Sustainability at CPHI Barcelona 2023
CPHI Barcelona united the global pharma supply chain at the heart of pharma for three record-breaking days of powerful networking, collaboration, and innovation.

- 53,935 attendees
- 2,400 exhibitors
- 116 countries represented
- 51 conference sessions

It’s our ongoing mission to embed sustainability into everything we do and create a space for the pharma industry to have conversations that enable learning and progress.

Through connecting stakeholders, championing best practice and curating expert content, our aim is to help advance innovation and solutions-led actions to tackle the big challenges in our sector.

Silvia Forrooova
Director of Partnerships & Sustainability - Pharma
You Said, We Did

How we’ve been acting on feedback to build a more sustainable CPHI.

“Don’t put carpet everywhere across the event.”

The Sustainability Centre is not carpeted, and Hall 8.0 will feature only carpet runners, as a trial to understand how we can roll this out in the future.

“Encourage people to use public transportation.”

We have highlighted public transport options and metro routes in the lead up to the event, with a number of free metro tickets available.

“Offer more vegan food options.”

This year we have included more vegan and vegetarian food options across the venue – have you had a taste?

“We have introduced our Better Stands Programme, to eliminate the waste connected to single use, space only stands.”

Our Creating a Circular Economy conference track includes six content sessions. We also have a dedicated ‘Getting Started with Sustainability’ session.

“Educational programs are good, but I don’t always have time to attend them at the event.”

All sessions will be available after the show on CPHI Online, our online platform.
Running an environmentally responsible event

Our sustainability commitments:

- CPHI Barcelona was powered by 100% renewable electricity.
- Championing a Sustainability Hall: In Hall 8.0 we reduced waste by introducing carpet liners instead of full carpeting. 69% of exhibitors and visitors agree with this switch.
- We are bringing our exhibitors on our Better Stands journey, to reduce waste by building reusable, long-lasting stands. Our Sustainability Centre showcased this concept firsthand.
- Hundreds of free travelcards were provided by the city of Barcelona and made available to exhibitors and their network.
Our sustainability commitments:

Running a socially responsible event

With 41 start-ups showcasing innovative solutions, CPHI Barcelona’s Start-Up Market proudly collaborated with BioCat and Tech Barcelona, both institutions dedicated to championing innovation within the local region.

The Hiring for Diversity content session promoted accessibility and inclusion, with all content sessions available on-demand. We’ve also seen an improvement in diverse representation across sessions, achieving an overall result of 31% women and over 27% of speakers from POC backgrounds included in our speaker lineup.

Mental health and wellbeing are a top priority, with the event offering visitors quiet rooms, a Games Zone, hydration stations, and fun activities, from a doughnut wall to stilt walkers on the show floor.
Our sustainability commitments:

**Inspiring sustainable development**

- **Circularity** and **decarbonisation** were the focus of half a day of inspirational content, aligning with CPHI’s commitment to sustainability with these vital industry topics.

- Another half-day of content focused on **diversity**, addressing a growing need to shed light on the significance of gender diversity in our industry, aligning with CPHI’s values of inclusivity and representation.

- Our first ever **Sustainability Centre** showcased the design possibilities of the Better Stands programme and played host to three days of valuable sustainability conversations.

- CPHI Awards included a dedicated **Sustainability Award**, with 7 out of 17 jurors being women.
Sustainability Centre

Sustainable Design

The inaugural Sustainability Centre, created in collaboration with partners A-booth, Full Vision, DB Pixel House, and our charity partner IRB, provided a platform for exhibitors and attendees to engage with our sustainability initiatives.

Crafted to showcase the possibilities of our Better Stands programme, it demonstrated our commitment to reducing environmental impact while still offering stylish solutions. Edible coffee cups added a memorable touch while reducing waste.

Conversation and feedback

The stand, bustling with pharma professionals and the CPHI sustainability team, showcased reusable materials and digital content, encouraging discussions about sustainable practices.

Feedback will inform our future global events, driving progress toward a more sustainable industry.
Celebrating sustainability

The **CPHI Pharma Awards** celebrate achievements across the pharma industry that champion innovation, ultimately contributing to the enhancement of human health.

**Schneider Electric** was crowned as the winner in the important **Sustainability** category for their Energize Programme. These awards serve as an industry example, championing initiatives like Energize that drive tangible progress towards a more sustainable pharma industry.

**2023 Sustainability Winner: Schneider Electric**

“Winning this award demonstrates that the Energize Programme is making real progress and is positioned to tangibly help the pharmaceutical sector transition to a lower carbon future.”

**Simon Gerrard**  
Director Renewable Energy and Carbon Advisory, Schneider Electric Sustainability Business

Schneider Electric’s Energize Programme stood out for fostering collaboration and innovation, empowering suppliers to reduce greenhouse gas emissions through renewable energy adoption. Endorsed by the Pharmaceutical Supply Chain Initiative (PSCI), this initiative not only promotes sustainability but also stabilises the supply chain, ensuring a healthier future for all.
Better Stands

Moving away from disposable stands together.

The Better Stands programme aims to unite and encourage exhibitors to move away from disposable, single-use stands at events, in favor of reusable and safer structures.

We believe that by working in collaboration we can eliminate the waste connected to single use, space-only stands – while still delivering world-class designs that have a second life after the show closes its doors.

By moving away from the use of disposable stands we are improving the ease, safety, and sustainability of the exhibitor experience at events.

CPH Barcelona ‘Better Stands’ results for space-only stands:

- **Gold**: 218
- **Silver**: 207
- **Bronze**: 170
Thank you to our sustainability partners
Join our sustainability efforts in Milan!

CPHI Milan | 8–10 October 2024 | Fiera Milano, Italy

Learn more | Contact us