production challenges in a talk moderated by **Linda Beath** (Canada).

Speakers: **Susan Newman** - Ireland | **Martichka Bozhilova** - Bulgaria | **Bettina Brokemper** - Germany | **Enrica Capra** - Italy, France | **Martina Haubrich** - Germany | **Laura Briand** - France | **Ada Solomon** - Romania | **Jelena Mitrovic** - Serbia | **Zeynep Atakan** - Turkey

## 17 November – Female Power in Documentaries East/West

EWA Network participated in a panel discussion, moderated by **Vera Gaszner** (Hungary), a member of the board of **Madoke**, the Hungarian Documentary Association hosting the talk.

## 11 December 50/50 by 2020 – Are we there & what is next?

Perspectives for gender equality in the European Audiovisual sector beyond 2020.

This online event, co-organised by EWA Network and EURO-MEI (UNI Europa - Media, Entertainment & Arts) in partnership with EFAD (European Film Agency Directors Association) and Cineuropa, aimed to take stock of the situation on the ground through the testimonies of film and TV production professionals, and then to discuss future commitments and strategies with EU policymakers and key sector stakeholders.



# FOLLOW-UP OF PROJECTS SUPPORTED BY EWA

## **Waterproof** by Daniela König

The film received the **EWA Network Award** in **DOK Leipzig** and premiered in 2019 in Leipzig's German competition and then screened in **IDFA**. "*Waterproof*" was finally released in March 2020 in German theaters.

The film was produced by **Michaela Pnacekova** and distributed by Rise and Shine.

## **Glory to the Queen** by Tatia Skhirtladze

Formerly known as "*The Encounter*", the film, which was supported by **EWA Network** at **Fest Forward Belgrade** in 2018, was finally released at the **Georgian CINE DOC Tbilisi Film Festival**.

"*Glory to the Queen*" is a co-production between Austria, Georgia and Serbia 2020, 82 min.

## **This Rain Will Never Stop** by Alina Gorlova

"*This Rain will Never Stop*", which received the **EWA Network Female Talent Award** in **DOK Leipzig** in 2019, won the **IDFA Competition** for First Appearance.

## **Flesh Out** by Michela Occhipinti

(**EWA Female Talent Award** in **WEMW** 2017), premiered in the **Berlinale Panorama** section in 2019 and was part of the Narrative competition in **Tribeca** among many other selections.

## **Leftover Women** by Shosh Shlam and Hilla Medalia

(**EWA Development Award** in **DOK Leipzig** 2016), competed in the Documentary section of **Tribeca Film Festival** 2019.



## Awarded Projects currently in production

- **Melting Dreams**, formerly "*Skiing with Scarves*" (awarded in When East Meets West 2018) by **Heidy Kancler** is in post-production.
- **Dry Land** (EWA Award for Best Pitch Fest Forward Belgrade 2017) known previously as "*Fortnight*", the film by **Agnieszka Woszczyńska** received Eurimages support and was shot in Sardinia in 2020. It is in the editing room now.
- **PINK MOON** (EWA award at WEMW 2019) by **Floor van der Meulen** received Eurimages support.
- **Aurora's Sunrise** by **Inna Sahakyan** (EWA Award for Best Pitch Fest Forward Belgrade 2019): Became a trilateral co-production between Armenia, Germany and Lithuania and developed a new animation style.
- **We are inside** by **Farah Kassem** (EWA Network Female Talent Award in DOK Leipzig in 2018) : The project will screen a rough cut at DOK Incubator in February 2021.
- **SINJAR** by **Anna Bofarull**. The film was developed while the director/producers followed the EWA Mentoring Programme and was shortlisted to the Fest Forward Pitch in 2017. Currently, it is in post production.

## Awarded Projects in development

- **The Fragile Beauty of Masculinity** (formerly known as "*Testosterone Story*") by **Andrea Culkova** (Scriptwriter's Residency 2018). Selected in Midpoint Feature Lab, the project is applying for funds.
- **Irene's World** by **Mery Aghakhanyan** (awarded in When East Meets West 2019): Still developing the script while in conversation with potential partners.
- **72 hours** by **Anna Savchenko** (DOK Leipzig 2019, Mentorship) received Creative Europe Support and the 2021 FIFDH Impact Day Award.

