

The logo for MIP (Media Industry Partners) consists of the lowercase letters 'mip' in a bold, white, sans-serif font, followed by a registered trademark symbol (®).The logo for the SDG Awards features the letters 'SDG' in a large, white, sans-serif font above the word 'AWARDS' in a smaller, white, sans-serif font.

**FAQ 2024**

The logo for MIPTV (Media Industry Partners Television) features the lowercase letters 'miptv' in a white, sans-serif font, followed by a registered trademark symbol (®), all set against a pink background.

## **WHAT ARE THE MIP SDG AWARDS?**

The United Nations Sustainable Development Goals include targets to ensure that, by 2030, people everywhere have the relevant information, education and awareness for sustainable development and lifestyles in harmony with nature.

Since becoming a committed member of the SDG Media Compact in 2019, MIP Markets have been advancing the Sustainable Development Goals through our corporate strategy giving public voice and international reach to the Media Compact via our market-places, notably through the annual nomination of a media initiative with our MIP SDG Awards.

In this light we launched the first SDG Awards in 2020. Working hand in hand with the United Nations Department of Global Communications.

The MIP SDG Awards offer an international platform supporting and championing the worldwide media industry with the ambition to achieve true progress and change in line with the United Nations 17 SDGs.

## **WHAT ARE THE OBJECTIVES OF THE MIP SDG AWARDS?**

- To award a person, company or organisation for their SDG driven actions/activities.
- To give public voice and international reach to the SDG Media Compact via media marketplaces.
- To leverage the power of the audiovisual industry storytelling & advocacy
- To benefit from the industry's direct access to the world's audience
- To mobilize the audiovisual industry on the urgency of the SDGs and encourage them to act as catalysts across the globe
- Grow the reach and impact of the SDG Media Compact network and the MIP SDG Awards, through industry support

## WHAT ARE THE 17 SUSTAINABLE DEVELOPMENT GOALS (SDGs) DEFINED BY THE UNITED NATIONS?

# SUSTAINABLE DEVELOPMENT GOALS



SDGs:

<https://www.un.org/sustainabledevelopment/sustainable-development-goals/>

Media Compact:

<https://www.un.org/sustainabledevelopment/sdg-media-compact-about/>



## **WHAT ARE THE CATEGORIES AND CRITERIA FOR SELECTION?**

As part of the MIP SDG Awards, one prize will be awarded in each the following 2 categories:

- MIP SDG Award
- MIP SDG Innovation Award

### **Criteria for MIP SDG Award**

An outstanding project/content/person/group of people/organization expressly delivering and promoting the Sustainable Development Goals through media channels

They meet all or some of the below:

- Capable of making real change - attitudes, regulation, concrete changes (environmental, technological, educational, corporate culture, sustainable best practices...)
- Impactful
- International reach
- Long lasting

*The applicant must send a representative (CEO or head of a media company or initiative) to MIPTV to collect the award at the ceremony and carry the message about the project/production.*

### **Criteria for the MIP SDG Innovation Award**

A fresh, original endeavor or action expressly delivering and promoting the Sustainable Development Goals

They meet all or some of the below:

- Could be a local or niche initiative.
- Have impetus and potential to reach higher levels of impact and communication (may require support and investment from third parties).
- Capable of making real change - changing attitudes, changing regulation, concrete changes (environmental, technological, educational, corporate culture, sustainable best practices...)

*The applicant must send a representative (CEO or head of a media company or initiative) to MIPTV to collect the award at the ceremony and carry the message about the project/production.*



## HOW DO I APPLY?

Submissions:

- Can be made across all 17 Goals.
- Are open to a project/content/person/group of people/organisation
- Must be made for either the MIP SDG Award or for the MIP SDG Innovation Award (one initiative per submission)

To participate, you need to:

1. Read the Terms & Conditions of the MIP SDG Awards, available [here](#) as well as this FAQ
2. Duly complete **in English** the [MIP SDG Awards online Entry Form](#) **by 2<sup>nd</sup> February 2024**
3. If you are selected as a winner, you will have a free registration to MIPTV 2024 (additional registrations will need to be paid).
4. Ensure a representative (CEO or head of a media company or initiative) is available to come to Cannes for the rehearsal taking place on Monday 8 April 2024 and for the live session on Tuesday 9 April 2024.

