

Sustainability Charter

mipcom[®]
CANNES

Turning our sustainability goals into reality

MIPCOM CANNES SUSTAINABILITY CHARTER

Turning sustainable goals into a reality

MIPCOM CANNES powers the business of international content rights and co-production, with an unmissable Cannes-worthy celebration of must-have new series that producers and studio executives from over 100 countries call “the most important industry rendez-vous on the global events calendar.”

As the leading organizer of international events in the TV and entertainment industry, MIPCOM CANNES not only brings the world’s decision-makers together but also plays a vital role in fostering industry-wide change, both on and off-screen.

In 2019, we initiated the MIP Markets Sustainability Programme, aligning with the United Nations' 17 Sustainable Development Goals (SDGs) to drive a sustainable future for all.

MIPCOM, held every October, is the most anticipated week where global leaders come together to compete for new series, source international production partners, and set the development agenda for the years ahead—all while embracing the industry's responsibility towards sustainability.

Together with the magical backdrop of Cannes' fabled Croisette, MIPCOM CANNES offers not only extraordinary networking and business opportunities but also a shared commitment to shaping a greener, more responsible entertainment industry for the future.



MIPCOM CANNES SUSTAINABILITY CHARTER

Our Promise on Gender Equality

We are committed to advancing gender equality by fostering collaboration between accomplished female executives and emerging business leaders.

Through our thought leadership sessions and networking initiatives, we create opportunities for idea exchange and personal growth.

Gender equality takes center stage at our events, with keynote speeches and panel discussions emphasizing its importance. We also honor the significant contributions of women globally through our prestigious achievement awards.

We are dedicated to ensuring equal representation on stage at MIPCOM CANNES and supporting fair opportunities for women within our team and the communities where we operate.

Key initiatives:

- MIPCOM Diversify TV Awards
- The Women in Global Entertainment Power Lunch
- The International Mentoring & Networking Breakfast for Women in Media

These initiatives celebrate and empower women, driving meaningful progress in the media industry.



MIPCOM CANNES SUSTAINABILITY CHARTER

Our Promise on Reduced Inequalities

To promote greater inclusion and diversity and equal pay for work of equal value across the TV & entertainment industry.

We are reducing inequalities by:

- Through our events (keynote speeches, panel sessions, screening showcases and achievement awards), highlighting the benefits of building a diverse and inclusive work force and of creating inclusive content that authentically reflects the diversity of our communities.
- Supporting an inclusive and diverse work place within the MIP Markets team, offering fair and equal pay and opportunities to all our employees regardless of their gender, gender identity, national origin, race, ethnicity, religion, sexual orientation, age or disability status.



MIPCOM CANNES SUSTAINABILITY CHARTER

Our Promise to Waste minimisation

At MIPCOM CANNES, we are dedicated to reducing our environmental footprint and creating a more sustainable event. Our focus on waste minimization is central to this mission, and we are implementing a series of initiatives to make MIPCOM a greener event.

Key Actions for Waste Minimization

- **Reducing Single-Use Materials**

- We are actively reducing the use of single-use plastics and materials across the event. By transitioning to sustainable alternatives, we are ensuring that less waste is generated at MIPCOM CANNES.
- Reduced carpet outside & on the upperfloors
- Exhibitors and partners are encouraged to adopt eco-friendly solutions, including the use of recyclable and reusable materials for stands and promotional items.
- Donation of materials to local associations

- **Optimizing Event Resources**

- We are working to optimize the resources used at the event, from printed materials to booth construction. Digital solutions, such as online brochures and digital signage, are being promoted to cut down on paper waste.
- We encourage all participants to embrace our digital-first approach to help minimize unnecessary resource use.

**MIPCOM CANNES 2024
rolls up the carpet at
RIVIERA 7**

**We extend the usual
warm welcome to our
delegates, but we use a
little less carpet to do
so.**

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Key Actions for Waste Minimization

- **Waste Sorting and Recycling**

- MIPCOM is providing recycling stations throughout the event space to ensure proper waste sorting. Attendees, exhibitors, and staff are all encouraged to make use of these facilities.
- All waste generated during the event will be sorted and processed to maximize recycling and composting efforts, significantly reducing the amount sent to landfills.
- Cigarette butts collected for a second life
- Interior signage eco-friendly and recyclable

- **Carbon-Neutral Stands**

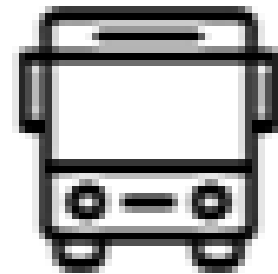
- We encourage exhibitors to use sustainable materials and energy-efficient designs for their stands. We are working to provide guidance and resources for creating carbon-neutral or carbon-reduced stands, contributing to an overall reduction in the event's carbon footprint.



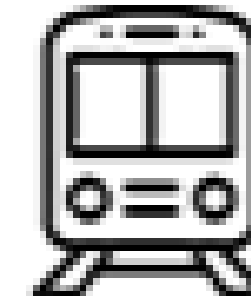
MIPCOM CANNES SUSTAINABILITY CHARTER

Our Promise to Carbon footprint reduction

Low carbon commute and travel



MIPCOM CANNES offers free shuttle from hotels located outside Cannes to the Palais des Festivals. Hotels are served from early Morning to late night in Mandelieu - La Napoule, Cannes la Bocca, Le Cannet, Juan-les-Pins, Antibes - Sophia Antipolis, Mougins, Nice - St Laurent du Var and Cannes.



We are happy to shine a spotlight on our social media on delegates using low-carbon means of transport, including associations cycling to Cannes from London, Paris and Luxembourg which make an impressive contribution to cutting the carbon footprint.

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Our Promise to Carbon footprint reduction

The Venue



The Palais des Festivals in Cannes has multiple certifications relating to sustainability, including key ISO standards on quality, environment, health & safety, and social responsibility. More recent wins include certifications for security and responsible event management.



The Palais des Festivals uses 100% green photovoltaic electricity from the Provence Alpes Côte d'Azur region. Energy-efficient LED screens are installed, and their operational hours are carefully managed to reduce consumption.



The City of Cannes has joined forces for many years with the Palais des Festivals and several of the city's leading hotels to address challenges relating to the environment and energy use. This resulted in the Palais Des Festivals being awarded the "Sustainable Innovative Destination" label in June 2023.