

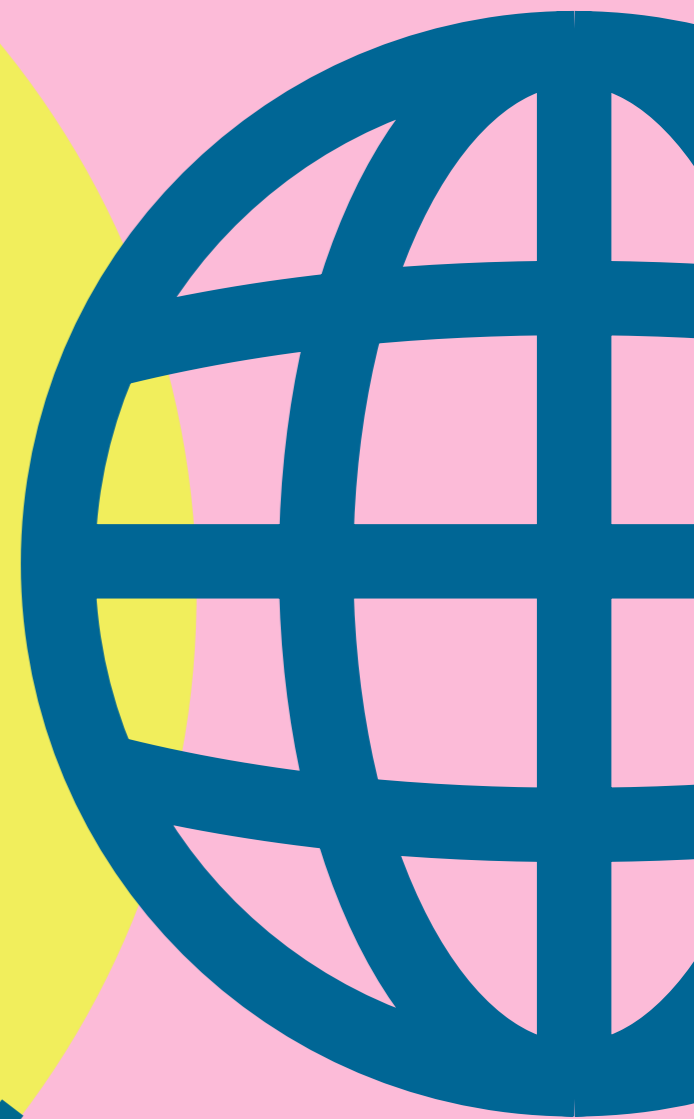


**EFFM**

**IT ALL  
STARTS  
HERE**

**15 – 21 FEB 2024**

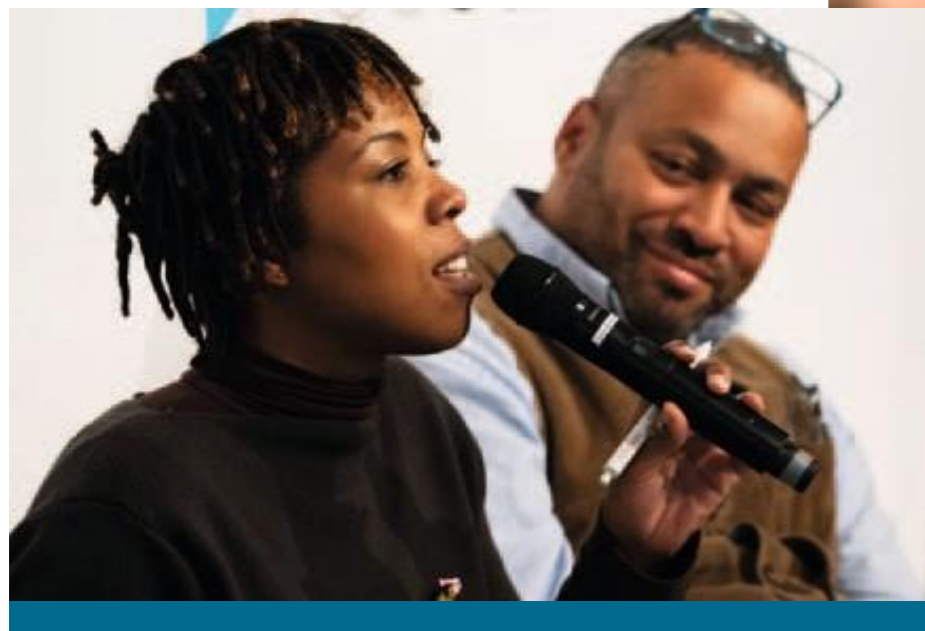
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# SUSTAINABLE EQUITY GOALS (SEGs)

