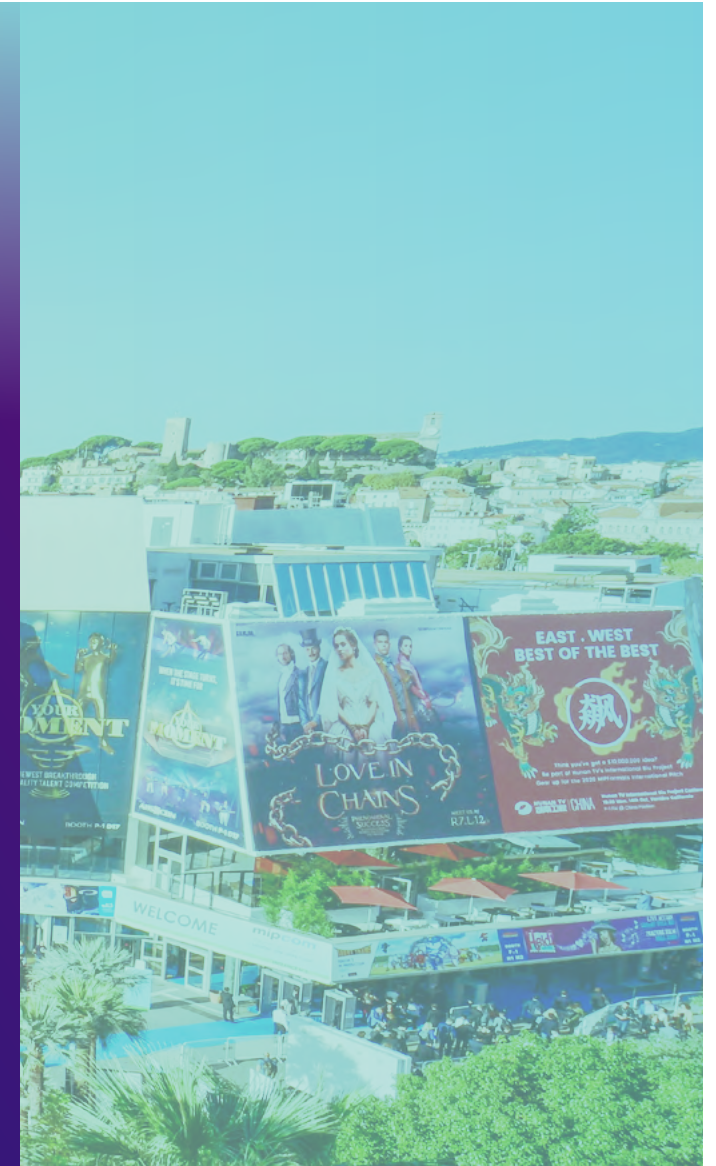




SUSTAINABILITY CHARTER MIP MARKETS

Turning sustainable goals into a reality





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MIP MARKETS

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Four times a year, the world's most prolific studios, distributors, producers, agencies and buyers gather at MIP Content Markets & Exhibitions on three continents to showcase hit-defining content, strike distribution and co-production deals, attend high-level conferences and network face-to-face with the creative forces shaping the global entertainment industry.

As a leading event organiser, we bring together whole industries, in the process playing a role in **educating and influencing behaviour with a large number of stakeholders**. Our events have an impact, and we are committed to minimising those that are negative while continually seeking ways to positively contribute to sustainable development and to drive change in our own company.

Our approach is guided by the United Nations' Sustainable Development Goals, prioritising those where we can do the greatest good and demonstrating leadership through programming content and communicating across our events.

Phase one of our Sustainability Programme involves five of the UN's 17 Sustainable Development Goals. These have been chosen as they appear to us to be particularly relevant to our events and to the discussions we are having with our customers, partners, and employees



Achieve gender equality and empower all women and girls

We aim to ensure **women's full and effective participation and equal opportunities for leadership at all levels of decision-making in political, economic and public life**. We want to advance the awareness, equality, diversity and cultural aspects of women in the Entertainment industry through education, support, empowerment, and recognition.

We offer a wide range of **networking and thought leadership events** dedicated to the Entertainment industry and bring together **the most powerful and influential female executives and the next generation of women business leaders** to share ideas and bring opportunities for individual growth throughout industry. Our panels, events, achievement awards, and youth initiatives, celebrate the contribution of women across the world, and strengthen community ties.

MIP Markets' ambition is to become a leading platform for connecting and mentoring industry stakeholders wishing to further the cause of women throughout the world.

WOMEN IN GLOBAL ENTERTAINMENT

Since 2012, MIPCOM hosts the Annual Women in Global Entertainment Lunch. Held in partnership with A+E Networks, MIPCOM's annual thought-leadership and networking lunch gathers the world's most influential women shaping the future of TV and entertainment.



