



MIDO SUSTAINABILITY POLICY

MIDO undertakes to carry out a series of activities to improve the positive social and environmental impacts of the event by reducing the negative impacts as much as possible. These steps will lead to ISO 20121 certification.

Generally speaking, MIDO undertakes to respect the fundamental principles of the 2030 Agenda for Sustainable Development, i.e. to manage the event in an inclusive way with integrity and transparency, to ensure compliance with current regulations regarding the environment, health, safety and work, and to involve stakeholders by listening to them and discussing relevant issues. The values that inspire MIDO's work (which can be found in the Code of Ethics of MIDO/IES srl, which organises the event) are: reliability, fairness, sharing, professionalism, sustainability and transparency.

Guidelines

Environment

MIDO has, among its objectives, to reduce the environmental footprint. Thanks to the international context in which it operates, the Fair can act as a sounding board for all the best practices implemented in the world of eyewear.

Exhibitors

- In order to reduce the environmental impact of the installation in particular, MIDO undertakes to:
- encourage exhibitors to adopt sustainable set-ups that prioritise eco-friendly and recyclable materials;
 - promote an award that recognises the exhibitors' commitment to sustainability;
 - reduce all types of waste and minimise the production of waste;
 - reduce consumption by using energy from renewable sources as much as possible.

Suppliers

To ensure the responsible management of suppliers, MIDO undertakes to:

- share the MIDO 2020 Sustainability Policy document with suppliers;
- send all suppliers a questionnaire on the sustainability of their business;
- request that a document attesting to proper compliance with employees' working conditions is signed.

Visitors

To promote a culture of sustainability among visitors, MIDO undertakes to:

- raise awareness of the importance of environmental, economic and social sustainability;
- to encourage visitors to adopt sustainable behaviours;
- publish some suggestions for participating in the event on the MIDO website.

Employees

MIDO wishes to spread the culture of sustainability among its employees, who are considered primary stakeholders. Employees are involved in initiatives to change their lifestyle and consumption and become ambassadors of sustainability.