

SO HERE WE ARE...  
...HAVING A  
CONVERSATION...

ABOUT SOMETHING  
BESIDES MEN...

JULIA

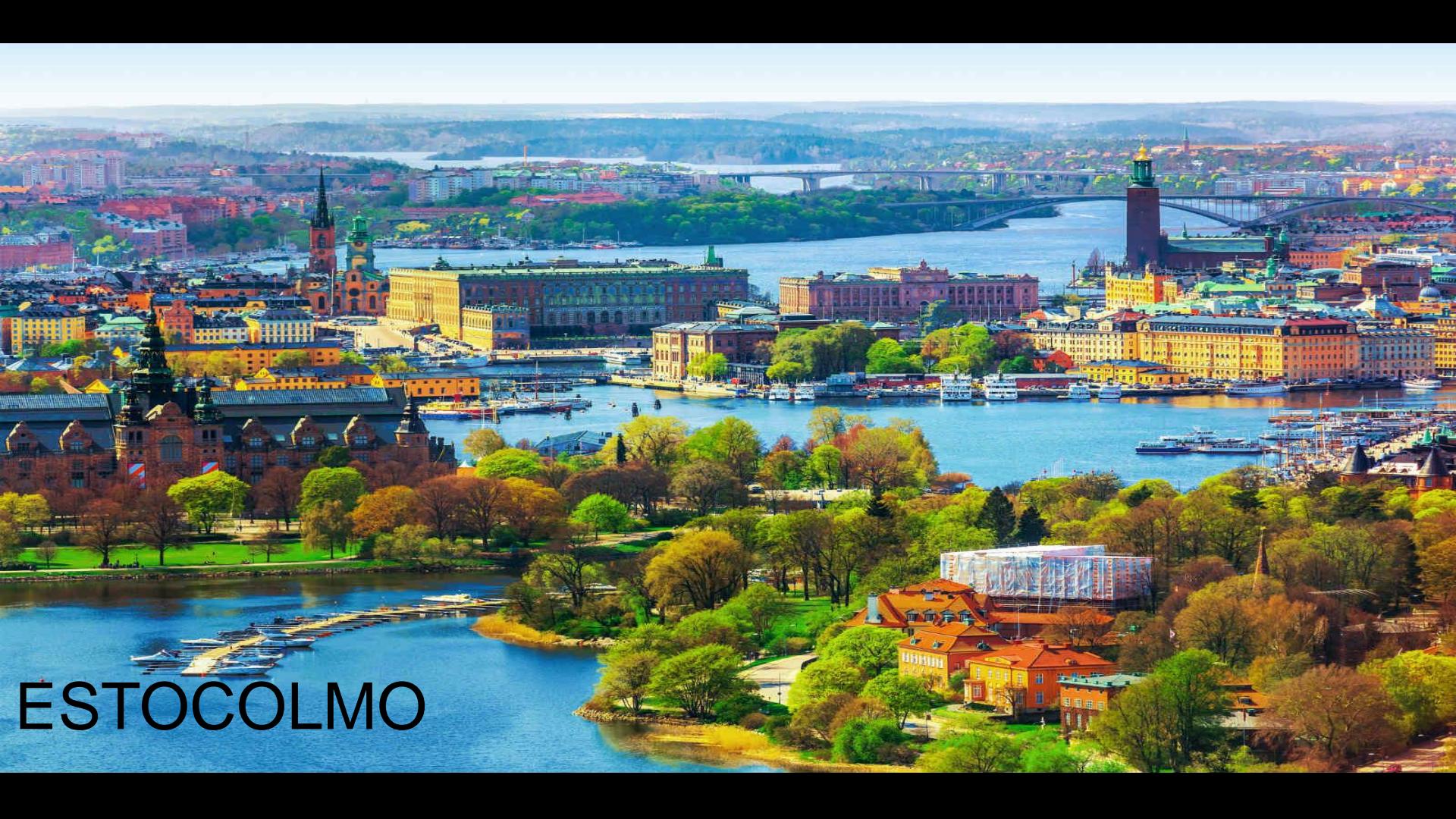
ELENA

APPROVED  
BY  
REAGAN WALLACE



**Sweden**

**EUROPE**



# ESTOCOLMO

The background of the image is a city skyline at night, with numerous skyscrapers illuminated against a dark sky. In the upper right corner, a film clapperboard is positioned, showing the word "ROLL" and some smaller text. In the lower right corner, a portion of a movie camera is visible, including its lens and some controls. The overall color palette is dominated by blues and blacks.

