

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

ABOUT SOMETHING  
BESIDES MEN...

JULIA

ELENA

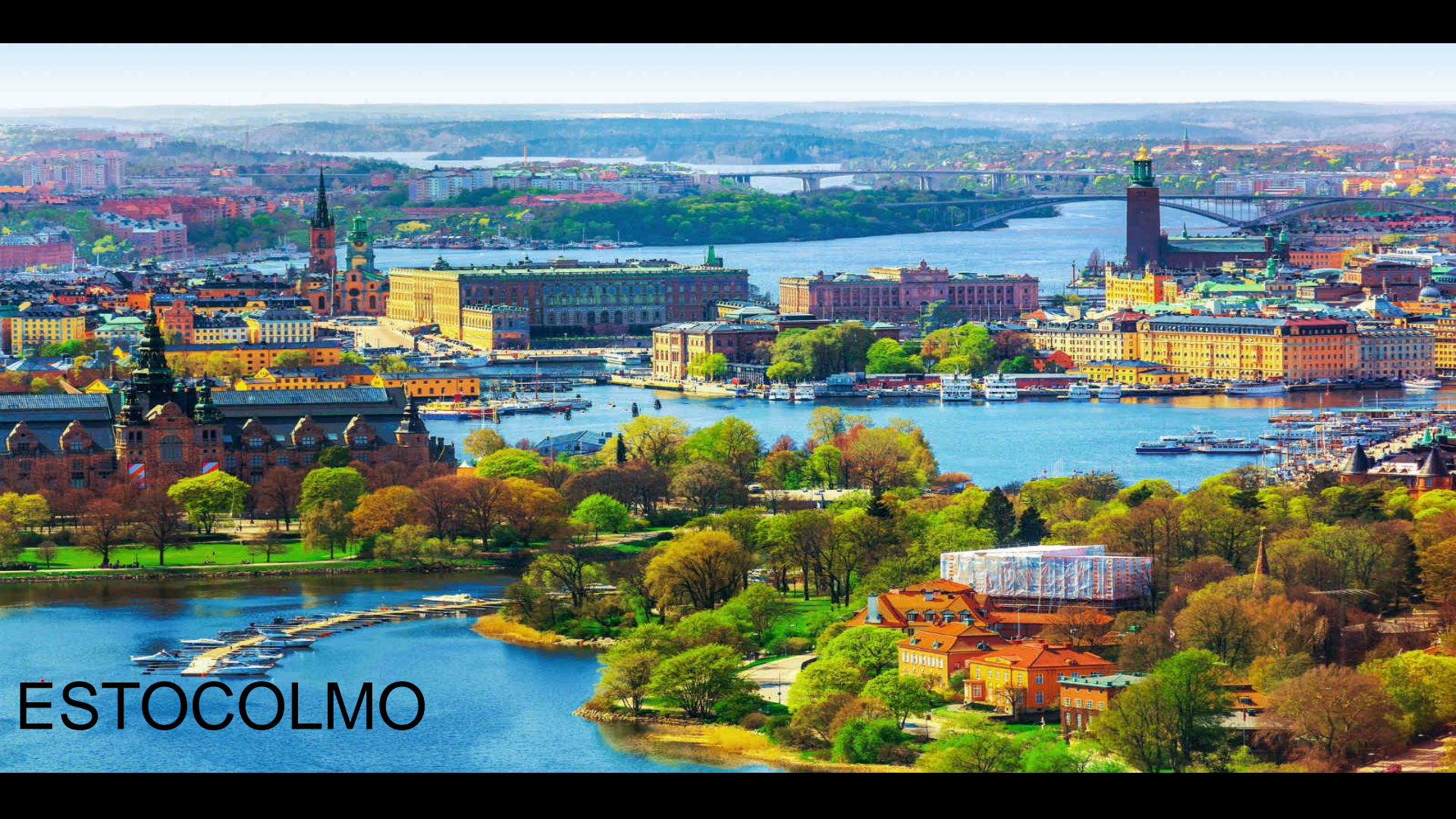
APPROVED

BECHDEL WALKER



**Sweden**

**EUROPE**



ESTOCOLMO



The background of the image features a dark, teal-toned city skyline at night, with numerous skyscrapers illuminated. Overlaid on the right side is a black clapperboard with white diagonal stripes on its top bar. The word 'ROLL' is printed in white on the clapperboard. In the bottom right corner, a portion of a movie camera lens is visible. The main title 'Wift' is centered in a large, white, bold, sans-serif font with a thick black outline.

