



Europa Distribution Mentoring Programme for Women in Distribution

Guidelines & Application

Why EDMentorShe?

Europa Distribution is proud to count among its members a very high number of women distributors who, with their taste and sensitivity, are shaping the present of independent film distribution. And yet, as [data on gender equality](#) show, we know that we can do better. **To fill the gender gap and further encourage women working in distribution to set their goals, to feel entitled, to dream big**, and following the success of the first editions, we are now launching the 6th edition of our mentoring programme.

The programme in a nutshell

EDMentorShe is a one-to-one mentoring programme dedicated to **women working in film distribution**, from a Mentor woman to a Mentee woman. It is a career coaching that focuses on the needs of the mentee to develop/reinforce specific competences, skills, and a problem-solving attitude. It follows a career-development coaching path, aimed at **supporting women leadership and gender balance in the sector**. It also offers a **safe space** for tackling issues that would be difficult to raise in other contexts, and where mentors can offer their advice in complete respect of confidentiality. It can lead to a more personal journey, fostering growth, self-discovery, and resilience. A beneficial experience for all participants, but also their co-workers and company.

For these reasons the structure of the programme depends on each individual pair and it is completely based on the specific needs of the mentees and on the relationship between mentor and mentee. When entering the programme mentees are asked to define a realistic set of goals they wish to achieve throughout the year and, based on those, each pair defines its own action plan. Mentors contribute by developing mentoring sessions that include discussions and exercises on different topics based on their own professional experiences and competences.

At the beginning of the programme, Europa Distribution will organise an online meeting with all mentors and mentees to answer their questions, exchange ideas, good practices and inspirations, and to prepare at best their mentoring experience. Another online meeting would be set up at mid-term to share questions, solutions and tools that will be added to the growing toolbox.

Each pair will have digital mentoring sessions at minimum once a month during 9 months. At the end of the period (April 2026), a physical meeting with all participants will be organised in Brussels in order to share together the main learning points as mentors and mentees and increase everyone's network. A report on the programme and the final workshop will be written and made available to the participants and all ED members, while an article will be published on ED's Press Lounge and social media as well as on Cineuropa.

Who can apply and how?

This scheme is open to all distributors who identify themselves as women. There are no age restrictions neither for mentors nor for mentees but we will consider the professional experience.

MENTEES

Applicants must be employees in junior positions, with at least one year to maximum three years of experience a European independent film publisher and distributor company. In order to apply, the candidate needs to fill this [google form](#), explaining why she would like to take part in the programme and highlighting the goals she wishes to achieve as the topics she wishes to tackle. The application closes by **March 17, 2025**.

Selection criteria for mentees

Europa Distribution and the Selection Committee composed of ED Board members manage the pairing processes, based on the following criteria:

- Clarity of their specific goal set for the mentorship programme
- Evaluation of the participant's experience and motivation
- Evaluation of the matches between the applicants and the mentors available

MENTORS

Applicants should have 10 years of professional experience in the field of independent film publishing and distribution if they come from a different background. In the case of Mentors who have recently retired, they need to have been active in distribution in the previous 3 years.

In order to apply, the applicant needs to fill this [google form](#) by **March 17, 2025**.

Besides relying on spontaneous applications, Europa Distribution will also identify candidates based on mentees applicants' suggestions and on personal connections with women distributors working in senior positions, including recently retired women in distribution.

CALENDAR

- Deadline for applications: **March 17, 2025**
- Match-making & announcement of participants: April 2025
- Online meeting for mentors & mentees: June 2025 & October 2025
- Mentorship period in remote: August 2025 –April 2026
- Final group session with all pairs in Brussels: TBC April 2026

LOGISTICS

For the final meeting in Brussels, Europa Distribution will book and cover 2 nights' accommodation for all participants. ED will participate to the travel costs of **mentors** up to the **Unit Costs** decided by the European Commission. For **mentees**, travel costs will be reimbursed as follows:

By plane: 75% of the travel costs, up to € 150 for distributors coming from Media distribution country categories 1,2,3 (+UK, CH) and up to € 250 for distributors coming from country category 4 (for participants from non-European countries, we will work on a case-by-case basis).

By train: it is the same but the caps are €200 and €300

How does it work?

After the pairing is done in agreement with the participants, the EDMentorShe coordinator will help arranging each pair's first Skype meeting and introduce the mentee to the mentor. On this occasion the pair is asked to:

- Sign a Confidentiality Agreement
- Discuss and sign an "Action Plan" to define together the realistic goals of the programme, the timeline, and how they wish to structure their communication (frequency, duration, methods). As mentioned above, the contents of the programme for each pair will be based on the specific needs of the mentees and on the relationship between mentor and mentee. In order to facilitate the process, Europa Distribution has created a toolbox of exercises, questionnaires, topics for discussion and suggested activities meant to inspire the participants. Participants are most encouraged to enrich the basic set of tools in the toolbox with additional proposals for the benefit of other pairs and future participants!

Throughout the duration of the programme, the EDMentorShe coordinator will get in touch with the pairs every month to offer assistance and collect ideas, feedbacks and questions.

Two online sessions will be organised, at the beginning of the programme and at mid-term.

At the end of the programme all the participants will be invited in Brussels to have their wrap session and to meet all the other participants of the programme.

Quotes from previous participants

*"This **safe space** allows for honest and vulnerable conversations. How respectful everyone was. The relatable stories despite our different backgrounds and ages. The **connection and sense of solidarity**. And we shared some pretty good laughs too!"*

*"The exchange was a very valuable experience for me, **as a manager of a team, as an employee and as a person**. It helped me understand my own needs and expectation towards my job, the varieties of needs of my team, the expectations and work methods of a younger generation. It was also valuable on a personal level as we were very nicely matched with my mentee in terms of values and interests."*

“What I appreciated the most was the **community of women**. The fact of sharing, of showing and seeing that we all share the same problems but that we all can also share the solutions. And that our growing community can **change something for other women in the industry.**”

“I appreciated that each pairing brought topics to the discussion that were relevant **universally**. It was wonderful to be spend the day with inspiring women and feel safe within discussion to bring up issues and feel heard. I felt **a great sense of unity.**”

• let's •
TALK

With the support of the MEDIA Programme of the European Union