- in progress -



# EQUITY & INCLUSION PATHWAYS SEMINAR

## Vision

### The Future: An Inclusive & Equitable European Film Industry

A future of a self-confident European film and media industry that has overcome its structural discriminatory and exclusionary mechanisms, and which recognises the presence of its socio-cultural ethnic diversity in every respect as a matter of course and cultural enrichment.

### It's Now Or Never: The Time Has Come – Post-2020

*«Rien n'est plus fort qu'une idée dont le temps est venu.»*

*Nothing is stronger than an idea whose time has come.*

Victor Hugo



## Mission

Funded by Creative Europe Media and taking place yearly at the EFM 2023, 2024 and 2025, the Equity & Inclusion Pathways Seminar is an industry-wide consultation forum that brings together European decision-makers, advocacy groups, stakeholders and change-makers with the aim of shifting the needle regarding equity, inclusion and accessibility in terms of policymaking, strategy, measures and actions.

The change and advances that this Seminar aims to bring about for the European film industry are resolutely structural, and involves not only integrating marginalized groups into a European film sector that is free of biases, barriers and exclusions but also valuing the hitherto unrealised potential of the contributions of marginalised film professionals to the industry as well as redistributing resources and decision-making power more equitably.

# EQUITY & INCLUSION PATHWAYS SEMINAR



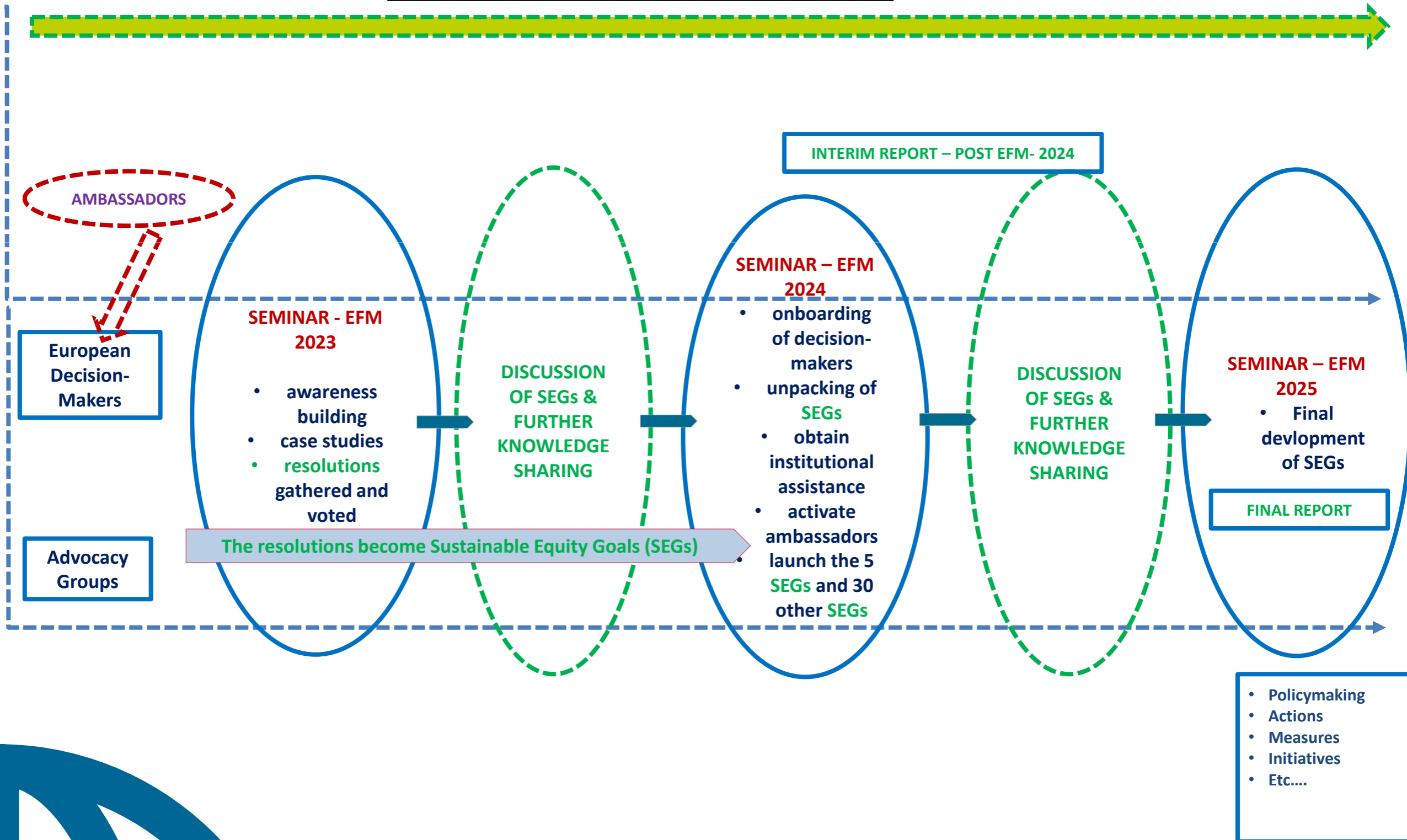
15–21 FEB 2024

Year 1: 2023

Year 2: 2024

Year 3: 2025

SUSTAINABLE EQUITY GOALS – DEVELOPMENT OVER 3 YEARS





# INSPIRATION FOR SEGs – UN 17 SDGs



The 17 Sustainable Development Goals (SDGs) of the United Nations constitute a comprehensive agenda aimed at creating a sustainable and just world by 2030. Adopted in 2015, these goals serve as guiding principles for governments, businesses, and civil societies worldwide.

