

# Acting together

for a more sustainable future



**2023/2024 CSR Report\***

© Celia Lenoir

\* This report is based on an analysis of five events organised between July 2023 and June 2024.

# For a **more sustainable** future!

**T**he European animation sector is a huge patchwork that federates a wide variety of patterns, textures, and colours to create a magnificent canvas full of contrasts, harmonies, and dissonances. And we are delighted to provide a framework for this wonderful body of work so that we can move forward together, support each other, and deploy an extensive network of cooperation across Europe.

CARTOON's purpose has always been to structure and support the animation sector, helping it meet the challenges of growth and creation. But we also believe that this mission is not about economic development alone. CARTOON, like many other bodies, must play its part in preserving our habitat and fostering respectful co-existence between human beings.

After a few one-off initiatives, the next logical step was to engage in a sustainability certification process. Demanding, exciting, and at times confrontational, this challenge was of particular importance to us, and it is not without pride that we now submit our first sustainability report. This report shows how we can improve our impact and contribute to the advent of a more sustainable, more responsible, and fairer world.

We would like to thank all the people who contributed to the analysis of our Corporate Social Responsibility (CSR), as well as all those who helped us, indeed, encouraged us, to improve our practices daily. Together, we will go further!



**CHRISTIAN DAVIN**

President, CARTOON Board of Directors

« This first sustainability report enabled us to measure the impact of our actions across the value chain and to review our business model to meet societal and environmental challenges. By providing us with a clear and standardised report about its performance, CARTOON is putting down a marker and is committing to contributing to a more sustainable and equitable economy. »

**ANNICK MAES**

General Director, CARTOON



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## COLOPHON

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# OVERVIEW OF OUR APPROACH TO CORPORATE SOCIAL RESPONSIBILITY



The world is changing...  
What about us? How are we changing?

 Ideas & initiatives



How can we check and systematise?



## Our CSR management tools



- AXIS 1**  **Strengthen sustainable economic growth**
- AXIS 2**  **Minimise our environmental impact**
- AXIS 3**  **Cultivate a better way of living together**
- AXIS 4**  **Aspire to be a role model**



Assess



Share our results



Improve!

# 1 ABOUT US

Created in 1988 as part of the European MEDIA programme, CARTOON is an international non-profit association supporting the animation sector. Our permanent office in Brussels organises events throughout the year all over Europe to stimulate, equip, and strengthen the professional animation community.

## Listening to our community

CARTOON was created to support the animation sector in Europe, and, over the years, we have grown by listening to the profession. And now, 36 years later, CARTOON's core purpose has not changed; indeed, most of the events and initiatives we organise are the result of an ongoing dialogue with those who make works of animation in Europe.

## What do we do?

We want to be able to meet the economic and structural needs of the sector. To this end, we organise events and meetings every year to:

- **Stimulate the financing of animation projects** with dedicated events to attract investors and speed up funding.
- **Facilitate production and co-production in Europe** by offering players in the sector prime opportunities for exchanges in order to increase the European offer and its distribution.
- **Support for training** with programmes to improve the employability of young talents and seminars to keep abreast of developments in the sector.

Cartoon Forum is Europe's biggest event dedicated to audiovisual co-production in the animation sector.



**PIERRE SIRACUSA**

Head of Youth & Education Department, France Télévisions (FTV)

« Animation was born with Cartoon Forum. Dedicated to the discovery of new projects, Cartoon Forum has been, since its creation, a privileged place of exchange for all parties concerned and is, beyond doubt, one of the most important meetings of the sector: France Télévisions is proud to be a part of this. »

## What drives us forward?

The European animation sector has taken its place on the international market by becoming a leading cultural industry. Whereas the market was previously dominated by Japanese and American productions, Europe has become the leader on its own territory. CARTOON has always been a witness and a stakeholder in the evolution of this diverse and unique industry. As such, we believe we have a duty to respond to the challenges of our time, to set an example, and to play a full part in the transition to a more responsible society that respects people and the environment.

## What are our goals?

We want to do our bit to help achieve the 17 Sustainable Development Goals (SDGs) set by the United Nations. In doing so, we hope to set an example and inspire the industry as a whole.

## OUR VALUES

We foster collaboration and connections, creating a strong and united animation community.



We champion respect and equality, ensuring everyone is valued and included at our events.



We uphold honesty and openness, dedicated to responsible practices and continuous improvement.



We strive for the highest standards in everything we do, mindful of our duty of vigilance, which is essential for continuous improvement.

## A COMMITTED TEAM

In our offices in Brussels and on the ground throughout Europe, our permanent team and a pool of trainees go that extra mile every year to offer events that are as relevant as they are friendly and that make a real contribution to the development of the sector.

### MANAGEMENT



**Annick MAES**  
General Director

### HR & FINANCES



**Marcia PEETERS**  
Finance & Accounting



**Marina KHAJYORGUI**  
Accounting & Customer Service

### OPERATIONS



**Léa WELCMAN**  
Operations Forum & Movie



**Nino ZEN**  
Operations Forum & Movie



**Laura JARKA**  
Operations Masters

### COMMUNICATION



**Isabelle DRO**  
Communication



**Florence VAN OVEREEM**  
Communication



**Yoris BAVIER**  
Publications

### LOGISTICS



**Marine PETIT**  
Logistics Coordinator



**Ana LACERDA**  
Travel & Hotel Coordinator

### TEMPS



**Noor HAFS**  
Operations Forum & Movie



**Caroline LAMBERT**  
Communication

Under the leadership of **Christian DAVIN**, the 11 members of our Board of Directors hail from the animation sector in several European countries and fully support CARTOON's approach to sustainability.



**ERIK VAN DRUNEN**

Animation projects Curator,  
Netherlands Film Fund

« Thank you again for a well-organised and inspiring Cartoon Movie. You make everyone feel right at home. »

## TOP QUALITY EVENTS

Promote visibility, nurture bonds, facilitate encounters, and work on projects together: this is why CARTOON exists. Events are part and parcel of who we are! Each year, we assess the needs of the sector and propose events of various sizes and formats. Between 2023 and 2024, we organised 5 events in two very different formats, bringing together a total of nearly 2,500 people from all sectors of the European animation industry. Our sustainable development policy applies to all our event activities and therefore includes these five events.<sup>1</sup>

## PITCHING & CO-PRODUCTIONS

**CARTOON MOVIE**  
Feature films



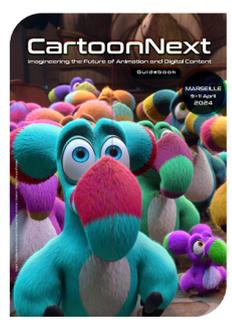
**CARTOON FORUM**  
TV series



➤ So as to facilitate the financing and production of animation projects, CARTOON brings together nearly 1,000 people from the animation sector from around forty countries twice a year for 3 to 4 days: **Cartoon Movie** for feature films and **Cartoon Forum** for TV series.

## TRAINING: THE CARTOON MASTERS

**CARTOON NEXT**  
Future perspectives



**CARTOON BUSINESS**  
New business models



**CARTOON SPRINGBOARD**  
Pitching young talents



➤ Designed to provide animation professionals with the tools, knowledge, and contacts they need, these unique European-wide events federate around 40 sector experts. Combining case studies and theoretical reflections, the format adapts to the needs of the profession through a constant search for cutting-edge themes, content, and interventions. **CartoonNext** focuses on the future of animation, **Cartoon Business** focuses on new business models in animation, and **Cartoon Springboard** is aimed at young animation talents.

<sup>1</sup> This report has been prepared using information from the following events: Cartoon Forum 2023, Cartoon Springboard 2023, Cartoon Business 2023, Cartoon Movie 2024, and CartoonNext 2024.

## A PALETTE OF INNOVATIVE INITIATIVES

Every event we organise is an opportunity to propose creative initiatives to stimulate meetings and facilitate collaborations.

### Showcasing young talents

- **Coaching Programmes:** designed to give students from animation schools a better understanding of the realities and challenges of the industry through a series of dedicated conferences and pitching workshops.
- **Initiatives to promote employability:** in particular, Job Fairs to put young talents in touch with companies that are recruiting, as well as portfolio reviews to help students correctly present their work to professionals and receive constructive feedback.

