

Sustainable Events Policy

2026

Salone del Mobile.Milano



Set up in Milan in 1961 to promote the export of Italian furnishing and furnishing accessories, the **Salone del Mobile is the benchmark international furnishing and design sector event**. Every year - in April, at the Rho Fiera Milano fairgrounds - the Salone turns the spotlight back on the excellence of a key supply chain for the global economy, stimulating processes of innovation in the field of business culture, work and design. Spearheading an evolutionary path that has always put the visitor at the centre, the event is configured as a laboratory, capable of forging new connections between people, creative processes, strategic visions, production and distribution models, geared to contributing to an increasingly sustainable future.

Thanks to **SaloneSatellite**, a meeting point for international young talents and the home living industry, since 1989 the Salone has welcomed over 14,000 creatives from all over the world, 350 international design universities and schools, brought hundreds of prototypes into production, anticipated new sensibilities in the field of innovation, research into materials, accessibility, and the relationship between handmade and industrial design.

Investment in the **Cultural Programme**, which runs alongside the event at each of its editions, completes the visitor experience, with the aim of stimulating the ability of the companies to integrate elements that increase their competitive strength on the market on one hand and visitor numbers on the other, thanks to major exhibition projects and site-specific installations and talks and round tables on key contemporary issues. By involving authoritative sectoral figures in its cultural programme and through an authentic narrative rich in diverse points of view and visions, the Salone is not only strengthening the cultural commitment of the event, but promoting new narrative projects that explore the world of design, consolidating its role as a promoter of culture and generating its own soft legacy that inspires innovation, connection, and new future prospects. The 2025 Cultural Programme has in fact consolidated the function of the **Salone as an infrastructure of knowledge and dissemination**: for the Salone the culture of design is a tool for interpreting economic and social transformations, capable of activating collaborative networks between disciplines and territories. An integral part of this commitment has been the constant dialogue with the city's cultural institutions - from museums to foundations, and universities to theatres - to build co-design models that strengthen the role of the city of Milan as a shared laboratory of cultural innovation.

The **63rd edition of the trade fair** in 2025 welcomed 2,103 exhibiting brands from 38 countries. Attendance exceeded 302,700 total presences from 160 countries with a record-breaking 68% quota of foreign professionals. Some 5,263 journalists, and 15,108 students visited the fair. **These figures confirm the centrality of the Salone and its role as an international attractor for the city of Milan, the capital of design.**

For 2025, Salone has again entrusted the Department of Design of the Polytechnic University of Milan with the scientific supervision of the **Milan Design (Eco) System** research project, conceived and curated by the Salone. The results of the survey were incorporated into the second edition of the **Salone del Mobile.Milano 2025 Annual Report**, enabling not only all the KPIs of the Salone sustainability path to be shared once again, but also providing a first data-driven reading of Milan Design Week, in terms of the Salone's cultural and financial impact on the territory. The research - collected into a 320-page book - involved 22 data holders and 90 sources, promoted and edited by the Salone - 10 Working Tables with 130 stakeholders and 861 field observations, constituting the very first analysis of the cultural design production system in Milan.

Over the last few editions, the Salone has demonstrated its concrete commitment to identifying solutions and enacting virtuous practices with values such as innovation and sustainability, regeneration, reuse, circularity, energy saving and attention to people and communities at its heart. Testament to this are its **membership of the United Nations Global Compact** – the leading business sustainability initiative at global level – its circulation of **Green Guidelines** for planning, building and handling trade fair displays and, especially, being awarded **ISO 20121 certification** for sustainable events management, relating to the planning, set-up and management of the event.

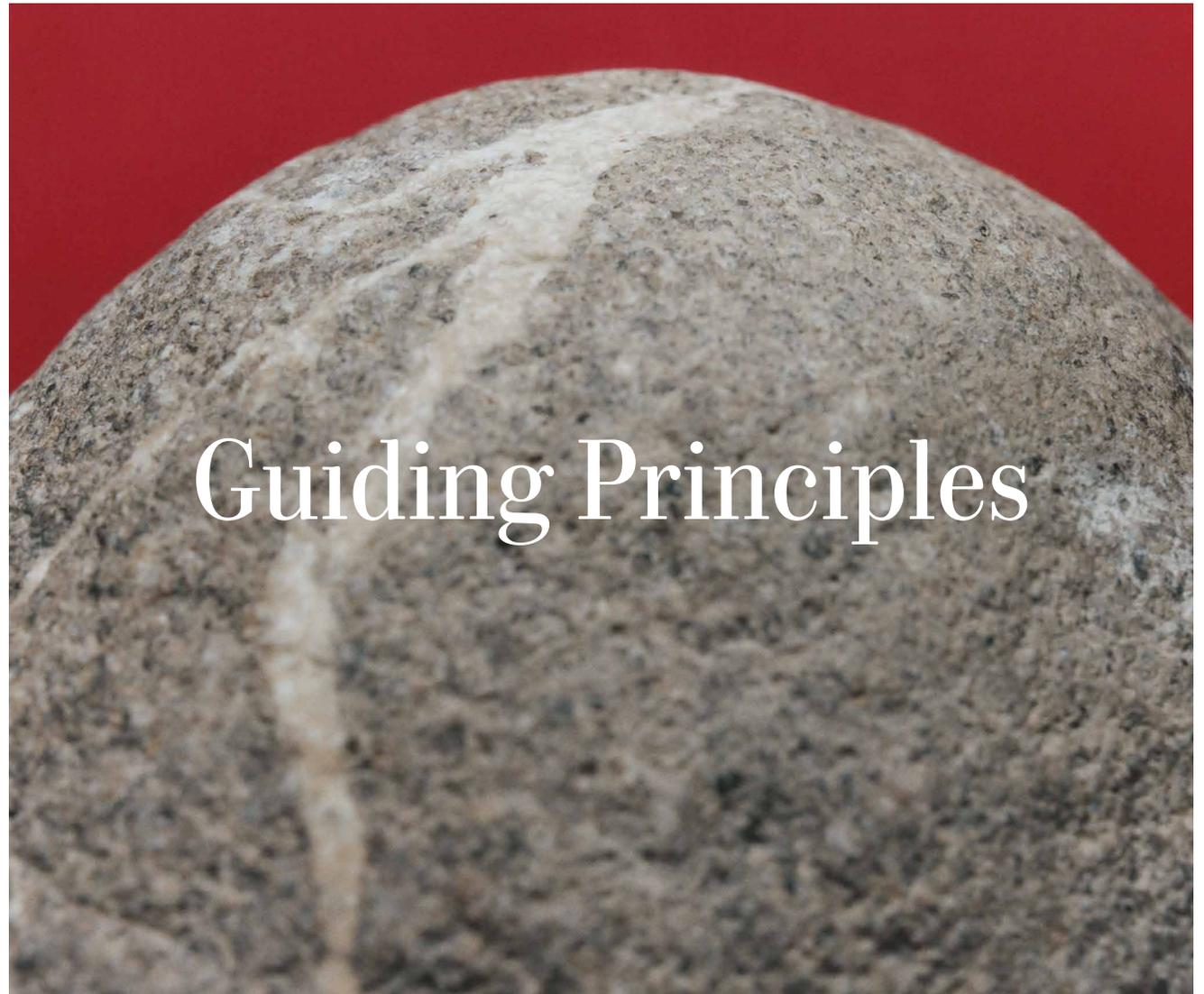
The **sustainable events management system**, in conformity with ISO 20121: 2024 legislation, **represents an opportunity for constant improvement**. By continuing to question the effects of its actions from an environmental, social and economic point of view and cultivating sustainable behaviours, and also through participatory governance involving institutional and private bodies, **the Salone aims to be and to continue to be a point of reference and source of inspiration for the entire sector, pursuing a business model that is as ethical as possible**, capable of responding intelligently and consistently to the increasingly complex challenges that the future has in store.

