

Under the Surface, Installation 2024, International Bathroom Exhibition - Courtesy: Salotto NY



SUSTAINABLE EVENTS POLICY



Salone del Mobile.Milano



Lost and Roll, Photo Project 2023 - @Gianluca Vassallo

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.** It takes place in April, at the Rho Fiera Milano fairgrounds and represents the production of the most dynamic and creative companies on the global market. Thanks to SaloneSatellite, it also serves as a launch platform for young designers and a point of reference for companies on the look-out for new talent, as well as an intensely formative experience for the upcoming generations.

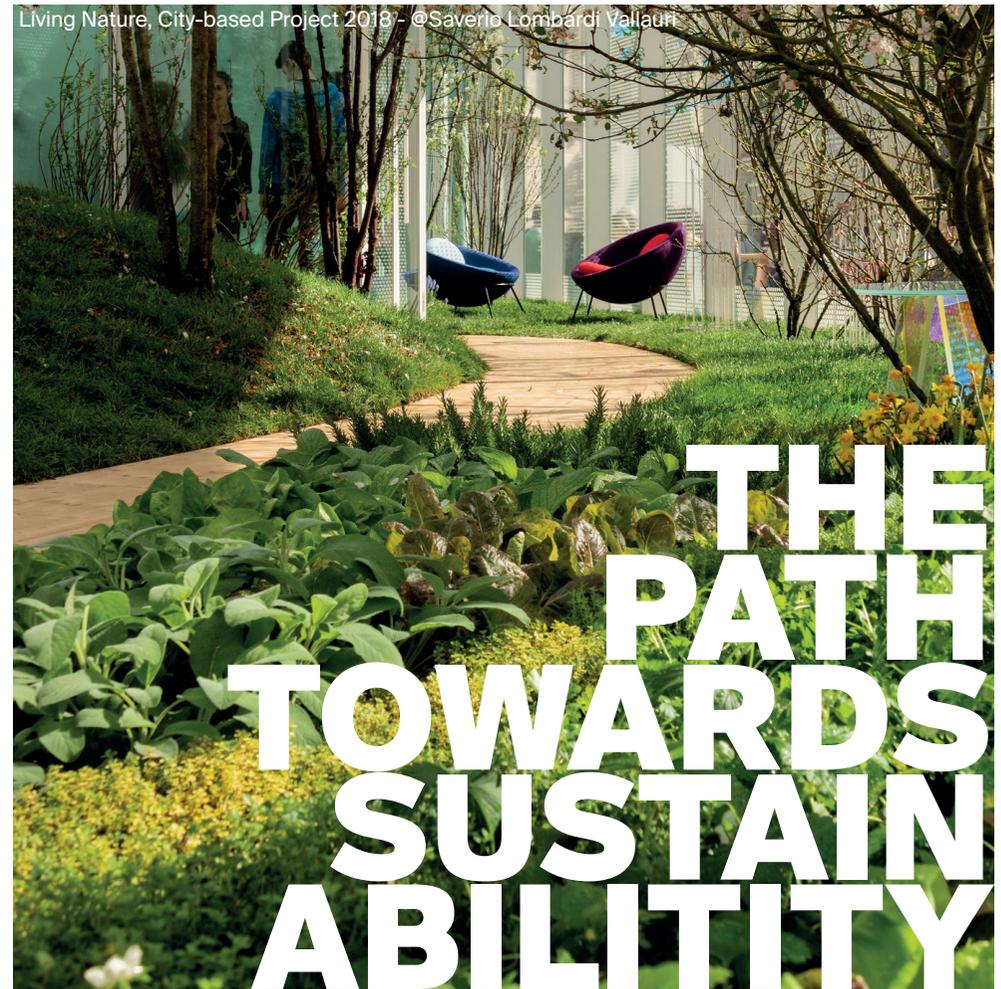
It attracts over 300,000 specialist visitors every year, around 65% of them from abroad, from more than 181 countries, 5,000 Italian and international journalists, and around 27,500 members of the public over the weekend. It also features a great many collateral events, devised by top international artists and designers, because **the Salone del Mobile.Milano is synonymous not just with business but also with culture.**

