

# PROMOTION OF YOUNG WOMEN AND SUPPORT FOR FEMALE STUDENTS

**ANNEX 5** TO THE EQUAL OPPORTUNITIES AND  
GENDER EQUALITY PLAN  
OF FILMAKADEMIE BADEN-WUERTTEMBERG GMBH  
2022-2027

# EQUAL OPPORTUNITIES AND GENDER EQUALITY PLAN OF THE FILMAKADEMIE BADEN-WUERTTEMBERG GMBH 2022-2027

## Promotion of young women and support for female students

Measures for the advancement of women include, among others

- an active approach/recruitment of female applicants; including the action guidelines for gender-appropriate selection procedures to be developed,
- Further measures in actively approaching potential female students, for example in the context of Girls Day etc.
- the integration of strategies relevant to gender equality or strategies for specifically addressing women in the guidelines of the Filmakademie regarding external communication,
- Strengthening the presence of successful female students and graduates in the media and external communication, explicitly integrating this aspect into the Filmakademie's alumni/alumnae work,
- Establish new and/or join existing women's networks or support programmes, both at staff, student, and faculty level, incorporating international efforts,
- Strengthen career support for women in the areas of scholarships, further education and training, and promotion opportunities.

## Promotion of female students

Increasing the representation of women in the external presentation, with the aim of addressing more female applicants, is aimed at in the following contexts, among others:

- Department trailer,
- Website,
- any promotional material,
- Highlighting successful female students and alumnae,
- Information events such as "Open Day" etc.

Existing resources should be tested for their effectiveness in achieving the objectives, for example in the context of a search for potential female applicants or the design of networks in the domains, among others:

- Children's Film House of the Filmakademie,
- Cooperations with film clubs or film study groups,
- (regional) festivals,
- Film Commission(s).

## Project funding

Project grants include the *Thomas Strittmatter Prize*<sup>1</sup> from MFG Medien- und Filmgesellschaft Baden-Wuerttemberg mbH and the *Caligari Förderpreis*<sup>2</sup> from the Sponsoring association of the Filmakademie. The assessment or award is project-related, not in relation to individuals/team members. The criteria for the award are the responsibility of external juries.

Furthermore, the following scholarships are relevant within the framework of studies at the Filmakademie:

## LBBW Scholarship

For the LBBW Scholarships<sup>3</sup>, attention is paid to achieving as balanced a gender ratio as possible among the award-winning students. However, since all genres are to be considered among the submissions, it is possible to deviate from this objective. Thus, in 2020, only women were awarded. In previous years, the distribution was more balanced.

In 2020, 5 women were awarded within the framework of a total of 13 submissions; 5 of these were from male students.

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<sup>1</sup> Cf. Thomas Strittmatter Prize, at: <https://film.mfg.de/preise/thomasstrittmatterpreis/richtlinien/> (retrieved 02.07.21).

<sup>2</sup> Cf. Caligari Förderpreis, at: <https://www.filmakademie.de/de/studium/stipendien/caligari-foerderpreis/informationen/> (retrieved 02.07.21).

<sup>3</sup> Cf. LBBW scholarships at the Filmakademie, at: <https://www.filmakademie.de/de/studium/stipendien/lbbw-stipendium/informationen/> (retrieved 02.07.21).

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## **Germany Scholarship**

The Germany Scholarship<sup>4</sup> in the amount of 300 € per month, initially limited to one calendar year, supports students of all nationalities who have achieved outstanding academic achievements to date and expect to achieve further ones.

At the Filmakademie, up to four students can be supported with € 3,600 per year each. To receive a German Scholarship, a private donor must contribute 50 per cent of the scholarship amount for one year (1,800 €); the Federal Ministry of Education and Research then matches this amount.

Award for the German Scholarship 2019: 6 male and 11 female students applied - 2 male students were sponsored.

Award for the German Scholarship 2020: 8 male and 9 female students applied - 3 female students were sponsored.

The following questions could be examined for the grants and scholarships that are administered externally: How are the external partners awarded the grants? Are gender equality criteria applied there? What form could the promotion of women take, for example in recommendations/proposals?

## **Scholarships within the framework of international mobility at the Filmakademie**

The International Office at the Filmakademie develops and supervises programmes in the field of student mobility. As part of this mandate, it also acquires and awards scholarships from third parties to offset the additional financial burden that international mobility places on students.

The International Office pursues the goal of achieving gender parity in both the allocation of study places and scholarships. In this context, the following implementations for the so-called *incoming* and *outgoing students* are of decisive importance.

### **Incomings**

The international guest students attending the Filmakademie are nominated by partner institutions with which bilateral framework agreements exist. In corresponding contracts concluded with these institutions since 2020, the reference to gender parity is included. Accordingly, in the selection process, female applicants are given preference in the case of equal suitability, until the targeted parity distribution is achieved.

### **Outgoings**

In the selection process for programmes abroad, female applicants are given preference in the case of equal suitability until the desired equal distribution is achieved. The nomination is made by the International Office of the Filmakademie and is the prerequisite for an exchange with the host university.

### **Transparency**

Lists of students who have participated in exchange programmes and the scholarships they received during these programmes can be found in the Filmakademie's internal wiki under the search term "Participants International Programmes" as of the 2013/2014 academic year.

Every year, at the end of the summer semester, the Student Affairs Office sends all statistically relevant data on degrees, scholarships, participation in international exchange programmes and prizes, broken down by gender, to the Equal Opportunities Officer for Students and the internal management.

### **Third-party funding department at the Filmakademie**

According to its statutes, the Filmakademie is a training institution in the field of film and media. The purpose is project-related training, research and development in the field of film design and film and media production. Furthermore, the Filmakademie can conduct business of any kind that serves the purpose of the company. This also includes productions with third parties. These can be cooperations, commissioned and co-productions or research projects.

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<sup>4</sup> Cf. German Scholarship at the Filmakademie, at: <https://www.filmakademie.de/de/studium/stipendien/deutschland-stipendium/informationen/> (retrieved 02.07.21).

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Commissioned productions by the Filmakademie enable students - beyond the regular study projects - to gain important practical experience. The project funding provided in this context can be considered career support.

In the area of awarding projects in the field of third-party funding, students basically have equal access to applying for projects and commissioned productions as well as cultural cooperations.

In the area of start-up funding, women are specifically approached to become entrepreneurs. The third-party funding department explicitly supports female teams. Concept competitions with prize money as well as fees and royalties for commissioned productions can be a building block in achieving one's own financial independence. In the spirit of the practice-oriented education at the Filmakademie, female and male students already get to know real-life conditions in the pitch, because when awarding third-party funding projects, the focus is not only on practical experience but also on the economic factor.

Experience shows that more male than female students participate in concept competitions. Female students should be encouraged to participate in open concept competitions with their own ideas. When inviting students to participate in closed competitions and auditions with three teams for the awarding of third-party funding projects and commissioned productions, care should be taken to ensure a fair distribution of women and men with the appropriate suitability.