# COMMUNICATION

Over the year, 93 original posts were published on our website dealing with members' news, EWA's news and relevant announcements. In addition, 27 events were announced on our website.

## WEBSITE Numbers



We can celebrate a solid increase in web traffic compared to 2019. 17.5% of the audience came from the US, 9.88% from Germany, 7.21% from France, 6.6 % from the UK, 6.38% from Spain. It is worth noting the increase of users from India and the Netherlands.

| Country            | Acquisition   |   |   | Behaviour   |   |   | Conversions <small>Goal 1: Contact form</small>     |   |   |
|--------------------|---|---|---|---|---|---|---|---|---|
|                    | Users   | New Users   | Sessions  | Bounce Rate   | Pages/Session                                     | Avg. Session Duration                                     | Contact form (Goal 1 Conversion Rate)               | Contact form (Goal 1 Completions)               | Contact form (Goal 1 Value)                             |
|                    | 22,283<br><small>% of Total: 100.00% (22,283)</small> | 22,136<br><small>% of Total: 100.00% (22,136)</small> | 30,328<br><small>% of Total: 100.00% (30,328)</small> | 74.60%<br><small>Avg for View: 74.60% (0.00%)</small> | 1.94<br><small>Avg for View: 1.94 (0.00%)</small> | 00:01:41<br><small>Avg for View: 00:01:41 (0.00%)</small> | 0.72%<br><small>Avg for View: 0.72% (0.00%)</small> | 217<br><small>% of Total: 100.00% (217)</small> | US\$0.00<br><small>% of Total: 0.00% (US\$0.00)</small> |
| 1.  United States  | 3,948 (17.53%)  | 3,936 (17.78%)  | 4,262 (14.05%)  | 91.18%  | 1.23  | 00:00:23  | 0.42%   | 18 (8.29%)                                      | US\$0.00 (0.00%)  |
| 2.  Germany        | 2,224 (9.88%)   | 2,172 (9.81%)   | 3,154 (10.40%)  | 68.71%  | 1.99  | 00:01:30  | 0.63%   | 20 (9.22%)                                      | US\$0.00 (0.00%)  |
| 3.  France         | 1,623 (7.21%)   | 1,599 (7.22%)   | 2,367 (7.80%)   | 69.54%  | 2.35  | 00:02:25  | 0.89%   | 21 (9.68%)                                      | US\$0.00 (0.00%)  |
| 4.  United Kingdom | 1,500 (6.66%)   | 1,481 (6.69%)   | 1,890 (6.23%)   | 76.72%  | 1.67  | 00:01:08  | 0.79%   | 15 (6.91%)                                      | US\$0.00 (0.00%)  |
| 5.  Spain          | 1,437 (6.38%)   | 1,395 (6.30%)   | 2,929 (9.66%)   | 54.73%  | 3.51  | 00:05:26  | 0.68%   | 20 (9.22%)                                      | US\$0.00 (0.00%)  |
| 6.  Italy          | 1,216 (5.40%)   | 1,177 (5.32%)   | 1,823 (6.01%)   | 65.77%  | 2.41  | 00:02:07  | 0.93%   | 17 (7.83%)                                      | US\$0.00 (0.00%)  |
| 7.  Belgium        | 534 (2.37%)   | 514 (2.32%)   | 856 (2.82%)   | 67.29%  | 1.95  | 00:01:20  | 0.82%   | 7 (3.23%)                                       | US\$0.00 (0.00%)  |
| 8.  Turkey         | 471 (2.09%)   | 455 (2.06%)   | 654 (2.16%)   | 72.02%  | 2.20  | 00:01:32  | 0.31%   | 2 (0.92%)                                       | US\$0.00 (0.00%)  |
| 9.  India          | 429 (1.91%)   | 428 (1.93%)   | 465 (1.53%)   | 86.02%  | 1.33  | 00:00:45  | 1.08%   | 5 (2.30%)                                       | US\$0.00 (0.00%)  |
| 10.  Netherlands   | 422 (1.87%)   | 413 (1.87%)   | 564 (1.86%)   | 77.48%  | 1.56  | 00:00:56  | 0.18%   | 1 (0.46%)                                       | US\$0.00 (0.00%)  |

