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Secuoya Studios to be Honoured with MIP SDG Award, Presented in Association with The United Nations

Studio Recognised for its Significant Sustainable Production Programme



Paris, 8 October 2025 – [MIPCOM CANNES](#) today announced that Secuoya Studios will be recognised for the impact of its sustainable production programme with a MIP SDG AWARD, presented in association with the United Nations, at the forthcoming MIPCOM CANNES, the world's largest market for television and streaming content (13-16 October 2025).

Established in 2020, the MIP SDG AWARD recognises how progress towards the United Nations' SDGs (Sustainable Development Goals) can be accelerated by editorial, campaigning and business practices within the television industry. Previous recipients include A+E Networks, Junk Kouture, Open Planet, Sky, Studio Silverback and African education platform Ubongo.

The award recognises Secuoya Studios' commitment to reducing the environmental impact of production internally and industry-wide, born from practices in large-scale entirely Spanish-based productions including [Montecristo](#) and [Zorro](#) and expanded on multiple productions since, including the recent Shades ([Matices](#)), a co-production between Secuoya Studios and Stellarmedia, which premiered successfully on SkyShowtime earlier this year, and The Tribute (El Homenaje), recently announced.

The award will be presented by the United Nations' Deputy Director for the United Nations Regional Information Centre for Europe, Caroline Petit, at the MIP CREATIVE HUB on **Wednesday 15th October at 12:00** - as part of a session highlighting the hands-on insights of initiatives which include:

- The Secuoya Foundation open access Sustainable Filming Protocol, known as **Greenbook**, developed with Mrs. Greenfilm eco-management consultancy, whose extensive experience in developing sustainability plans for productions contributed to a 120+ point manual of plans and procedures. Since its launch in 2022, all of the studio's productions have adopted recommendations from the guide.
- Establishment of the **Sustainable Management Seal** in partnership with the international leader in high-quality, safety, and sustainability solutions, TÜV SÜD, the company's first audited seal in the audiovisual sector.
- Creation of a dedicated in-house Sustainability in Production department at Secuoya Studios, including the incorporation of an Eco Manager role to each production. Through the Secuoya Studios executives who teach at The Core School University, sustainability is a core message to the upcoming professionals of the production industry.

The Deputy Director for the United Nations Regional Information Centre for Europe, Caroline Petit said: *"I thank MIPCOM CANNES for providing this important annual platform and warmly congratulate Secuoya Studios for their commitment to sustainable production. Their practices reflect a growing movement across the industry and help bring us and their audiences closer to achieving the UN's Sustainable Development Goals."*

"Television's capacity to make a meaningful impact—both on-screen and behind the camera—remains as vital as ever," said Lucy Smith, Director of MIPCOM CANNES. *"We will continue to use our platform when the global industry gathers to highlight this. In the case of sustainable production, by integrating real, measurable actions that can reduce any production's environmental impact, and making these learnings accessible for all, Secuoya Studios are truly driving change. Practices we are proud to help highlight."*

"We are very proud to receive this award from MIP and the United Nations. "At Secuoya Studios, we view sustainability as a guiding commitment that shapes the way we create, produce, and share content with the world. It's a commitment based on belief in innovation, technology, and strategic alliances

that drive lasting change. Beyond the honour itself, having this stage at MIPCOM allows us to demonstrate just how universally adoptable many of these practices can be,” Brendan Fitzgerald, CEO Secuoya Studios underlines.

The United Nation’s 17 SDGs are the planet’s blueprint to achieve a better and more sustainable future for all. They address the global challenges including climate change, environmental degradation, poverty, inequality, peace and justice. These can be read in full at <https://sdgs.un.org/goals>

The MIP SDG AWARD forms part of RX France’s ongoing commitment to the United Nations’ SDG Media Compact. Founded in 2018, the alliance of media and entertainment companies now numbers over 450 members from 160 countries who pledge to leverage their respective resources to amplify and accelerate progress towards achieving the SDGs.

MIPCOM CANNES is the world’s biggest and most impactful television and streaming content market, attracting over 10 500 delegates from more than 100 countries last year and whose week-long programme helps define the TV industry year.

Further Information

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About Secuoya Studios

SECUOYA STUDIOS is the creation, development, production and distribution studio of **SECUOYA CONTENT GROUP**. With the objective of offering the best stories for the global market, Secuoya Studios brings together the best creatives and producers in the film and television industry.

The studio is a pioneer in Spain in the implementation of sustainable production processes, in line with the highest industry standards. Headquartered in Madrid and with an international presence - including operations in Latin America (Mexico, Colombia, Peru and Chile) and the United States -Secuoya Studios drives its global expansion through an innovative strategy based on Pods: creative and production cells with local talent that allow content to be

generated, adapted and distributed in an agile and efficient way across different territories.

Currently, the studio is in the midst of global growth, consolidating strategic content partnerships that reinforce its positioning as a benchmark in international production.

About RX FRANCE

RX is a global leader in events and exhibitions, leveraging industry expertise, data, and technology to build businesses for individuals, communities, and organisations. With a presence in 25 countries across 42 industry sectors, RX hosts approximately 350 events annually. RX is committed to creating an inclusive work environment for all our people. RX empowers businesses to thrive by leveraging data-driven insights and digital solutions. RX is part of RELX, a global provider of information-based analytics and decision tools for professional and business customers. For more information, visit www.rxglobal.com.

RX France creates high level, world-class and market leader meeting places, covering 15 industry sectors, including MIPIM, MAPIC, Batimat, Pollutec, EquipHotel, SITL, IFTM, Big Data & AI Paris, MIPCOM, Paris Photo, Maison&Objet*... and many more. RX France's events take place in France, Hong Kong, Italy and Mexico. For more information, visit www.rxglobal.fr

*Organised by Safi, a subsidiary of RX France and Ateliers d'Art de France

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