

Over the course of our last five events, 160 projects were pitched. Within these projects, we've observed a strong momentum around CSR themes and initiatives. A clear trend has emerged: **a strong focus on sustainability, both in company strategies and in the projects themselves.** This evolution mirrors broader shifts within the industry and underscores the relevance of our own commitments. These insights not only affirm the path we've taken but also inspire us to keep supporting initiatives that promote long-term impact and responsible innovation.



CSR INITIATIVES BY PRODUCTION COMPANIES

49%

Are considering implementing CSR initiatives

36%

Have already implemented CSR initiatives

CSR is gaining a foothold in the European animation industry.

TOP 3 CSR PRACTICES



General Environmental Policy & Governance

Adoption of a formal sustainability or environmental policy • Implementation of an Environmental Management System • Appointment of a CSR Officer • Certification or labelling



Eco-Production & Carbon Footprint Monitoring

Carbon footprint calculation per production • Use of tools like Albert, Carbulator, CarbonClap • Work with green production consultants



Sustainable Mobility

Public transport/green mobility subsidies • E-bike leasing schemes • Reduced business travel • Avoidance or offsetting of flights

All the data comes from the 160 projects pitched between Cartoon Forum 2024 and CartoonNext 2025.
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More and more studios are implementing CSR initiatives in their daily activities. **Submarine Animation** (Netherlands), **Grupa Smaczneho/GS Animation** (Poland), **Kavaleer Productions** (Ireland) and **Hausboot** (Czechia), among others, have shared their initiatives with us.

60%

OF PROJECTS INTEGRATE CSR THEMES



Female character



Sustainability



Diversity & inclusion



Gender



Physical & Mental Health

TOP 10 COUNTRIES INTEGRATING THE MOST CSR THEMES

ranked by value, not by percentage of projects pitched



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Explore actionable steps and proven strategies to boost your studio's CSR impact with our **all-in-one guide**. Download it and be part of creating a sustainable future for the animation industry. **We look forward to hearing your CSR initiatives:** don't hesitate to share them at info@cartoon-media.eu.

DOWNLOAD OUR GUIDE