The Salone's task is not only to preserve a legacy, but to prepare for a future in which economy and culture, environment and innovation, business and thought, city and world can be considered together. For the Salone, being **an infrastructure for the future** means appreciating the existence of differences, offering continuity in discontinuity, and building trust in a constantly changing world.



The **pillars** on which the Salone del Mobile.Milano intends to focus its path towards sustainability, in conformity with the principles of ethical resource management, inclusivity, integrity and transparency are as follows :

- Promoting the environmental, social and financial compatibility of the activities and services provided;
- respect for people, the true resource in every project and event;
- ethical business;
- meeting the demands and expectations of its stakeholders.





In light of these premises and with regard to the 2026 edition, the Salone del Mobile.Milano, from the top management downwards and with the support of all the internal and external personnel acting under its authority, undertakes to:

- ensure that the trade fair and all the activities associated with it take place in full respect of the applicable mandatory requirements, both contractual and pursuant to **ISO 20121:2024 legislation**;
- **assess all risks and opportunities** inherent in its activities with a view to minimising potential environmental, social and economic impact;
- adopt solutions that will enable **natural resources** to be managed in the best way possible, prevent **environmental pollution**; and monitor the **impact on the city and on the region**.
- **involve the supply chain with a view to sustainable growth**, selecting partners whose strategy centres around a genuine awareness of the consequences of their activities - geared to providing services that will not only ensure the full satisfaction of the stakeholders, but also help to minimise environmental, social and economic impact;
- bring to the attention of **the protagonists of international debate and all the internal and external stakeholders the issues of environmental, economic and social sustainability**, as well as the thinking around circularity, regeneration, recycling and energy saving, in a bid to generate awareness, additional virtuous behaviours and inspire them to accelerate the process of identifying effective solutions for curbing the negative effects of climate change;
- act as **a platform for convergence and a place where the principle of sustainability translates into a common vision, shared criteria and operational tools** capable of contributing to people's wellbeing, to the protection of diversity and the environment, in line with the United Nations Sustainable Development Goals.
- foster **business and design culture**, encouraging stakeholders to acquire new skills, new reflections on the future and greater awareness;

- promote, also with input from stakeholders involved in the cultural production of design (museums, foundations, historical archives, trade and professional associations, architecture and design studios, researchers, curators and journalists), **the role design plays in the construction of a tangible and intangible cultural heritage**, capable of fuelling new forms of innovation and participation;
- **identify and promote solidarity-boosting initiatives geared to raising the social sustainability level of the event**, such as initiatives and display solutions that offer better usability and accessibility of the spaces and projects by less able users;
- **valorise staff and their professional development** at all levels, doubling down on welfare policies, along with training programmes geared to skills development and responsible involvement in spreading the culture of sustainability;
- **promote inclusion/inclusivity**, respecting the rights of visitors to the event, of the exhibiting companies involved, of the partners/suppliers and the workers.
- **evaluate and report** transparently on the results and lessons gleaned from each edition of the Salone del Mobile.Milano and the initiatives consequently undertaken to increasingly curb impacts and leave a positive legacy.

The above points constitute a frame of reference for establishing and re-examining the objectives and milestones relating to the sustainability of events, which have a short, medium and long-term vision, aimed at ensuring sustainability in the future of the Salone del Mobile.Milano.

The Salone del Mobile.Milano also undertakes to set up and operate an ongoing system for monitoring the performance of its own Management System for Event Sustainability, in order to keep improving the service it provides, the satisfaction of its stakeholders and the increasing sustainability of the event.

Milan (MI), 9th January 2026

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Maria Adele Porro