Show rows: 10 Go to: 1 1-10 of 169

The most visited pages, besides our home page, were the page about our Mentoring programme and the research study about Women Directors in the European Film industry which has been in the top visited pages since its publication in 2016. The Scriptwriters' Residency and Good Practices in the Film Industry are also among the top visited.

| Page   | Page Views | % Page Views |
|--|------------|--------------|
| 1. /   | 8,340      | 14.20%       |
| 2. /film-mentoring-program-for-emerging-women-producers/   | 2,569      | 4.37%        |
| 3. /gender-inequality-in-the-film-industry-2/              | 2,088      | 3.55%        |
| 4. /register/  | 1,679      | 2.86%        |
| 5. /the-team/  | 1,398      | 2.38%        |
| 6. /welcome-ewas-network/                                  | 1,259      | 2.14%        |
| 7. /residency/   | 972        | 1.65%        |
| 8. /gender-inequality-in-the-film-industry/good-practices/ | 824        | 1.40%        |
| 9. /ewa-members-edit/                                      | 821        | 1.40%        |
| 10. /ewa-network-our-mission/                              | 796        | 1.35%        |

| Page ?   | Page Views ?  | Unique Page Views ?   |
|--|---|---|
|  | 117.77% <br>58,749 vs 26,977 | 118.60% <br>49,604 vs 22,692 |
| 1. /   |   |   |
| 01-Jan-2020 - 31-Dec-2020                                | 8,340 (14.20%)  | 6,835 (13.78%)  |
| 01-Jan-2019 - 31-Dec-2019                                | 4,263 (15.80%)  | 3,446 (15.19%)  |
| % Change   | 95.64%  | 98.35%  |
| 2. /film-mentoring-program-for-emerging-women-producers/ |   |   |
| 01-Jan-2020 - 31-Dec-2020                                | 2,569 (4.37%)   | 2,292 (4.62%)   |
| 01-Jan-2019 - 31-Dec-2019                                | 722 (2.68%)   | 647 (2.85%)   |
| % Change   | 255.82%   | 254.25%   |
| 3. /gender-inequality-in-the-film-industry-2/            |   |   |
| 01-Jan-2020 - 31-Dec-2020                                | 2,088 (3.55%)   | 1,760 (3.55%)   |
| 01-Jan-2019 - 31-Dec-2019                                | 205 (0.76%)   | 167 (0.74%)   |
| % Change   | 918.54%   | 953.89%   |
| 4. /register/  |   |   |
| 01-Jan-2020 - 31-Dec-2020                                | 1,679 (2.86%)   | 1,260 (2.54%)   |
| 01-Jan-2019 - 31-Dec-2019                                | 916 (3.40%)   | 641 (2.82%)   |
| % Change   | 83.30%  | 96.57%  |
| 5. /the-team/  |   |   |
| 01-Jan-2020 - 31-Dec-2020                                | 1,398 (2.38%)   | 1,265 (2.55%)   |
| 01-Jan-2019 - 31-Dec-2019                                | 664 (2.46%)   | 612 (2.70%)   |



# EWA numbers in mailings

## MAILSHOTS

Mailshots were sent out to members and newsletter subscribers with articles about EWA's activities, calls for applications and relevant news about women in the film industry, with 40 mailshots over the year including 4 newsletters produced quarterly.

In addition, EWA Network members received 114 emails including the weekly introduction of new members and a survey about the COVID-19 situation.

We can conclude that we have a steady audience reading our mailings with a slight increase from last year.

## Mailshots to our members

The most successful campaigns (measured by % opened) sent to our members were:

**#1 EWA Annual Event for members invitations:** 69.8% opened (8 points more than last year's one)

**#2 EWA Talks Change with Julia Sinkevych** (58.4% opened)

The weekly "Introducing **EWA** members" has a rate of openings ranging from 38% to 54.5%.

For the mailings to all the subscribers, we also saw an increase in the proportion of emails opened. The mailshot on EWA talks Change with Lucia Recalde peaked at 54.1% of openings and the call for the Mentoring Programme reached 39.6%. Our newsletters, sent to the entire list of subscribers, have a steady 25-27.5% opening rate among readers.