The goals encompass a variety of issues, ranging from overcoming poverty and hunger to ensuring environmental protection and social justice. Essentially, the goals represent a collective commitment of the international community to steer the world towards a sustainable growth and social justice. Successful implementation of these goals requires the involvement of governments, businesses, civil societies, and every individual citizen to collectively lead to positive changes.

The Authors of the SDGs have certainly acknowledged the interconnection of the 17 Goals of the sustainable development, underline therefore the necessity of a comprehensive and integrated approach, and call for global cooperation and partnership to overcome challenges and secure a sustainable future for coming generations.

Achieving these goals demands comprehensive and coordinated efforts from all stakeholders.

## Sources

[https://www.springernature.com/gp/researchers/sdg-programme?gad\\_source=1&gclid=Cj0KCQiA67CrBhC1ARIsACKAa8TjmHZs8xGwatlFGP3gmIQ1088XafGsMMJvL6pOWb52TcM4RWxS\\_MaAkPuEALw\\_wcB](https://www.springernature.com/gp/researchers/sdg-programme?gad_source=1&gclid=Cj0KCQiA67CrBhC1ARIsACKAa8TjmHZs8xGwatlFGP3gmIQ1088XafGsMMJvL6pOWb52TcM4RWxS_MaAkPuEALw_wcB)

<https://www.springernature.com/gp/researchers/sdg-programme/sdg10>



# UN 17 SUSTAINABLE DEVELOPMENT GOALS



**SDG 1. No Poverty:** The goal is to end extreme poverty in all its forms everywhere by ensuring income, resources, and social protection for all..

**SDG 2. Zero Hunger:** The objective is to end hunger, achieve food security, and promote improved nutrition, as well as sustainable agriculture.

**SDG 3. Good Health and Well-being:** The goal is to ensure health and well-being for all ages, with a particular focus on reducing maternal and child mortality.

**SDG 4. Quality Education:** This goal advocates for inclusive and equitable education for all, promoting lifelong learning and ensuring equal access opportunities.

**SDG 5. Gender Equality:** This goal aims to eliminate discrimination and violence based on gender, achieving full gender equality and empowering all women and girls.

**SDG 6. Clean Water and Sanitation:** The target is to ensure that all people have access to clean water and adequate sanitation, promoting the sustainable use of water resources.