### Promoting and supporting regional and international players

- **Promoting our regions:** we are committed to promoting the regions that host our events through a wide range of initiatives such as the Focus Région conferences, screenings of regional projects, official speeches, and tourist activities.
- **Sectoral synergies:** we support and encourage members of the animation sector. To this end, our events are an opportunity to encourage synergies, for example, between the worlds of animation, video games, and publishing (Animation & Transmedia) or the European Broadcasting Union (EBU) and many others!
- **Support for all European countries:** we promote European countries and their national industries through Spotlights, Tributes, and Scholarships for low audiovisual production capacity countries.



**AGNÈS BIZZARO**

Head of Content (Cartoon Springboard) & Head of Coaching Programme (Cartoon Forum, Cartoon Movie, and CartoonNext)

« By supporting and accompanying young talents during the Coaching Programmes and Cartoon Springboard, CARTOON provides excellent stepping stones for discovering new content, fostering creativity, and setting new sustainable practices. This fruitful exchange of experiences and ideas is essential if we are to weave a future for European animation that is friendly, respectful, and sustainable. »



**KRISTIN ULSETH**

Producer, Miso Film (Norway) & member of CARTOON's Board of Directors

« I would like to thank CARTOON for organising the Spotlight on Nordic animation during Cartoon Movie 2022. The entire Nordic delegation is delighted to have taken part in this initiative, and the results so far have been excellent. All participants are very satisfied and the benefits are already being felt. »



**ANNA TAGANOV**

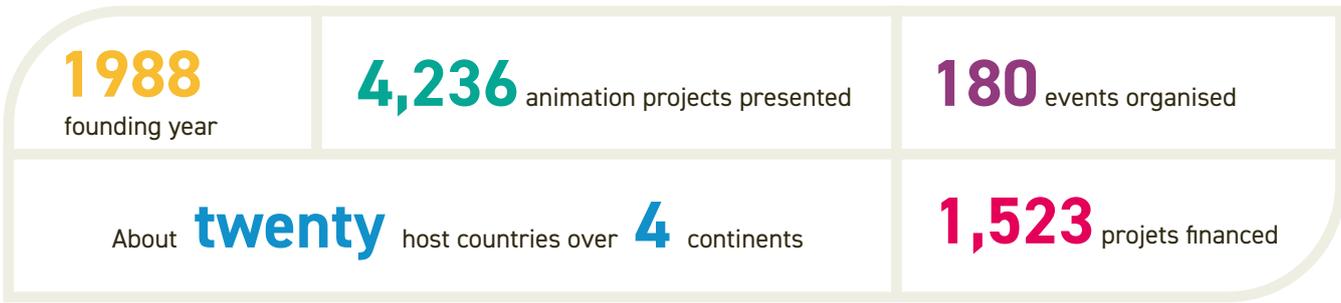
Head of Children's Content & Programming Strategy, BBC

« CartoonNext was an incredible experience for me; the format of this event is like no other, and I found it very enjoyable! Moreover, the smoothness of your organisation and the diversity of the participants were remarkable. »

**To encourage networking and conviviality**

- **Special occasions:** we offer people taking part in CARTOON events special slots and formats for networking and exchanging ideas between peers. This is particularly the case with the *One-to-one* meetings.
- **Social events:** human relations are at the heart of CARTOON's philosophy, and the welcome dinners, lunch buffets, happy hours, and farewell cocktails are proof of this! All our events include moments of conviviality, providing golden opportunities to forge links in a spirit of sharing and good humour.

**OUR KEY STATS**



**Our activities in 2023/2024**



\* Student or graduate with a degree from an animation school obtained within the last 5 years.



**MARINE PETIT**

Logistics Coordinator, CARTOON

« At CARTOON, we are aiming for a more sustainable future, and it is really encouraging to see our suppliers and service providers embracing this philosophy. »

# The animation family

Convention centres, caterers, equipment hire companies, transport companies, but also consultants, temporary staff, volunteers... Too numerous to mention, these people and organisations on the ground are much more than just service providers. Without them, nothing would be possible! And thanks to them, we can deliver quality events while seeking to improve our impact on society.

# Our stakeholders

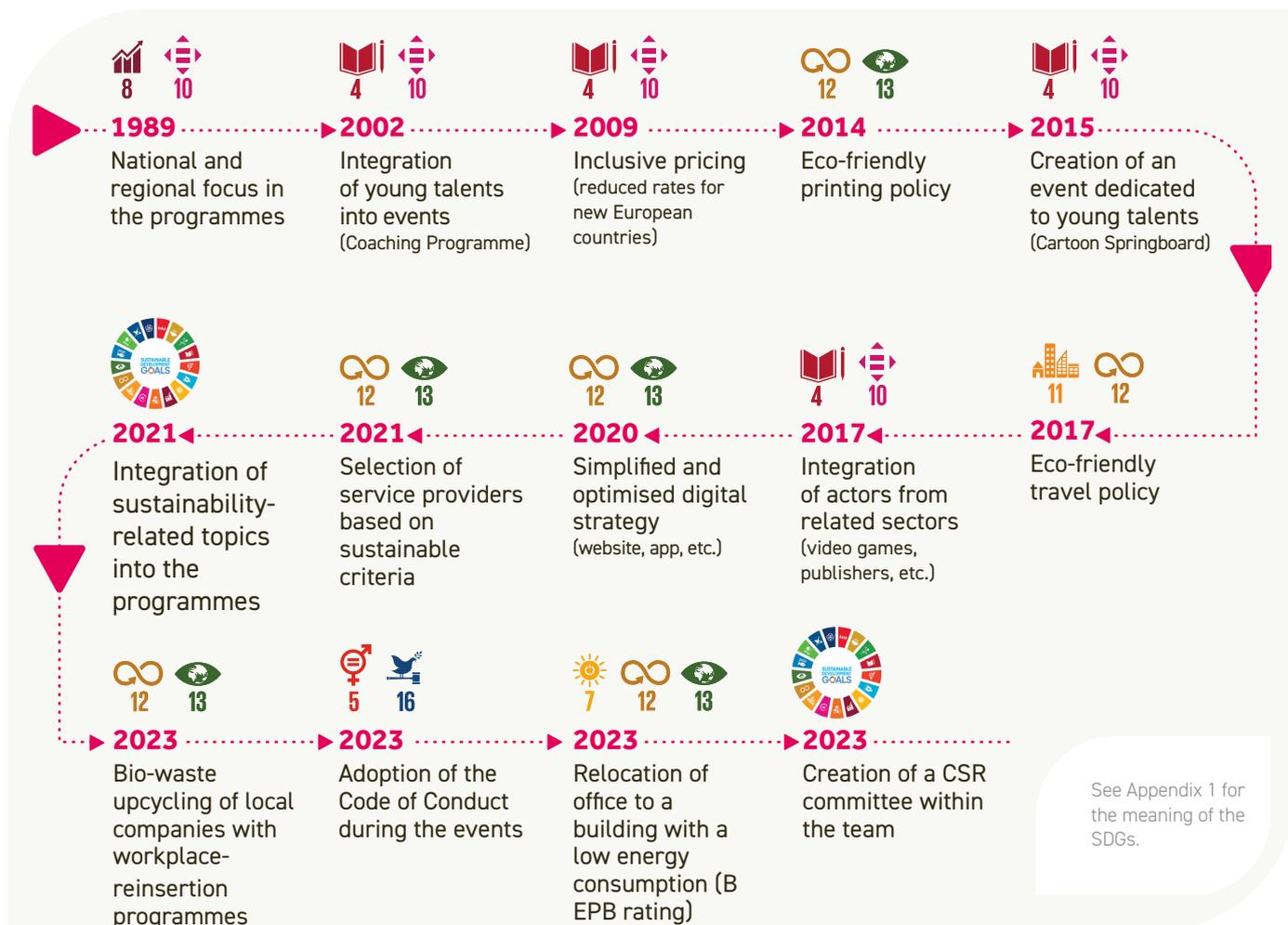
CARTOON's activities involve, directly or indirectly, a large number of people and organisations who help us to improve our economic, environmental, and social impact. Each of our events takes place in a given region where it mobilises a large number of local stakeholders. And, of course, all the players in the animation sector are at the heart of this system!



