

PRESS RELEASE



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**5050x2020 for the symbol**

**May 12<sup>th</sup> 2018 / The 82**

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Saturday May 12<sup>th</sup> on the 6:30 pm red carpet event, 82 international key women players of the film industry - directors, crew members, actresses, producers, screenwriters, sales agents, distributors, talent agents, editors - climb the steps of the Cannes Festival.

**Why 82 women?**

Since the Cannes Festival was created, only 82 films directed by women were honored by an official selection in competition. Meanwhile, 1,645 films directed by men were selected.

The women climb the stairs and stop halfway.

They face the Palais, motionless, silent, in solidarity, showing how hard it still is to climb the social and professional ladder.

Among them, Cate blanchett and Agnès Varda read a collective statement.

**This text will be available online at 7pm on May 12<sup>th</sup> on [www.5050x2020.fr/cannes](http://www.5050x2020.fr/cannes)**

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**5050x2020 in actions**

**May 14<sup>th</sup> 2018 / CNC Plage du Gray d'Albion 10am-12:30 pm**

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Launch of the **Conference for Equality in the Film Industry** by French Minister of Culture, **Françoise Nyssen**, in the presence of **Frédérique Bredin**, President of the CNC.

Signature of a Programming Pledge for Parity and Inclusion by :

**Thierry Frémaux** *General Delegate of the Cannes Festival*

**Edouard Waintrop** *Artistic Director of the Directors' Fortnight*

**Charles Tesson** *Artistic Director of the Cannes Critics' Week*

Very first talk uniting the rising gender equality movements with representatives of **Time's Up US**, **Time's Up UK**, **Dissenso Comune** (Italy), **CIMA** (Spain), **Greek Women's Wave**

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[www.5050x2020.fr](http://www.5050x2020.fr) / @5050x2020

## On the steps

- Agathe Valentin** Exportatrice / Sales Agent
- Agnès Varda** Réalisatrice, Scénariste, Artiste / Director, Scriptwriter, Artist
- Agnieszka Smoczynska** Réalisatrice, Scénariste / Director, Scriptwriter
- Alba Rohrwacher** Actrice / Actress
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- Sandrine Brauer** Productrice / Producer
- Sofia Boutella** Actrice / Actress
- Sophie Reine** Chef monteuse, Réalisatrice, Scénariste / Editor, Director, Scriptwriter
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- Virginie Ledoyen** Actrice / Actress
- Wanuri Kahiu** Réalisatrice, Scénariste, Productrice / Director, Scriptwriter, Producer
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At the initiative of the French movement 5050x2020, Françoise Nyssen, French Minister of Culture, Frédérique Bredin, President of CNC and Thierry Frémaux, General Delegate of the Cannes Film Festival, are gathered on May 14th at the CNC Beach during the 71st Cannes Film Festival to announce new commitments for parity and equality in the industry.

5050x2020 unites also for the very first time the representatives of almost all the rising gender equality movements worldwide.

## The Conference for Equality

Françoise Nyssen, Minister of Culture, announces the organization of the Conference for Equality. Over 3 days, female and male experts and professionals from the industry will gather and work on new commitments for greater parity and equality in training, production, promotion and release of films directed by women, produced by women and made by female crew members.

## The Pledge for festivals

At 5050x2020's initiative, the signing of a Programming Pledge for Parity and Inclusion in Cinema Festivals takes place at the CNC beach with :

Thierry Frémaux - *General Delegate of Cannes Film Festival*  
Edouard Waintrop - *Artistic Director of the Directors' Fortnight*  
Charles Tesson - *Artistic Director of the Cannes Critics' Week*

The Pledge includes several commitments:

- **To compile statistics** according to gender, especially those regarding the number of films submitted, in order to support the movement with reliable data
- **to make visible** the list of the members of selection committees and programmers, the aim being to eliminate any suspicion of a lack of diversity and parity while allowing the Festivals to fully pursue their editorial and strategic choices
- **to commit to a transformation schedule** of the executive bodies of Festivals to reach parity in the current mandate period of these bodies

## Very first talk uniting the rising gender equality movements worldwide

The post #metoo era saw the creation of several gender equality movements.

What do they stand for, how do they take action and what kind of actions do they put in place?

Beyond local differences, what common initiatives could we carry out together?

