

BCP

BRANDED CONTENT
PRODUCERS BELGIUM

CHARTER

COMMITMENT TO A SUSTAINABLE COMMERCIAL AUDIO-VISUAL INDUSTRY

BCP'S OBJECTIVE AS A PROFESSIONAL ASSOCIATION

BCP aims to promote Belgian commercial audio & film production and take initiatives to explain and promote the various aspects of the profession. This includes protecting and representing moral and economic interests and professional ethics, including carrying out the necessary lobbying to support these interests.

BCP strives for sustainable, creative and high-quality cooperation between production companies on the one hand and clients, creatives, freelancers and suppliers in the commercial audiovisual industry on the other.

FOR THE CREATIVE AND TECHNICAL SUPPORT STAFF, BCP AND ITS MEMBERS WANT TO

- Enable a livable way of working.
- Improve job security for the future.
- Provide a fruitful, creative working environment where talents can flourish.
- Deliver production value that matches the qualities and objectives of the project staff.

FOR THE CLIENTS, BCP AND ITS MEMBERS WANT TO

- Create a framework for a correct way of working, from pitch to order, production and completion of audiovisual productions.
- Offer transparent quotations that contain all the promises and agreements from the treatment.
- Deliver a final product that corresponds to the quotation and the treatment.
- Guarantee a professional, flawless production and post-production process.
- Offer a long-term project in which talent can develop and future quality output is assured.



BCP ENGAGES

WITH ITS MEMBERS/THE SECTOR TO

- Promote Belgian commercial audio & film production.
- Regularly organizing exchange platforms and meetings to achieve a transparent way of working.
- Acting as a point of contact for problems with customers, suppliers and production companies.
- Monitoring and tackling abuse in the sector by acting as a confidential party for the re-ported party and guiding the party involved towards a more correct way of working.
- Making legally correct working documents available.
- Creating a framework for ordering, producing and finishing audiovisual productions (production guide, actors'/VO rights, etc.).
- Consulting with various trade organizations, including Mediarte, and drawing up a code of conduct setting out the rights and obligations of members and suppliers.
- Providing information about the audiovisual sector at home and abroad (newsletters and EPA).
- Regularize, improve, develop and protect the national market by negotiating, concluding agreements and implementing them at a high professional and qualitative level between communication agencies (ACC) and independent production companies (BCP) on the basis of the Production Guide and the Online Briefing Tools.
- Improve the quality of life for all parties involved in the sector.

WITH CLIENTS/AGENCIES TO

- Be an information platform for questions about the production process and quotations (Production Guide).
- Develop tools that improve the production process of audiovisual productions (Online Briefing Tools).
- Provide information about the audiovisual sector, both nationally and internationally, through newsletters and direct questions (EPA).
- Organizing activities and guest lectures to explain the profession.
- Providing a point of contact for misunderstandings with and about production parties.
- Be the point of contact for clients, suppliers, allied associations and government agencies. Monitor abuses in the sector and take the necessary steps to provide solutions. BCP acts as a confidential party and guides all parties towards a more correct way of working.



BCP MEMBERS COMMIT TO

- Endorsing the BCP commitment to agency/client with a correct budget and a clear plan of action that guarantees fair and transparent business practices.
- Not writing unrealistic treatments.
- Promoting fair competition: independent, but with mutual respect.
- Respect the production guidelines (Production Guide).
- Respect the joint code of conduct, drawn up with Mediarte and in line with Belgian legislation.
- Regulate, improve, develop and protect the national market.
- Inform BCP of any abuses, be open to feedback and be prepared to adapt their own working methods if necessary.
- Contribute to gaining market insights so that BCP can do the necessary work and make informed decisions for sector improvement. This also includes the annual submission of relevant figures that contribute to a better understanding of the sector and its development.
- Working together to create a better industry that promotes open communication and where there is room for diversity and inclusion. The aim is to create an inclusive work-ing environment where everyone feels heard and valued.
- Striving for attractive and sustainable careers within the sector by providing a safe and supportive working environment in which employees can grow and develop.
- Commit to actively participating in one or more working groups, with the aim of creat-ing a platform in which various topics can be discussed.
- Practice the profession in accordance with Belgian and European legislation, with a specific emphasis on labor regulations and social legislation within the audiovisual industry. These legal standards are respected and followed in daily practice.
- Raise any shortcomings in social legislation and in the field of labor, by acting as a point of contact for all actors within the sector. The concerns and needs of these ac-tors are communicated during BCP meetings to achieve possible improvements.
- Clearly explain the functioning of BCP (structure, objectives and working methods) to the sector.