# 2 WHY AND HOW WE COMMIT

**CARTOON** has always sought to keep pace with changes in society. Combining economic development with respect for people and the environment has therefore naturally emerged as a priority. Starting from an intuitive awareness of our impact, we gradually moved forward, culminating in an internal process structured around the ISO 20121 standard: the benchmark for responsible event management. Today, we're very proud to be able to draw on a clear policy of social responsibility, to make commitments, and to report on them.

## Timeline of our first initiatives



See Appendix 1 for the meaning of the SDGs.

## A rigorous and structured approach

Since 2023, CARTOON has been committed to implementing a Responsible Management System tailored to the events sector, as defined by the ISO 20121 standard. To this end, we constantly liaised with a specialist consultancy to develop a management system that can be used with all our events.



**ANNICK MAES**

General Director, CARTOON

« Aware of the impact of our events, we are committed to mobilising all the resources needed to make them more sustainable and responsible while strengthening the synergy within the European animation sector. »

## The definition of our Responsible Management System



### PHASE 1: ANALYSE

#### Review our current situation

What are the discrepancies between our current work routines and the requirements of ISO 20121? This was the question we wanted to answer during the diagnostic phase while taking on board a serious challenge: this standard, which is currently being updated, was published in May 2024, on the eve of the Paris Olympic Games. And, since our management structure is much smaller than that of many ISO 20121-certified organisations, we had to design a system that was both efficient and functional, adapted to our informal working methods, without getting bogged down in bureaucracy!

#### Understand our environment

In order to structure our qualitative and quantitative analysis, we analysed the context, mapped, and prioritised the stakeholders to be involved in the analysis.

#### Assess the impacts of our events

In order to assess the environmental, social, and economic performance of our events - including their carbon footprint - we defined performance indicators for each of them and collected quantitative and qualitative data. This gave us not only an overview of our impact but also a list of points to bear in mind when preparing future events.

#### OUTCOME

A Gap Analysis.

#### OUTCOME

A PESTEL matrix, an assessment of legal requirements, and a map of our stakeholders.

#### OUTCOME

A 2023-2024 impact assessment, a sustainability score per event and per axis of our sustainable development policy, a carbon footprint, and an assessment of economic and social indicators.



## PHASE 2: PLAN

### Make clear commitments

The 2023-2024 impact assessment enabled us to define sustainable development policy, which, in the light of our values and purpose, determined our strategic objectives.

### Define an action plan

Based on the more operational elements of the 2023-2024 impact assessment, we defined an action plan to be implemented in the short and medium term, and we identified best practices to improve the impact of our day-to-day work in terms of sustainability.



## PHASE 3: IMPLEMENT

### Set operational processes

To integrate the sustainability approach into our routine, we have linked each sustainable action to be implemented to our work process, both for operations carried out before, during, and after the events and for management and support activities.

### Make sustainability part and parcel of each work position

Every member of the team is involved in our sustainable approach, with appropriate roles and responsibilities. Training needs and skills improvement are analysed accordingly.

### Be transparent

To publicise our approach and our progress, we have defined and implemented an internal and external communication strategy for our sustainable development policy.

### OUTCOME

CARTOON's sustainable development policy and targets for improvement.

### OUTCOME

The CSR action plan, a catalogue of best practices.

### OUTCOME

The mapping of internal processes

### OUTCOME

CSR identity cards, awareness-raising amongst staff, stakeholders, and service providers.

### OUTCOME

An external communications strategy - a 2023/2024 sustainability report.



## PHASE 4: CHECK AND ADJUST

### Monitor indicators and non-conformities

The diagnostic data enabled us to create dashboards for preparing and managing our upcoming events. We are also able to monitor errors and non-conformities and assess our progress in terms of sustainability.

### Boost efficiency and plan ahead

Internal audits and a management review will enable us to assess the effectiveness of our Responsible Management System each year and to plan actions for improvement in the following year.

### OUTCOME

A sustainability maturity matrix, quantified operational dashboards, and sustainability scores.

## SUSTAINABILITY EMBEDDED IN OUR QUALITY PROCESS

Continuous improvement has always been at the heart of our operational process at every stage of the organisation of our events, with, for example, satisfaction surveys among participants and service providers.

For each event, we thus implement a positive feedback loop that now incorporates our responsible management criteria.



# CARTOON's sustainable development policy

On 22 May 2024, CARTOON's Board of Directors officially approved our sustainable development policy, setting out our commitment in the field. The contents of the policy are given below:

## SUSTAINABLE DEVELOPMENT POLICY

« CARTOON's remit is to support the European animation industry by organising several types of events throughout the year dedicated to animation professionals.

At CARTOON, we aim to create safe, sustainable, and inclusive events where exchanges and discussions are based on mutual acknowledgement and where everyone is treated with respect and as equals.

As event organisers, we are dedicated to finding better solutions to organise our events in a more responsible way and to extend this care to our workplace. Every year, we wish to go further on the path of sustainability. Step by step, we learn how to change our habits in order to reduce our impact on the planet. The CARTOON team and all the suppliers, technicians, etc., involved in our events are working together to make it happen. Our participants are warmly invited to join our efforts and help us adopt better sustainable practices.

### CARTOON STRIVES TO:

#### STRENGTHEN SUSTAINABLE ECONOMIC GROWTH

- > **Structure and organise** the European animation sector for enhanced efficiency;
- > Integrate our events into the **local economic system**;
- > **Create synergy** among industry stakeholders by facilitating connections and **business opportunities**.

#### MINIMISE OUR ENVIRONMENTAL IMPACT THROUGH SUSTAINABLE INITIATIVES

- > **Reduce** the overall **carbon footprint** of our events;
- > **Prioritise local suppliers** and opt for socially responsible partners;
- > Promote **eco-friendly transportation** options;
- > Ensure a sustainable **local food supply**;
- > Develop action plans to **manage waste** (minimising, upcycling, sorting, etc.).

#### CULTIVATE A BETTER WAY OF LIVING TOGETHER

- > Commit to **parity and inclusion**;
- > Foster **well-being and safety** for all involved parties;
- > Facilitate access to professionals from **countries with low audiovisual capacity**;
- > Coach and **involve young talents** in the animation market.

#### ASPIRE TO BE A ROLE MODEL

- > Work towards making our values the **cornerstone of the European animation industry**;
- > **Highlight** our sustainable practices and **communicate** them to all our stakeholders;
- > Promote responsible behaviour changes to **cultivate sustainable habits**.

The ISO 20121 standard sets a framework that supports the achievement of the sustainable development goals established by CARTOON, aiming for continuous improvement and always in full respect of the legal, health, safety, and other requirements applicable to the events.

CARTOON's Board of Directors and its General Director are fully committed to ensuring the implementation of CARTOON's sustainable development policy. To achieve this, adequate resources are allocated.

This policy was signed on 22/05/2024 by Christian Davin (President of the Board) and Marie Bro (Vice President of the Board). It was signed by Annick Maes (General Manager) on 2/12/2024. »

Christian DAVIN (President)  
Date: 22/05/2024

*Christian Davin*

Marie BRO (Vice President)  
Date: 21/05/2024

*Marie Bro*

Annick MAES (General Director)  
Date: 02/12/2024

*Annick Maes*

# 3 WHERE WE ARE NOW

Thanks to the work carried out to define our Responsible Management System, we now have an overall diagnosis and a diagnosis by type of event. The environmental impacts linked to the activities of our permanent office in Brussels have all been reallocated, on a pro rata basis, to each of the events organised.

## Our overall CSR profile

Unsurprisingly, transport is by far the biggest source of greenhouse gas emissions in our carbon footprint. But carbon isn't everything! And in line with our commitment, we have onboarded other criteria linked to the 17 Sustainable Development Goals.

In addition, we have long favoured service providers who share our commitment to sustainability. But we also depend on practical constraints, such as the capacity of our events and the individual choices made by each participant. This means that, in certain cases, our team can only make recommendations, such as the individual transport choices made during events, power consumption, or the goodies made available.