# wift

**WOMEN IN FILM AND  
TELEVISION SWEDEN**



# CINEMA RIO ESTOCHOLMO







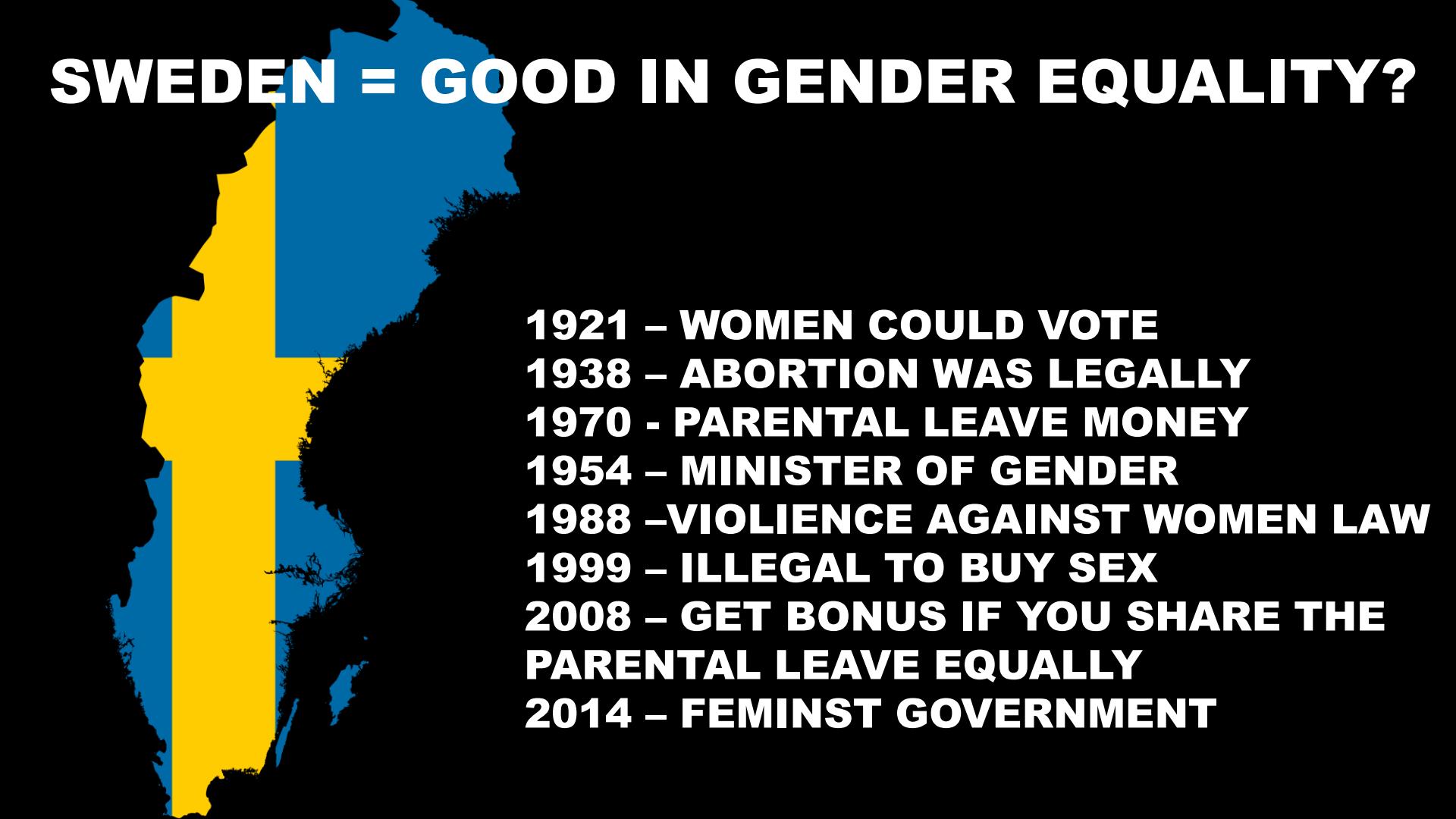
VIE  
VINTAGE  
IMAGES



# BRAZIL = EQUAL?



# SWEDEN = GOOD IN GENDER EQUALITY?



- 1921 – WOMEN COULD VOTE**
- 1938 – ABORTION WAS LEGALLY**
- 1970 - PARENTAL LEAVE MONEY**
- 1954 – MINISTER OF GENDER**
- 1988 – VIOLENCE AGAINST WOMEN LAW**
- 1999 – ILLEGAL TO BUY SEX**
- 2008 – GET BONUS IF YOU SHARE THE PARENTAL LEAVE EQUALLY**
- 2014 – FEMINIST GOVERNMENT**

# DADS TAKING CARE OF KIDS



# \$420 000



# DO WE JUDGE PEOPLE DIFFERENTLY?

## A SAMPLE NARRATIVE ESSAY

### HOW I LEARNT SWIMMING

Learning something new can be a scary experience. One of the hardest things I've ever had to do was learn how to swim. I was always afraid of the water, but I decided that swimming was an important skill that I should learn. I also thought it would be good exercise and help me to become physically stronger. What I didn't realize was that learning to swim would also make me a more confident person.

New situations always make me a bit nervous, and my first swimming lesson was no exception. After I changed into my bathing suit in the locker room, I stood timidly by the side of the pool waiting for the teacher and other students to show up. After a couple of minutes the teacher came over. She smiled and introduced herself, and two more students joined us. Although they were both older than me, they didn't seem to be embarrassed about not knowing how to swim. I began to feel more at ease.

We got into the pool, and the teacher had us put on brightly colored water wings to help us stay afloat. One of the other students, May, had already taken the beginning class once before, so she took a kickboard and went splashing off by herself. The other student, Jerry, and I were told to hold on to the side of the pool and shown how to kick for the breaststroke. One by one, the teacher had us hold on to a kickboard while she pulled it through the water and we kicked. Pretty soon Jerry was off doing this by himself, traveling at a fast clip across the short end of the pool.

Things were not quite that easy for me, but the teacher was very patient. After a few more weeks, when I seemed to have caught on with my legs, she taught me the arm strokes. Now I had two things to concentrate on, my arms and my legs. I felt hopelessly uncoordinated. Sooner than I imagined, however, things began to feel "right" and I was able to swim! It was a wonderful free feeling - like flying, maybe - to be able to shoot across the water.

Learning to swim was not easy for me, but in the end my persistence paid off. Not only did I learn how to swim and to conquer my fear of the water, but I also learned something about learning. Now when I am faced with a new



## THE RESEARCH

Participants were asked to read the text and then evaluate it. Sometimes the text had a female signature, and sometimes a male.

# THE RESULT



- well-written
- thoughtful
- compelling
- smart



**WTF?!**

- messy
- unsympathetic
- unwise
- don't understand what she is trying to say?

A large, white iceberg is centered in the image, floating in a dark blue ocean. The sky above is a light blue with scattered white clouds. The text 'UNCONSCIOUSLY' and 'INCONSCIENTEMENTE' is overlaid in large, white, sans-serif capital letters.

UNCONSCIOUSLY  
INCONSCIENTEMENTE

# ANONYMOUS RECRUITMENT



A photograph of President Barack Obama speaking at a podium. He is wearing a dark suit and tie, and is gesturing with his right hand raised. The background features the stars and stripes of the American flag.

VOCÊ GOSTARIA  
DE SER  
PRESIDENTE?

