



Joining the UN Global Compact and accelerating the process of ecological transition: the commitments of the Salone del Mobile.Milano for its 60th edition.

At this very special edition, the Salone del Mobile is reiterating its commitment to the sustainable development, both environmental and social, of the entire furnishing system. To this end, it has adopted and suggested to its exhibitors eco-friendly guidelines for putting together the event. Today it has announced that it has joined the UN Global Compact to help build a “healthy” and responsible society.

The **60th edition of the Salone del Mobile.Milano** is taking place from **7th to 12th June** at Rho Fiera Milano, a major milestone that the trade fair is celebrating by harnessing its key values: **quality, innovation, beauty** and, now more than ever, **sustainability**. The Salone is looking to the future, with the focus on the sector’s commitment to and awareness of circularity and environmental impact, in the knowledge that the wonderful things it produces every year have to be in harmony with the planet and, therefore, ethical and sustainable. We sent a message loud and clear to the entire international design community at last September’s Supersalone, showing that it is both possible and crucial to start holding international events again, combining environmental awareness criteria with furniture production. Thanks to the efforts of all involved, Supersalone was awarded ISO 14064-1:2019 certification – a first sign that it is not just our duty, but that it is also possible, to engrain a change of course. **The Salone has now initiated the process for ISO20121 event sustainability management system certification.**

A further and decisive step in the **Salone del Mobile.Milano’s** progression towards environmental, social and economic sustainability has been joining the **United Nations Global Compact**, the world’s largest corporate sustainability initiative, which has brought together more than 15,000 businesses in over 160 different countries. It is a call to companies everywhere to uphold, adopt and promote the values of sustainability in the long term.

“We are delighted to be able to report that we have received confirmation of our membership of the UN Global Compact. We have taken this step because we believe that the actions of every company, organisation or federation should be guided by a profound sense of responsibility – the future of our planet and of the upcoming generations is in our hands. We need to shift our mental paradigms, share knowledge, further the study and development of innovative solutions, in the awareness that what we do today will determine our children’s future,” said **Maria Porro, President of the Salone del Mobile.Milano**. *“The Ten Principles of the UNGC are that businesses should support the protection of human rights, promote greater environmental responsibility and work against corruption in all its forms. The furnishing and design system is also called to sign up to transformative change, needed to combat or at least drive down the environmental and social impact of current*



industrial development. Conscious that we are all part of the ecosystem, we are honoured to be embarking on this path along with so many other actors. It is only in this way that the Salone del Mobile.Milano can really become illustrative of the progress made thus far and the first sector-specific trade fair in the world to become sustainable and virtuous.”

In the wake of these achievements and buoyed up by the support and cohesion of an entire supply chain, the Salone del Mobile.Milano has decided to work on various levels and aspects as regards this summer edition: first and foremost by **identifying partners and suppliers of recycled and recyclable or upcyclable materials for building the communal areas, offsetting or, better still, regenerating the resources utilised.**

We have also involved all the protagonists of the trade fair and asked them to make a tangible commitment by respecting some basic **green guidelines** when designing and creating their displays for the fair. This means opting for **plastic-free, upcyclable materials** (such as **wood or 100% reusable plastic**), **upcycled materials**, or **low environmental impact materials**, or **FSC and PEFC materials**; to consider the **logistical sustainability of supply sources** of materials; to employ **environmentally sound products and equipment** when creating their displays; to **avoid wasting** material, electricity and water; to give priority to **Class A electronic materials**; to use biodegradable ink for printing; to ensure that “**adaptability**” and “**dissassemblability for reuse**” are **the key principles** when selecting the project components, already having in mind where and how these will be upcycled or disposed of; questioning their suppliers as to the **characteristics and traceability of their purchases**, and making clear **the company’s commitment to sustainability** in institutional communication.

The Salone has entrusted a large project to the architect **Mario Cucinella**, who is deeply committed to the transformation and re-use of material. **Design with Nature** is intended as a concrete demonstration of how circularity can be systematised. While the urgency of the environmental situation has required us to move from mined materials to organic or reconditioned products, **Design with Nature** underscores the fact that eco-friendly alternatives already exist, produced on an industrial scale, and are being used in the furnishing system and construction sector. This “installation” brings them together – not all but many of them – and explains them, be they coverings made from microfibres or salmon or sardine scales; acoustic panels in fungal mycelium and waste fabric or cellulose fibres; recycled plastic and reconditioned polyurethane. These alternatives are readily available, in our cities and in our homes. **Design with Nature** is a bid to accelerate this awareness and trigger virtuous ecological behaviours.

Milan, 6th June 2022

Press info:

Marva Griffin – Patrizia Malfatti

press@salonemilano.it