TRAIN vs PLANE



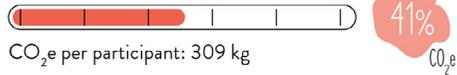
By making the train the preferred means of transport at our 2023/2024 events, CARTOON emitted **over 47 t** of CO<sub>2</sub> less.\*

\* CO<sub>2</sub> estimates as per [greentripper.org](https://www.greentripper.org)



**CO<sub>2</sub>e emissions per event:**

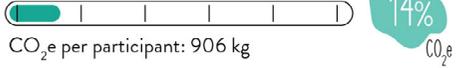
**Cartoon Forum** (Toulouse, FR, 2023)



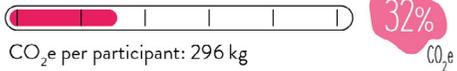
**Cartoon Springboard** (Madrid, SP, 2023)



**Cartoon Business** (LasPalmas, SP, 2023)



**Cartoon Movie** (Bordeaux, FR, 2024)

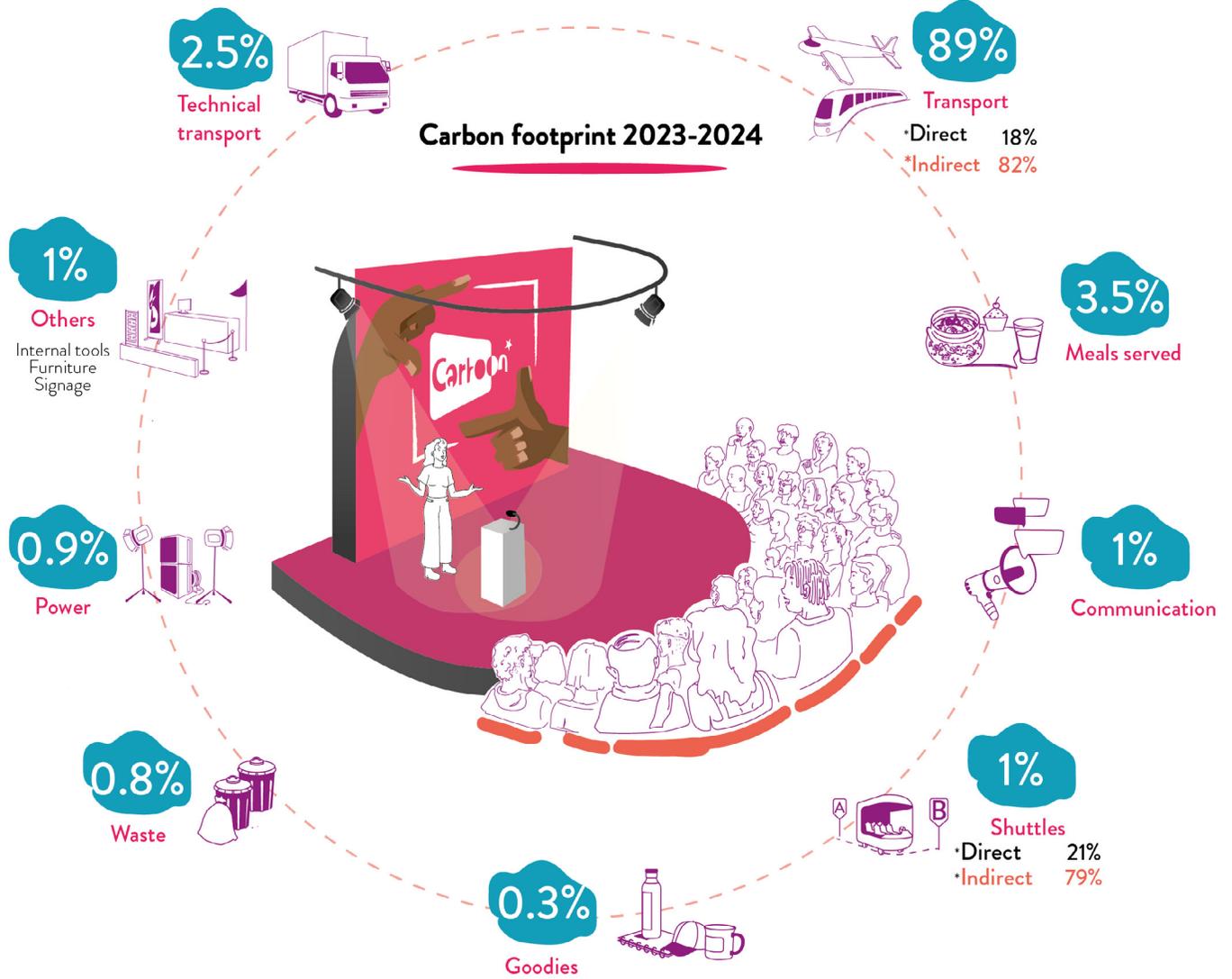


**CartoonNext** (Marseille, FR, 2024)



**Total CO<sub>2</sub>e 817,742 Kg**

Direct 26%  
Indirect 74%



\*Direct = Generated by CARTOON  
Indirect = Emissions over which CARTOON has no direct influence

**Average CO<sub>2</sub>e emissions per participant**

Total for the five events **330.82 Kg**

**Number of participants**

2472

**Participation in events**

49% of women

14% of young participants

**Economic benefits for the local regions**

€1,396,815.08 €

## OVERALL SUSTAINABILITY SCORE 2023/2024

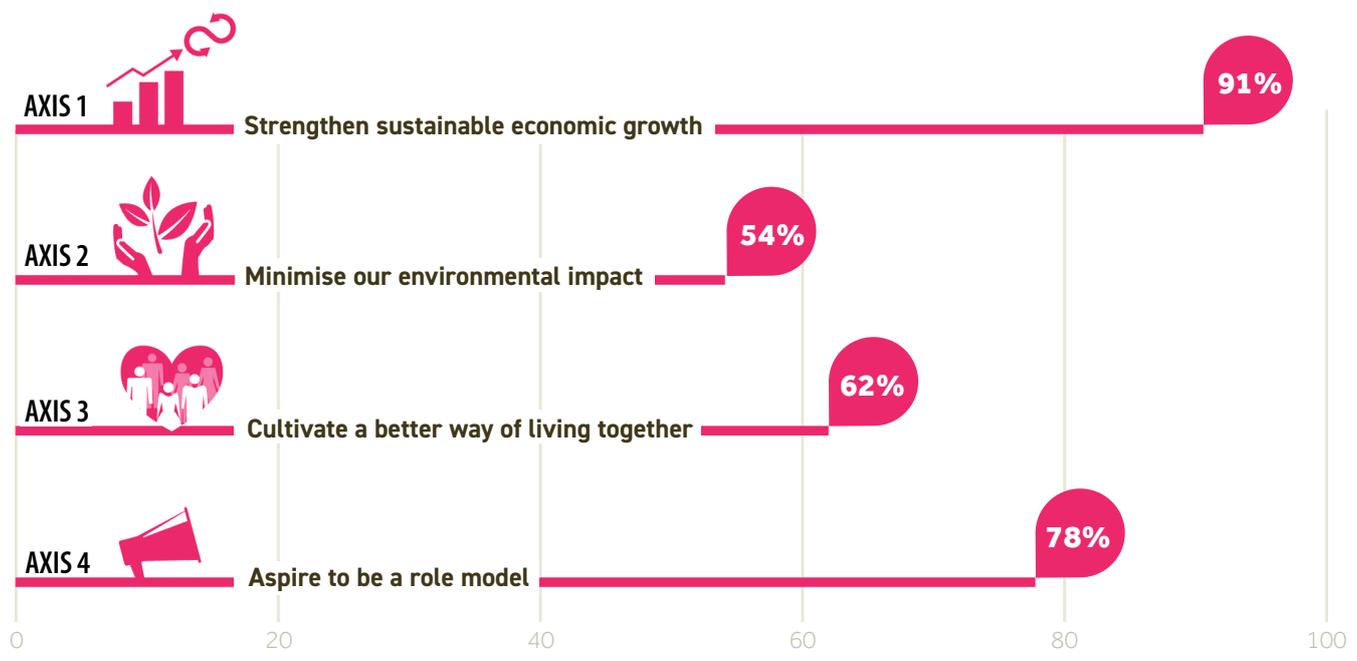


## Our sustainability score

Our catalogue of best practices in sustainability enables us to identify the strengths and weaknesses, from design to management, for each of our events. This gives us an overall sustainability score for CARTOON, but also for each focus area of our sustainability policy and for each event.

