



## **EAVE 2021 Impact Survey Executive Summary**

The EAVE 2021 impact survey was conducted during December 3, 2020, and March 23, 2021, in co-operation with Headway International and is based on:

- An online survey among 1,235 alumni from 2010-2020. 164 alumni responded to an online questionnaire between December 3, 2020 and February 1, 2021.
- A qualitative survey among a selection of 49 alumni from 2010-2020, who took part in recorded video interviews on Zoom between 23 February and 23 March 2021.

### **Sample structure:**

- Balance of women (91 respondents or 55.5% of total sample) and men (73 resp. or 45.5%).
- Coverage of key geographical areas: Europe (127 resp. or 77.4%), Africa and the Middle-East (9 resp. or 5.5%), Latin and North America (17 resp. or 10.4%) and Asia-Pacific (10 resp. or 6.1%).

Coverage of main EAVE workshop: the Producers Workshop (110 resp. or 64.7%), EAVE+ (20 resp. or 12.2%), the Marketing Workshop (33 resp. or 20.1%), Puentes (13 resp. or 7.9%), Ties That Bind (19 resp. or 11.6%), the Film Finance Forum (3 resp. or 1.8%), Interchange (2 resp. or 1.2%), and B'EST (4 resp. or 2.4%).

The impact survey shows EAVE's main strengths and impact on the industry through 4 key axes:

1. A career and confidence booster and an accelerator for company development
2. A global network of professional contacts across the value chain
3. A supporter and catalyst of projects of all genres and a facilitator of international co-production and co-operation
4. A community platform for life-long training and in depth dialogues on shaping the independent EU industry

### **A CAREER AND CONFIDENCE BOOSTER AND AN ACCELERATOR FOR COMPANY DEVELOPMENT**

- **96% of EAVE graduates report a boost in their career.** The impact is even greater for women (97.8% report a positive impact, incl. 'it boosted my career') compared to men (93.2% positive, incl. 'it boosted my career').



*"EAVE was a real before and after." Gema Juarez Allen (Gema Films, Argentina)*

*"It impacted pretty much everything: which kind of projects I choose, my long-term plan and objectives, the people I work with, and even the company I am working with now." Palmyre Badinier (Akka Films, Switzerland)*

*"It was the biggest push in my career." Natalia Drozd (CTB Film Company, Russia)*

*"Without EAVE I would never have been able to do the films I did the past 10 years." Anca Damian (Aparte Film, Romania)*

- **Attending an EAVE training programmes has a significant impact on female participants, 98% reporting a career boost after the training.**

*"Thanks to EAVE, I have increased my knowledges and I have a more global and international approach to my work. In addition to that, I have met great professionals and I have way more opportunities to coproduce and join forces with interesting and stimulating companies from other countries." Alessandra Principini (DocLab, Italy)*

*"The Producer's Workshop allowed to meet amazing people with whom I am still constantly in touch and have become my support group. It also gave me tools I was lacking to be better organized and strategic in terms of producing and coproducing. It also boosted my confidence and expanded my network." Myriam Sassine (About Productions, Lebanon)*

- **87% of EAVE graduates report an acceleration and professionalisation in strategic company development:** 42.9% rate it as 'excellent' and 44.0% as 'good'. **The impact is greater for women** (89.0% report a positive impact, incl. 46.2% 'excellent') compared to men (84.9% positive, incl. 39.7% 'excellent').