**Time's Up** (US et UK), **Dissenso Comune** (Italie), **CIMA** (Espagne), **Greek Women' Wave** (Grèce).

## Launch of the survey about the Cannes Film Festival

5050x2020 launches its new comparative study, "**The role of women in the Cannes Film Festival Official Competition – a comparative study**"

Available here: [www.5050x2020.fr](http://www.5050x2020.fr) in association with Datcha agency

## The 82

Saturday May 12<sup>th</sup>, 82 international key women players of the film industry - directors, crew members, actresses, producers, screenwriters, sales agents, distributors, talent agents, editors - climb the steps of the Cannes Festival.

**Why 82 women?** Since the Cannes Festival was created, only 82 films directed by women were honored by an official selection in competition. Meanwhile, 1,645 films directed by men were selected.

The women climbed the steps and stopped halfway. Facing the Palais, they stood motionless, silent, in solidarity, showing how hard it still is to climb the social and professional ladder.

Cate Blanchett and Agnès Varda read a collective statement:

***On these steps today** stand 82 women representing the number of female directors who have climbed these stairs since the first edition of the Cannes Film Festival in 1946. In the same period 1688 male directors have climbed these very same stairs.*

*In the 71 years of this world-renowned festival there have been 12 female heads of its juries. The prestigious Palme d'or has been bestowed upon 71 male directors - too numerous to mention by name - but only two women - Jane Campion, who is with us in spirit, and Agnès Varda who stands with us today.*

*These facts are stark and undeniable.*

*Women are NOT a minority in the world, yet the current state of our industry says otherwise. As women, we all face our own unique challenges, but we stand together on these stairs today as a symbol of our determination and commitment to progress.*

*We are writers, producers, directors, actresses, cinematographers, talent agents, editors, distributors, sales agents and all involved in the cinematic arts.*

*We stand in solidarity with women of all industries.*

*We WILL EXPECT our institutions to actively provide parity and transparency in their executive bodies and safe environments in which to work.*

*We WILL EXPECT our governments to make sure that the laws of equal pay for equal work are upheld.*

*We WILL DEMAND that our workplaces are diverse and equitable so that they can best reflect the world in which we actually live. A world that allows all of us behind and in front of the camera to thrive shoulder to shoulder with our male colleagues.*

*WE ACKNOWLEDGE all of the women AND men who are standing for change.*

***The stairs of our industry MUST be accessible to all.  
Let's climb.***

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## The 5050x2020 movement

5050x2020 gathers more than 600 key players from the creative arts and the French film industry. To name but a few: Rebecca Zlotowski, Robin Campillo, Céline Sciamma, Jacques Audiard, Agnès Varda, but also Adèle Haenel, Aïssa Maïga, Léa Seydoux, Pierre Deladonchamps, Virginie Efira... Full list available here: <http://www.5050x2020.fr/les-signataires>

The 5050x2020 Movement, initiated by the organization *Le Deuxième Regard*, is based on several principles:

- **Equality restores the balance of power.**
- **Diversity deeply changes representations.**
- **The opportunity to work in an egalitarian and inclusive environment must be seized because we are certain that the equal sharing of power will promote profound creative renewal.**

As an action tank, we are committed to conducting a thorough discussion and a struggle for equality and inclusion in our industry by 2020. The movement discusses and proposes incentives to public institutions and to key players of the industry by producing specific figures and monitoring transparency. In association with Datcha agency, specialized in the collection and analysis of statistics, 5050x2020 produces comparative studies with the aim of covering the full spectrum of our field: salary disparity between male and female crew members, between male and female actors, the budget differences between films by male and female directors, the release of these films, and the lack of diversity throughout the industry.

We are committed to using the power of numbers to raise awareness, increase the visibility of these issues, and fuel the workshops that we will be leading to produce ideas, solutions, and opportunities.

## The movement in actions

### – March 1<sup>st</sup> 2018

Launch of the movement with more than 600 signatories

Launch of the 5050x2020 website and the first 2 comparative surveys:

- 40 years of comparative stats for France's César Academy Awards
- Equality behind the camera

### – March 24<sup>th</sup> 2018

1<sup>st</sup> think-tank bringing together 120 key industry players over the course of a day.

### – May 12<sup>th</sup> 2018 @ Cannes

The 82.

### – May 14<sup>th</sup> 2018 @ Cannes

Launch of the survey about the Cannes Film Festival.

Launch of the Conference for Equality by the French Minister of Culture.

Signing of a Programming Pledge for Parity and Inclusion in Cinema Festivals by the General Delegates of the Cannes Film Festival.

The very first talk uniting the rising gender equality movements worldwide.

## Contacts

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## Press

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