To determine this score, we identified the strengths and weaknesses based on an analysis of good practices implemented (or not) by CARTOON for each event. Each practice was then associated with a CARTOON sustainable development policy axis and commitment, and it was then qualified (existing, non-existing, or ongoing practice).<sup>2</sup> Each event now has a score as a percentage of strengths (percentage of good practices implemented), which represents its sustainability score. The average of the scores for each event gives us an overall sustainability score for each aspect of our policy.

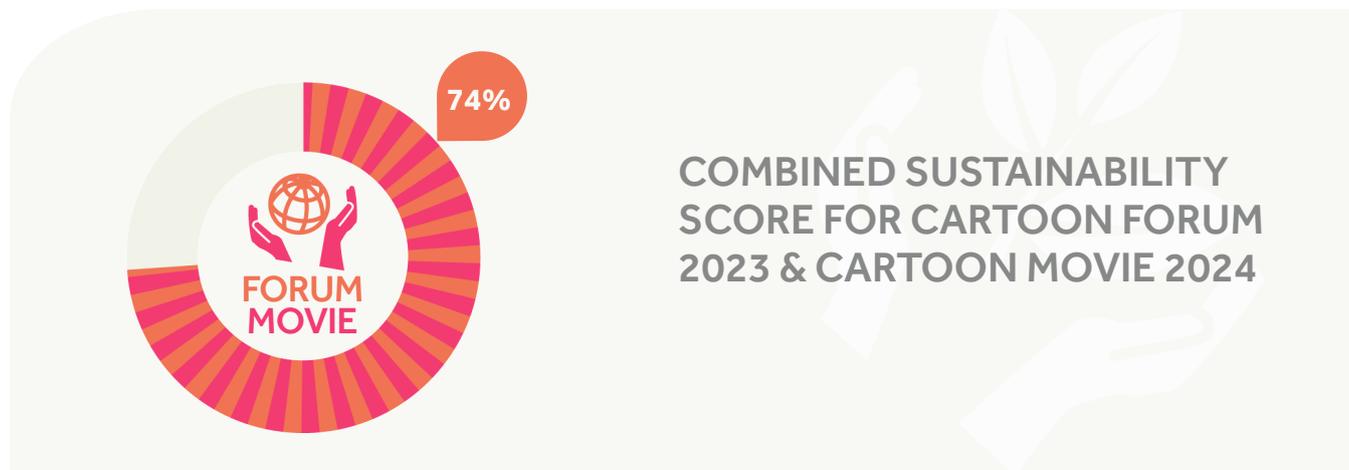
## SUSTAINABILITY SCORE PER AXIS OF OUR SUSTAINABLE DEVELOPMENT POLICY



<sup>2</sup> The best practices were identified with the help of the company 21 Solutions, based on an audit of the Cartoon Forum 2023 to define standard practices to be implemented during the organisation of CARTOON events (checklists of sustainable events).



## CARTOON FORUM & CARTOON MOVIE'S CSR DASHBOARD



### Axis 1: strengthen sustainable economic growth

THEMES	INDICATORS	2023/2024 RESULTS	SDGs
SHARED GROWTH	> Average number of participants per event	982	8
	> Of which buyer percentage	27.78%	8
	> Total number of projects submitted and completed	741	8, 17
	> Total number of projects submitted that received funding	1481	8, 17
	> Average number of companies present per event	495	8
	> Average number of countries represented per event	36	8
LOCAL ECONOMY	> Economic benefits for the local regions <sup>3</sup>	1.16 million €	8, 10

See Appendix 1 for the meaning of the SDGs



**AURÉLIEN BINET**

Project manager for digital ecosystems and cultural and creative industries at the Economic Development Department, Bordeaux Métropole (in reference to Cartoon Movie 2024)

« Thank you for promoting our great ecosystem! »

<sup>3</sup> As per expenses incurred by CARTOON and the participants during the events.



## A 100% VEGETARIAN MEAL



Cartoon Movie 2024 was the first time we offered a **100% vegetarian meal**. An impressive 86.04% of respondents to our satisfaction survey said they appreciated the initiative and 72.97% thought we should extend it to all our future events.\* According to our estimates, this vegetarian meal saved **0.6 t** in CO<sub>2</sub>e emissions.

\*Source: satisfaction survey sent to all participants in March 2024 - Response rate 25% (222/885).



### Axis 2: minimise our environmental impact through sustainable initiatives

THEMES	INDICATORS	2023/2024 RESULTS	SDGs
CLIMATE	> Greenhouse gas emissions	Total: <b>595.9 t CO<sub>2</sub>e</b> Per participant: <b>302.6 kg CO<sub>2</sub>e</b>	<b>13</b>
	> Main sources	Transport ( <b>88%</b> ) Meals ( <b>3.7%</b> ) Technical transport ( <b>3.4%</b> )	<b>13</b>
MEANS OF TRANSPORT	> Percentage of people using eco-friendly means of transport <sup>4</sup> on average per event	<b>53.4%</b>	<b>13</b>
	> Percentage of eco-friendly means of transport used for a distance of less than 1,000 km on average per event	<b>73%</b>	<b>13</b>
	> Percentage of people who chose their means of transport for ecological reasons on average per event	<b>20%</b>	<b>13</b>
MEALS SERVED	> Total number of vegetarian meals served	<b>2284</b>	<b>12, 13</b>
	> As a percentage of meals served	<b>30%</b>	<b>14, 15</b>
WASTE	> Percentage of caterers certified ISO 20121	<b>79%</b>	<b>12</b>
	> Total volume of organic waste collected	<b>1208 kg</b>	<b>12</b>

See Appendix 1 for the meaning of the SDGs



## UPCYCLED BIOWASTE



After taking a number of initiatives to reduce food waste, it was time to find a solution to upcycle biowaste stemming from our events. Thus, for Cartoon Forum 2023 and Cartoon Movie 2024, we signed partnerships with Les Alchimistes in Toulouse and Les Détrivores in Bordeaux, respectively. Results: **1.21 t** of bio-waste collected and upcycled, **295 kg** of compost produced locally, and almost **15 hours** of work for persons on workplace-integration programmes!



**Axis 3: cultivate a better way of living together**

THEMES	INDICATORS	2023/2024 RESULTS	SDGs
GENDER PARITY	> Gender distribution	Participation: ♀ 47.6% - ♂ 52.4%	5
INCLUSION	> Percentage of people with less than 5 years' experience	12%	4
	> Percentage of people from low audiovisual production capacity countries	7.1%	10

See Appendix 1 for the meaning of the SDGs



## CARTOON'S CODE OF CONDUCT

Zero tolerance for harassment or sexist, racist, and discriminatory behaviour... this was obvious. After #MeToo and some feedback about inappropriate attitudes, we decided to formalise a code of conduct. We want our events to be festive, safe, and friendly spaces for **everyone**, and every team member is laser focused on this goal.

« At CARTOON, we aim to create safe, sustainable, and inclusive events where exchanges and discussions are based on mutual acknowledgement and where everyone is treated with respect and as equals.

This is why CARTOON will not tolerate any form of written, verbal, or physical abuse or threats; the use of derogatory or discriminatory language, gestures, or actions; any form of harassment, racism, or sexism; or any other targeted comments on the grounds of gender, ethnicity, religion, background, skin colour, sexuality, gender identity, socio-economic class, caste, disability, or age.

CARTOON reserves the right to deny access to its onsite and online programmes, venues, and social activities without prior notice to anyone who violates these rules.