*"EAVE has been the very basis of our growth of the last years from a start up to a sustainable company with a business volume of several million Euro per year." Jonas Weydemann (Weydemann Bros. GmbH, Germany)*

*"It developed my creative understanding, gave me a deeper understanding of the financing possibilities for film and TV in Europe and also some practical and inspiring examples for building a business in the creative industries." Lyons, Tamsin (Ink and Light, Ireland)*

*"It changed my scale of thinking." Vladimir Yatsenko (Limelite, Ukraine)*

*"I understood what it means to be an entrepreneur, to own a company." Mariusz Wlodarski (Lava Films, Poland)*

*"They teach that it is not only about going from one film to another, but about building a film production company in the broader sense." Jonas Katzenstein (Augenschein Filmproduktion, Germany)*

*"Planning, organising the office, the team, myself, this I learned at the Producers Workshop, and I still use it." Fernanda del Nido (Setembro Cine, Spain)*



*"After EAVE the company grew a lot. I learned to think in terms of company and long-term vision, not only the film projects." Nadia Trevisan (Nefertiti Film, Italy)*

*"EAVE helped my company become better known in Europe. Now they are coming to me." Bianca Balbuena (Epicmedia, Philippines)*

*"At EAVE I could see the great potential of EU-Japanese co-productions, so I will now launch an entity in Europe." Eiko Mizuno-Gray (Loaded Films, Japan)*

*"Having a 5-year strategy, I learned that from EAVE. In 2020 I secured finance for a slate of films for the first time." Bongwiwe Selane (Blingola Media, South Africa)*

*"I now have a new business partner, a new office, and a strong pipeline of active projects." Sarah Pennacchi (Tico Film, Italy)*

*"EAVE was instrumental for our international growth." Nuno Bernardo (beActive Entertainment, Portugal)*

- **97% of EAVE graduates report a positive impact on their self-confidence and personal development:** 75.0% rate it as 'excellent' and 21.9% as 'good'. The impact even greater for **women** (96.7% report a positive impact, incl. 80.2% 'excellent') compared to men (97.3% positive, incl. 69.9% 'excellent').

*"EAVE gave me trust in myself." Alessandro Amato (Disparte, Italy)*

*"It made me believe in myself." Estelle Robin You (Les Films du Balibari, France)*

*"I allow myself to be who I am." Julia Gebauer (Way Creative Films, Sweden)*

*"I now know how to say no." Tamara Mariam Dawit (Gobez Media, Ethiopia)*

*"I felt more comfortable talking about my project, became more authoritative, not only intuitions and maybes." Gema Juarez Allen (Gema Films, Argentina)*

*"It changed a lot how I see myself as a producer: I was naïve, I became more aware and self-confident." Alexander Wadouh (Chromosom Filmproduktion, Germany)*

*"EAVE is a life changer." Vladimir Yatsenko (Limelite, Ukraine)*

- **Graduates of more than one EAVE workshop see an even greater impact on their career** (100.0% positive incl. 63.6% 'it boosted my career'), **on their company** (100.0% positive incl. 90.9% 'excellent') **and on their self-confidence** (100.0% positive incl. 100.0% 'excellent').

*"When I participated in EAVE I was working for another company, I set up my own company after the participation. You could say that my whole professional development was shaped by the EAVE experience as it gave me a whole new vision towards my work. I participated in EAVE+ having had my own company for a few years and it really helped me to manage the company, diversify, get a vision for the future." Amanda Livanou (Neda Film, Greece)*



*"My main benefit was to have co-production partners in almost whole Europe. Now I am opening company also in Italy as a new opportunity." Miha Cernec (Staragara, Slovenia)*

- **EAVE boosts professional development and enables career shifts:**

*"I came out empowered, more self-confident and more objective in judging my own values and competences." Ankica Juric Tilic, (Kinorama, Croatia)*

*"My career as producer grew after EAVE and culminated by being voted "Producer of the year" in Norway in 2020 for my work on the EAVE project Psychobitch which became a huge hit among young people in Norway and drove over 100.000 teenagers to the cinemas. After EAVE I continued seeking European experience and network. EAVE really inspired me to work and focus more on a European and internationally marketplace than only limiting myself to a Norwegian market. Further giving me an extensive network and friends in the business all over Europe." Ruben Thorkildsen (Ape&Bjørn, Norway)*

*"After EAVE I became managing director of the company. I wanted to do it before but never got the courage. EAVE made me feel more confident." Cécile Lestrade (Alter Ego Production, France)*