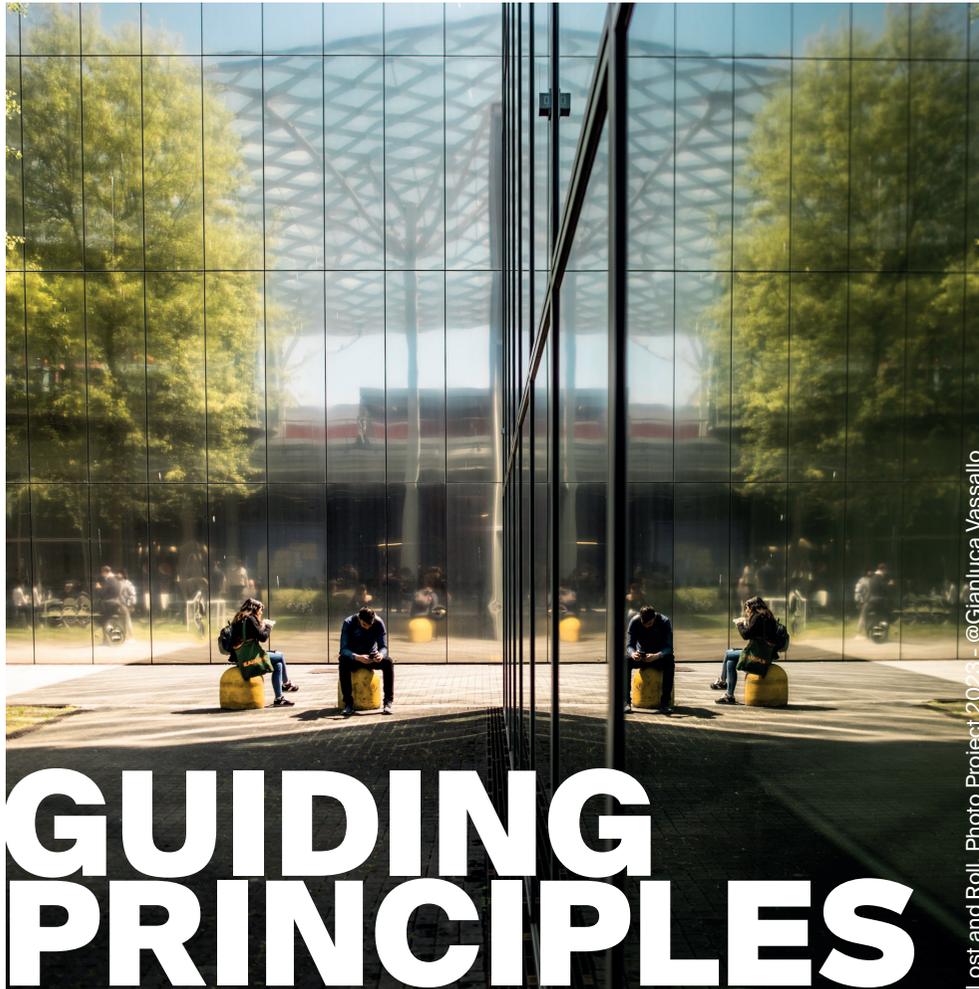
Precisely because of its cultural remit and value, issues such as **regeneration, reuse, circularity, planet-centricity, energy saving, and attention to people and communities** have always stood at the heart of the Salone del Mobile. Milano's **mission, vision and long-term strategy**, inspiring **the way it operates** sustainably, geared to achieving **a balance between respect for the environment, ethical and transparent dealings and people's wellbeing.**

THE PATH TOWARDS SUSTAINABILITY. Over the last few editions, the Salone has demonstrated its concrete commitment to identifying solutions and enacting virtuous practices. 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 and building 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.

Environmental, economic and social responsibilities will remain priorities at the 2024 edition of the Salone del Mobile, which is endeavouring to organise all the activities and events (both those directly run by the Salone and those run by the exhibiting companies) so that they have the greatest possible positive effect on the surrounding social and environmental ecosystem, are geared to the efficient use of resources, cutting waste, and protecting the human rights, diversity, health and safety of those taking part in the event and those workers involved in its organisation, and ensuring benefits for all the companies taking part and the local community.

With this in mind, the sustainable events management system, in conformity with ISO 20121: 2013 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, through the involvement and support of its own stakeholders, the Salone aims to become the 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 lie ahead.





GUIDING PRINCIPLES. The pillars on which the Salone del Mobile.Milano intends to build its path towards sustainability, in conformity with the principles of 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.

COMMITMENTS. In light of these premises, the Salone del Mobile.Milano, from the top management downwards and with the support of all 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 20121:2013 legislation**;
- **assess all risks and opportunities** inherent in its activities with a view to minimising potential environmental, social and economic impact;
- adopting solutions that will enable **natural resources** to be managed in the best way possible and prevent **environmental pollution**;
- **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 internal and external stakeholders the issues of environmental, economic and social sustainability**, as well as the thinking around ethics, circularity, domestic space, participatory architecture, urban regeneration, recycling and upcycling, in a bid to inspire them to accelerate the process of identifying effective solutions for curbing the negative effects of climate change;
- **assert its role as a platform for business models structured along paths of responsible and inclusive development**, as well as for new business ideas and technological solutions capable of contributing to people's wellbeing, to the protection of diversity, the environment, the home and resource efficiency, in line with United Nations Sustainable Development Goals.
- **identify and promote solidarity-boosting initiatives geared to raising the sustainability level of the event**, such as sustainable mobility projects, initiatives and display solutions that offer better usability of the spaces and projects by less able users;
- **valorise staff and their professional development** at all levels, doubling down on welfare policies and reconciliation logics, 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.

Salone del Mobile.Milano



The above points constitute the frame of reference for establishing and re-examining the objectives and milestones relating to the sustainability of events.

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) 7th February 2024

Maria Adele Porro

Maria Porro
President of the Salone del Mobile.Milano