**SDG 7. Affordable and Clean Energy:** This goal promotes access to affordable, reliable, sustainable, and modern energy for all.

**SDG 8. Decent Work and Economic Growth:** This involves promoting sustainable economic growth, full and productive employment, and decent work for all.

**SDG 9. Industry, Innovation, and Infrastructure:** The aim is to build resilient infrastructure, promote inclusive and sustainable industrialization, and foster innovation.

**SDG 10. Reduced Inequalities:** The goal is to reduce social, economic, and political inequalities and promote inclusive growth.

**SDG 11. Sustainable Cities and Communities:** The objective is to make cities and human settlements inclusive, safe, resilient, and sustainable.



# UN 17 SUSTAINABLE DEVELOPMENT GOALS (Cont'd)



**SDG 12. Responsible Consumption and Production:** This goal encourages sustainable consumption and production patterns to protect natural resources.

**SDG 13. Climate Action:** The objective is to take urgent action to combat climate change and its impacts.

**SDG 14. Life Below Water:** This involves the conservation and sustainable use of the oceans, seas, and marine resources.

**SDG 15. Life on Land:** The goal is to protect, restore, and promote sustainable use of terrestrial ecosystems.

**SDG 16. Peace, Justice, and Strong Institutions:** This goal aims to promote peaceful, just, and inclusive societies with strong institutions.

**SDG 17. Partnerships for the Goals:** The final goal emphasizes the importance of global partnerships to successfully implement the 2030 Agenda.



# SUSTAINABLE EQUITY GOALS



15–21 FEB 2024

EQUITY & INCLUSION PATHWAYS SEMINAR

The **SUSTAINABLE EQUITY GOALS** will be developed over three years with broad industry participation. Representatives from institutions and organizations within the European film industry will be invited to the annual Equity & Inclusion Pathways Seminar at the EFM to contribute to the development and shaping of the SEGs. Furthermore, the development and elaboration of the SEGs are intended to be accompanied by debates and discussions on various platforms and festivals within the European film industry.

Committed international Ambassadors from various sectors of the film industry will represent and support the development of the SEGs and engage in coordinated efforts to share, unpack and onboard other European decision-makers regarding the SEGs.

The basis for the development of the SEGs consists of proposals submitted by experienced and specialised European, international and national advocacy groups ahead of the EFM 2023, some of which were discussed at the first edition of the Equity & Inclusion Pathways Seminar at the 2023 edition of the EFM.

The proposals submitted for the SEGs will be processed by the European Film Market and made available to all those interested in the discussion and development of the SEGs.

The proposed texts for the SEGs can be classified into two categories as presented on the following pages:

- **A. SEGs discussed and adopted at the 1st Equity & Inclusion Pathways Seminar at the EFM 2023 (x 5)**
- **B. All other proposals for SEGs received and collated prior to the EFM 2023 (x 29)**

After the E&IPS 2024, a platform will be created to make the development of the SEGs transparent for participants throughout the process until their completion in 2025.





# SUSTAINABLE EQUITY GOALS



In line with the 17 SUSTAINABLE DEVELOPMENT GOALS of the United Nations (17 SDGs), the Equity & Inclusion Pathways Seminar intends to develop SUSTAINABLE EQUITY GOALS (SEGs) for the European film industry, inspired by and derived from these SDGs. The SEGs aim to sustainably promote and recognise diversity, equity, inclusion and accessibility within the European film sector. The SUSTAINABLE EQUITY GOALS will be developed and formulated over three years with broad industry participation.

Adopted in 2025, these goals will serve the Film Industry as guiding principles for self-regulation through self-defined goals.



## Sources

<https://www.springernature.com/gp/researchers/sdg-programme/sdg10>

# SUSTAINABLE EQUITY GOALS

## A. SEGs discussed and adopted at the 1st Equity & Inclusion Pathways Seminar at the 2023 EFM (x5)

### **SEG 1: Creation of a Europe-wide equity data collection mechanism**

Create/Support a monitoring group/organisation/institution to continuously gather existing statistics and collect and conduct comparable EU-wide data gathering regarding the implementation of diversity, equity, accessibility and inclusion metrics in all departments. Identify the metrics and types of data that are necessary and potential barriers to the collection thereof. Measure the access to the creative sector and the arts labour market, decision-making and leadership positions, and resources (funding). This should also provide a Europe-wide data gathering survey on the situation of film professionals that is actually intersectional and also covers discrimination, and situation from equity-seeking groups including attention paid to Roma, e.g. like the Vielfalt im Film initiative (Diversity in Film) did in Germany at all levels of the industry. Make it standard practice to collect demographic data from filmmakers in order for gatekeepers to be able to establish the filmmaker's connection to the story being told.