# Wift

**WOMEN IN FILM AND  
TELEVISION SWEDEN**



# CINEMA RIO ESTOCHOLMO







VIEWMAGES™








# 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

A handwritten signature in cursive script that reads "Anna".A handwritten signature in cursive script that reads "Jürgen Jürim".

## 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?

An iceberg floating in a dark blue ocean under a bright blue sky with wispy clouds. The tip of the iceberg is visible above the water, while the much larger, submerged part is visible below the surface. The text is overlaid on the image.

**UNCONSCIOUSLY**

**INCONSCIENEMENTE**

# ANONYMOUS RECRUITMENT





A photograph of Barack Obama, the 44th President of the United States, speaking at a podium. He is wearing a dark suit, a white shirt, and a blue patterned tie. He is gesturing with his right hand, pointing upwards. Behind him is a large American flag. The text "VOCÊ GOSTARIA DE SER PRESIDENTE?" is overlaid in large, white, bold, sans-serif capital letters across the center of the image.

**VOCÊ GOSTARIA  
DE SER  
PRESIDENTE?**

# THE SWEDISH PRIME MINISTER



# 24 DENNIS HAYSBERT



**GEENA DAVIS**



**COMMANDER IN CHIEF**



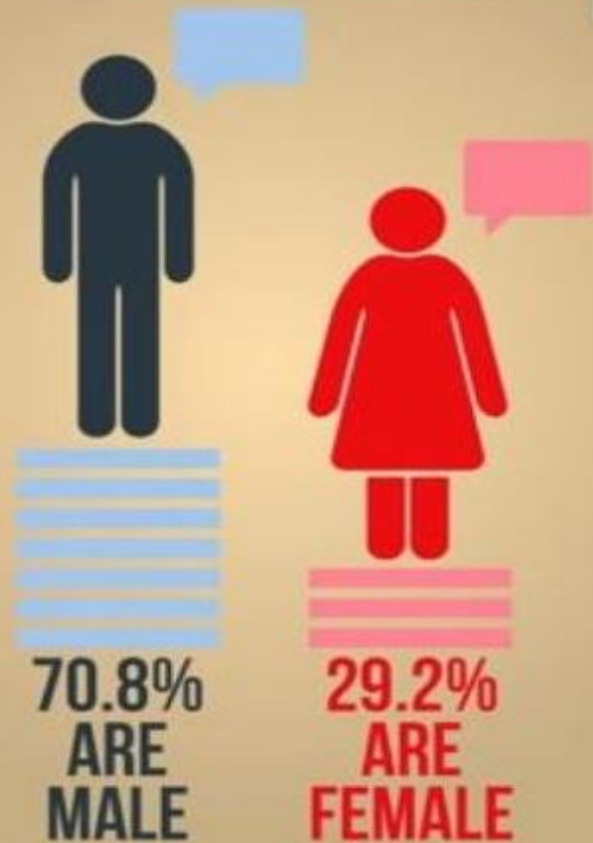
**CAN THE WORLD  
BE MORE EQUAL  
WITH HELP  
FROM THE FILM  
INDUSTRY?**







## SPEAKING CHARACTERS



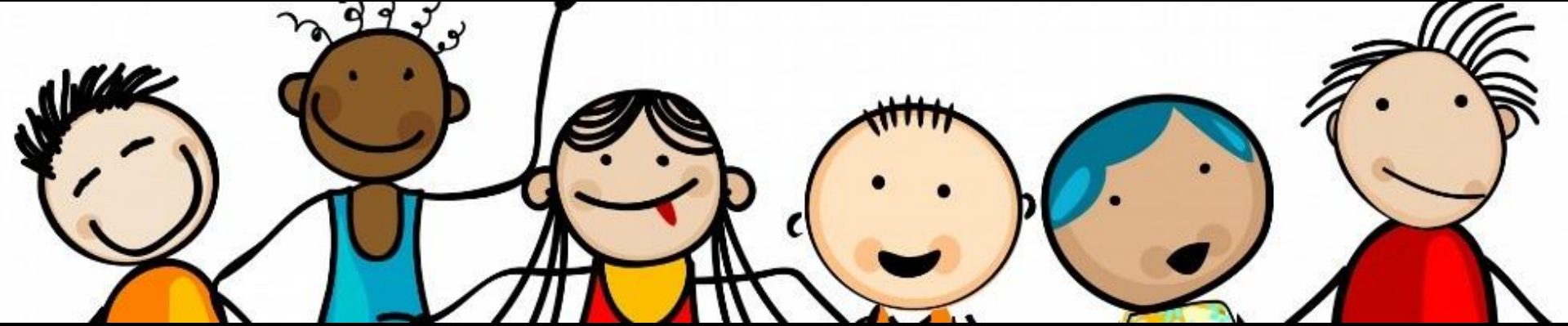
Source: The Geneva Davis Institute of Gender in Media, 2010

