



CANNES LIONS



ERA Programme Entry Kit 2025



What is the Equity, Representation and Accessibility (ERA) Programme?



In 2024, LIONS introduced the Equity, Representation and Accessibility (ERA) Programme, allocating up to €1m worth of complimentary passes to foster a diverse and inclusive representation of talent within the creative communications industry at Cannes Lions. Committed to supporting underrepresented and underserved communities, for 2025 we will allocate €2m complimentary Festival passes, with a focus on the Global South.



What does the ERA Programme include?

The programme gives you access to the 2025 Cannes Lions Festival, taking place from 16-20 June. It offers you the opportunity to experience the Festival in person, and celebrate the world's best creativity with your global industry peers. This pass only covers Festival entry and doesn't include funding for travel or accommodation expenses.

Who can apply?

The ERA Programme is available to any organisation, community or individual that promotes diversity and inclusion within the creative industry.

How do you select who gets to be on the programme?

Any organisation, community or individual is eligible to apply for the ERA Pass. Priority will be given to:

- **Registered charities**
- **Not-for-profit organizations**
- **Diverse-owned businesses**

Applications are assessed based on the responses provided. With a set number of points being allocated depending on the answers given. Each application is then given a score based on its total point allocation. The minimum qualifying score is 250 points, with the maximum set at 430.

Based on this score, applicants are placed into a specific band, which determines their priority for receiving an ERA pass.

Bandings:

390+ points – Band 1 (40% of allocation)

350–390 points – Band 2 (30% of allocation)

300–350 points – Band 3 (20% of allocation)

250–300 points – Band 4 (10% of allocation)

0–250 points – Would not qualify.

When will I know if my application was successful?

All applicants will be notified of the outcome of their application by January 22nd 2025.



Application Entry Kit

This ERA Programme Entry Kit is designed to assist you navigate the questions and key phrases in the application form. Our goal is to ensure that all applicants feel supported in sharing their mission and passion for the creative industry.

For general FAQ's please see our ERA Programme [FAQ Page](#)

The LIONS team can support you with filling out your application form if:

- You have a mental health condition, like depression, stress or anxiety.
- You have a visual impairment, dyslexia, autism or cognitive difficulties.
- You have another condition which makes filling in forms difficult.

If you have any further queries, or require additional support, contact us at: era@canneslions.com

Questions	Guidance
Has an Official LIONS country Representative or LIONS employee referred you? If yes, please specify.	<p>Cannes Lions has a network of Representatives across the globe. They serve as champions for creativity in their respective corners of the world. Find out more here, including how to find your regional Representative.</p> <p>If yes, please let us know the name of the Representative or LIONS Employee who referred you</p>
Please specify the type of pass you are applying for and the quantity of each pass type. (you may apply for more than one pass type)	<p>All three passes offer the same Festival access. Check out our pass comparison table for the full benefits and access levels of each pass type.</p> <p>You can apply for a combination of pass types - i.e x3 Classic & x2 Young Lion.</p> <p>Please specify both the pass type and quantity of each pass</p>
Which answer best describes your organisation?	



Questions	Guidance
Has your organisation set specific goals related to diversity, equity, and inclusion, with measurable outcomes to track progress?	These goals should be specific and clearly defined, allowing your organisation to measure progress over time. Examples might include increasing diversity in hiring, ensuring equitable pay, or creating an inclusive workplace culture.
Do you have an active supplier diversity policy in place?	Supplier Diversity is about adopting a fair and inclusive procurement process, ensuring all businesses, regardless of their size, location, and the background of their workforce, have the same opportunities to compete for the supply of goods and services to Standard Life. (Source)
Does your organisation have formal policies or programs (such as mentorship, recruitment, or community support) that promote equitable opportunities for underrepresented and underserved communities?	Underrepresented and underserved communities refer to communities and individuals who have been historically marginalised and oppressed due to an element (or multiple elements) of their personal identity. Underrepresented and underserved communities include but are not limited to Black people, Indigenous peoples, disabled people, refugees and asylum seekers, internally displaced people, minority religious groups, marginalised ethnic groups, LGBTQ+ communities, marginalised socioeconomic groups.
Do you have a specific plan to promote diversity, equity, and inclusion at Cannes Lions Festival 2025?	This could include how you plan to ensure diverse representation within your team, in your participation at the festival, or in any presentations or content you're involved in.
Will at least 60% of the passes be allocated to underrepresented and underserved communities?	Underrepresented and underserved communities refer to communities and individuals who have been historically marginalised and oppressed due to an element (or multiple elements) of their personal identity. Underrepresented and underserved communities include but are not limited to Black people, Indigenous peoples, disabled people, refugees and asylum seekers, internally displaced people, minority religious groups, marginalised ethnic groups, LGBTQ+ communities, marginalised socioeconomic groups.



Questions	Guidance
Is your annual turnover less than 250,000 EUR?	
Is your organisation a sponsor or partner at Cannes Lions Festival 2024?	If you are unsure, please contact maxined@canneslions.com
Is your organisation 51% owned by an underrepresented or underserved community?	Your organisation is majority-owned (51% or more) by individuals who belong to underrepresented or underserved communities. Underrepresented and underserved communities include but are not limited to Black people, Indigenous peoples, disabled people, refugees and asylum seekers, internally displaced people, minority religious groups, marginalised ethnic groups, LGBTQ+ communities, marginalised socioeconomic groups.
Does your organisation have a specific accessibility policy in place?	An accessibility policy typically includes a framework or provisions to remove barriers that might prevent individuals with physical, sensory, cognitive, or other disabilities from accessing facilities, digital platforms, or information.
Does your organisation's workforce and leadership demographics reflect the diversity of the community it serves?	We are interested in understanding if the people within your organisation represent the same demographics as the communities you engage with.
Please use this space to provide any additional details about your application or your organisation. You can include your mission, values, stories of impact, unique challenges you face, or any other information you think could support your application.	This open text box is your chance to add anything that hasn't been covered by the other questions in the application. It's an opportunity to truly showcase what makes your mission and work unique.