### **SEG 2: Creation of specific funding streams for Black, Global Majorities, Roma and other equity-seeking groups**

Promote the creation of specific funding for film creatives who are Black, Global majorities and from other equity-seeking groups including Roma. Also encourage European film funders to prioritize projects that can demonstrate an authentic connection to the story being told in order to avoid filmmakers appropriating identities that are not their own and instead put the industry's support behind films that are made by the community they are about.

### **SEG 3: Creation of pathways into the industry for BIPOC women and non-binary creatives**

Create policies to ensure more sustainable pathways into and within the industry and careers for all film creatives who have historically faced gender-based discrimination and/or gender-diverse film creatives who are visibly or invisibly disabled, with particular attention being paid to the situation of BIPOC women and non-binary film creatives. This can lead to creating new frameworks around pay/credit equity, safety, kill fees, etc.

### **SEG 4: Inclusion riders for BIPOC cast, crew and vendors**

For productions receiving public funding commit to a minimum percentage of BIPOC cast, crew and vendors for every production. This would make it standard policy to utilise BIPOC and diverse vendors/contractors in every aspect of the industry, fostering economic sustainability.

### **SEG 5: Creation of advisory groups to hold organisations accountable for inclusion and accessibility targets**

Create an advisory group comprising external experts and stakeholders who oversee all DEI (diversity, equity & inclusion) and accessibility matters, policymaking, decisions and actions at your organisation; this advisory group should be accompanied by employee-resource groups for staff from marginalised groups. This advisory group should also create a mechanism to hold film bodies accountable for inclusion targets..

# SUSTAINABLE EQUITY GOALS

## B. All Proposals for SEGs received and collated prior to the EFM 2023 (x 29)

**SEG 1.** Research and brainstorm practical methods to hold accountable, individuals and organizations found in opposition or violation of DEI policies. Too many whispered stories of racism and abusive behaviors go unchecked and tolerated.

**SEG 2.** Established budget for accessible films and accessible work in European productions. An audio description and extended subtitles (accessible version) must be produced for every European film. The accessible European film versions must be able to be broadcast on TV and be available on streaming services. Due to the lack of technical equipment in European cinemas, the accessible film versions must not only be available on the DCPs, but must also be made accessible via a cinema independent app.

**SEG 3.** Create possibilities for marginalized/underrepresented groups to participate in events (such as film festivals, seminars etc.) and seek funding based on the fact that the playing field is not level. Not that these people should have benefits that others don't, but we need to create awareness that films are created from vastly different starting points.

**SEG 4.** Creating a framework of equitable accountability for organisational failing, tying progress to tangible accountable actions

**SEG 5.** Highlight and make visible the results and successes of DEI strategies and implementations.

**SEG 6.** Create a mechanism to hold film bodies accountable for inclusion targets.

**SEG 7.** People with disabilities must be given access to film schools and universities (e.g., acting, screenwriting, editing, sound) and workplaces must be accessible.

**SEG 8.** Budget for Intimacy Coaches and Mindfulness Coaches for each European production and all European editorial offices and film funding institutions.

**SEG 9.** To ensure that the journey of learning by white and phenotypically white people doesn't create excessive emotional labour and burden for Black and Global Majority people.

**SEG 10.** European nominations and awards can only be given to those films that meet the criteria of Equity & Inclusion

# SUSTAINABLE EQUITY GOALS

## B. All Proposals for SEGs received and collated prior to the EFM 2023 (x 29) (Cont'd)

**SEG 11.** The creation of specific funding architectures for film creatives who are Black, from global majorities and from other equity-seeking groups including Roma.

**SEG 12.** Connect all funding and policy decisions to UN resolutions and SDGs so that the global situation is stable and forever present Europe-wide.