# THE SWEDISH PRIME MINISTER



# 24 DENNIS HAYSBERT

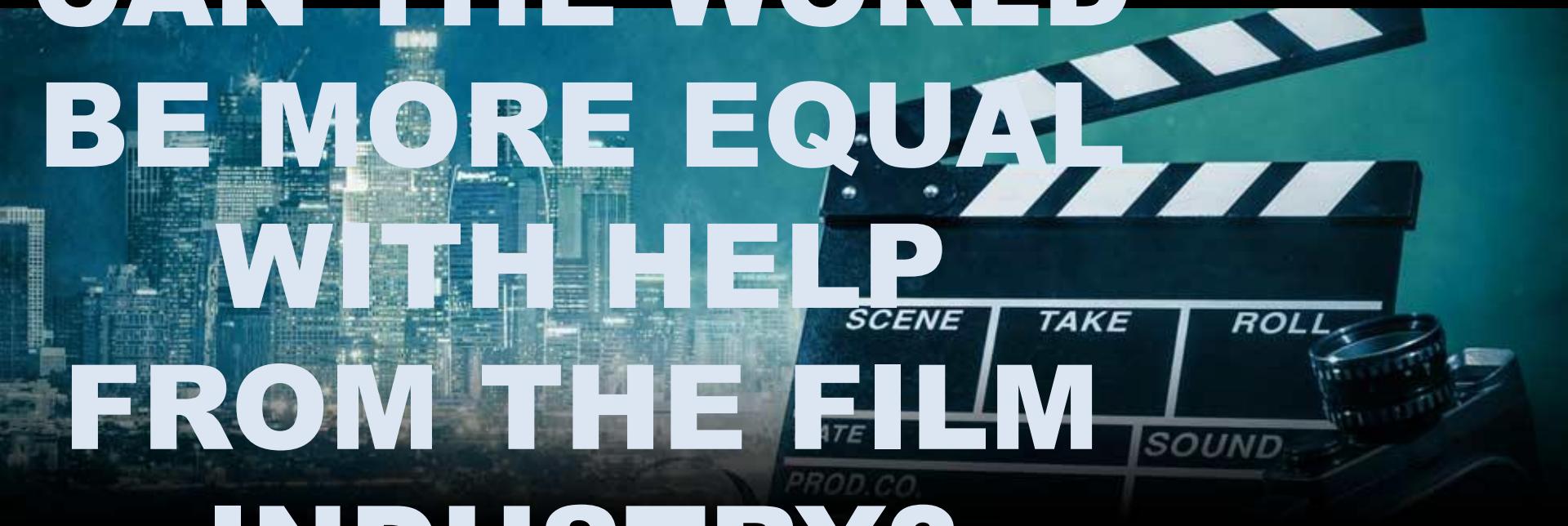


GEENA DAVIS



COMMANDER IN CHIEF

CAN THE WORLD  
BE MORE EQUAL  
WITH HELP  
FROM THE FILM  
INDUSTRY?





