



**Business
ahead**

Mercato Internazionale
Audiovisivo
Film-Drama-Doc

ROME OCTOBER 13 | 17 2021

MIA | Mercato Internazionale
Audiovisivo
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Sustainability policy

MIA is a project created and produced by ANICA (National Association of Cinema and Audiovisual Industries) and APA (Association of Audiovisual Producers), MIA is supported by the Ministry for Foreign Affairs and International Cooperation, ICE (Italian Trade Agency for the global promotion and Internationalization of Italian companies), the Ministry for Cultural Heritage and Activities and Tourism, the Ministry of Economic Development, Lazio Region, MEDIA Programme of the European Union. MIA's main sponsor is Unicredit, along with Fondazione Apulia Film Commission, Fondazione Cinema per Roma, Alice nella Città, Eurimages.

Starting in 2019 MIA, 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.

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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:



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Environmental Objectives	Ethical-Social and Economic Objectives
Use of certified ecological paper	Inclusion
Preference of Km0 suppliers	Accessibility
Awareness on sustainable mobility and accommodation	Food surplus donation
Waste reduction and promotion of separate collection	Enhancement of typical local products
Use of glass bottles and compostable tableware	Communication and sharing of sustainable choices
Contribution to the Trentino Tree Agreement reforestation project	Activation of an anti-contagious protocol
CO2 compensation of event-related activities	Protection of local heritage

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.

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