

WIFTI HELSINKI SUMMIT 2023 - FACING THE FUTURE

Helsinki – Espoo, September 22.-24. 2023

PROGRAM OUTLINE

Venue: [HANAHOLMEN](#) Swedish-Finnish Cultural Centre and Hotel

FRIDAY 22nd September

16.00 - 17.30 Hotel Marski, Helsinki

Finnish Film Affair closing cocktails
for WIFTI Helsinki Summit guests by registration

HANAHOLMEN CULTURAL CENTER

17.45-18.45

GENERAL ASSEMBLY for WIFTI members

19.00-21.00

INFORMAL WELCOME DINNER

SATURDAY 23rd of September

10.00 Opening

Welcome by Hanaholmen Cultural Center, WIFT Finland and WIFT International

SESSION 1: WIFTI WORLDWIDE

10.05 **Who is who:** Members' presentation round conducted by Helene Granqvist

11.00 **Gender Equality Catch-up**

Professor Lisa French (Australia)

Dr. Eva Flicker (Austria)

Dr Susan Liddy (Ireland)

Dr. Greta Gober (Poland)

Dr. Tarja Savolainen (Finland)

Moderated by Dr Susan Liddy

SESSION 2: MAKING A DIFFERENCE

12.00 **We are the change**

How has the emergence of women and underrepresented minorities changed the media, the industry and the art forms, and what does it mean. Director Katja Gauriloff, Skolt Sámi, Finland; director Fawzia Mirza, US/Canada and editor Theo Lindberg, Sweden.

Moderator TBC

12.45-14.30

ROUND TABLE LUNCH with topics!

SESSION 3: THE FUTURE IS HERE

14.30 **AI and change** – what is visible, what is underway, and how to deal with it
Liselott Forsman, Nordic Film & TV Fond.

We are offered multiple horror scenarios side by side with creative and scientific new possibilities and our audio-visual industry is rightfully debating artistic principles, rights issues, and biased AI.

14.50 **The Bigger Picture** by WIFT Denmark

Laura Allen Muller

The campaign A Bigger Picture/Et Større Billede, aims to improve the representation of minoritized people in Danish film and TV.

15.05 **Reframe initiative** by WIF LA and Sundance

Andria Wilson Mirza

ReFrame designs and leads systemic change programs in Hollywood in partnership with key industry leaders and companies. ReFrame ReSource is an online hub of culture change tools and best practices created in collaboration with 50+ diversity advocacy organizations, on topics ranging from equity in development, to production, hiring, and audience development.

15.25 **The Equality Tool for AV-industry** by WIFT Finland / Eeva-Sofia Anttonen

The digital tool helps those working in the industry to take concrete actions to improve equality and to comply with the legislation and/or do a production specific equality plan. The tool is to facilitate the planning of TV and film content, employment relations and workplace safety from an equality perspective.

15.40 **Comments 5'**:

Brigitte Monneau, Canada, on Woman as a specialist -tool and the Parity radar (on-line, on screen)

Domizia De Rosa, Italy, on Rules for Ethical Behavior in the Audiovisual Field Sector

Alejandra FC Zarazua, Sweden, on WIFT Tech

Commentary - wrap up

Debra Zimmerman, Women Make Movies, NY

16.15 **COFFEE**

SESSION 4. MAKING HISTORY

16.45 WIF Los Angeles@50

WIF Board President, Amy Baer and WIF CEO Kirsten Schaffer will share stories of how this community was built, what change looks like now and what's next for WIF and the movement.

17.15 - 19.30

group meetings, sauna, naps

19.30

WIF LA 50 YEARS - CELEBRATION DINNER

Speeches and dance! Hosted by WIF LA

THE WIFTI PEACE PRIZE presented by Helene Granqvist

SUNDAY 24th September

SESSION 5: WOMEN IN CHARGE

10.00 **Leading change** - TBC

10.20 **People, Places and Power** -

A discussion on leadership and economic equity in the European media and entertainment context. With filmmaker Victoria Thomas, UK, and producer Grace Maharaj, WIFT Sweden

10.40 **WIFTI**: In search of inclusivity – Spotlight on age.

Dr Asier Gil Vazquez – Spain

Dr Deborah Jermyn – UK

Dr. Susan Liddy, Ireland

Professor Bernadette Luciano – Italy/New Zealand

Moderator: Dr. Susan Liddy

11.40 **PARALLEL SESSIONS** in break out rooms on:

How to run a successful chapter – by WIF LA and WFTV UK and

How to support smaller chapters (guidelines, advice, shoulders)

Gender inclusive language and chapter names – how are chapters changing their names and or descriptions of their work to be more inclusive of underrepresented genders including non-binary and transgender members? - Andria Wilson Mirza

Benchmarking programs: mentoring, upskilling, advocacy

Sustainability TBC

12.30 - 13.30 **LUNCH** - continuing topics of the morning

SESSION 6. THE GOOD FIGHT

13.30 **Culture wars**

Right-wing governments around the world are using culture (including film, TV and media) as a means to move forward repressive agendas. As filmmakers and storytellers how do we work together to put an end to the policies and practices that are reversing decades of work toward equality?

Domizia De Rosa, Italy, Elina Knihtilä, Finland, Norma Jean Straw, USA, Kirsten Schaffer, WIF LA

14.15 **Bollywood, Nollywood, Hollywood**

The three largest film and television producing regions in the world together generate over \$644.2 billion dollars and capture 5.6 billion viewers. How well are each of these countries serving women and underrepresented genders? What best practices can each region share with each other and the international community?

Guneet Kapoor, India, Ajoke Silva, Nigeria, Fawzia Mirza US/Canada,
Amy Baer, WIF LA

14.45 **COFFEE**

SESSION 7. FACING THE FUTURE

15.15 **Next steps for WIFTI**

Professional global guilds and peer groups initiative.

How to extend the global network of chapters to sub-networks for members without straining chapters - a proposition on constructing easy platforms to discuss professional matters in a systematic way.

Marjaana Mykkänen WIFT Finland

Initiatives and conclusions from parallel sessions breakout rooms

SESSION 8. CHANGING OF THE GUARDS:

15.30 The Helene Granqvist from Sweden ends her 5-year term with honors as Dr. Susan Liddy from Ireland steps in with a warm welcome.

Helene Granqvist with Valerie Richter: Farewell speech

Dr. Susan Liddy: Inauguration speech

16.00 **MEET THE IRISH**

The reception will be hosted by the Embassy of Ireland, Finland. It will be attended by Ambassador Ruth Parkin.