## DOES IT COST ANYTHING TO APPLY?

There is no cost to apply and the winner of each of the 2 categories will be offered one (1) registration free of charge for MIPTV 2024. However, any other person participating in the Event must pay for a MIPTV registration to attend the Event.

## WHAT IS THE SELECTION PROCESS?

All applications will be reviewed by an international Jury made up of industry experts and RX France's Editorial Team. Only applications that meet the conditions of participation, as specified in the Terms and Conditions, will be considered.

The voting is free, and each jury member will submit their two winners according to their judgement of which application best meets the criteria.

Awards categories:

- MIP SDG Award
- MIP SDG Innovation Award

Just one applicant per category will be awarded during the MIP SDG Awards, on Tuesday 9 April 2024.

The applicants will be informed of their selection by email by RX France in mid-February 2024 and the announcement will be made to media and the industry.

The selection decisions are final and without appeal. By taking part in the competition, the Applicant agrees not to challenge the selection decisions on any ground.

## **WHEN WILL THE WINNER BE ANNOUNCED?**

The winners will be officially announced at the **end of February**.

Before then:

- if you are selected by the jury, you will be informed by email in mid-February
- If you have not been selected by the jury, you will also receive an email in mid-February to let you know

## **WHAT WILL I RECEIVE IF I'M SELECTED?**

All winners will get:

- 1 Free registration to MIPTV 2024
- Visibility at the live session of the MIP SDG Awards, during MIPTV 2024, in Cannes
- Visibility in MIPTV 2024 communication and marketing tools (official conference programme, MIPTV website and social networks)

## **WHO WILL ATTEND THE MIP SDG AWARDS?**

The MIP SDG Awards Ceremony is open to all MIPTV participants.

All people attending have to be registered for MIPTV.

## **WHAT ARE THE KEY DATES AND DEADLINES?**

- Opening of the call for entries for the MIP SDG Awards: **December 2023**
- Final deadline for entries: **2<sup>nd</sup> February 2024**
- Candidates are informed of their selection: **mid-February**



- Official announcement: **end of February**
- Technical and preparatory meeting: To be scheduled on **Monday 8 April 2024** (exact time to be confirmed), Palais des Festivals, Cannes
- Live session: **Tuesday 9 April 2024** (exact time TBC), Palais des Festivals, Cannes

## **WHO ARE THE WINNERS OF THE PREVIOUS MIP SDG AWARDS?**

The previous recipients of the awards have been:

### **MIP SDG Award:**

- **Jeremy Darroch**, CEO, Sky, SDG Goal 14, Life Below Water
- **Paul Buccieri**, President of A+E Networks for reducing Inequalities and promoting equality and diversity in line with SDG Goal 10
- **ACT**, the Association of Commercial Television and Video On Demand Services in Europe represented by Grégoire Polad, Director General, in honour of leadership on the issue of misinformation
- **Silverback**, represented by Jonnie Hughes, award-winning Director & Producer, for SDG Goal 13 Climate Action, SDG 14 Life Below Water & SDG 15 Life on Land and generally driving the SDG goals internationally for over a decade.

### **MIP SDG Innovation Award:**

- **Junk Kouture**, an engaged entertainment company, represented by Founder Troy Armour, for the impact of their creative competition (using recycling to create fashion) engaging the world's youth across several SDGs.

## **WHO DO I CONTACT IF I HAVE QUESTIONS RELATED TO THE MIP SDG AWARDS?**

Please send an email to Tania Dugaro ([tania.dugaro@rxglobal.com](mailto:tania.dugaro@rxglobal.com)) & Djene KABA ([djene.kaba@rxglobal.com](mailto:djene.kaba@rxglobal.com)).