*"I had just moved to a new company, it was great that I was able to bring so much knowledge, and now I will soon become a partner." Andrea Berentsen Ottmar (Oslo Pictures, Norway)*

*"It made me brave enough to create my own company." Nicolás Celis López (Pimienta Films, Mexico)*

*"it helped me in taking the decision to leave the company I was working for and create my company with 2 partners." Agathe Valentin (Totem Film, France)*

*"I have learned many producing skills that can be applied to other activities as well, resulting in landing a job as director of the festival Film by the Sea. " Jan Doense (House of Netherhorror, The Netherlands)*

*"I already had my production company, but the network I created in EAVE helped me a lot to get better understanding of how coproduction work, I also run a film festival and through EAVE I managed to expand my network of producers, experts and sales agents that since EAVE visit my festival and apply with films" Vjosa Berisha (B2 – PR & Media Solutions/ Prishtina IFF Kosovo)*



## A FACILITATOR OF INTEGRATION INTO A GLOBAL NETWORK OF PROFESSIONALS FROM THE ENTIRE VALUE CHAIN

- **93% of EAVE graduates report positive synergies from their integration into a professional network** (70.4% rate it as 'excellent' and 22.6% as 'good'). The **impact even greater for women** (95.6% report a positive impact, incl. 68.1% 'excellent') compared to men (90.4% positive, incl. 72.6% 'excellent').

*"EAVE opens up your international network, especially when you come from a small country." Fredrik Lange (Vilda Bomben Film, Sweden)*

*"I did not feel part of the community, now I am part of the family." Elli Toivoniemi (Tuffi Films, Finland)*

*"My international network was boosted by EAVE." Alexander Wadouh (Chromosom Filmproduktion, Germany)*

*"I found a group of trusted friends I can now ping-pong ideas with all the time." Julia Gebauer (Way Creative Films, Sweden)*

*"I totally trust my buddies, they read my scripts and give advice, they are the first ones I call when I look for a partner." Giancarlo Nasi (Rampante Films - Quijote Fiilms, Italy)*

*"What I did not anticipate is that it would become family: we have dinners at festivals, daily contacts on our group website, solve each other's projects, and coproduce together." Gary Cranner (Chezville, Norway)*

*"I already made 11 features and 1 TV series with my group, that's almost one per year!" Ankica Juric Tilic (Kinorama, Croatia)*

*"Only 2 years later, I already have 3 co-productions with 3 producers from my group." Sarah Pennacchi (Tico Film, Italy)*

*"You are safe inside this network, you are heard." Elli Toivoniemi (Tuffi Films, Finland)*

- **98% of EAVE graduates report gaining a privileged access to industry contacts through the entire value chain, as a direct result of the workshop.**: 63.9% rate it as 'excellent' and 33.6% as 'good'. The **impact even greater for women** (97.8% report a positive impact, incl. 70.3% 'excellent') compared to men (97.3% positive, incl. 57.5% 'excellent').

*"I was in my first feature documentary at the time and they helped me a lot through all the steps: confidence in myself, and very concretely meeting with people and accessing markets" Jean-Laurent Csinidis (Film de Force Majeure, France)*

*"The 3 phases of the Producers Workshop are greatly thought out: you first go deep into the content, then you learn how to finance and make a plan, finally you meet with the real world." Signe Byrge Sorensen (Final Cut For Real, Denmark)*



- **86% of EAVE graduates report a positive impact on their access to networking events at festivals and markets:** 51.2% rate it as 'excellent' and 34.4% as 'good'. The impact even greater for women (89.0% report a positive impact, incl. 51.6% 'excellent') compared to men (82.2% positive, incl. 50.7% 'excellent').