> If you witness or experience any harmful behaviour, please contact us directly at [info@cartoon-media.eu](mailto:info@cartoon-media.eu) or talk to one of our team members onsite. »

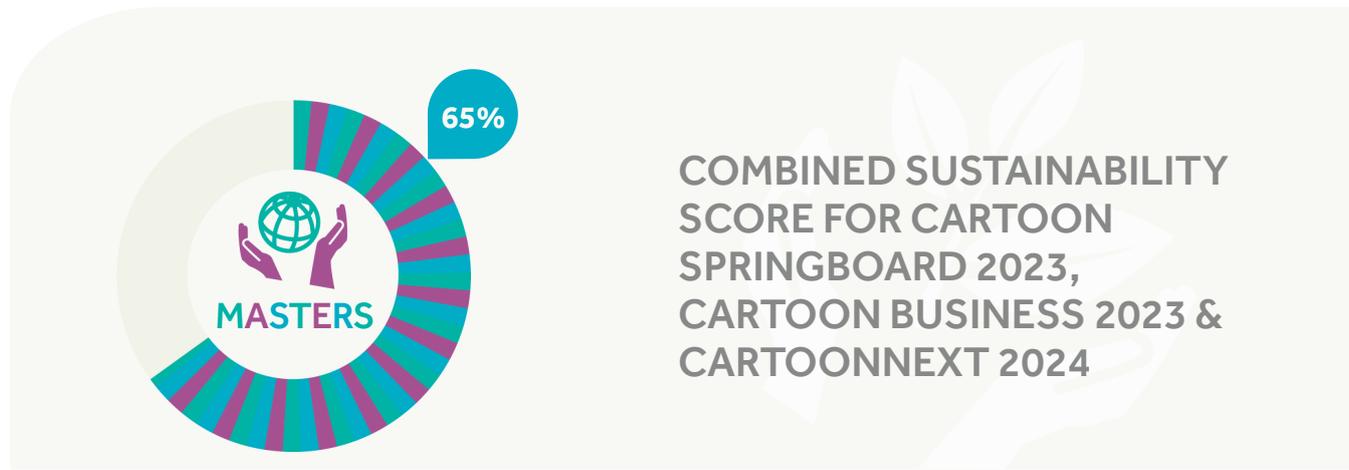


#### Axis 4: aspire to be a role model

Everything we want to put in place in terms of corporate social responsibility has a dual objective: improve the impact of our activities on society, of course, but also inspire the entire sector to take steps towards achieving sustainable development objectives. Thus, we want to prove that it is possible, that there are ways of doing things better for the same quality whilst respecting people and the environment. But in practical terms, how are we to measure the extent to which the desired standards are met? Simply by asking the question! As always, we will listen to the players in the European animation sector and factor their responses into our future audits in order to define indicators and improve our practices.



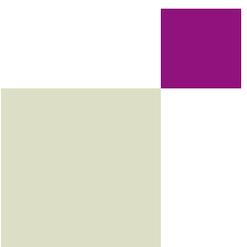
**CARTOON MASTERS' CSR DASHBOARD**



**Axis 1: strengthen sustainable economic growth**

THEMES	INDICATORS	2023/2024 RESULTS	SDGs
SHARED GROWTH	> Average number of participants per event	169	8
	> Total number of submitted projects that are completed	16	8, 17
	> Total number of submitted projects that received funding	42	8, 17
	> Average number of companies present per event	95	8
	> Average number of countries represented per event	23	8
LOCAL ECONOMY	> Economic benefits for the local regions	237,300 €	8, 10

See Appendix 1 for the meaning of the SDGs





**Axe 2: minimise our environmental impact through sustainable initiatives**

THEMES	INDICATORS	2023/2024 RESULTS	SDGs
CLIMATE	> Greenhouse gas emissions	Total: <b>221.8 t CO<sub>2</sub>e</b> Per person: <b>523.4 kg CO<sub>2</sub>e</b>	<b>13</b>
	> Main sources	Transport ( <b>92%</b> ) Meals ( <b>3.1%</b> ) Communication ( <b>1.7%</b> )	<b>13</b>
MEANS OF TRANSPORT	> Percentage of people using eco-friendly transports <sup>5</sup> on average per event	<b>40.5%</b>	<b>13</b>
	> Percentage of eco-friendly means of transport used for a distance of less than 1,000 km on average per event	<b>94%</b>	<b>13</b>
	> Percentage of people who chose their means of transport for ecological reasons on average per event	<b>11.1%</b>	<b>13</b>
MEALS SERVED	> Total number of vegetarian meals served	<b>319</b>	<b>2, 12, 13, 14, 15</b>
	> As a percentage of meals served	<b>20%</b>	<b>2, 12, 13, 14, 15</b>

See Appendix 1 for the meaning of the SDGs



**FACILITATE ECO-FRIENDLY MEANS OF INDIVIDUAL TRANSPORT**

As can be expected, travel arrangements are mainly guided by considerations of practicality (41%) and rapidity (37.8%), according to the survey we carried out among people taking part in our events. Our team is therefore working hard to promote **ecofriendly means of transport** and to select destinations that are easily accessible.

<sup>5</sup> Train, bike, carpooling, public transport, and on foot.



**Axis 3: cultivate a better way of living together**

THEMES	INDICATORS	2023/2024 RESULTS	SDGs
GENDER PARITY	> Gender distribution	Participation: ♀ 51% - ♂ 49% Speakers ♀ 53% - ♂ 47%	5
	> Percentage of people with less than 5 years' experience	20%	4
INCLUSION	> Percentage of people from low audiovisual production capacity countries	12%	10

See Appendix 1 for the meaning of the SDGs



## SUPPORT LOW AUDIOVISUAL PRODUCTION CAPACITY COUNTRIES

Since its creation, CARTOON has sought to support the participation of members of the sector who come from countries with low audiovisual production capacity, i.e., countries with smaller audiences and smaller animation markets, since both of these factors limit their production capacity. We therefore offer scholarships to cover part of the registration and travel costs. Nearly 20% of the participants of the 2023 edition of Cartoon Business benefitted from this support policy.



**FERNANDO BELISARIO**

Teacher, DNMAde Animation

« I would like to highlight your exemplary professionalism and your ability to create an environment conducive to learning and growth. »



#### Axis 4: aspire to be a role model

As with Cartoon Forum and Cartoon Movie, we are committed to inspiring the people and organisations taking part in the Cartoon Masters to embrace the 17 Sustainable Development Goals. In the future, we are committed to defining indicators and measuring our capacity to lead by example.



## MAKE SUSTAINABILITY A DEVELOPMENT MODEL

At the Cartoon Masters, we want to showcase organisational methods and initiatives that are inspiring the entire sector as a whole, such as:

- > Blue Zoo Animation (UK), the first studio to receive the B Corp Certificate (170 CSR measurement points);
- > Foliascope, a French stop-motion animation studio that significantly reduced its carbon footprint;
- > A session devoted to MIAM! Animation, a French production and distribution corporation with a strong commitment to diversity and eco-responsibility, to inspire young talents.



**VANESSA CHAPMAN**

Head of Content (CartoonNext)

« When developing our programmes, which we want to be informative, engaging, and entertaining, we endeavour to include topics of concern to all professionals in the European animation market (economic issues, new working conditions, the impact of new technologies, etc.). From the design of the programme to the selection of speakers, we strive to celebrate diversity and inclusion and encourage constructive dialogue. »

# 4 OUR PLANS GOING FORWARD

The action plan that we approved in 2024 aims to increase our overall performance in terms of social responsibility by improving both the sustainability score of our events as well as that of our day-to-day operations.



## OUR GOALS

A score > 75% for each axis of our sustainable development policy.

300 kg CO<sub>2</sub>e/participant, on average, for all our events, i.e., a decrease of 10%.

## Our programme to strengthen sustainable economic growth

Adapting to the needs of the sector and encouraging its growth is in CARTOON's DNA. In line with the 17 Sustainable Development Goals, we want to take steps to achieve a responsible vision of economic growth.

- **Regions:** make our events even more integrated into the local economic system, for example, by offering tourist experiences and promoting economic benefits in the regions that host us;
- **Partners:** create ever closer synergies within the animation sector and with other sectors by offering innovative meeting formats while promoting the visibility of our partners.