## SPEAKING CHARACTERS



**70.8%**  
**ARE**  
**MALE**

**29.2%**  
**ARE**  
**FEMALE**

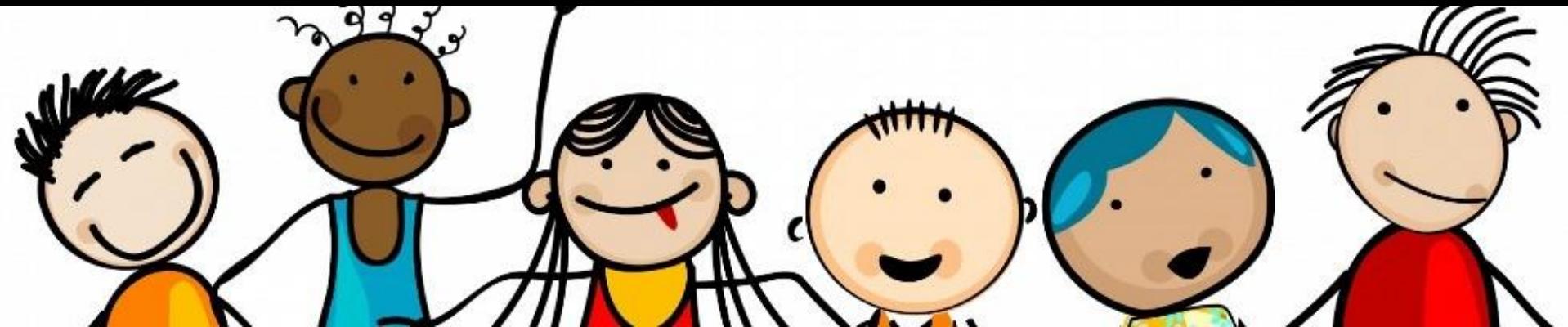
## WORKING CHARACTERS



**80.5%**  
**ARE**  
**MALE**

**19.5%**  
**ARE**  
**FEMALE**

# DOES THE FILM & TV AFFECT US?



***"THE MORE FILM AND TV A GIRL WATCHES,  
THE FEWER OPTIONS SHE THINKS SHE HAS IN LIFE"***

**GEENA DAVIS**



**MAMÃE**



# ESPOSA

# PRINCESA

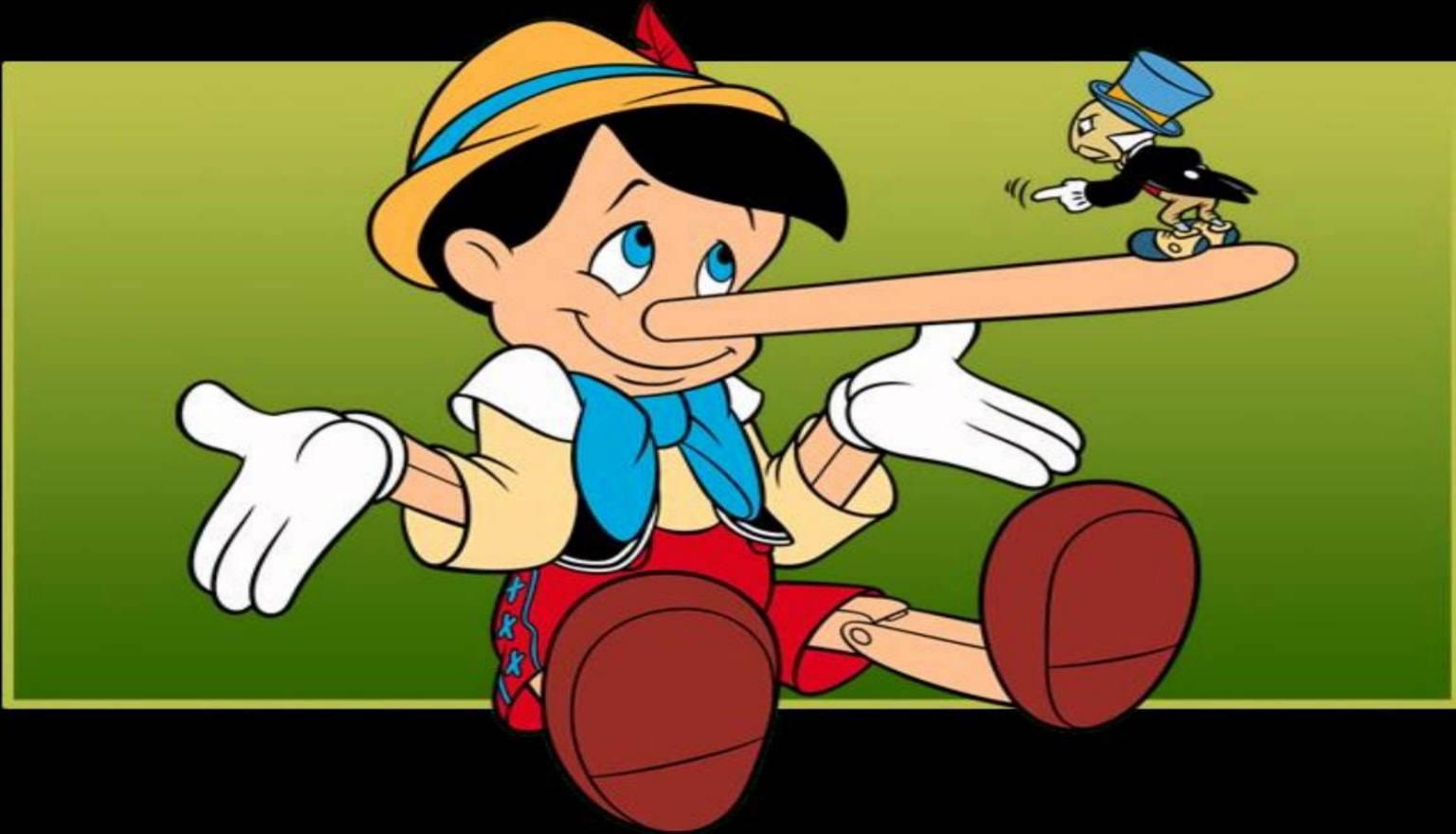




# NAMORADA











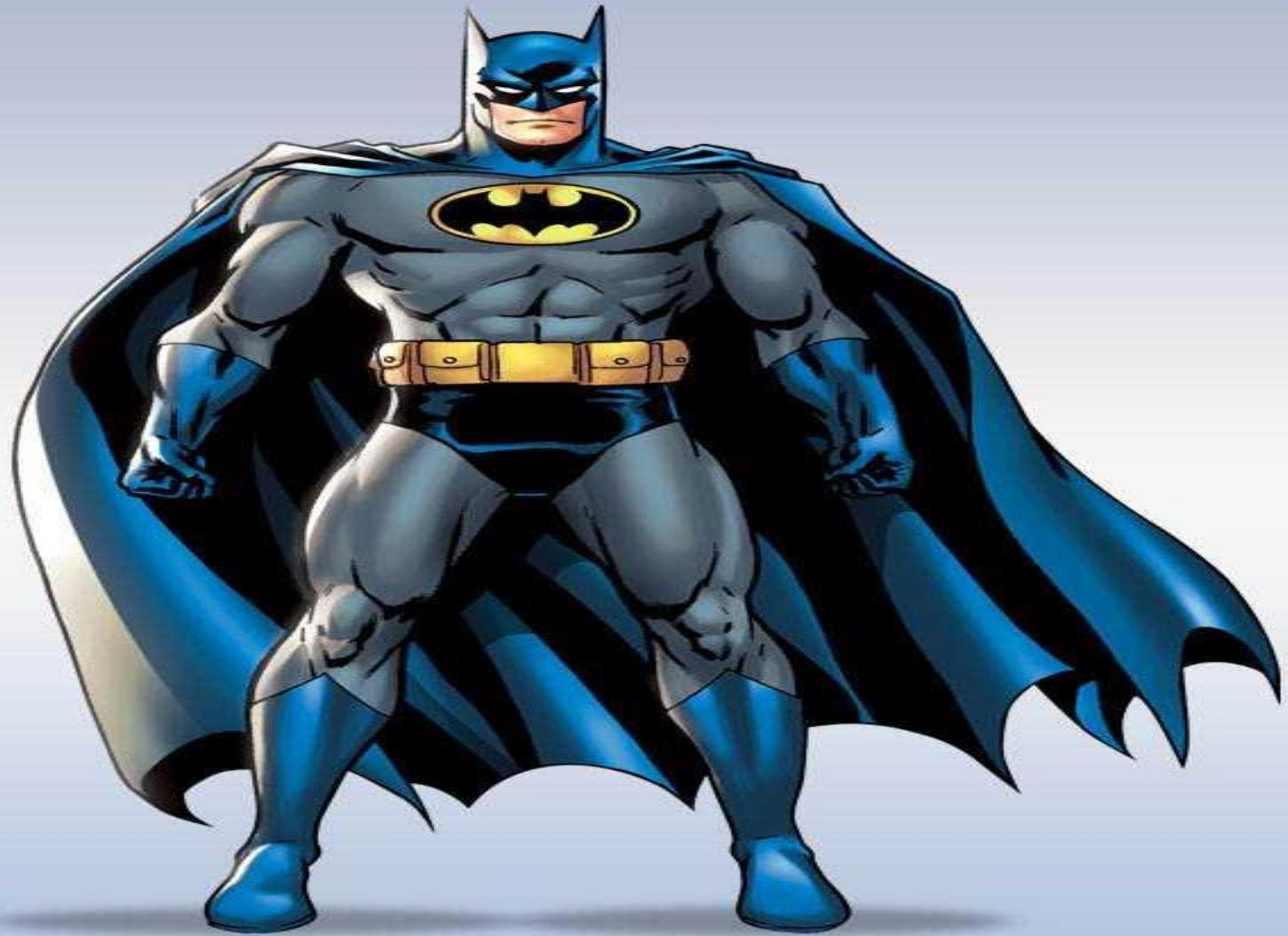
















**10%**



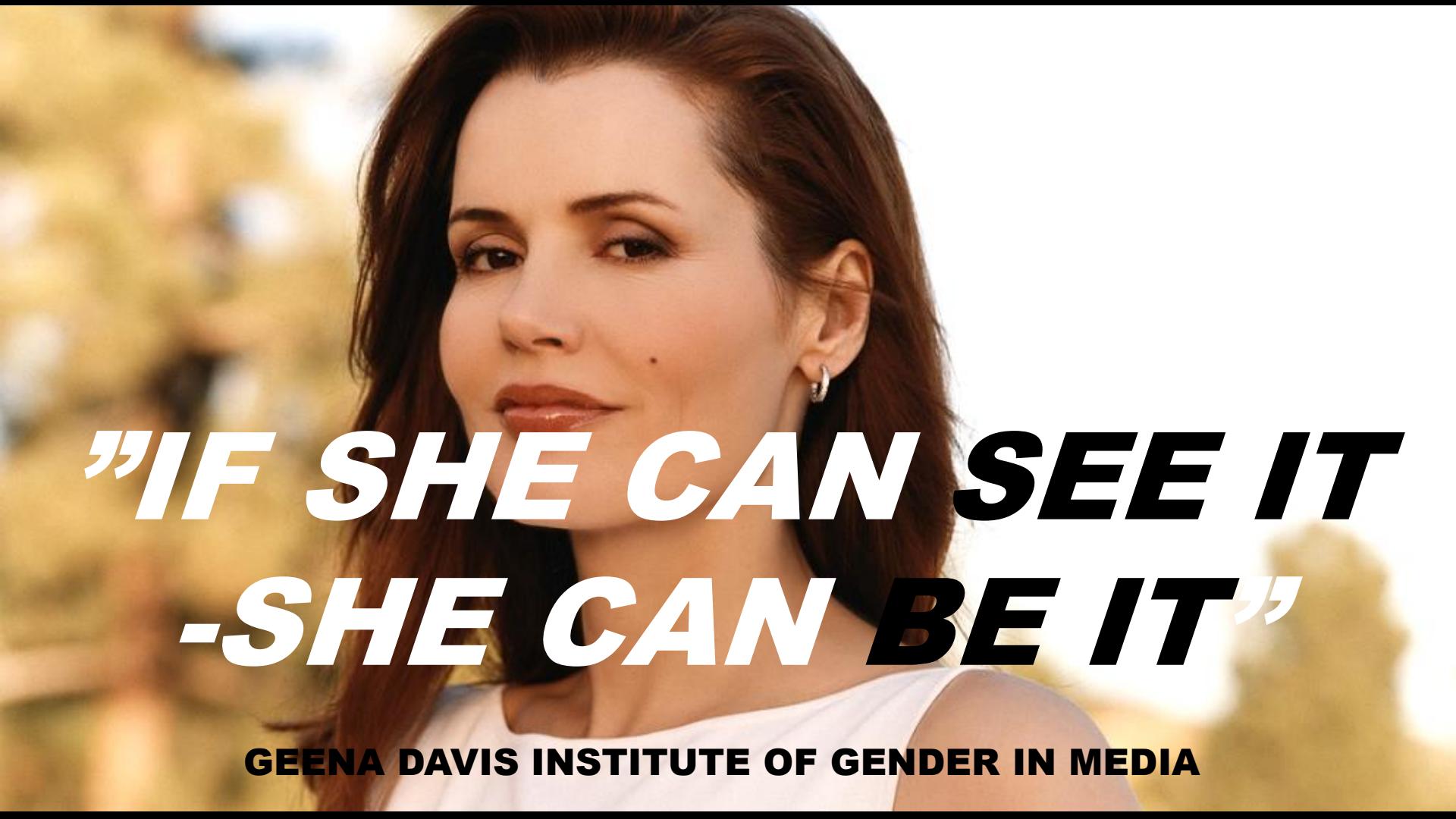
**24%**



**29%**



**23%**



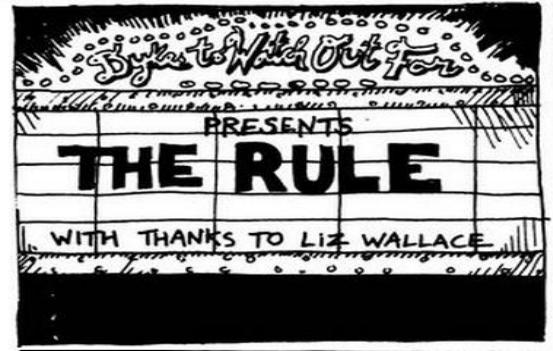
***"IF SHE CAN SEE IT  
-SHE CAN BE IT"***

**GEENA DAVIS INSTITUTE OF GENDER IN MEDIA**



# CINEMA RIO ESTOCHOLMO





# BECHDEL- WALLACE TEST



# A-LIST







# EYE-OPENER - SPREADING AWARENESS

BLUE JASMINE



THE HEAT

BOYHOOD



LOVE IS STRANGE

PREMIÄR 2 JAN



LOVE IS STRANGE

Såga sin lagomhet för att kuska i sitt hos famiglia och vänner – vilket visar sig inte vara helt enkelt. Ira Sachs har skapat en vacker kärleksfilm med John Lithgow och Alfred Molina i huvudrollerna.

Under tiden paret är bostadslösa delar de på sig och George flyttar in hos grannarna, två festande poliser. Ben hamnar i Brooklyn, hos sin brorson, hans hustru och problemflytande tonårson, som han får dela värnångsång med. Deras situation tår rejält på alla inblandade, inte minst Ben och George själva.