## WORKING CHARACTERS



Source: The Geneva Davis Institute of Gender in Media

# 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**











































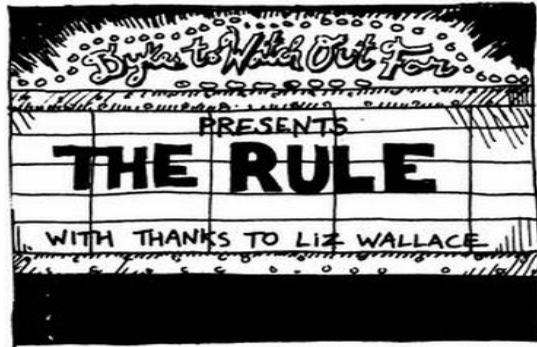
***"IF SHE CAN SEE IT  
-SHE CAN BE IT"***

**GEENA DAVIS INSTITUTE OF GENDER IN MEDIA**



# CINEMA RIO ESTOCHOLMO







# BECHDEL- WALLACE TEST

# A-LIST



=





SONIA BRAGA

# AQUARIUS

A FILM BY  
KLEBER MENDONÇA FILHO

# MÃE SÓ HÁ UMA

um filme de  
**ANNA MUYLEAERT**  
a mesma diretora do premiado  
**QUE HORAS ELA VOLTA?**

"UM OLHAR VITAL SOBRE  
OS CONFUSOS LAÇOS FAMILIARES"  
*The Hollywood Reporter*

NAOMI  
NERO

DANIEL  
BOTELHO

DANI  
NEFUSSI

MATHEUS  
NACHTERGAELE

LUCIANA PAES HELENA ALBERGARIA LAÍS DIAS JUNE DANTAS RENÉ GUERRA RENAN TENÇA LUCIANO BORTOLUZZI  
direção de fotografia BARBARA ALVAREZ direção de arte THALES JUNGHEIRA montagem KÉLIO VILLELA NUNES consultoria ao elenco MARCELO CAETANO produção de elenco PATRICIA FARIA • RENÉ GUERRA  
com atriz GABRIELA CORREA edição de som WILIAM BIDERMAN • RICARDO CURI direção "PAULO" CAMA produção de finalização FRANK MOSCOWER todos os seus direitos MARAYLINA B • BERNARDO COPPAS  
assistente de direção MARCELO CAETANO LUCIANO BORTOLUZZI roteiro de roteiro WESTLEY BORTOLUZZI adaptação AMANDA MIRAGE direção de produção CRISTINA ALVES  
assistente de produção HELENA GUTILLO produção SARA SILVEIRA MARIA JONASCO • ANNA MUYLEAERT roteiro e direção ANNA MUYLEAERT

