



The Sustainability Collective takes an in depth look at sustainability through the people at CPHI Milan

Out of **261 responses** from the CPHI Milan Sustainability survey, **43% of respondents** agreed to be part of The Sustainability Collective. Those who want to be part of this collective:

- Business development, sales and marketing are the top departments of these people
- 16% are from manufacturers
- 34% are exhibitors at CPHI Milan



Top challenges of the pharma industry are:

-  Cost/financial problems
-  Energy consumption
-  Recyclability/reusability
-  Waste management
-  Supply chain
-  Regulations

Sustainability discussion onsite Milan 2024

- 14 participants
- 9 with sustainability job titles

What they had to say:

- Sector still perceived as behind – highly regulated for safety meaning it's hard to be flexible and still meet standards
- Lack of industry standards mean no goals to aim for
- Sustainability is still seen as a cost rather than a competitive advantage
- Pharma isn't driven in this aspect as much by consumers as other industries e.g cosmetics
- Hard to retain talent in this area in pharma as it's very slow moving for experts coming in from other industries
- Positive changes include private equity and investors making ESG more prominent in decision making and big pharma companies appointing ESG experts to boards.



What do we need to get out of The Sustainability Collective?

Strategies and ideas that are action oriented

The collective could bridge the gap between regulation and innovation by fostering discussions and actions that support both

Collaboration and engagement across all fields of expertise is critical

The more the industry comes together the better to implement change

Highlight the importance of sustainability at meetings that are not fully sustainability-focused

Bring people together from outside sustainability

What would you want from The Sustainability Collective?

"What the industry really needs is data points. As the Collective you can collect this from pharmacies, hospitals, etc. Making sure it's reliable. Explore with survey."

"We as a company are interested in membership. We want to contribute, not just be passive."

"The value would be in regulatory push - that companies would be compensated or have restrictions to promote the use of ingredients that are more sustainable. More incentives so that there is some sort of support to make ingredients more sustainable. Some sort of subsidy."

"Measurement is a challenge. Measure a lot to tell the story about energy costs, but also around carbon savings etc."

Be a part of the conversation!

Our mission is to create a central hub for sustainability to build connections, foster partnerships and align diverse initiatives addressing sustainability challenges.

Join the CPHI Sustainability Collective

