

Item 13

Resolution # 6 – Take action for a sustainable and a just transformation of our industry

Achieving better sustainability is a key challenge for the media and entertainment sector in the years to come, whether it be making production environmentally friendlier, combining economic growth with social cohesion and cultural diversity, or bringing about a just transformation of the industry during and after the COVID-19 pandemic.

The cultural dimension is key factor for enabling and driving sustainable development of our societies. We are committed to contribute to the just transformation of our industry by advocating for holistic industry policies that integrate the environmental, economic, social, and cultural dimensions of sustainable development.

Cultural and creative industries, and cultural infrastructure are strategic tools for revenue generation as they represent one of the most rapidly expanding sectors in the global economy. Investment in the development of cultural and creative industries strengthens the social and economic tissue by stimulating greater social inclusiveness, resilience, innovation and favours local employment and use of local resources. Building back better post-Covid 19 implies public support and investment in the infrastructure, quality jobs and productions of the cultural creative industry. We advocate for national and regional policies and measures that foster sustainable rebuilding and growth of the cultural and creative industries and take action to raise awareness of the enabling nature of our industry for sustainable development.

The landscapes of live performance and film and TV production have changed irrevocably in the past two years, as the global health crisis first brought the industry to a halt, and then to slow recovery. Periods of closure have impacted the stability and the business models in the industry and have led to many workers leaving the sector. The Covid related financial support and rebuilding programmes have been insufficient in too many countries and regions and fail to recognise the vital role of the cultural and creative industries for sustainable growth. The crisis has also highlighted unsustainable and harmful practices in the industry, such as the long-hours culture, the lack of work-life balance and the absence of progressive policies and agreements regarding mobile working. Strict safety protocols have allowed for re-opening but have at the same time changed the way of working increasing pressure and stress on workers. Emergence of new business models, and in particular the increase of streaming productions, has underlined the need for just distribution of the revenue. Member unions have been campaigning to improve provisions in collective bargaining agreements to ensure more sustainable

conditions and working hours, to set a framework for mobile and home office working and to provide fair revenues from all modes of production including streaming.

We promote safe and sustainable film and TV production and live performance. We are committed to supporting an industry and work practices that ensure the health and safety of the workforce and provide them with work-life balance and sustainable careers.

We seek to promote green production in both film and TV production and live performance. We believe that environmentally sustainable workplaces are best achieved through cooperation between workers and employers. We engage employers to put collective bargaining and social dialogue at the centre of this work, to ensure that working conditions and workers' rights are not eroded, green skills and jobs are promoted, and adequate training is provided.

We will provide a platform for exchanges on good practice, green policies and initiatives in the industry and will support union-to-union cooperation to build capacity in integrating green policies in collective bargaining strategies and at work.

We recognise those who are already bringing in environmentally friendly production and work practices into their daily operations and advocate for public funding policies that aim at supporting the sector in this transition.