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Creative Industries Around the World Launch Pact for Sustainable Action

Today marks the launch of the **Creative Industry Pact for Sustainable Action** (the Pact), an aspirational agreement to inspire all organizations and companies in the creative industries, however large or small, and wherever they may be around the globe, to work together for a more sustainable future.

The world economy must pivot away from fossil fuels and resource depletion to mitigate the risks posed by climate change, and create a cleaner and more equitable home on Earth. And the creative industries can lead the way through collaboration on common goals.

About the Pact

The Pact was developed to engage creative industry organizations in collective action to reduce negative impacts and accelerate a cultural shift toward sustainability. It is a voluntary pledge to work toward common goals, lead with a collective industry voice, and inspire widespread action.

[Green Spark Group](#) facilitated the development of the Pact through a multi-stakeholder engagement process by sharing the Pact and collecting feedback from sixty stakeholder organizations in twelve countries. It was developed by the industry, for the industry.

Any organization in the creative industries, from corporations, public agencies and member-based organizations to film schools and film commissions can endorse and work toward the pledges in the Pact. Organizations that endorse the Pact agree to share or report on their progress toward the stated goals in even numbered years.

The Pact references internationally recognized agreements and scientific, peer-reviewed studies to ensure the industry is aligned with and committed to global environmental goals outlined by the Intergovernmental Panel on Climate Change (IPCC), World Bank, Organisation for Economic Co-operation and Development (OECD), United Nations Sustainable Development Goals (SDGs), and Paris Agreement under the United Nations Framework Convention on Climate Change (UNFCCC).

Early Endorsers

This launch is only the beginning of the process. Organizations around the world have endorsed the Pact in advance of this launch, including Sim, William F. White International, Circus HR, Portable Electric, IATSE Local 891, IATSE Local 669, Martini Studios (Canada), Vancouver Film

Studios (Canada), Scriptation, Connect4Climate, the Environmental Media Association (USA), albert (UK), Greener Screen (Dubai), WrapZERO and Callsheet Magazine (South Africa). These signatories are looking forward to working on common goals alongside future endorsers around the world to reduce the impacts of the creative industries globally.

"The Pact will be particularly important for popular long-haul film locations such as South Africa to set the scene within an international context, and to connect with like-minded stakeholders in the creative industries across borders. We appreciate that the Pact requires commitment to real action from its members and see it as a way to foster global collaboration for a global industry to solve a global problem that requires immediate and effective local action," said Liesl Hattingh, WrapZERO, South Africa.

"Launching the EMA Green Seal for Production in 2003, we're so proud of how sustainability in global production has grown and continues to do so. The dedication from the entertainment industry to be part of "the solution" banding together with the Pact is so powerful," said Debbie Levin, CEO, Environmental Media Association.

Those in the industry recognize that we work in a creative industry and we must stand together, use our talents, speak the truth about our impact and work to reduce it.

"On Tuesday the United Nations Environment Programme released its annual Emissions Gap Report. It was a stark condemnation on current efforts, and a call to action to redouble our carbon emissions reduction efforts. William F. White, International has signed the Pact to help us accelerate our sustainability initiatives. The goals outlined in the Pact are all achievable and provide us with a target to reach and surpass. We don't have time to debate the details, we need to act now," said David Hardy, Vice President, Stakeholder Affairs and Sustainability, William F. White, International.

"We live in good times. The science is good — it may not be what we want, but it's good. And ours is a global industry known to be innovative, inspirational and influential — some may even say persuasive. We at Sim are committed to both lead and collaborate with all industry stakeholders to improve on all environmental fronts," said Eleanor O'Connor, President, Production Services, Sim.

The Pact provides a framework in which everyone in the industry can participate in sustainability by working toward the pact pledges in their own context. Now is the time for other creative companies to step up, join in, and work together for a sustainable future.

"We will use the Pact to organize our sustainability pathway forward. It is a robust yet flexible framework. It's great that we can use it in the Middle East starting from Dubai in our unique context and it's also applicable for others around the world. We hope to inspire others — we don't have time to waste!" said Bassam Alasad, Greener Screens, Dubai

Endorse the Pact

We want to hear from you!

You can endorse the Pact online at <https://www.creativeindustriespact.com>, or contact us at hello@greensparkgroup.com if you would like further information.

#creativeindustriespact

The Pact is housed on an [independent website](#), and administration is currently provided by [Green Spark Group](#). Additional administrative collaborators are welcome.