

8-10 October 2024 | Milan, Italy

Sustainability at CPHI Milan 2024

Find out more about sustainability at CPHI here



CPHI Milan 2024

CPHI Milan united the global pharma supply chain at the heart of pharma for three record-breaking days of powerful networking, collaboration, and innovation.



58,664
Attendees



2,838
Exhibitors



103
Exhibitor countries represented



109
Conference sessions



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It’s our ongoing mission to embed sustainability into everything we do and create a space for the pharma industry to have conversations that enable learning and progress.

Through connecting stakeholders, championing best practice and curating expert content, our aim is to help advance innovation and solutions-led actions to tackle the big challenges in our sector.

Silvia Forroova
Director of Partnerships & Sustainability – Pharma



You said.

We did!



This You said We did poster was displayed at CPHI Milan at the Sustainability Centre

How we've been acting on feedback to build a more sustainable CPHI.

Improve awareness around your recycling & reuse policies for stands and event materials.



We're improving communication around our Better Stands programme. Learn more here or across our website, social media and the event app.

Have more vegan and vegetarian options across the event.

187 outlets are selling vegetarian paninis, with €1 from each purchase donated to charity. Plus, CPHI Celebration's menu will be 50% vegetarian.

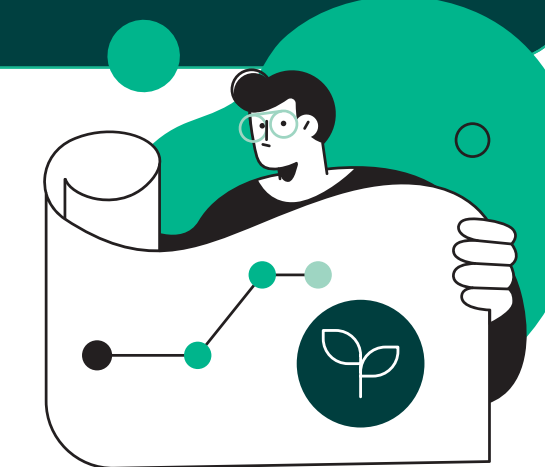


Provide more opportunities to network with like-minded professionals and explore sustainability.



As well as this dedicated discussion space, CPHI Milan is hosting its first Sustainability Networking Party here at the Sustainability Centre!

Relocate the Sustainability Centre to a more central spot and make it a networking hub where companies can collaborate, brainstorm and discuss.



The Sustainability Centre is now more central in Hall 6, with additional space for networking and discussions around sustainability.

Consider incorporating more diverse speaker line-ups and panel discussions in your conference sessions to ensure a broader range of perspectives and insights.



Through our Diverse Voices on Stage initiative, we are committed to continually broadening the insights we share with our community, bringing together speakers and companies from a range of backgrounds.

Showcase more content focused on sustainability in the supply chain, packaging and raw material.



Our dedicated Sustainability Theatre features several sessions on these topics. We're also hosting 40 Product Innovation sessions, with 6 focused purely on sustainability.

Our sustainability commitments:

Running an environmentally responsible event



We have continued bringing our exhibitors on our Better Stands journey, to reduce waste by building reusable, long-lasting stands. **Our Sustainability Centre showcased this concept firsthand as it was an example of a reusable Better Stand.**



All the gangways, features, shell and MSD stands at the show were laid with **Rewind** carpet – which is the most sustainable carpet product on the market.



Fiera Milano's usage of 26,000 solar panels ensured that at least 20 percent of their energy comes from renewable sources.



Find out more about sustainability here



Our sustainability commitments:

Running a socially responsible event



We saw a 117% increase in our Start-Ups participating at CPHI Milan 2024.



The Fieraccessibile project, launched in late 2012, focuses on improving mobility and safety for differently-abled individuals at the exhibition site.



The **NEW Mentorship Programme** brought together 27 mentors, and 31 mentees for the official launch. An additional 49 attendees added the Mentorship session to their agenda in the CPHI Milan app.



Mental health and wellbeing are a top priority, with the event offering various spaces such as the prayer room, lactation room, and extra Games Zone locations, hydration stations, and immersive activities to promote rest and self-care. 43 attendees were present at the **wellbeing** session and 31 at the **diversity** session.



Find out more about sustainability here



Our sustainability commitments:

Inspiring sustainable development



Our Sustainability Centre showcased the design possibilities of the Better Stands programme and played host to three days of valuable sustainability conversations. The Sustainability Networking Event had 70+ attendees for the launch of **The Sustainability Collective**.



38% of speakers were women this year, an increase of **6%** compared to 2023.



Total sustainability interviews conducted increased by 36% compared to previous edition.



The **Sustainable Futures** Theatre included a high-profile keynote, and sessions on decarbonisation in drug delivery, the role of Chief Sustainability Officer, cross business insights, materiality, green chemistry and manufacturing and supplier engagement. The Sustainable Futures theatre was one of the most popular at the event, bringing together 985 attendees.



Launch of the CPHI Sustainability Collective

The launch of the Collective took place at the end of business on Day Two at the Sustainability Centre and was well attended with 70+ people.

Over 100 people expressed interest in joining our Collective via the Collective sign-up page.

The 1st Collective webinar, “The CPHI Sustainability Collective: A New Initiative to Support a Sustainable Pharma Value Chain” took place on Dec 10th. It was attended by 136 participants. – [You can view the webinar here.](#)



To join the
Collective click



Donation point in collaboration with Banco Alimentare



- Donation Point Collection**
- 29 Litres of soft drinks + water
 - 12 kgs of various pre-packed food items



- Surplus Donations from Outlets**
- 55 kgs of sandwiches from Autogrill



- CPHI Monetary Contribution**
- CPHI donated for each vegetarian sandwich sold



Better Stands

Moving away from disposable stands together.

The **Better Stands** programme aims to unite and encourage exhibitors to move away from disposable, single-use stands at events, in favor of **reusable and safer structures**.

We believe that by working in collaboration we can **eliminate the waste** connected to single use, space-only stands – while still delivering world-class designs that have a second life after the show closes its doors.

By moving away from the use of disposable stands we are improving the ease, safety, and sustainability of the exhibitor experience at events.

CPH Milan Better Stands
results for space-only stands:



Thank you to our Sustainability Partners





Join our sustainability efforts across our global portfolio

Our next event is CPHI Americas 20–22 May 2025!

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