MILANO UNICA AND SUSTAINABILITY

JULY 2025

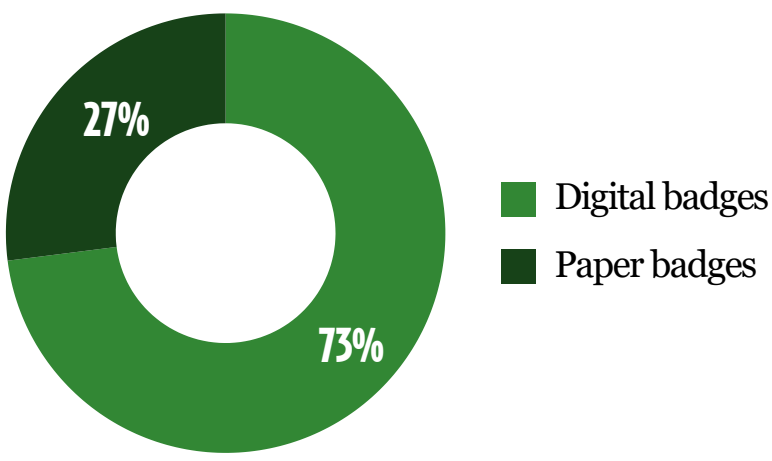
Milano Unica continues its journey towards an increasingly sustainable trade show, implementing concrete solutions to reduce waste, optimize resources, and enhance the commitment of exhibiting companies.

Countries represented
86

Visitors
~11,000

Exhibiting companies
735

Digitalization and waste reduction



Materials and resources used

Pre-fitted booths
reused for 5 editions

Water bottles with
30% recycled plastic

Paper
100% eco-friendly

Local suppliers
73% within a 100 km radius

Waste management

Recycling stations
60

Textile waste-to-energy
~390 kg



Results of the MU Tendenze Sostenibilità Project

3,367
SAMPLES WITH SUSTAINABLE PERFORMANCE

400
EXHIBITING COMPANIES INVOLVED

Sustainability performances of the samples:

CHEMICAL SAFETY 87%

CLIMATE ACTION 35%

CIRCULAR ECONOMY 93%

SOCIAL JUSTICE 61%

BIODIVERSITY CONSERVATION 41%

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