BRASIL BRDE fsa ancine





# EYE-OPENER - SPREADING AWARENESS



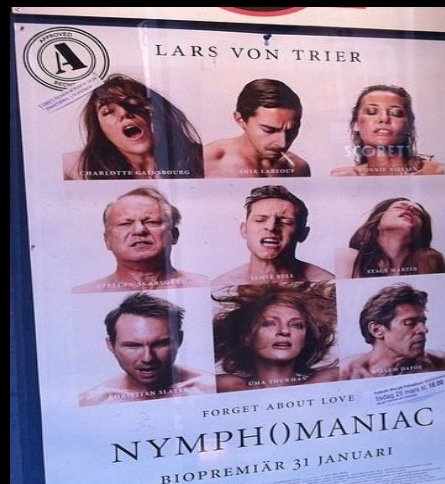
Såga sin lagemet för att koka runt hos rannig och vänner – vilket visar sig inte vara helt enkelt. Ira Sachs har skapat en vacker kärleksfilm med John Lithgow och Alfred Molina i huvudrollerna.

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 problemfyllda tonårssön, som han får dela väningsäng med. Deras situation tar 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, Tatyana Ziborovskaya  
**Land:** USA, Frankrike (2014)  
**Språk:** Engelska, ryska (svensk text)  
**Längd:** 1 tim 35 min  
**Åldersgräns:** Barntillåten  
**Biljetter:** 100 kr (80 kr stud/pens)  
**Premiär:** 2 jan

Filmen är A-märkt och har klarat Bechdeltestet.

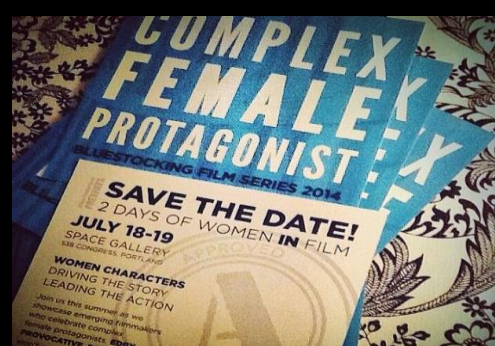








# WHO IS USING A-LIST TODAY?



## 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	20% (10%)	28% (23%)	27% (16%)
2006-2012	29% (6%)	38% (14%)	37% (23%)
2013-2016	49% (14%)	44% (15%)	54% (29%)

**"En lysande fullträff!"**  
*Jouette Gerde, Svenska Dagbladet*

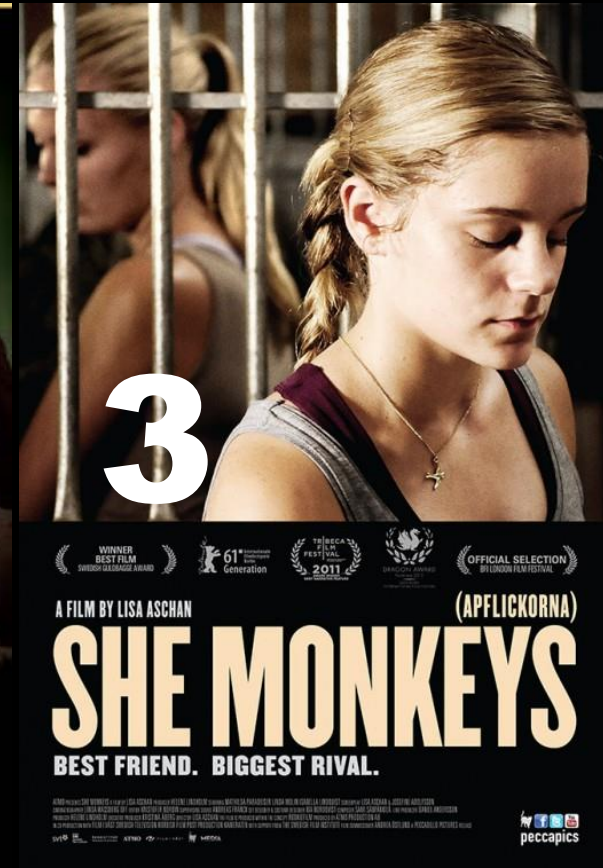
**"Sensationell!"**  
*Helsingfors Tidning*