**SEG 13.** Create policies to ensure more sustainable pathways into the industry and careers for women and non-binary film creatives, with particular attention being paid to the situation of BIPOC women and non-binary film creatives. / This can lead to creating new frameworks around pay/credit equity, safety, kill fees, etc.

**SEG 14.** Adopt at EU-level pathways and protocols regarding filmmaking with Europe's Indigenous nations and Roma (both in continental Europe and overseas territories).

**SEG 15.** To ensure that all decisions around racism are made with those that experience racism, and being open to the complex conversations that arise around intersectionality.

**SEG 16.** Create policies, safeguards and practices which prevent extractive filmmaking from being rewarded and which also promote the narrative sovereignty of ethnic and/or racialised communities.

**SEG 17.** Create measures to ensure that all film festivals, film sets, film organizations and film events are accessible and that accessibility is centered as a core value and not thrown in as a part of a checklist. This means including neurodivergent folks on staff and as part of the core teams putting on events, festivals, etc.

**SEG 18.** Disabled people must be given access to European film schools and European universities (e.g., acting, screenwriting, editing, sound) and workplaces must be accessible.

**SEG 19.** Europe-wide data gathering survey on the situation of film professionals that is actually intersectional and also covers discrimination, and situation from marginalised groups including attention paid to Roma, e.g. like Vielfalt im Film did in German at all levels of the industry.

**SEG 20.** Ensure that data is collected to provide clarity on the diversity representation and inclusivity breakdowns within the European film and TV industry. Collect quantitative data and evidence that can underpin qualitative arguments and experiences.



# SUSTAINABLE EQUITY GOALS

## B. All Proposals for SEGs received and collated prior to the EFM 2023 (x 29) (Cont'd)

**SEG 21.** Create and establish courses on inclusive, anti-discriminatory, anti-oppressive, postcolonial, and intersectional film theory and praxis in film schools. Also, these disciplines and perspectives should become cross-referenced in the curricula as a whole, not just reduced to specific courses.

**SEG 22.** Promote the creation of specific funding for film creatives who are Black, Global majorities and from other equity-seeking groups including Roma.

**SEG 23.** Create an advisory group comprising external experts and stakeholders who oversee all DEI (diversity, equity & inclusion) and accessibility matters, policymaking, decisions and actions at your organisation; this advisory group should be accompanied by employee-resource groups for staff from marginalised groups.

**SEG 24.** Create/Support a monitoring group/organisation/institution to continuously gather existing numbers and collect and conduct comparable EU-wide data regarding the implementation of diversity, equity, and inclusion measures in all departments. Identify the type of data that is necessary and potential barriers to collection of it. Measure the access to the creative sector and the arts labour market, decision-making and leadership positions, and resources (funding).

**SEG 25.** Create safe channels for the criticism of organisational culture, lack of access, and discriminatory practice without repercussion. Safer spaces should be available for Black and Global Majority people in the European film & TV landscape to express, develop and share experiences.

# SUSTAINABLE EQUITY GOALS

## B. All Proposals for SEGs received and collated prior to the EFM 2023 (x 29) (Cont'd)

**SEG 26.** Encourage European film funders and festival curators to prioritize projects that can demonstrate an authentic connection to the story being told. Why? In order to avoid filmmakers appropriating identities that are not their own and instead put the industry's support behind films that are made by the community they are about. How? Make it standard practice to collect demographic data from filmmakers in order for gatekeepers to be able to establish the filmmaker's connection to the story being told.

**SEG 27.** Research and brainstorm practical methods to hold accountable, individuals and organizations found in opposition or violation of DEI policies. Too many whispered stories of racism and abusive behaviors go unchecked and tolerated.

**SEG 28.** For productions receiving public funding commit to a minimum percentage of BIPOC cast, crew and vendors for every production. This would make it standard policy to utilise BIPOC and diverse Vendors/Contractors in every aspect of the industry, fostering economic sustainability.

**SEG 29.** Create a mechanism to hold film bodies accountable for inclusion targets.





# KEEFM

**WE LOOK FORWARD  
TO WELCOMING YOU  
IN BERLIN  
15–21 FEB 2024**

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