

What is sustainability for Vitafoods?

At Vitafoods, not only are we committed to running our events in an environmentally and socially responsible way, but we also want to go further and inspire the sustainable development of the industry we serve.

By connecting people with relevant networks and knowledge at our events, we're helping them to solve some of the biggest challenges facing the sector to ensure long-term, sustainable growth.



Our focus



Helping the nutraceutical market **inspire sustainable development**

- Providing content that enables sustainable development
- Sharing best practices with our stakeholders
- Developing market relevant partnerships



Running events in an increasingly **environmentally responsible manner**

- Working towards zero carbon emissions and zero waste by 2025
- Checking the sustainability credentials of the items we source for the event



Running events in a **socially responsible manner**

- Doing business safely and ethically
- Considering wellbeing and accessibility
- Measuring our impact to ensure we are positively impacting on our host city

How did we become a leader?

2018



We recognised our events have an impact on the environment and started to focus on **waste reduction, carbon emission offsetting** and **community empowerment**.



We started working to minimise the impact our operations have on the environment and on the communities we serve with measures including the empowerment of the communities with educational events and purpose-driven partnerships, the offset of our carbon emissions with the use of renewable electricity and the reduction of waste from single use plastics and printed materials before, during and after our in-person events.

2019



We developed the framework and confirmed our **3 key pillars**.



We used renewable energy during VFE and also launched a **sustainability audience feature**.



Carried out independent research on impact of the event for industry and Geneva city.

ISO 20211

VFE became first legacy GE Informa event to achieve the prestigious **ISO 20211 Sustainability Certificate**.



Awarded Informa **Market Awards - Excellence in Sustainability**.

2020



Due to the global lockdown, all in-person events were cancelled. We launched several **digital event solutions**.

We believed that a virtual events should continue our sustainability commitment.



We partnered with a nonprofit Charity for the first time.

We produced sustainability content and encouraged healthy lifestyle during virtual events.



Vitafoods became the first brand within the EMEA region to reach Leaders status on our fundamentals.

Growing our ambition

2021



We are adapting our sustainability commitment to all our **virtual, hybrid and in-person events**.



We have started contributing to a collective voice and developing a common advocacy agenda for the community by becoming a global member of **Sun Business Network**.

2022 +

Keep measuring and reducing our events' greenhouse gas emissions.

Compensate emissions that are unavoidable.

Our Goal:

By 2025
Zero Carbon
Zero Waste



Achieving our goal

Zero Carbon Zero Waste by 2025

by following these three simple steps:

- 1 Measure our events' greenhouse gas emissions**
- 2 Reduce these emissions as much as possible by taking adequate measures**
- 3 Compensate the emissions that are unavoidable, by using United Nations Certified Emissions Reductions (CERs).**