**2**

**ÅTERTRÄFFEN**  
 EN FILM AV ANNA ODELL

TicketCity.se

TriArt Film





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

STEW SHEARER | 2 JANUARY 2014 1:08 PM

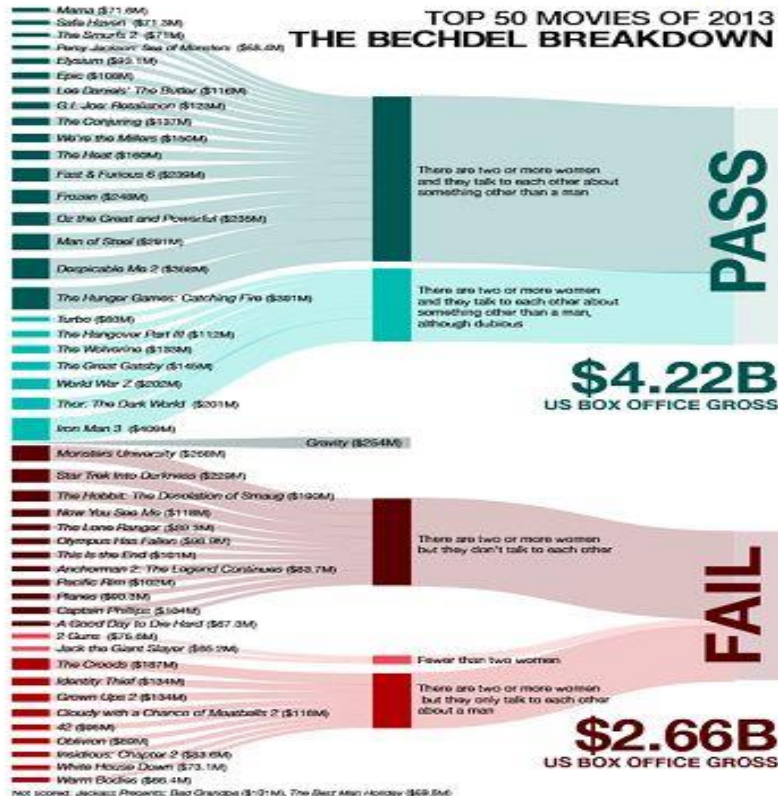
182

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."

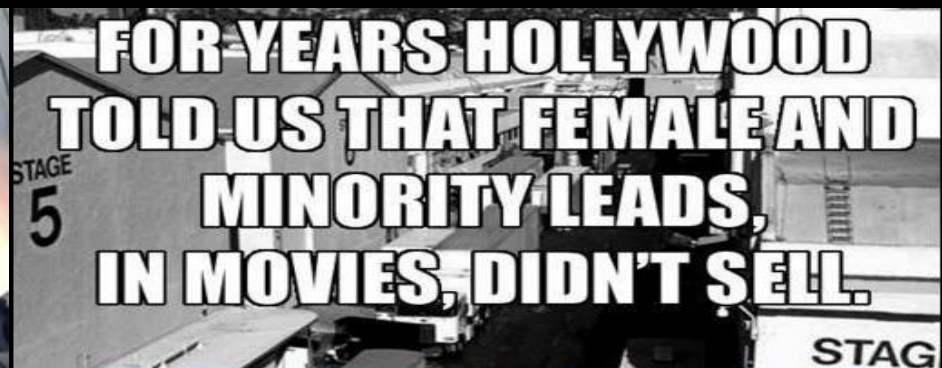
--Cate Blanchette

## TOP 50 MOVIES OF 2013 THE BECHDEL BREAKDOWN





# 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**



WHITES,  
CAMERA,  
ACTION!



# TEST FOR MINORITIES

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

***\*CHAVEZ PEREZ TEST***







# 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](#)**