"Det är underbart nedtonat, vackert och stämningsfullt" – MovieZine

Regi: Ira Sachs

Skådespelare: John Lithgow, Alfred Molina, Tatjana Zbirovskaya

Land: USA, Frankrike (2014)

Språk: Engelska, ryska (svensk text)

Längd: 1 tim 35 min

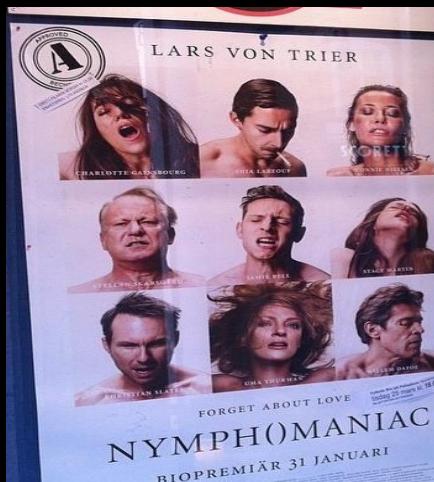
Äldersgräns: Barn tillåten

Biljetter: 100 kr (80 kr stud/pens)

Premiär: 2 jan



Filmen är A-märkt och har klarat Bechdeltestet.



MOMMY  
PREMIÄR 9 JAN



TOMMY

SANNINGEN BAKOM MYXEN

# Swedish film ratings for gender bias mark down many blockbusters

Email 808 Facebook 48 Twitter 8+1 3

BY CAROL J. WILLIAMS  
November 7, 2013, 2:59 a.m.

From the land that gave the world *Game of Thrones* and



## The Telegraph

Home News World Sport Finance Comment Culture Travel Life Women Fashion  
Film Books Music Art Books TV and Radio Theatres Comedy Dance Opera Photo  
Film Reviews | Cinema Trailers | Coming Soon | Talking Movies | Interviews | DVDs | Film Life  
HOME + CULTURE + FILM + FILM NEWS

### Swedish cinemas launch feminist film ratings

A chain of Swedish cinemas has introduced a new method of certification which involves the Bechdel test



The New York Times

### Consider Gender Inequality

 Ellen Teigé is the director of Cinema Rio in Stockholm. She was instrumental in developing the A-rating system, based on the Bechdel Test, which rates films according to gender equality. She is on Twitter.

UPDATED NOVEMBER 21, 2013, 9:12 PM

Has gender equality gone too far in Sweden?

This is the question I've faced over the last couple of weeks from the international media since helping to introduce a new film rating system that takes into account gender equality.

In short: No. First of all, "too equal" is a mathematically impossible concept. But put that aside and look at the facts on the ground in female-friendly Scandinavia, where equal pay is still a basic struggle. In Sweden, a woman will earn \$450,000 less than a man in her lifetime. Further, recognition of rights and equal political representation is still not in place, anywhere. And in the movie business the celluloid stories are mostly driven by leading men, while being created and perpetuated by male writers, directors and producers.

Four Swedish independent cinemas decided to have a go at gender inequality. We introduced the A-



Echt? 'Twilight' holt Bestnote.

„Wer hat Angst vor Virginia Woolf?“ fällt durch.

## Schweden mit skurrilem Ranking-System für Filme

Wer über Männer plaudert, fällt durch

theguardian

News | Sport | Comment | Culture | Business | Money | Life & style | Travel | Environment

News > World news > Sweden

### Swedish cinemas take aim at gender bias with Bechdel test rating

Movies need to pass test that gauges the active presence of women on screen in bid to promote gender equality

Associated Press in Stockholm  
Metro.se, Wednesday, 6 November 2013 09:18 GMT

[Jump to comments \(987\)](#)



Jennifer Lawrence as Katniss Everdeen in *The Hunger Games*, a film that would pass the Bechdel test and gain an A rating. Photograph: Murray Close

You expect movie ratings to tell you whether a film contains nudity, sex, profanity or violence. Now cinemas in Sweden are introducing a new rating to highlight gender bias, or rather the absence of it.

To get an A rating, a movie must pass the so-called Bechdel test, which means it must have at least two named female characters who talk to each other about something other than a man.

"The entire *Lord of the Rings* trilogy, all *Star Wars* movies, *The Social Network*, *Pulp Fiction* and all but one of the *Harry Potter* movies fail this test," says Ellen Teigé, the director of Cinema Rio in Stockholm.



No sexism please, we're Swedish - cinemas classify films by representation of women

Rating movies by gender equality may be a blunt tool but it raises serious issues

by Natalie Higgins

The first ever single rating of cinematic excellence and feminist content has been introduced in Sweden for the first time. The Bechdel Test, which requires that a movie has at least two named female characters who talk to each other about something other than a man, has been adopted by four independent cinemas in Stockholm.

By Sweden's own admission, the Bechdel Test is failing most films. In Sweden, the requirement is often met only by the most recently made movies. One of the four cinemas, Cinema Rio, has introduced the Bechdel Test to its entire repertoire. The other three have chosen to use it for a limited number of films.

When asked if the Bechdel Test is a good way to measure gender equality in movies, Ellen Teigé, the director of Cinema Rio, said: "It's a good place to start. It's not the only way to measure gender equality in movies, but it's a good place to start."

She added: "It's a good place to start. It's not the only way to measure gender equality in movies, but it's a good place to start."

Teigé, who runs Cinema Rio with her husband, Michael, said: "It's a good place to start. It's not the only way to measure gender equality in movies, but it's a good place to start."

Teigé, who runs Cinema Rio with her husband, Michael, said: "It's a good place to start. It's not the only way to measure gender equality in movies, but it's a good place to start."

www.theguardian.com/commentisfr...

