

Globo to be Honoured with 2026 MIPCOM Recognition for SDG Impact, Presented in Association with the United Nations

Brazil's leading media and entertainment company recognised for demonstrating how one of the world's leading media organisations is using the power of storytelling, innovation and responsible business practices to advance the United Nations Sustainable Development Goals and create meaningful social and environmental impact



Cannes, France, 3 September 2026 – MIPCOM CANNES today announced that **Globo** will be honoured with the **2026 MIPCOM Recognition for SDG Impact**, presented in association with the **United Nations**, recognizing the company's leadership in harnessing the power of media, storytelling and responsible business practices to help advance the United Nations Sustainable Development Goals (SDGs). The recognition will be presented on **Wednesday, 14 October, at 11:00 a.m. at the MIP Creator Hub** during MIPCOM CANNES, the world's leading market and gateway to the international media and content business (12-15 October 2026).

A leading media and entertainment company, Globo has embedded sustainability, inclusion and social responsibility across its business, using the

reach and influence of its content to engage audiences, inspire dialogue and contribute to positive change. The MIPCOM Recognition for SDG Impact annually celebrates broadcasting organisations demonstrating meaningful progress towards the United Nations Sustainable Development Goals and the ability to harness the power of media to drive positive social and environmental impact.

Globo has been selected in recognition of its work to advance the United Nations Sustainable Development Goals (SDGs), particularly SDG 5 (Gender Equality), SDG 10 (Reduced Inequalities), SDG 13 (Climate Action), SDG 16 (Peace, Justice and Strong Institutions) and SDG 17 (Partnerships for the Goals). Through its ESG commitments, the company promotes diversity and inclusion across its content and workforce, amplifies underrepresented voices, fosters informed public debate and builds partnerships that drive positive social impact.

These efforts are embedded in Globo's ESG Agenda, which integrates the SDGs across the company's strategy, operations and content production. Through its programming and partnerships, including with the United Nations Development Programme (UNDP), Globo helps raise awareness of issues that matter to society and contribute to a more inclusive and equitable future.

This commitment also extends to environmental sustainability through initiatives such as the Green Production Guide. Reflecting the company's efforts to reduce its environmental footprint, Globo achieved both its Zero Waste to Landfill and 100% renewable electricity targets ahead of schedule, reinforcing its commitment to embedding sustainability across its operations and value chain. Building on these achievements, Globo promotes industry-wide collaboration through Ecovision, a partnership with Panvision designed to accelerate sustainable practices across the Latin American audiovisual market.

Manuel Belmar, Chief Financial, Legal and Infrastructure Officer, Globo, said:

"At Globo, we believe our impact extends beyond the content we create. It also lies in the conversations we help shape, the voices and perspectives we bring to audiences, and the way we conduct our business. Our ESG commitments reflect this broader perspective, connecting the social impact of our content with concrete actions across our operations and the audiovisual industry. This recognition reinforces our commitment to further strengthening our ESG

agenda and using our reach and influence to contribute to a more inclusive and sustainable future".

Lucy Smith, Director of MIPCOM CANNES and MIPJUNIOR, added:

"At MIPCOM CANNES, we celebrate the organisations and leaders shaping the future of the global entertainment industry. As part of a broader programme exploring the evolving role of media and entertainment in driving innovation, cultural influence and positive global impact, we are proud to recognise companies demonstrating that purpose, innovation and commercial success can go hand in hand. Globo exemplifies how one of the world's leading media companies is using the power of storytelling to create meaningful impact for audiences and communities, while helping shape a more sustainable future for our industry."

Sherri Aldis, Director, United Nations Regional Information Centre for Western Europe (UNRIC) said:

"Broadcasters play a vital role in connecting audiences with the issues that matter most, through storytelling that informs, inspires, and engages. In a country as diverse and dynamic as Brazil, TV Globo's environmental, social and governance agenda reflects a strong commitment to the Sustainable Development Goals by promoting shared values and showcasing good practices to millions of viewers. Its leadership in addressing societal challenges across a diverse range of popular formats, including telenovelas, demonstrates the powerful contribution media can make to positive social change and sustainable development."

The MIPCOM Recognition for SDG Impact is presented as part of MIPCOM's ongoing collaboration with the United Nations in support of the SDGs, a partnership now in its eighth year. The recognition forms part of RX France's commitment to the United Nations' SDG Media Compact, an alliance founded in 2018 that brings together more than 450 media and entertainment companies across 160 countries, all committed to leveraging the power of their platforms to amplify and accelerate progress towards achieving the 17 SDGs, a shared blueprint for addressing global challenges including climate change, environmental degradation, poverty, inequality, peace and justice. Previous recipients of the recognition include Secuoya Studios, A+E Networks, Junk

Kouture, Open Planet, Sky, Studio Silverback, ACT - the Association of Commercial Televisions and African education platform Ubongo.

The recognition is part of Globo's broader presence at MIPCOM CANNES 2026, which features a Sunday evening showcase on 11 October to present its latest releases and content strategy at Carlton Cannes Hotel. Throughout the event, Globo will welcome visitors at stand R7.D22, in addition to featuring Alex Medeiros, Globo's Head of Content, on the panel "Commissioning IP for a Multi-Platform World" on Tuesday, 13 October.

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About MIPCOM CANNES

MIPCOM CANNES (12–15 October 2026) is the world's largest and most impactful market and gateway to the international media and content business, bringing together studios, broadcasters, streaming platforms, distributors, creators, brands, and AI and technology companies from over 100 countries across an increasingly interconnected media landscape. It is where deals are made, partnerships take shape, and new content reaches global audiences.

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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