



Sustainability Policy – MIDO | MILANO EYEWEAR SHOW (IES INTERNATIONAL EYEWEAR SOLUTIONS SRL)

Starting in April 2019, IES INTERNATIONAL EYEWEAR SOLUTIONS Srl began a structured process 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 requirements.

Sharing – We believe in collaboration and the exchange of ideas. MIDO actively seeks to share its choices with companies, visitors, associations, schools and institutions. 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 foster 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

Benefits and sustainable development: MIDO 2026 vision and program

Organized by IES INTERNATIONAL EYEWEAR SOLUTIONS and promoted by ANFAO, MIDO is not only a trade show but also a strategic platform that supports the sustainable development of the Italian and international eyewear supply chain. The exhibition acts as an amplifier of ANFAO's institutional initiatives, generating lasting social, environmental and economic benefits consistent with the principles of ISO 20121:2012 regarding sustainable event management.

Social and cultural benefits

MIDO helps foster a culture of sustainability, inclusion, and social responsibility across the eyewear supply chain. Through a coordinated program of training, information and dissemination, the exhibition supports skills development and dialog among professionals, institutions and younger generations. In the renovated The Vision Stage space, MIDO 2026 will host more than 20 meetings, workshops and talks focused on social responsibility, sustainability, global trends, international markets and new consumer behaviors, involving experts, journalists, optical professionals, doctors, analysts, and insights from cultural and sports personalities.

At the social level, MIDO continues to support initiatives with direct impact in local communities, such as free vision-screening programs provided by the CDV Eyecare Commission ETS, and projects aimed at strengthening the attractiveness of the sector to emerging talent, promoting inclusive, skills- and well-being-oriented work environments.

Environmental sustainability and governance

Within the environmental and ESG sphere, MIDO supports a structured program to increase awareness and corporate competencies, especially among SMEs. In collaboration with Deloitte Climate & Sustainability, ANFAO has launched a free training program on sustainability reporting, ESG culture and the integration of environmental, social and governance criteria into business processes. In 2026, the program will be further expanded to include sustainable supply chain management, energy transition and the relationship between the banking system, companies and sustainability.

At the same time, ANFAO is strengthening CSE – Certified Sustainable Eyewear certification with the aim of establishing it as a European reference standard that supports a more transparent, responsible and innovation-oriented supply chain.

MIDO chooses to be held at the Fiera Milano exhibition district because of its shared concrete commitment to environmental sustainability and social responsibility. MIDO's goals are fully aligned with Fiera Milano's strategy, which has implemented a structured plan to reduce environmental impacts through its 2030 Decarbonization Plan, in support of an exhibition consistent with the principles of innovation, environmental care and sustainable development.

Innovation, digitalization and supporting businesses

MIDO promotes innovation as a key driver of responsible economic development. In this context, ANFAO has announced a program to support the digitalization of processes, the adoption of Artificial Intelligence and the development of new organizational and production models, details of which will be presented throughout the year. MIDO also promotes co-innovation initiatives, Open Innovation programs and support activities for Italian companies, reinforcing ANFAO's role as an institutional counterpart in major national industry working groups.

Specialist training and interdisciplinary dialog

MIDO supports advanced training and dialog among professional communities. In 2025, a new investment package was approved by EBO (Ente Bilaterale Occhialeria) for the Copernico 2.0 Project, an advanced platform that uses Artificial Intelligence to create customized training courses. Developed in collaboration with academic institutions, programs for young professionals and export managers continue, as do initiatives fostering dialog between the medical community and the optical professions, including through telemedicine solutions.

Best practices awards and recognition

MIDO spotlights companies' clear commitment through a structured system of awards recognizing excellence, innovation and sustainability. Alongside the Best Store Award and CSE Award, MIDO 2026 will introduce the CSE Corporate Award, which will replace Stand Up for Green and acknowledge the exhibitor that best integrates ESG principles into its business strategy and practices. This award reinforces the message that industry innovation cannot be separated from responsible business models attentive to people and the environment.

MIDO legacy

Through this coordinated set of initiatives, MIDO consolidates **its legacy** as an exhibition capable of generating a lasting positive impact that extends far beyond the event, contributing to sustainable development of the eyewear supply chain, skills development, promotion of Made in Italy, and dissemination of a shared culture of social, environmental and economic responsibility.

MIDO Sustainability Policy Objectives

Social

- Promote eye health and social inclusion through free eye-screening campaigns and dedicated initiatives in collaboration with non-profit organizations (+5% vs 2025)
- Disseminate a sustainability, inclusion and social responsibility culture along the eyewear supply chain through training programs, talks and workshops for companies, professionals and young talent (≥20 appointments vs 2025)
- Encourage active stakeholder engagement (exhibitors, visitors, institutions, communities) in the exhibition's sustainability program

Environmental

- Share and promote the environmental sustainability principles and values adopted by **Fiera Milano**, organizer, host and manager of the exhibition district and responsible for the operational management of environmental impacts (energy, waste, water and infrastructure)
- Raise awareness among exhibitors and visitors on sustainable behaviors in keeping with the environmental policies of the exhibition district, encouraging responsible mobility, lower-impact exhibition installations and mindful use of resources

Economic

- Support responsible economic development within the eyewear industry, maximizing innovation, quality, Made in Italy and emerging businesses
- Encourage sustainable business models through awards and recognition that highlight the integration of ESG principles into corporate strategies

Medium–Long Term Objectives (2028–2035)

- Consolidate MIDO's legacy as an international platform of reference for sustainability in the eyewear industry, progressively increasing stakeholder engagement and awareness
- Strengthen alignment with sector standards and ESG certifications, contributing to the diffusion of sustainable practices throughout the supply chain
- Ensure continuity and evolution of the social, training and cultural initiatives promoted by MIDO and ANFAO, guaranteeing a lasting positive impact beyond the exhibition days

MIDO is committed to continuously monitoring and improving its sustainability practices, contributing to a more responsible and sustainable future for the eyewear industry and for society as a whole.

At the end of each edition, a final report is prepared and shared with stakeholders summarizing the activities carried out and results achieved.

The organization's Management System applies to the phases of Research, Design, Planning, Implementation, Review and Post-event activities for MIDO 2026, which will take place on 31st January, 1st and 2nd February 2026, and does not include activities outside this scope.

Milan, 20 January 2026