

Sustainability Charter

mip[®]

For the Love of Television

MIP MARKETS SUSTAINABILITY CHARTER

Our Promise to Climate Action

RX has signed the [Net Zero Carbon Events pledge](#), and the [Climate Pledge](#) which commits us to hit net zero by 2040. Driven by our commitment to sustainability and guided by our Global Sustainability Council, [RX Sustainability Playbook](#), and [Roadmap to Net Zero](#), our event teams are coming up with their own creative strategies to cut carbon emissions.

We reduce the impact on climate change by:

- Requiring all our venues to provide information on energy and water usage. We also consider sustainability credentials when we choose a new venue.(Our main venue,the Palais des Festivals in Cannes, is already ISO14001 certified.)
- Actively encouraging climate friendly practices among our service providers and our exhibitor clients; our teams are equipped with standard questions to ask in order to understand any limitations and to remove potential roadblocks.

MIP MARKETS SUSTAINABILITY CHARTER

Turning sustainable goals into a reality

As the leading organizer of international events in the TV & entertainment industry, MIP Markets plays a vital role in fostering industry-wide change, both on and off-screen. In 2019, we initiated the MIP Markets Sustainability Programme, aligned with the United Nations' 17 Sustainable Development Goals (SDGs), aimed at building a sustainable future for all.

In the MIP Markets Sustainability Programme's first phase, we focus on five SDG goals where the TV & entertainment industry can have a major impact. We also introduce the MIP SDG Awards, a platform endorsing SDG-driven actions in the media industry globally.

At MIP Markets, we are turning our sustainability goals into reality by focussing on:

- How we organise and plan our events (MIPCOM CANNES, MIP LONDON, MIPJUNIOR and MIP CANCUN)
- Leveraging our relationship with the 45,000 participants and 200 sponsors & partners who take part in our events each year
- The connection with our parent company RX, and their work on sustainability across 22 countries around the world
- A four-pillar approach of education, support, empowerment and recognition



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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 all MIP MARKET shows 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.

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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.
- For 2023, we launched the marketing campaign 'Now, be YOU', cultivating a culture of inclusion at all our events.
- Our parent company RX supports non-profit organisations championing diversity & inclusion: the Researching Color Foundation and the GO Foundation

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Our Promise to Waste minimisation

At MIP MARKET shows 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, MIPJUNIOR and MIP CANCUN.
- 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.