THEMES	BY 2027	SDGs
PROJECTS	<ul style="list-style-type: none"> <li>&gt; Increase by 12% the cumulative number of series and animated films financed after their run on Cartoon Forum and Cartoon Movie</li> </ul>	8
LOCAL ECONOMIC FABRIC	<ul style="list-style-type: none"> <li>&gt; Keep the economic benefits for local regions above €1.3 million</li> </ul>	8, 10, 11
MEDIA VISIBILITY	<ul style="list-style-type: none"> <li>&gt; Increase by 10% the number of articles and publications in the Cartoon Springboard and Cartoon Business press reviews</li> <li>&gt; Maintain the number of articles and publications in press reviews for CartoonNext, Cartoon Forum, and Cartoon Movie</li> </ul>	8, 17, 8, 17

See Appendix 1 for the meaning of the SDGs

# Our programme to minimise our environmental impact

Our goal is to reduce the carbon footprint of each of our events through concrete actions.

## THROUGH OUR EVENTS:

- **Transport:** raise awareness of the environmental impact of travel, encourage eco-friendly means of transport, and forge partnerships with companies embracing eco-mobility;
- **Accommodation:** increase the number of overnight stays in hotels with a sustainable label;
- **Meals:** systematically include sustainability clauses in the specifications required of catering partners;
- **Waste:** extend the waste reduction and upcycling policy to all CARTOON events.

## THROUGH THE MEANS OF OPERATION OF CARTOON:

- **Means of transport:** take steps to encourage sustainable mobility;
- **Digital sobriety:** reduce the energy impact of our digital activity by reducing the annual volume of emails sent by the team;
- **Waste:** eliminate plastic water bottles and reduce the annual volume of printing.

An internal guide will enable each member of the team to learn about the best practices to adopt in order to reduce the environmental impact of their activities.



THEMES	BY 2027	SDGs
CARBON FOOTPRINT	> 300 kg CO <sub>2</sub> e/participant on average for all CARTOON events	13
TRANSPORT	> 100% of participants have access to an alternative to air travel whenever possible (up to 1,000 km)	12, 13
ACCOMMODATION	> 75% of overnight stays are available in hotels with a sustainable label	12, 13, 17
MEALS SERVED	> 100% of specifications include sustainable power supply criteria and 70% of caterers have the ISO 20121 certification	6, 8, 12, 13, 14
WASTE	> 100% of CARTOON events have a partnership with a waste-management contractor	12, 13
	> A 30% reduction in the volume of printed materials	12, 13
DIGITAL SOBRIETY	> A 20% reduction in annual email volume	13

See Appendix 1 for the meaning of the SDGs

## Our programme to cultivate a better way of living together

Accessibility, inclusion, well-being, and quality of relations, both at work and at our events, are constant concerns at CARTOON, which we want to maintain and develop.

### FOR OUR EVENTS

- **Low audiovisual production capacity countries:** maintain preferential offers and strengthen collaboration with people and organisations in the sector from these countries to give them greater opportunities and visibility;
- **Young talents:** increase their participation, particularly at Cartoon Business, the only CARTOON event that does not yet offer dedicated initiatives for them;
- **Discrimination:** develop partnerships with anti-discrimination associations and create spaces for these issues in our events programme.

### FOR OUR TEAM

- **Internal training:** design and put in place a training plan to develop understanding of the issues and internal mobilisation in favour of sustainability;
- **Collaborative management:** develop an internal tool to facilitate coordination and real-time communication within the team and to monitor the progress of projects;
- **Team cohesion:** offer special occasions to strengthen team cohesion and workplace well-being.



THEMES	BY 2027	SDGs
LOW AUDIOVISUAL PRODUCTION CAPACITY COUNTRIES	> At least 10% of people attending our events come from countries with low audiovisual production capacity	10, 17
YOUNG TALENTS	> At least 15% of the people taking part in our events are young talents	4, 5, 8,
FIGHT AGAINST DISCRIMINATION	> One initiative to combat discrimination is highlighted each year	4, 5, 8, 10
INTERNAL TRAINING	> At least one annual training session for each member of the team	4, 12
COLLABORATIVE MANAGEMENT	> Operational management tool and trained team	3, 17
TEAM BUILDING	> Every month, we organise a cohesion-building moment	3, 17

See Appendix 1 for the meaning of the SDGs

# Our programme to be a role model

We want to be a force for inspiration and mobilisation to commit the animation sector, but also our partners and suppliers, to sustainability.

## COMMUNICATION ON SUSTAINABILITY

- **Transparency:** design and implement a policy of honest and regular communication about our objectives and results;
- **Relevancy:** step up discussions with our stakeholders and devote a specific amount of time to sustainability so as to ensure that our communications are in line with their expectations;
- **Inspiration:** during our events, provide signage and tools to nudge participants to adopt good practices.

## EXEMPLARY INITIATIVES

- **CSR tool:** establish partnerships with corporations specialising in Corporate Social Responsibility for the animation sector to give them visibility and train people attending our events in these issues;
- **Vegetarian lunch:** every event will have a 100% vegetarian meal;
- **Eco-friendly transport solutions:** develop partnerships to facilitate the adoption of sustainable behaviour during our events (sustainable mobility ticket, shared bikes, etc.).



THEMES	BY 2027	SDGs
COMMUNICATION	> Yearly communication campaign about our sustainable development policy	All
	> On-site communication on sustainability for all our events	All
VEGETARIAN LUNCH	> A 100% vegetarian meal available at all our events	2, 12, 13, 14, 15
SUSTAINABLE PARTNERS	> One initiative showcased every year	12, 17

See Appendix 1 for the meaning of the SDGs

# CONTACT

**Find out more about CARTOON's sustainable development policy**

Marcia PEETERS | [marcia.peeters@cartoon-media.eu](mailto:marcia.peeters@cartoon-media.eu) | +32 2 248 07 62



# APPENDIX 1

## List of SDGs



# APPENDIX 2

## CARTOON'S CARBON FOOTPRINT - FROM CARTOON FORUM 2023 TO CARTOONNEXT 2024

Complete details for all 5 events are given in the tables below.

Event	DIRECT AND INDIRECT EMISSIONS										Emission sources (2023/2024)	
	Cartoon Forum 2023		Cartoon Springboard 2023		Cartoon Business 2023		Cartoon Movie 2024		CartoonNext 2024		Kg of CO <sub>2</sub> e	%
Transport	293453.99	87.86%	54756.35	91.71%	110024.18	96.05%	231074.47	88.23%	42237.81	88.76%		
Meals	15069.71	4.51%	2028.88	3.40%	1513.49	1.32%	7700.27	2.94%	2189.03	4.60%		
Technical transport	9674.40	2.90%	0.00	0.00%	0.00	0.00%	10507.84	4.01%	203.74	0.43%		
Waste	2863.40	0.86%	241.24	0.40%	170.20	0.15%	2632.05	1.00%	338.92	0.71%		
Communication	3395.50	1.02%	867.17	1.45%	995.54	0.87%	2282.39	0.87%	1330.58	2.80%		
Goodies	2402.92	0.72%	0.00	0.00%	0.00	0.00%	64.44	0.02%	129.00	0.27%		
Power	3145.65	0.94%	216.76	0.36%	147.28	0.13%	3770.49	1.44%	233.29	0.49%		
Shuttles	1859.00	0.56%	1019.24	1.71%	1478.05	1.29%	2816.22	1.08%	656.46	1.38%		
Internal tools	1516.47	0.45%	214.57	0.36%	178.35	0.16%	910.28	0.35%	209.73	0.44%		
Furniture	510.80	0.15%	525.63	0.55%	0.00	0.00%	106.10	0.04%	0.00	0.00%		
Signage	68.06	0.02%	32.90	0.06%	32.90	0.03%	27.16	0.01%	50.70	0.11%		
Web Site	31.84	0.01%	4.50	0.01%	3.74	0.00%	23.03	0.01%	5.28	0.01%		
<b>Total per event (CO<sub>2</sub>e in kg)</b>	<b>333991,73</b>		<b>59707,24</b>		<b>114543,73</b>		<b>261914,74</b>		<b>47584,55</b>			
<b>% of 2023/2024 total per event</b>	<b>40,84%</b>		<b>7,30%</b>		<b>14,01%</b>		<b>32,03%</b>		<b>5,82%</b>			
<b>CO<sub>2</sub>e in kg/participant (per event)</b>	<b>309,25</b>		<b>366,30</b>		<b>996,03</b>		<b>295,95</b>		<b>207,79</b>			
<b>2023/2024 total for all 5 events (CO<sub>2</sub>e in kg)</b>	<b>817742,00</b>											
<b>Number of participants in the 5 events (2023/2024)</b>	<b>2472</b>											
<b>CO<sub>2</sub>e in kg/participant (2023/2024)</b>	<b>330,80</b>											
<b>Total direct emissions (CO<sub>2</sub>e in kg)</b>	<b>209946,25</b>											
<b>Direct emissions (in %)</b>	<b>25,67%</b>											
<b>Total indirect emissions (CO<sub>2</sub>e in kg)</b>	<b>607795,75</b>											
<b>Indirect emissions (in %)</b>	<b>74,33%</b>											

Below are tables showing direct CO<sub>2</sub>e emissions and indirect CO<sub>2</sub>e emissions (on which CARTOON has no direct influence) respectively.

