



Creative
Europe
MEDIA

CEE Animation
Environmental and
Social Management
System (ESMS) Policy

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At CEE Animation, we believe that stories shape the future. The way we create, collaborate, and share them must reflect the values we stand for: care for people, respect for the planet, and the imagination to build fairer, more sustainable worlds.

CEE Animation brings together regional activities for promotion and development of the Animation industry and its talents in the 17 countries of Central and Eastern Europe (CEE). Our goal is to support the European animation industry by organising several types of onsite and online events throughout the year dedicated to animation professionals and students alike. We recognise that our activities have environmental and social impacts, and we are committed to embedding sustainability, fairness, and inclusion into our organisational culture, operations, and programs.

As event organisers, we are dedicated to finding better solutions to organise our events more responsibly and to extend this care to our workplace. Every year, we wish to go further on the path of sustainability and our participants are warmly invited to join our efforts and help us adopt environmentally and socially sustainable practices.

This policy provides the framework for continuous improvement, in line with European cultural values and international sustainability standards. It will be reviewed annually or as regularly as necessary, and implemented with the active participation of our team, partners, and community.

Our commitments:

- **ENVIRONMENTAL RESPONSIBILITY:**

We measure our ecological footprint, to reduce our negative environmental impact through upcoming activities. We encourage sustainable travel, prefer venues which reduce commute and based on their energy efficiency, we try to reduce our digital footprint and responsibly use materials. We seek creative and greener ways to connect, produce, and host our events.

- **ECONOMIC RESPONSIBILITY & SUSTAINABILITY:** We are committed to ensuring the long-term financial sustainability of our organisation and activities. We use resources responsibly and transparently, strive for efficiency without compromising our values, and diversify our sources of funding to strengthen resilience. Whenever possible, we collaborate with local suppliers and partners who share our commitment to ethical and sustainable practices. Through our work, we contribute to the vitality of the creative economy in Central and Eastern Europe and invest in the development of local talents and communities.

- **DIVERSITY, INCLUSION & SAFEGUARDING:** Creativity thrives on difference. We welcome and support people of all backgrounds, identities,

and abilities, ensuring equal opportunities and accessibility across our activities. We are committed to creating safe spaces for everyone - you can also refer to our Code of Conduct:

https://ceeanimation.eu/wp-content/uploads/2025/09/CEEA_Code_of_Conduct.pdf

- **FAIRNESS & WELL-BEING:** We are committed to create a fair, transparent, and safe environment where everyone can work and participate with confidence and respect. We prioritise well-being and collaboration as integral parts of our culture. We regularly collect feedback from participants to continuously improve our activities and maintain open channels of communication to remain attentive to the needs and experiences of our community.

- **COMMUNITY & CULTURE:** Our projects are opportunities to listen, share, and inspire. We connect the Central and Eastern Europe (CEE) region with the wider European community, while also offering non-European animation and film professionals access to the European market, which they might not typically have. We engage with local communities and professionals, encourage international cultural exchange, and highlight the social value of animation.

Implementation and accountability

This policy applies to all of CEE Animation's programs, partnerships, and events. Our team and collaborators are expected to integrate these principles into daily practice. We support this through open dialogue, monitoring and training, ensuring accountability and continuous improvement.

Review and renewal

We will review this policy regularly, at least once a year, adapting to new challenges, evolving standards, and feedback from our community, funders, and partners.

This policy is endorsed by the CEE Animation Board of Directors and the Sustainability Manager. Together, they oversee its implementation, supported by all staff and partners. Regular reviews ensure compliance with legal, health, and safety requirements, and alignment with evolving sustainability standards.