*"I keep in touch with nearly all my buddies from the EAVE workshop." Palmyre Badinier (Akka Films, Switzerland)*

*"Every time I go to a festival I text my EAVE friends." Géraldine Sprimont (Need Productions, Belgium)*

*"We meet with our group C at every event." Kristina Aberg (Atmo Media Network, Sweden)*

- **EAVE represents a label of trust and quality within the industry:**

*"Being an EAVE graduate resonates well within the film industry, especially among producers, so it's easier to make new connections." Novak Marek (Xova Film, Czech Republic)*

*"I was taken more seriously in the industry from one day to another because of the reputation EAVE has." Eva Blondiau (Color of May, Germany)*

*"Decision makers trust you and are available for you." Vladimir Yatsenko (Limelite, Ukraine)*

- **76% of EAVE graduates have worked with top sales agents since their participation** (women 75.3% vs. men 76.8%).
- **60% of EAVE graduates have worked with top film distributors since their participation** (women 61.0% vs. men 58.7%).
- **68% of EAVE graduates have worked with top TV broadcasters since their participation** (women 64.7% vs. men 70.6%).
- **39% of EAVE graduates have worked with top online distribution platforms since their participation** (women 42.9% vs. men 35.3%).

#### A SUPPORTER AND CATALYST OF PROJECTS OF ALL GENRES AND

#### A FACILITATOR OF INTERNATIONAL COPRODUCTION AND CO-OPERATION

- **Projects developed at the EAVE workshops include all genres:** feature fiction (77,6%), documentary (16.7%), animation (2.3%), drama series (2.3%), and other genres (1.1%).
- **84. % of EAVE graduates report a major impact on the development of their film project:** 47.7% rate it as 'excellent' and 36.5% as 'good'. The impact is even greater for women (89.0% report a positive impact, incl. 51.6% 'excellent') compared to men (79.5% positive, incl. 43.8% 'excellent').

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*"The best thing is the group system, half the participants with a film project, and the other half without one. We talk a lot, in a safe place where you can share about your project and your career. Getting feedback from people you trust really helps a lot."* Aadnan Imtiaz Ahmed (Khona Talkies, Bangladesh)

*"My project grew so much, it was amazing to see so many people helping and giving ideas."* Giancarlo Nasi (Rampante Films - Quijote Films, Italy)

*"The script mentors helped a lot: we targeting a very specific audience, and EAVE expanded it so we can reach a global audience."* Bongiwel Selane (Blingola Media, South Africa)

*"I realised I had to become a creative producer, and be involved from the script development."* Bianca Balbuena (Epicmedia, Philippines)

*"On the creative side, I understood how development works, how to work with writers, when to present the project."* Elias Ribeiro (Urucu Media, South Africa)

*"It changed my film project, I learned how to present it and how to develop it creatively."* Mariusz Włodarski (Lava Films, Poland)

*"You learn from the others' projects."* Anca Damian (Aparte Film, Romania)

- **47% of EAVE projects are finalized or in production. 27.4% of the EAVE graduates' projects have already been released, while 19.1% are currently in production, and 31.3% still in development.)**

*"I improved my text, my strategy, and I ended up with a very good project, which got a Prize at the Berlinale co-production market."* Gema Juárez Allen (Gema Films, Argentina)

- **87% of EAVE participants with a film project in production or a released film have a sales agent attached.**

*"Now, I feel confident in almost every aspect of film - starting from script development, via funding, producing and now marketing/distribution. Not in the sense of: I have to do it all by myself. But I know what to pay attention to and which partners to reach out for support."* Hanna Reifgerst (Förderverein Deutscher Kinderfilm e.V., Germany)

- **Projects developed at EAVE gain access to key industry trainers and decision makers which accelerates their access to market:**

*"It has given me a valuable insights into the markets I am interested in, I made useful contacts and learned a lot about development and presenting the project."* Julia Cölln (Fünferfilm, Germany)

- **Graduates have a better grasp on project assessment and viability and know to abandon projects that are not fit for the market.**

*"I came with a complicated project and finished EAVE with a weak script, but with the clear idea of what wasn't working in it. So it was a first step and I have changed writer and got to*



*completely new script after EAVE, which turned out later to be one of the most successful films in Lithuania...)" Zivile Gallego (Fralita Films, Lithuania)*

*"boost of professionalization of my work, better ability to judge projects, personal boost on an emotional level, boost in experience and self-assurance" Alexander Wadouh (Chromosom Film GmbH, Germany)*

- **A network of exchange and collaboration, EAVE has a real "co-production effect" and contribution to the core European values. The number of coproduction projects, in which recent graduates are involved in increases by +182% after participating.** According to recent European studies, co-productions fare far more successfully than national productions in terms of results and distribution.