## Swedish cinema's use of the Bechdel test is a provocation that works

Swedish screens are challenging the idea that two women talking to each other is diametrically opposed to film quality

Wednesday 27 November 2013 07.30 GMT

203



Di

## Kvinnliga roller fyller kassan



# THE TIMES OF INDIA

Edit Page



Home City India World Business Tech Sports Entertainment Life & Style Travel Women Spirituality NRI R

Opinion Blogs Auto Polls Speak Out Science Environment Education DAY IN PICS STOI Headlines Specials Camp

Mocktails

Edit Page Times View Subverse Speaking Tree Interviews Under the banyan tree: Politics meets spirituality

You are here: Home > Opinion > Edit Page

TIMES VIEW/COUNTERVIEW

### Swedish theatres start rating films for gender bias, via the Bechdel test

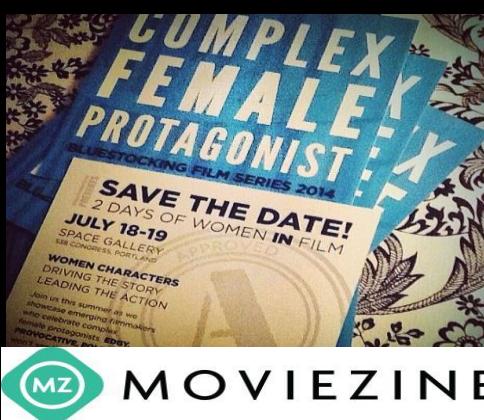
Nov 9, 2013, 12:04 AM IST



### Jämförmeddelhetsmärkning blev världsnyshet

Nytt svenskt filmtest Att svenska biografer sätter stämplar på filmer som klarar Bechdeltestet är en nyhet som nu sprids över världen.

# WHO IS USING A-LIST TODAY?



## How the Swedish Film Institute Achieved 50-50 Funding Distribution Between Male and Female Directors

How the Swedish Film Institute Achieved 50-50 Funding Distribution Between Male and Female Directors

Inkoo Kang  
Feb 18, 2016 10:00 am



This is the second of three dispatches from the 2016 Gothenburg International Film Festival.

Last year, we praised Anna Serner, the head of the Swedish Film Institute, who achieved her organization's goal of distributing funds equally between men and women directors in just three years.

Here's what we wrote back then:

Since she took up her current position in October 2011, Serner has reached her stated intent of distributing state funds equally between male and female filmmakers. As with so many things gender-related, Sweden is the first country to reach this benchmark.

Just two-and-a-half years ago, the agency, which funds about 15 films a year with an average investment of \$1 million, had a much more lopsided track record. "When

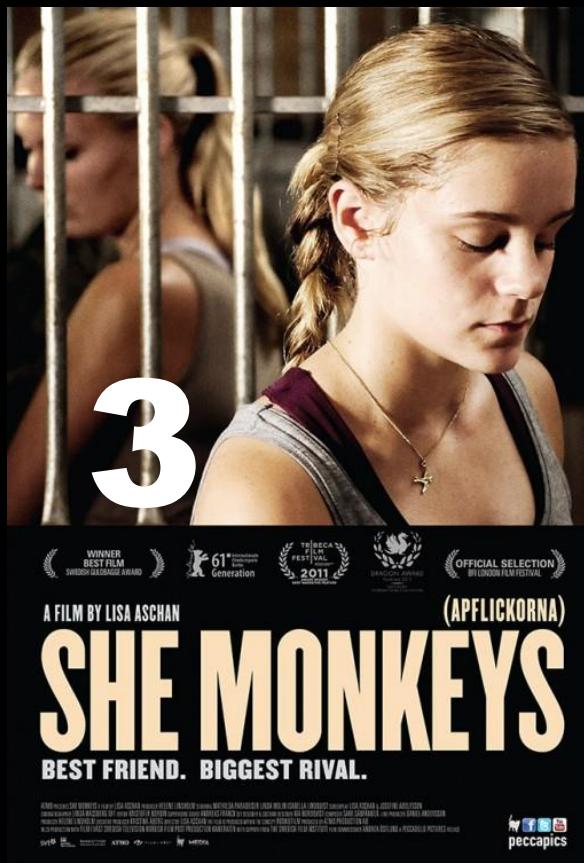
# ANNA SERNER CEO THE SWEDISH FILM INSTITUTE

**STRATEGY  
TO MEET EVERY ARGUMENT WITH AN  
ACTION PLAN**

**STATISIC RESULT  
SWEDEN ARE BEST IN THE WORLD WHEN IT  
COMES TO GENDER EQUALITY IN FILM**

Period	Director	Screenwriter	Producer
2000-2005	<b>20% (10%)</b>	<b>28% (23%)</b>	<b>27% (16%)</b>
2006-2012	<b>29% (6%)</b>	<b>38% (14%)</b>	<b>37% (23%)</b>
2013-2016	<b>49% (14%)</b>	<b>44% (15%)</b>	<b>54% (29%)</b>

# FILM CRITICS – BEST SWEDISH FILM:

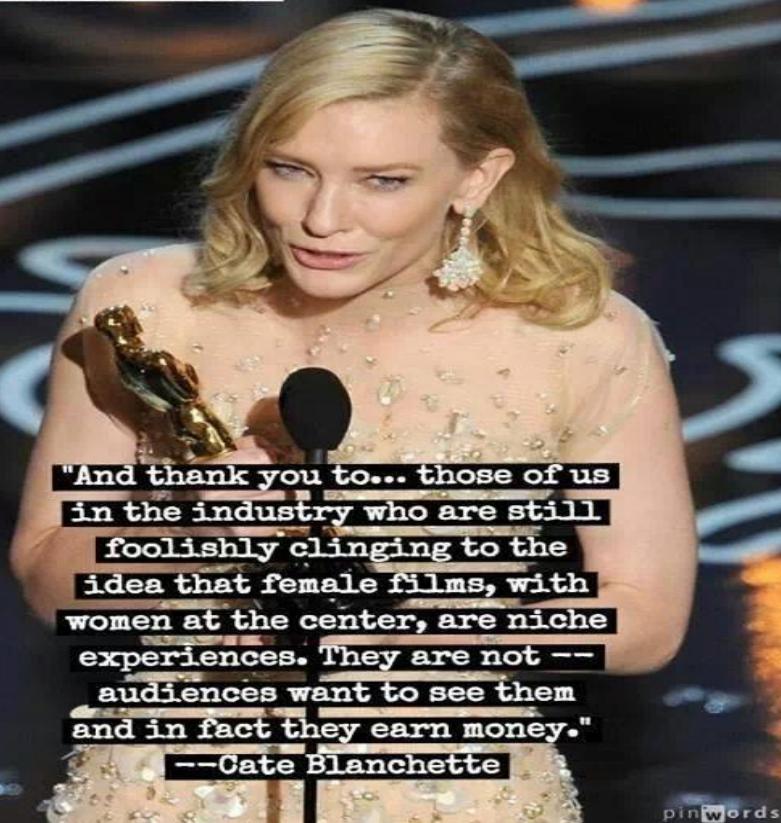


# Movies Passing the Bechdel Test for Sexism Earned More in 2013

STEW SHEARER | 2 JANUARY 2014 1:08 PM

182

HUFFPOST WOMEN



**"And thank you to... those of us in the industry who are still foolishly clinging to the idea that female films, with women at the center, are niche experiences. They are not -- audiences want to see them and in fact they earn money."**

