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## MIPTV ANNOUNCES CALL FOR ENTRIES FOR 2024 MIP SDG AWARD

First Open Call Marks 5th Edition of Award Established in Association with the United Nations



**Paris 14 December** - MIPTV today announced a Call for Entries for the 2024 MIP SDG AWARD, the annual honour established in association with the United Nations to recognise the contribution of companies and individuals within the international audiovisual sector to the Sustainable Development Goals (SDGs). Recipients will be presented live on stage in Cannes at the 61st edition of the Spring International Television Market (**8 – 10 April 2024**).

Created in 2020 in support of the UN's Decade of Action campaign, to which the [SDGs](#) are central, the MIP SDG AWARD provides an international platform to showcase how progress towards these goals can be accelerated on or off air, through editorial, campaigns and business practices. Previous winners include A+E Networks, ACT<sup>TV</sup>, Junk Kouture, Sky, and last year's recipients, acclaimed natural history producers Silverback.

Two awards will be presented in 2024, the MIP SDG AWARD, and the MIP SDG INNOVATION AWARD, the latter in recognition of originality in endeavour or action. For the first time, applications will be accepted from organisations or individuals whose activity delivers against one or more of the SDGs for either award. The seventeen SDGs encompass areas including reduction of poverty and inequality and improvement of health and education, in addition to tackling climate change and the preservation

of the planet's oceans and forests. Submission forms including full criteria, terms and conditions can be found [here](#). The deadline for entry is 2 February 2024.

Selections will be determined by a jury comprised of social responsibility experts and representatives from RX France. The presentation of both categories will take place in a special session showcasing the recipient's work within the conference programme at the forthcoming MIPTV market.

The MIP SDG AWARD forms part of RX France's ongoing commitment to the United Nations' SDG Media Compact<sup>[2]</sup>. Founded in 2018, the alliance of media and entertainment companies now numbers over 450 members from 160 countries who pledge to leverage their respective resources to amplify and accelerate progress towards achieving the SDGs.

*"Television inspires change like no other medium, and the need to accelerate change globally has never been more evident,"* said Lucy Smith, Director of MIPTV. *"The MIP SDG AWARD provides a platform to highlight purpose and ingenuity in these increasingly critical areas to an international audience of peers to then admire, learn from and emulate in their own way."*

Caroline Petit, Deputy Director of the United Nations Regional Information Center added, *"This MIP Award calls for more diversity in creative content related to the Sustainable Development Goals. It will encourage the international media industry to increase sustainable business practices on and off screen. The MIP SDG Award will shed light on existing impactful media initiatives and audiovisual programming aligned with the global goals as well as inspire more companies and industry professionals to create attractive SDG driven content."*

The three-day international **MIPTV** exhibition last year welcomed more than 5500 delegates from over 80 countries. The 2024 edition includes a pre-opening weekend (6-7 April) featuring extended **MIPDOC** and **MIPFORMATS** strands, creating 'the biggest weekend in Unscripted' in Cannes with documentary, factual and format communities gathering for two days of networking, screenings, showcases and deal-making. International Series Festival **CANNESERIES** will again run alongside MIPTV from **5-10 April 2024**.

Award FAQ's can be found [here](#).

<sup>[1]</sup> Association of Commercial Television and Video on Demand Services in Europe

<sup>[2]</sup> Further details of the SDG Media Compact can be found [here](#).

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Further information

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#### **Notes To Editors:**

##### **About MIPTV**

*MIPTV forms part of a portfolio of markets and conferences from RX France's Entertainment Division that serve the international television distribution and production community year-round, sitting alongside MIPCANCUN (19-22 November 2024), MIPJUNIOR, and 'the mother of all entertainment content markets' MIPCOM CANNES whose 40th edition will be held 21-24 October 2024.*

### **About RX and RX France**

*RX is in the business of building businesses for individuals, communities and organisations. We elevate the power of face-to-face events by combining data and digital products to help customers learn about markets, source products and complete transactions at over 400 events in 22 countries across 43 industry sectors.*

*RX France manages a portfolio of world-class, French and international face-to-face, virtual and hybrid events covering 20 industry sectors including MIPIM, MAPIC, Batimat, Pollutec, EquipHotel, SITL, IFTM Top Resa, MIPCOM, MIPTV, FIAC, Paris Photo, Maison&Objet\*... and many more. RX France's events take place in France, China, India, Italy, Mexico, Russia and the United States.*

*RX is passionate about making a positive impact on society and is fully committed to creating an inclusive work environment for all our people. RX is part of RELX, a global provider of information-based analytics and decision tools for professional and business customers. [www.rxglobal.com](http://www.rxglobal.com)*

*\*Organised by Safi, a subsidiary of Reed Expositions and Ateliers d'Art de France*

### **About CANNESERIES**

*Established in 2018 by an independent association chaired by Fleur Pellerin, the CANNESERIES festival aims to promote and highlight series from all over the world and become the voice of this modern, popular and ultra-creative art. Drawing its energy from the very heart of the world-renowned city of Cannes, the festival takes place in parallel with MIPTV.*



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