Event	DIRECT EMISSIONS										Relative emission sources (2023/24) for all 5 events
	Cartoon Forum 2023		Cartoon Springboard 2023		Cartoon Business 2023		Cartoon Movie 2024		CartoonNext 2024		
Transport	26766.94	42.28%	9514.49	69.42%	34657.46	91.06%	50678.80	64.06%	10917.77	69.27%	<b>16,21%</b>
Meals	15069.71	23.80%	2028.88	14.80%	1513.49	3.98%	7700.27	9.73%	2189.03	13.89%	<b>3,49%</b>
Technical transport	9674.40	15.28%	0.00	0.00%	0.00	0.00%	10507.84	13.28%	203.74	1.29%	<b>2,49%</b>
Waste	2863.40	4.52%	241.24	1.76%	170.20	0.45%	2632.05	3.33%	338.92	2.15%	<b>0,76%</b>
Communications	3395.50	5.36%	867.17	6.33%	995.54	2.62%	2282.39	2.89%	1330.58	8.44%	<b>1,08%</b>
Goodies	0.00	0.00%	0.00	0.00%	0.00	0.00%	0.00	0.00%	0.00	0.00%	<b>0,00%</b>
Power	3145.65	4.97%	216.76	1.58%	147.28	0.39%	3770.49	4.77%	233.29	1.48%	<b>0,92%</b>
Shuttle	269.50	0.43%	259.74	1.90%	359.32	0.94%	471.02	0.60%	281.34	1.79%	<b>0,20%</b>
Internal tools	1516.47	2.40%	214.57	1.57%	178.35	0.47%	910.28	1.15%	209.73	1.33%	<b>0,37%</b>
Furniture	510.80	0.81%	525.63	2.38%	0.00	0.00%	106.10	0.13%	0.00	0.00%	<b>0,12%</b>
Signage	68.06	0.11%	32.90	0.24%	32.90	0.09%	27.16	0.03%	50.70	0.32%	<b>0,03%</b>
Web Site	31.84	0.05%	4.50	0.03%	3.74	0.01%	23.03	0.03%	5.28	0.03%	<b>0,01%</b>
<b>Total for each event</b>	<b>63312,25</b>		<b>13705,88</b>		<b>38058,28</b>		<b>79109,43</b>		<b>15760,39</b>		
<b>Total 2023/2024</b>	<b>209946,25</b>										

Event	INDIRECT EMISSIONS										Relative emission sources (2023/24) for all 5 events
	Cartoon Forum 2023		Cartoon Springboard 2023		Cartoon Business 2023		Cartoon Movie 2024		CartoonNext 2024		
Transport	266687.05	98.53%	45241.86	98.35%	75366.72	98.54%	180395.67	98.68%	31320.04	98.42%	<b>73,25%</b>
Meals	0.00	0.00%	0.00	0.00%	0.00	0.00%	0.00	0.00%	0.00	0.00%	<b>0,00%</b>
Technical transport	0.00	0.00%	0.00	0.00%	0.00	0.00%	0.00	0.00%	0.00	0.00%	<b>0,00%</b>
Waste	0.00	0.00%	0.00	0.00%	0.00	0.00%	0.00	0.00%	0.00	0.00%	<b>0,00%</b>
Communications	0.00	0.00%	0.00	0.00%	0.00	0.00%	0.00	0.00%	0.00	0.00%	<b>0,00%</b>
Goodies	2402.92	0.89%	0.00	0.00%	0.00	0.00%	64.44	0.04%	129.00	0.41%	<b>0,32%</b>
Power	0.00	0.00%	0.00	0.00%	0.00	0.00%	0.00	0.00%	0.00	0.00%	<b>0,00%</b>
Shuttle	1589.50	0.59%	759.50	1.65%	1118.73	1.46%	2345.20	1.28%	375.12	1.18%	<b>0,76%</b>
Internal tools	0.00	0.00%	0.00	0.00%	0.00	0.00%	0.00	0.00%	0.00	0.00%	<b>0,00%</b>
Furniture	0.00	0.00%	0.00	0.00%	0.00	0.00%	0.00	0.00%	0.00	0.00%	<b>0,00%</b>
Signage	0.00	0.00%	0.00	0.00%	0.00	0.00%	0.00	0.00%	0.00	0.00%	<b>0,00%</b>
Web Site	0.00	0.00%	0.00	0.00%	0.00	0.00%	0.00	0.00%	0.00	0.00%	<b>0,00%</b>
<b>Total for each event</b>	<b>270679,47</b>		<b>46001,36</b>		<b>76485,45</b>		<b>182805,31</b>		<b>31824,16</b>		
<b>Total 2023/2024</b>	<b>607795,75</b>										

ASSESSMENT OF ECONOMIC AND SOCIAL INDICATORS - FROM CARTOON FORUM 2023 TO CARTOONNEXT 2024

ECONOMIC DATA					
Event	Cartoon Forum 2023 Toulouse, France	Cartoon Springboard 2023 Madrid, Spain	Cartoon Business 2023 Las Palmas, Spain	Cartoon Movie 2024 Bordeaux, France	CartoonNext2024 Marseille, France
Investments by CARTOON in the region	€ 577.614,00	€ 77.685,80	€ 59.370,13	€ 408.707,00	€ 67.073,00
Investment in the local region by participants	€ 100.937,62	€ 12.523,17	€ 10.835,00	€ 72.255,07	€ 9.814,29
Total economic impact on the local region by event	<b>€ 678.551,62</b>	<b>€ 90.208,97</b>	<b>€ 70.205,13</b>	<b>€ 480.962,07</b>	<b>€ 76.887,29</b>
<b>Economic impact on the local regions (total for the 5 events)</b>	<b>€ 1.396.815,08</b>				
Number of articles/podcasts/publications in event press reviews	200	24	28	142	40
Number of companies present at the event	<b>510</b>	<b>83</b>	<b>89</b>	<b>480</b>	<b>112</b>
Number of participants	<b>1080</b>	<b>163</b>	<b>115</b>	<b>885</b>	<b>229</b>
Percentage of buyers present	26,07%	NA	NA	29,49%	NA
Number of countries represented	<b>38</b>	<b>24</b>	<b>25</b>	<b>35</b>	<b>19</b>
Number of projects presented at the event since its inception* that have come to fruition	376	13	NA	365	3
Number of projects presented at the event since its inception* that have found funding	997	35	NA	484	7

*\*1990 for Cartoon Forum, 2015 for Cartoon Springboard, 1999 for Cartoon Movie and 2022 pour Cartoon Next*

SOCIAL DATA					
Event	Cartoon Forum 2023	Cartoon Springboard 2023	Cartoon Business 2023	Cartoon Movie 2024	CartoonNext2024
Percentage of women among participants	51,20%	55,00%	48,00%	44,00%	50,22%
Weighted average of the percentage of women among participants (5 events)	<b>48,63%</b>				
Percentage of participants from LCC** per event	5,19%	11,04%	20,00%	9,04%	5,19%
Weighted average of the percentage of participants from LCC** (5 events)	<b>7,64%</b>				
Percentage of young people (Coaching Programme, Young Talents or Toonies) per event.	10,46%	36,81%	0%	13,56%	21,83%
Weighted average of the percentage of young people (Coaching Programme, Young Talents or Toonies) at the 5 events	<b>13,87%</b>				

**\*\*Low audiovisual production Capacity Countries**