--Cate Blanchette

Mama (\$71.6M)  
Sofa Hero (\$67.2M)  
The Smurfs 2 (\$67.0M)  
Percy Jackson & the Olympians: Sea of Monsters (\$66.6M)  
Dystopian (\$65.7M)  
Epic (\$60.8M)  
Les Misérables: The Musical (\$11.6M)  
G.I. Joe: Retaliation (\$10.8M)  
The Conjuring (\$10.7M)  
We're the Millers (\$10.6M)  
The Host (\$10.6M)  
Fast & Furious 6 (\$20.9M)  
Frozen (\$24.8M)  
Or the Great and Powerful (\$25.6M)  
Man of Steel (\$26.1M)  
Despicable Me 2 (\$36.6M)  
The Hunger Games: Catching Fire (\$36.1M)  
Turbo (\$39.3M)  
The Hangover Part III (\$11.2M)  
The Wolverine (\$13.0M)  
The Great Gatsby (\$14.6M)  
World War Z (\$20.2M)  
Thor: The Dark World (\$20.1M)  
Iron Man 3 (\$40.4M)

## TOP 50 MOVIES OF 2013 THE BECHDEL BREAKDOWN

PASS

There are two or more women and they talk to each other about something other than a man.

There are two or more women and they talk to each other about something other than a man, although dubious.

**\$4.22B**  
US BOX OFFICE GROSS

Monsters University (\$266M)  
Star Trek Into Darkness (\$229M)  
The Hobbit: The Desolation of Smaug (\$190M)  
Now You See Me (\$118M)  
The Lone Ranger (\$20.3M)  
Olympus Has Fallen (\$60.3M)  
This Is the End (\$55.1M)  
Anchorman 2: The Legend Continues (\$82.7M)  
Pacific Rim (\$101M)  
Planes (\$20.3M)  
Captain Phillips (\$104M)  
A Good Day to Die Hard (\$67.3M)  
2 Guns (\$76.5M)  
Jack the Giant Slayer (\$85.7M)  
The Croods (\$187M)  
Identity Thief (\$134M)  
Grown Ups 2 (\$134M)  
Cloudy with a Chance of Meatballs 2 (\$116M)  
42 Daisies  
Observe and Decide (\$28.6M)  
Alexander: The Great (\$29.1M)  
White House Down (\$73.1M)  
Warm Bodies (\$66.4M)

Not scored: Jackass Presents: Bad Grandpa (\$1.9M), The Best Man Holiday (\$49.6M)

There are two or more women but they don't talk to each other.

Fewer than two women.

There are two or more women but they only talk to each other about a man.

FAIL

**\$2.66B**  
US BOX OFFICE GROSS

Image Source: Vocativ

# WE PROVE THEM WRONG!



**CAN YOU TAKE OUT THE FEMALE  
CHARACTER AND REPLACE IT WITH  
A SEXY LAMP? WITHOUT IT  
CHANGING THE STORY?**



**THE SEXY LAMP TEST**

BL

San Diego Union-Tribune  
CREATORS.COM ©



# TEST FOR MINORITIES

A close-up photograph of two Black men in an outdoor setting. One man, on the left, is wearing a red t-shirt and has his eyes closed, appearing to be in deep thought or listening. The other man, on the right, is wearing a dark t-shirt and is looking towards the first man, holding a small object in his hand. The background is blurred green foliage.

- 1) TWO BLACK PEOPLE
- 2) HAVING A CONVERSATION
- 3) ABOUT SOMETHING BESIDES CRIME

***\*CHAVEZ PEREZ TEST***





AMC Networks

# RESPONSIBILITY?

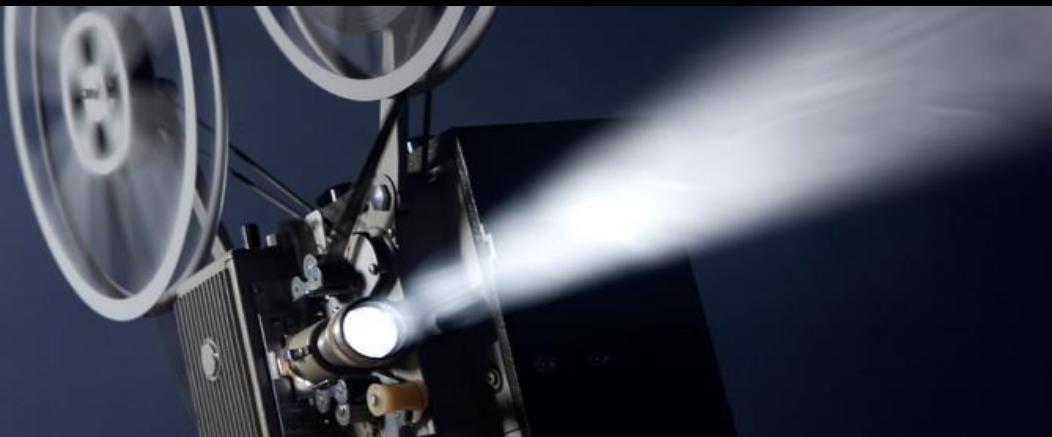


# AWERENESS

# CONSCIÊNCIA



# VIVA BRAZIL!





RAISE  
AWARENESS

**It's hard to solve a problem,  
when no-one knows the problem exist.**

# MORE INFORMATION



**A-listfilm.com**

Facebook: [@arating](#)

@coletivovermelha

E-mail: [ellen@wift.se](mailto:ellen@wift.se)

Twitter: [ellentejle](#)

Instagram: [ellentejle](#)