

MIA SUSTAINABILITY POLICY

MIA | Mercato Internazionale Audiovisivo is one of the leading audiovisual markets worldwide, bringing together the global film, drama, documentary, animation, and entertainment industries in a unique international business and networking platform held annually in Italy. The 12th edition takes place in Rome from October 19th to 23rd, 2026.

Designed as a strategic hub for co-production, financing, distribution, and content development, MIA connects producers, distributors, buyers, broadcasters, streamers, investors, institutions, and creative talents from across the world. Through an extensive program of co-production forums, works-in-progress presentations, buyers' activities, conferences, panels, and curated networking events, MIA creates concrete business opportunities and fosters international partnerships across every stage of the audiovisual value chain.

MIA is promoted and organized by APA – Associazione Produttori Audiovisivi and ANICA – Associazione Nazionale Industrie Cinematografiche Audiovisive e Digitali, which jointly operate through a Temporary Grouping of Companies (RTI) established to realize and manage the market.

MIA is a B2B event dedicated exclusively to professionals in the audiovisual industry. Access to the market is reserved for accredited participants only.

MIA 2026 is supported by the Italian Ministry of Foreign Affairs and International Cooperation through the Italian Trade Agency (ITA), with the contribution of Creative Europe MEDIA, the Italian Ministry of Culture (DGCA), and Fondazione Roma Lazio Film Commission.

ISO Certifications

MIA is certified in accordance with ISO 20121:2024, which specifies requirements for sustainability management systems for events, and ISO 25639-2:2008, which defines safety and quality requirements for event structures and services. These certifications confirm MIA's commitment to maintaining high standards of sustainability, organization, safety, and quality, in line with international best practices in the events industry.

Sustainability Policy

MIA's commitment to sustainability is guided by a dedicated Sustainability Policy, which defines the principles, objectives and actions underpinning the organisation and continuous improvement of the event. Based on the principles of ISO 20121, the Policy outlines MIA's commitments to environmental responsibility, social inclusion, accessibility, stakeholder engagement and transparent governance, while supporting the achievement of the United Nations Sustainable Development Goals (SDGs).

The Sustainability Policy is publicly available on the MIA website, ensuring transparency and encouraging all participants, partners and stakeholders to contribute to the shared sustainability objectives.

Transparency

- Ensure the dissemination and sharing of all MIA information, especially that which is relevant and necessary for a smooth enjoyment of the event.

Inclusivity

- Listen to and involve fully, meaningfully, and without any exclusion the needs, expectations, and interests of the event's stakeholders.
- Furthermore, the event organization adopts the principles and values defined in the Charter of Values of the associations promoting the event.

Accessibility

- Allow participation to the widest range of stakeholders in the sector, especially startups and small and medium-sized enterprises, thanks to sustainable accreditation fees.
- Consider physical barriers by ensuring support for people with disabilities, and consider everyone's dietary needs by providing food accessibility for medical, ethical, and religious reasons for the full enjoyment of the event.

Legacy

- Be a promoter and coordinator of a working group on the sustainability of the audiovisual industry that, continuing the path started last year, aims to identify principles and guidelines for the Audiovisual Industry Sustainability Manifesto.

For years, MIA has been committed to developing and following a three-year improvement plan, which it updates cyclically at the end of the three years, to ensure a reduction in negative impacts and an increase in the positive externalities of the event. The definition of the Improvement Plan is made, as required by the ISO 20121 standard, starting from an analysis of the aspects, in particular by taking the Minimum Environmental Criteria of the Ministry of the Environment for events as a reference. The results of stakeholder involvement are integrated into the analysis of the aspects.

MIA FOR THE 2030 AGENDA FOR SUSTAINABLE DEVELOPMENT For many of its event management choices, MIA refers to the 17 Sustainable Development Goals (SDGs) of the United Nations 2030 Agenda for Sustainable Development. In particular, MIA's Sustainable Management System contributes to the implementation of the following sustainability goals:



Environmental Goals	Ethical-Social and Economic Goals
Progressive reduction of printed material and use of certified ecological paper	Inclusion
Preference for zero-kilometer suppliers	Accessibility
Awareness-raising on sustainable mobility and hospitality	Donation of food surpluses
Waste reduction and promotion of separate waste collection	Valorization of typical local products
Use of glass and tetrapak bottles and compostable tableware	Dissemination of good practices for social well-being within audiovisual productions
Transfer of the MIA website to green servers	Dissemination of good practices for reducing environmental impacts within audiovisual productions
Measurement and monitoring of CO2 from activities related to the event and compensation for part of it	Communication and sharing of sustainable choices

MIA's Management is committed to ensuring that the implemented and ISO 20121 certified management system is oriented, in the various editions, towards the continuous improvement of the Market's sustainability performance and to operating in full regulatory compliance.

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

Rome, August 6th 2026
MIA | Mercato Internazionale Audiovisivo