



**SUSTAINABLE  
EVENTS  
POLICY**



## 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, 359 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, focusing on values such as safeguarding the planet, innovation and sustainability, regeneration, reuse, circularity, energy saving, and attention to people and communities.

The **62<sup>nd</sup> edition of the trade fair** in 2024 welcomed 1,950 exhibitors from 36 different countries. Attendance exceeded 370,000 total presences from 150 countries (+20% compared to 2023 and +110,000 compared to 2022), with professional visitors up 28.6%, 65.6% of them from abroad. There were 6,976 journalists (+26.4%) and 14,683 students visited the fair (+28.6%). **These figures confirm the centrality of the Salone and its role as an international attractor for the city of Milan, the capital of design.**

In 2024, the Salone devised and promoted the **Milan Design (Eco) System** research project, entrusting the scientific oversight of the project to the Department of Design of the Politecnico di Milano. The results of the survey were incorporated into the first edition of the **Salone del Mobile.Milano 2024 Annual Report**, enabling not only all the KPIs of the Salone sustainability path to be shared, but also providing a first data-driven reading of Milan Design Week, in terms of impact on the territory. The research - collected into a 270-page book - involved 37 data holders and 86 sources, promoting 10 Working Tables with 130 stakeholders and 530 field observations.



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 2025 edition** of the Salone del Mobile.Milano, which is endeavouring to organise all the activities, exhibition spaces 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, monitoring energy consumption, 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, also through participatory governance with institutional and private bodies, for all the companies taking part, the various interested groups and the local communities, adhering to the principle “**do it well, do it for everyone.**”

**To this end, 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, through the consideration, involvement and support of its own stakeholders, **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.



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**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, 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 monitoring 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 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 generate awareness, additional virtuous behaviours and 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 and accessibility of the spaces and projects by less able users;

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- **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.
- **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.

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