*"I already made 11 features and 1 TV series with my group, that's almost one per year!" Ankica Juric Tilic (Kinorama, Croatia)*

*"It's a growing network and a driving force for working together across borders." Alexander Dumreicher-Ivanceanu (Amour Fou, Austria)*

## • A COMMUNITY PLATFORM FOR LIFE-LONG TRAINING CONTENT AND IN-DEPTH DIALOGUES ON SHAPING THE INDEPENDENT EU INDUSTRY

- **98% of EAVE graduates give the highest marks to EAVE's training contents and expert consultations:** 69.0% rate it as 'excellent' and 28.7% as 'good'. The **impact is similar for women** (96.7% report a positive impact, incl. 69.0% 'excellent') compared to men (98.6% positive, incl. 69.9% 'excellent').

*"They are extremely competent people." Fredrik Lange (Vilda Bomben Film, Sweden)*

*"It has been so well thought-out by people who are in the industry and know what they are doing." Sarah Pennacchi (Tico Film, Italy)*

*"EAVE is always on top of innovation, they bring you the solutions to today's issues." Alessandro Gropplero (Fondo Audiovisivo FVG, Italy)*

*"EAVE teaches you how to cope with problems." Konstantinos Kontovrakis (Heretic, Greece)*

*"My tutor had a precise answer to every question." Elias Ribeiro (Urucu Media, South Africa)*

*"I came with preconceived ideas about the funds to contact, and the group leader totally changed that." Géraldine Sprimont (Need Productions, Belgium)*

*"They don't teach you one way, they help you to find yours." Marica Stocchi (Rosamont, Italy)*





- **98% of EAVE graduates report a positive impact of the quality of training tools and knowledge provided:** 61.0% rate it as ‘excellent’ and 37.2% as ‘good’. The **impact is even greater for women** (97.8% report a positive impact, incl. 65.9% ‘excellent’) compared to men (98.6% positive, incl. 56.2% ‘excellent’).

*“They give you a lot of how-to tools, templates, check-lists of criteria to use in every possible situation you face as a producer, and we use it!” Giancarlo Nasi (Rampante Films - Quijote Films, Italy)*

*“EAVE Plus gave me tools to audit my career and reshape my company.” Nicolas Comeau (1976 Productions, Canada)*

*“They made us understand we had to think marketing upfront, at the time I did my training it was very new.” Géraldine Sprimont (Need Productions, Belgium)*

*“Planning, organising the office, the team, myself, this I learned at the Producers Workshop, and I still use it.” Fernanda del Nido (Setembro Cine, Spain)*

*“The most important impact is the 360° vision, you become aware of all the challenges and future milestones.” Alessandro Gropplero (Fondo Audiovisivo FVG, Italy)*

*“Before I had only a financial plan, now I always have 2-3 alternative strategies for marketing, finance and distribution.” Marica Stocchi (Rosamont, Italy)*

*“After I came back we sat together and discussed everything I learned: know-hows, standards, etc. Then every time a partner did EAVE we made further steps. We are now an EAVE company.” Milan Stojanovic (Sense Production, Serbia)*

*“The Marketing Workshop gave me another side of the screen: who’s watching!” Giancarlo Nasi (Rampante Films - Quijote Films, Italy)*

*“You’re given tons of info, you are made to deliver lots of material, it’s a huge training camp.” Gary Cranner (Chezville, Norway)*

- **85% of EAVE graduates report a positive impact of their lifelong access to up-to date training material and ped talks:** 44.3% rate it as ‘excellent’ and 40.5% as ‘good’. The **impact is higher for women** (94.6% report a positive impact, incl. 46.2% ‘excellent’) compared to men (84.9% positive, incl. 42.5% ‘excellent’).