WOMEN MENTORING

At MIPTV & MIPCOM, «Getting to the Top» mentoring sessions feature insights and tips from - and for - women in media. In partnership with the Mediaclub'Elles.



MIP CUNCUN'S WAWA NETWORKING MENTORING BREAKFAST

The Worldwide Audiovisual Women Association hosted its first Mentoring Breakfast at MIP Cancun in 2019.

#PFDMCHARTÉ AGAINST SEXUAL HARASSMENT IN THE MEDIA

January 2020: MIP Markets Directors, Laurine Garaude & Jérôme Delhaye, signed the French #PFDMCharte21 Janvier, a manifesto against sexual harassment in the media, supported by the Ministry of Culture.

10 REDUCED INEQUALITIES



Empower and promote the social, economic and political inclusion of all, irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or other status

DEFEND AND PROMOTE INCLUSION AND DIVERSITY IN THE INDUSTRY:

We are committed to promoting greater inclusion and diversity and equal pay for work of equal value across the Entertainment industry we serve. We firmly believe that **diversity is key for efficiency, creativity, and a strong driver of innovation for our business**.

We actively encourage an inclusive and diverse workplace, offering fair and equal opportunities to our employees, but also fair and equal opportunity at all stages of the sourcing and identification process for our suppliers.

Thanks to our events' programming, awards and celebrations, we want to **champion and promote diversity and inclusion in all its forms** across every business community that we represent. By gathering international experts and talent of the Entertainment industry, we **highlight solutions and ideas, discuss challenges and demonstrate the positive impact of diversity and inclusion** for all international companies.

MIPCOM DIVERSIFY TV EXCELLENCE AWARDS

Since 2017, MIPCOM hosts and organises MIPCOM Diversify TV Excellence Awards, dedicated to championing and promoting diverse and inclusive content that can make an impact on wide audiences.

The nominated programmes have been recognised for providing a fair and accurate representation of BAME, LGBTQ+ and disabled communities. They are also seen as standing out for originality and excellence in terms of storytelling, casting and production values, challenging stereotypes, and showing a positive impact.

The winning programmes are chosen by charitable organisations that campaign for equality and inclusion, including/such as GADIM, GLAAD, ILGA-Europe, Minority Rights, Race Equality Foundation, SCOPE, Show Racism the Red Card, and Sporting Equals, and are announced at the MIPCOM Diversify TV Excellence Awards ceremony, an invitation-only event for some 200 leading TV executives, held in partnership with A+E Networks and Diversify TV.



MIP DIVERSITY AND INCLUSION PROGRAMME

The MIPTV and/or MIPCOM programme features conference in various formats, with industry experts and major talent who are speaking out to not only create more opportunities for diverse talent, but to demonstrate the positive impact of diversity across the global media landscape.



INCLUSION & DIVERSITY AT REED EXHIBITIONS

At Reed Exhibitions, parent company of MIP Markets, we are fully committed to a fair and equitable work environment for our people and in all the countries and territories in which we operate, we comply with local employment and equality laws. We want Reed Exhibitions to be a great place to work, where our employees feel valued, have equal opportunities and benefit from pay equality, regardless of their gender, gender identity, national origin, race, ethnicity, religion, sexual orientation, age or disability status. Inclusion and diversity are important to our future. It is essential that we have the engagement of people from a wide range of backgrounds, experiences and ideas in order to achieve real innovation for our customers around the world.

More information about our engagement can be found [here*](https://www.reedexhibitions.com/diversity-and-inclusion).

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12 RESPONSIBLE CONSUMPTION AND PRODUCTION



Ensure sustainable consumption and production practices

We aim to substantially reduce waste generation before, during and after the show, through **prevention, reduction, recycling and reuse**.

To reinforce and manage this **long-term strategy**, we are currently developing and implementing tools to monitor sustainable development. We are also putting in place strategic projects that will help us **decrease the environmental impact of our events**.

To engage all companies associated with our events, including clients, partners and service providers, we encourage them to adopt **sustainable practices** and to integrate sustainability **information and behaviour** in their value chain.

Our ambition is to achieve sustainable management targets help our events to control their **social, economic and environmental impact** in the host city and beyond.



PARTICIPANTS



SQM OF STANDS



COLLECTED WASTES



RECYCLED WASTES



RECYCLING RATE

MIPTV
2019

9,500

19,000

125 Tons

97 Tons

77.8%

MIPCOM
2019

13,500

22,560

170 Tons

127 Tons

74.5%



Ensure sustainable consumption and production practices

Main materials which can be recycled during an event: paper, cardboard, glass, wood structures and furniture, billboard banners

ISSUES AND CONSTRAINTS:

The collection of recyclable materials must be separated.

The material used must be eco-friendly, recyclable and not soil (example: carpets must be in PET plastic, clean and without undercoat to be properly recyclable).



OUR STRATEGY

REDUCE

- **Foster modular and reusable furniture** for several events to avoid on-demand production.

