



Creative
Europe
MEDIA

CEE Animation Event Sustainability Policy

Event Sustainability Management System (ESMS) · ISO 20121:2024

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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 the promotion and development of the animation industry and its talents in the 17 countries of Central and Eastern Europe (CEE). We support the European animation industry by organising onsite, hybrid and online events throughout the year for animation professionals and students alike. We recognise that our events have environmental, social and economic impacts, and we are committed to embedding sustainability, fairness, and inclusion into our organisational culture, operations, and programmes.

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.

To manage these impacts systematically, we run an Event Sustainability Management System (ESMS) in line with ISO 20121:2024. This document is the public version of our internal Event Sustainability Policy (D.1.0) and contains the same principles and commitments. It provides the framework for setting our event sustainability objectives, which the Board of Directors approves and reviews every year.

Our principles

Four principles of sustainable development guide how we plan, deliver and evaluate our events:

- **INCLUSIVITY:** We involve and treat fairly everyone who takes part in, works on or is affected by our events.
- **INTEGRITY:** We act ethically, respect the law and keep our promises to participants, partners and funders.
- **STEWARDSHIP:** We take responsibility for the environmental, social and economic impacts of our events and for the resources entrusted to us.
- **TRANSPARENCY:** We share our decisions and results openly – clearly, accurately, on time and honestly, including where we fall short.

Our commitments:

- **ENVIRONMENTAL RESPONSIBILITY & CLIMATE:** We measure our ecological footprint and set targets to reduce it. We treat climate change as a relevant issue for our events and continuously work to reduce greenhouse gas emissions, above all from the travel of participants, guests and staff: we give preference to rail and public transport, offer hybrid participation where it makes sense, and measure travel emissions regularly. We prefer venues that are easy to reach and energy efficient, minimise waste, support the circular economy, reduce our digital footprint and use materials responsibly. 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. We pass our sustainability requirements on to suppliers through our contracts and orders and encourage them to act sustainably. 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 & SAFETY:** We are committed to creating a fair, transparent, and safe environment where everyone can work and participate with confidence and respect. We look after the health and safety of everyone involved in our events, and we prioritise well-being and collaboration as integral parts of our culture. We invite participants to give us feedback after our events, use it to improve our activities, and keep open channels of communication with 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.

Meeting requirements and improving

We commit to:

- fulfil the legal requirements, the obligations under our grant agreements and other requirements we have subscribed to;
- continually improve our Event Sustainability Management System and its results;
- share appropriate, verifiable and data-based information about the sustainability of our events.

Implementation and accountability

This policy applies to the events CEE Animation organises itself or that partners organise on its behalf, to CEE Animation's own programme within events run by other organisers, and to the travel and accommodation of delegations funded by CEE Animation, as defined in the scope of our ESMS. Our team, partners and suppliers are expected to integrate these principles into daily practice. Specific measures for venues, travel, catering, materials and communication are set out in our internal event sustainability requirements and checked for every event with a checklist. We support this through open dialogue, training and monitoring, ensuring accountability and continuous improvement.

Review and renewal

The Board of Directors reviews this policy at least once a year, adapting it to new challenges, evolving standards, and feedback from our community, funders, and partners. We regularly evaluate and communicate our event sustainability results.

This policy is established by the Board of Directors of CEE Animation, EEIG, as the organisation's top management. The ESMS Manager is responsible for its implementation, supported by all staff and partners. This document replaces the CEE Animation ESMS Policy dated 30 September 2025.