*“I got very useful stimuli and ideas to plan a distribution strategy and to integrate digital devices (design thinking, corporative models).” Gudula Meinzolt (Container Film AG, Switzerland/ Autentika Films, Germany)*

**EAVE programs have a deep impact on the independent EU industry as a whole by:**

- **Empowering graduates to become agents of change and shape their local, regional and national communities:**



*"Above all it helped me setting up a new business with an original approach in my country and for new co-productions." Paula Cosenza (Ventre Studio, Brazil)*

*"I feel a deep sense of gratitude, they made a profound impact on my way of thinking, which I can now pass on to my own community." Mathivanan Rajendran (Stray Factory, India)*

- **Supporting the professionalization of stakeholders across the value chain and their continued dialogue within a strong and supportive network.**

*"EAVE was a deep dive into film producing, which helps me day by day to understand my counterparts (Film Producer's and their film projects) better." Birgit Oberkofler (IDM South Tyrol Alto Adige, Italy)*

*"There's clearly a before and after EAVE in my career. I feel now much more skilled to work in the film industry, on my different hats." Luis Campos (BRO Cinema, Portugal)*

- **Building bridges within Europe, while linking the European industry to global markets.**

*"Learned new visions, issues, idea and feedbacks on Europe-Asia co production that will clearly impact the program/fund I'm designing for the FDCP." Agathe Vinson (Film development council of the Philippines, Philippines)*

- **Promoting diversity and gender equality in the industry. Working to achieve a conscious, engaged and sustainable industry. Over the past 10 years 44.48% of EAVE training applicants and 56.29% of training participants are women. Women make up for 52.10% of the film industry professionals of the EAVE network.**

*"I felt encouraged to questioning my position, my duties and to stand up for my projects, my ground in the company. As a result I left my co-founded company after 10 years and created a cooperative and respectful environment with a female team. We work with female filmmakers and POC-filmmakers to support them to tell their stories and to establish themselves in this white and male dominant world." Jamila Wenske (Achtung Panda! Media, Germany)*

- **Advocating for best practices, green policies and value systems and setting the benchmark for audiovisual training worldwide.**

*"I have done many online labs in 2020 but EAVE was the only lab which was organized, enjoyable and well-structured to adapt to the current industry changes." Tamara Dawit (Gobez Media, Ethiopia)*

*"EAVE is the backbone of the industry, the skeleton on which the industry builds." Vladimir Yatsenko (Limelite, Ukraine)*



**In conclusions, EAVE ultimately stands for: exchange, evolve, empower: network, knowledge and self-confidence.**

“I am an EAVE missionary. EAVE opens your mind, broadens your world, and is a nice place to be. It empowers you, and you make friends. You can speak the truth, and they help.”

Giancarlo Nasi (Rampante Films - Quijote Films, Italy)

“EAVE is a marvellous network. There is so much knowledge, connection, friendly people... It is unthinkable to have the industry without EAVE.” Jonas Katzenstein (Augenschein

Filmproduktion, Germany)

“It’s a feeling of empowerment, in a moment of your career where you thought it was not easy to feel. It’s receiving a top-level tutoring in all the aspects, from marketing to financing, legal, production, pitching. It’s having a network of professionals, to work with and to turn to any time you need it. It’s this feeling of landing on a safe harbour, surrounded by caring people, where you know that, from the moment you go in, they are there, and it makes you feel safe, surrounded and supported.” Sarah Pennacchi (Tico Film, Italy)

“EAVE is #1 when it comes to upcoming producers looking for a boost in their career.”

Alexander Wadouh (Chromosom Filmproduktion, Germany)

“EAVE is the best training program that exists in the world.” Fernanda del Nido (Setembro Cine, Spain)

“With EAVE you know yourself better, you know the others better, and you make better films.” Alexandre Dumreicher-Ivanceanu (Amour Fou, Austria)