- **Limit the building of stands on site** to reduce waste generated by construction work. **Encourage all-at-once solutions** to use less wood and plastic.

- **Anti-food waste policy:** limit the quantity of food available on buffet to the strictly necessary.

- **Water fountains** across the Palais des Festivals to avoid the use of plastic bottles.

- Communication on site to **reduce electricity consumption** and **water waste**.

RECYCLE

Improve the collection of waste that can be recycled:

- **Accurate communication** with all stakeholders involved (suppliers, exhibitors, visitors, speakers, employees) to **use recyclable materials** and **respect the procedure** to be able to recycle materials properly.

- **Dedicated skips** across the venue **during and after the event** to **collect priority materials to be recycled:** PET plastic, cans, paper / cardboard.

- Recycling and upcycling of **billboard banners**

- Collect and recycling of **cigarette butts**

RE-USE

Encourage the circular economy to stimulate re-use of materials and furniture after the event:

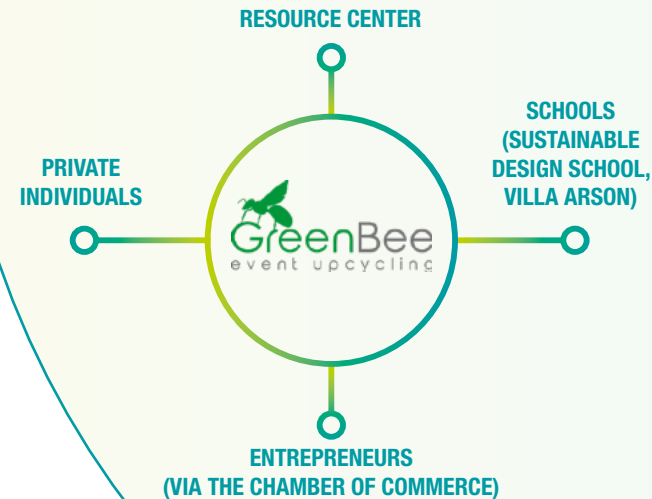
Partnership with Green Bee Event Upcycling
Association that gives a second life to stand materials meant to be destroyed at the end of trade shows.

1

Green Bee aims at building and reinforcing a local network of re-use for materials and furniture produced by events.

2

Green Bee also offers an upcycling service to brands wishing to give a second lease of life to promotional supports used during an edition (ex: branded items using carpets, billboard banners, lanyards etc...)



Example: limited editions of cardholders using carpets and vinyl banners. Ask for the catalog to search for other customized products available.

13 CLIMATE ACTION



Take action to combat climate change and its impact

We want to improve education, awareness-raising, human and institutional capacity on climate change mitigation, adaptation, impact and early warning. We are committed to reducing impact on climate change by **limiting the carbon intensity of our operations** and by working in **partnership with venues, suppliers, exhibitors and delegates** to better understand and achieve emissions reductions across our industry.

The Palais des Festivals is certified ISO 14001

Through this certification, the Palais des Festivals, main venue of MIP' events, is engaged in reducing its environmental impact by putting in place concrete actions to reduce the production of wastes, to fight water, electricity and paper waste. They also favour remote work when it is worth considering.



We encourage local and eco-friendly solutions in the organisation of our events to reduce our environmental impact

In a process of continuous amelioration, we aim to favour the employment of local suppliers and encourage the use of reusable and recyclable products for the production of the event. We also ambition to offer seasonal and local food to our employees and clients at caterings and receptions.



Communication towards suppliers and clients

Prior to the event, we give recommendations to our suppliers and clients about eco-friendly actions and accurate service providers for companies willing to improve their environmental impact



17 PARTNERSHIPS
FOR THE GOALS



Strengthen the means to renew and revitalise the global partnerships for sustainable development

We want to enhance the global partnerships for sustainable development, complemented by multi-stakeholder partnerships that mobilise and share knowledge, expertise, technology and financial resources, to **support the achievement of the sustainable development goals in all countries**. Our events provide the **opportunity to connect and discuss with the most influential players of the Entertainment industry**. Over several days in our venue, we bring together the entire ecosystem from the four corners of the globe to find solutions through innovation, technology and engagement. By integrating sustainable development into our conference programmes and thought-leadership events, we **share insights and learnings to encourage industry leaders, and forward thinkers from all regions**, to nurture new ideas and leverage creativity on a global scale. Today we want to take a leading role in embracing sustainability to build the business environment of the future in **collaboration with key institutions, international companies and associations**.

Partnership with key clients

SDG Awards MIPCOM 2020, MIPTV 2021

In support of the United Nations, and in line with the Decade of Action for the Sustainable Development Goals (SDGs), MIP is launching the annual SDG Award to honour media companies for their action and contribution to delivering the Sustainable Development Goals.

Digital | **miptv.**
MIP SDG Award

**Paul
Buccieri**

President
A+E Networks

