



MISSION STATEMENT FOR EVENT SUSTAINABILITY — MIDO | MILANO EYEWEAR SHOW (IES INTERNATIONAL EYEWEAR SOLUTIONS SRL)

Starting in April 2019, IES INTERNATIONAL EYEWEAR SOLUTIONS Srl initiated a structured path to make the MIDO Eyewear Show increasingly sustainable, and to achieve ISO 20121 certification. The MIDO – Milano Eyewear Show has adopted an integrated approach to sustainability, embedding the principles of the ISO 20121 standard within its organizational system – a certification achieved and renewed over the years. This document represents the organization's Mission Statement on sustainable development and on the sustainability of the MIDO event.

MISSION, VISION, VALUES

Mission

IES INTERNATIONAL EYEWEAR SOLUTIONS provides services and commercial activities on behalf of the Italian Optical Goods Manufacturers Association (ANFAO), including the organization of MIDO, the leading international trade show for the eyewear industry – a global point of reference with a focus that also extends to fashion and design. It promotes training and information events, seminars and conferences for visitors and exhibitors. It also works with institutions, the government and ITA (Italian Trade Agency) on the overseas promotion of Italian businesses, internationalization, and Made in Italy products.

MIDO is the leading international eyewear exhibition: a global meeting point that every year offers opportunities for professional updating, conducting business, networking, and training to all operators across the supply chain. The exhibition is committed to promoting innovation, quality and sustainability through cultural content, awards, workshops and information programs.

Vision

To strengthen the role of MIDO as an exhibition that goes beyond the dimension of the eyewear market and shapes the culture of design and style. Through all of its actions, to promote a fresh, updated culture of eyewear. In this context, the commitment of IES INTERNATIONAL EYEWEAR SOLUTIONS is to help spread a culture of sustainability among industry professionals, emphasizing the need to align business with environmental and social considerations. MIDO aims to contribute to the sustainable development of the entire eyewear industry by promoting: a culture of sustainability; a responsible and innovative supply chain; an international ecosystem based on collaboration and inclusion; and the dissemination of ESG practices.

VALUES

The values underpinning the work of IES INTERNATIONAL EYEWEAR SOLUTIONS and MIDO are: **Integrity and transparency** – Our conduct is based on fairness and respect for all stakeholders, a commitment that enables us to gain and maintain their trust. Impact measurement and ethical conduct. MIDO ensures clarity of information, accurate measurement of impacts (ISFCERT – ISO

25639 certification for the validation of statistical data) and an ethical approach that exceeds regulatory obligations.

Sharing – We believe in collaboration and the exchange of ideas. MIDO actively seeks to share its choices with companies, visitors, associations, schools, institutions and stakeholders. Training activities, Diversity, Equity & Inclusion panels and cultural content foster dialog, participation and accessibility.

Dialog and growth – Workshops, talks and conferences held at The Vision Stage encourage discussion among operators from different sectors, stimulate debate and contribute to the professional and cultural growth of participants.

Collaboration – The exhibition facilitates the creation of relationships between companies, buyers, designers, students and institutional partners, promoting shared projects and new business opportunities.

Knowledge and innovation – MIDO advances knowledge of new trends and ESG dynamics through research projects such as the *Optical Monitor*, training initiatives and sustainability awards (CSE Award, etc.).

BENEFITS

The benefits generated by MIDO, organized by IES INTERNATIONAL EYEWEAR SOLUTIONS, are measurable in terms of:

Social Benefits

- dissemination of a sustainability culture across the eyewear supply chain;
- ongoing initiatives such as free vision-screening activities in communities and schools, carried out with the support of **CDV Eyecare Commission ETS**;
- skills development through talks, workshops and training content.

Environmental Benefits

- reduction of environmental impacts through:
 - an environmentally attentive exhibition district (certifications);
 - free transport and sustainable mobility initiatives to reduce emissions;
 - awards and incentives for exhibitors developing more sustainable stands and products.

Economic benefits

- activation of an international ecosystem that values innovation, quality and responsible development;
- support for emerging companies and designers through awards and global visibility.

These benefits represent the event legacy of MIDO – a positive impact that continues beyond the exhibition days

RISKS

The current risks that MIDO addresses and manages through monitoring and preventive measures include:

- Consistency – declaring sustainability values without fully integrating them into operational practices.
- Reputation – risk of greenwashing allegations or inconsistencies that could undermine credibility.
- Transparency – measuring impacts without rigorous methodologies or traceable indicators.

- Operational continuity – risks caused by extreme weather events, disruption of non-compliant supplies or energy crises.

CHANGE MANAGEMENT

In a complex global context, IES INTERNATIONAL EYEWEAR SOLUTIONS recognizes the need to be resilient and flexible.

Should exceptional circumstances prevent full application of the practices envisaged by the ISO 20121-compliant management system, the organization undertakes to:

- adopt alternative solutions that guarantee the highest possible level of sustainability,
- continually improve operational processes,
- monitor environmental, social and economic performance,
- maintain constant dialog with stakeholders,
- ensure transparency and coherence in all management decisions.

All activities will be subject to continuous monitoring by Management to ensure ongoing improvement and full adherence to the values of IES INTERNATIONAL EYEWEAR SOLUTIONS.