# Social Media Numbers

On **Facebook**, **EWA Network** reached 9,528 followers (1,083 more than in 2019, a smaller increase than the year before without any sponsored action involved). However, we've noticed that due to the change of the **Facebook** algorithm, pages are less seen than personal profiles or even groups. Therefore, we should consider whether it's convenient to invest more resources in **Facebook**. For that reason, we have slowed down the number of posts in 2020, publishing 550 posts between our own content and shared content.

For the number of people reached and engagement we can affirm that the audience has a greater trend of interacting on **Instagram** than on **Facebook**. However, **Facebook** is more used to ask for help or advice and we have a growing activity on the **Exclusive Group** for **EWA members**.

The most successful posts in 2020 were far from the sponsored #1 in 2019, which reached 43K people and more than 2,000 clicks, but were similar to the most viewed non-sponsored post from 2019.

**1** The most successful post, not original but not shared from any other source, was an image aimed at fighting language bias: a snap from **UN WOMEN** which reached 5,347 people and got 360 engagements.

**2** The second most successful was an entirely original post from our **Annual Members' Event** at the **Berlinale**: a picture uploaded live from the talk with the editors. It reached 2,730 people and got 460 engagements.

**3** The third most successful post dealt with the line-up at the **Berlinale** with 6 women vying for the **Golden Bear**, which reached 2,400 people and 316 engagements.

**4** Another festival announcement: Women selected at Cannes Festival and member **Teona Strugar Mitevska** at **l'Atelier**, gaining 2,116 views and 202 post clicks

**We can conclude that activism, female visibility in festivals and celebration of success are the most visited subjects.**

## Non-Original Content

**1** Among the non-original posts (meaning they were not **EWA Network** original content but shared from other pages), **Hildur Gudnadóttir** winning the **Golden Globe** was the article which reached most people (6,471), producing 622 reactions, far from the 50K views obtained by the most visited post in 2019 (Agnès Varda).

**2** **Adèle Haenel** signing with a talent agency after the backlash at the **César Awards** reached 3,418 people and gained 302 reactions.

# EWA Instagram

We created our Instagram profile in September 2019. We have increased our followers in 2020 by 3 times (650). We published 210 images plus at least 20 stories, which we can't count because they dissolve after 24 hours.

**1** The most successful post achieved 74 likes and it was our congratulations for Alina Gorlova's prize in IDFA.

**2** Then, EWA's Survey on COVID effects and the last days to apply for the mentoring programme peaked with 66 likes.



# FUNDRAISING

## Public Funding

In 2020 EWA Network was supported by the following funds:

- > the Swedish Film Institute,
- > the Austrian Film Institute,
- > the Lithuanian Film Centre,
- > the Centre National du Cinéma et de l'image animée, France
- > the Région Grand Est, and
- > the Ville de Strasbourg EuroMetropole.

## Memberships

In addition to the institutional funding, EWA Network counts on membership contributions (€50/year since 2015), which increased in 2020 with 123 new members and 63% more renewals than in 2019, giving a total of 530 members.

## Partnerships with other networks

In 2020 we welcomed the membership of the following associations:

- > HEMEN, the Basque Association of Women in Film
- > The French collective Cinéastes Non Alignées
- > SWAN, Swiss Women's Audiovisual Network
- > Films des Femmes association
- > UWCA- Ukrainian Women Cinema Association
- > And professional networks such as Blockbusters Gang and Noise Film PR

Furthermore, EWA Network is in regular exchange with other female networks such as WIFTI, WIFT Germany, WIFT Italy, WIFT Finland, Raising Films (UK), Dones Visuals (Spain), Dona i Cinema (Spain), WIFT Canada, many women's festivals and Women-oriented streaming and platforms.

# EWA Network

## The Team

- Alessia Sonaglioni, Executive Director
- Alexia Muiños Ruiz, Deputy Director and Communication Manager
- Francine Raveney, Special Adviser
- Tamara Tatishvili, Strategy and Partnerships Manager
- Maria Laskaridou, Intern until mid-March

## The Board

- Ada Solomon, Executive President
- Zeynep Atakan, Vice-President
- Isabel Castro, Treasurer
- Susan Newman, Secretary
- Kristina Trapp
- Juliane Schulze
- Petri Kemppinen
- Jonas Dornbach



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EUROPEAN WOMEN'S  
AUDIOVISUAL NETWORK