

Sustainability policy

Thanks to the renewed support of the Ministry of Economic Development and ICE (Agency for the promotion abroad and internationalization of Italian companies), the Ministry of Culture and Lazio Region and the Media Programme of the European Union, produced by ANICA and APA, the fifth edition of MIA has established itself as the Italian event not to be missed for the film and television industry. MIA is the first Italian market to unite all segments of the audiovisual industry (Film, Drama Series and Doc), with over 1500 professionals from 58 countries. MIA is a prestigious platform for top players in the national and international audiovisual industry.

This year MIA, in addition to consolidating its value even more, thanks to the collaboration with the Trentino Film Commission, adheres to the values of environmental awareness and economic and social sustainability in line with the principles of ISO 20121 - international standard for the sustainable management of events:

Transparency

To guarantee the diffusion and sharing of all the information of the MIA, in particular those relevant and necessary for a serene use of the event.

Inclusiveness

Listen and involve fully, significantly and without exception the needs, expectations and interests of the stakeholders of the event.

Accessibility

Enable participation in the widest range of industry stakeholders, particularly start-ups and small and medium-sized enterprises, through sustainable accreditation fees.

Considering the physical barriers ensuring support for the disabled, considering the food needs of all by providing food accessibility for medical, ethical and religious reasons for the full enjoyment of the event.

Legacy

To be the promoter and coordinator of a working group on the sustainability of the audiovisual industry which, starting from the 2019 edition, will identify the principles and guidelines for the Manifesto of Sustainability of the audiovisual industry.

MIA FOR THE 2030 AGENDA SUSTAINABLE DEVELOPMENT

The MIA improvement programme is inspired by the 17 Sustainable Development Goals (SDGs) of the United Nations 2030 Agenda for Sustainable Development and, in particular, contributes to the implementation of the following sustainability objectives:



Environmental Objectives

Choice of ecological and recycled products

Preference of zero km suppliers

Awareness raising on sustainable mobility and accommodation

Waste reduction and promotion of separate collection

Ethical-Social and Economic Objectives

Inclusion and accessibility

Preference of suppliers with ethical-social principles

Enhancement of typical local products

Communication and sharing of sustainable choices

The Management of MIA is committed to ensuring that the management system implemented and certified ISO 20121 is oriented, in the various editions, to the continuous improvement of the Festival's sustainability performance and to operate in full compliance with regulations.

MIA's sustainability policy will be constantly monitored and updated in order to ensure over time the effective and sustainable reduction of environmental impacts and the enhancement of economic and ethical-social benefits.