



MIDO's SUSTAINABILITY POLICY

IES INTERNATIONAL EYEWEAR SOLUTIONS Srl (hereafter IES srl), organiser of MIDO, MOSTRA INTERNAZIONALE DELL'OTTICA, OPTOMETRIA E OFTALMOLOGIA, has set out on a path, implementing a series of activities, to improve the event's positive social and environmental impacts and diminish the negative ones as far as possible.

In general, IES srl undertakes to respect the fundamental principles of the 2030 Agenda for Sustainable Development; to manage the event with inclusiveness, integrity and transparency; to ensure compliance with current environmental, health, safety and labour regulations; to involve stakeholders through listening and discussion.

The main values inspiring MIDO's activities (present in the Code of Ethics of IES srl, which organises the event) are: reliability, fairness, sharing, professionalism, sustainability and transparency.

SUSTAINABILITY POLICY:

Environment

IES srl has among its objectives to reduce its environmental footprint. The trade fair, thanks to the international context in which it operates, can act as a sounding board for all the best practices in the world of eyewear.

Employees

IES srl intends to spread the culture of sustainability among its employees, who are considered primary stakeholders. Employees are involved in initiatives to change their lifestyle and consumption and become ambassadors of sustainability.

Exhibitors

IES srl intends to promote the culture of sustainability also among exhibitors in order to promote a cultural change and reduce the environmental impact of the exhibition. This is why the theme of sustainability is included in various events at the exhibition/congress area The Vision Sytage.

Suppliers

IES srl intends to spread the culture of sustainability among its suppliers. The first step is to stimulate them on these issues by sharing its Sustainability Policy.

Suppliers are chosen for their ability to ensure a quality product within the standards of environmental friendliness without prejudice to price-performance ratio and, whenever possible, proximity.

Visitors

IES srl is committed to making participants aware of the importance of sustainability by promoting sustainable behaviour.

SUSTAINABILITY POLICY: OBJECTIVES

Environment

To make the policy of environmental sustainability a reality, IES srl intends to:

- further improve the sustainability of the set-up, for the part under its responsibility, favouring eco-friendly and, when possible, recyclable materials. When choosing the carpeting to be used during MIDO, Fiera Milano relies on a company that not only supplies but also manages the disposal of materials (the supplier has obtained the "CSI" ecological product certification)
- further reduce the use of paper by choosing digital solutions whenever possible. MIDO's catalogue of in-person exhibitors is available online on an app and is not printed.
- reduce the environmental impact related to mobility by promoting the use of public transport by organisers, speakers and visitors. IES srl provides a free rail transport service for opticians travelling to the fair from various Italian cities.
- food waste is considered to be reduced thanks to the agreement between Fiera Milano and the Italian Red Cross (it is planned to activate the on-call food collection service of any surplus in the catering areas).

Employees

To make the sustainability policy a reality among its employees, it has already implemented a number of actions:

- created and shared the vademecum *Sustainability, instructions for use*;
- has involved and will continue to involve employees in initiatives of social value, for example by improving collaboration with the Commissione Difesa Vista (CDV) association, which aims to provide accurate and timely information on topics related to eye health. The Commission, with the collaboration of leading specialists in the field, organises seminars, conferences, workshops and awareness campaigns on eye and vision issues;
- implemented several actions to make IES srl offices sustainable: use of water bottles and flasks, reduction of paper use, monitoring of office heating/cooling, use of teleconferences to avoid travel, promotion of smart working, etc.;
- Organisation of update webinars on sustainability issues.

Exhibitors

In order to make the policy of sustainability a reality among exhibitors, a number of actions were implemented:

- stimulated exhibitors to create sustainable stands by favouring environmentally friendly and recyclable materials. The *Stand up for green* competition is organised at the show; CSE certification, the first international sustainability certification for the eyewear sector, as well as the CSE Award, an acknowledgement that rewards companies taking part in MIDO that have made product sustainability one of the key points of their corporate strategy.
- recalled the importance of reducing waste, using renewable energy and minimising waste production.
- promoted networking events where exhibitors and visitors could exchange views.
- created in-depth events within the schedule to keep the level of attention on social and environmental sustainability high.

Suppliers

In order to make the sustainability policy regarding supplier stakeholders a reality, IES srl is committed to paying them on time against regular accounting documents. In addition, it has already implemented some other actions:

- shared the Sustainability Policy document with all suppliers in each sector;
- sent out a sustainability questionnaire to check suppliers' commitment into their business;
- invited suppliers to adopt a policy of fairness and transparency towards their stakeholders.

Visitors

In order to make the policy of sustainability a reality among visitors, a number of actions were implemented:

- provided online registration for the event; the validity of the entry data is certified with ISFCERT;
- included a short guide *When the Visitor is Sustainable* providing tips for those attending the live event to promote sustainable behaviour;
- created in-depth events within the conference area to maintain a high level of attention on social and environmental sustainability.