



When a visitor is sustainable

MIDO exhibition is committed to a path towards the sustainability: we want to share it with all our visitors. Here are some tips which will make the visit to MIDO – Milano Eyewear Show as sustainable as possible.

GREEN TRIP

MIDO is hosted in the halls closest to the RHO-FIERA stop of the line 1 (red line) of the Milan underground.

Using public transport is the first step forward this path of sustainability.

MIDO also offers its visitors and exhibitors a free fair-city shuttle. For more information visit our website at www.mido.com/how-where

GREEN ACCOMODATION

Many visitors stay in the city during MIDO exhibition: you can choose an accommodation facility which demonstrates its commitment and attention to environmental issues.

Choose the most sustainable option on the web.

GREEN ACTION

Place garbage inside dumpsters. Do not throw or leave it on ground. Separate collection is required.

Save water while washing your hands

Bring a water bottle with you and fill it at the water points wherever possible.

Bring a bag or use the ones supplied by the fair.

Reuse or recycle all materials collected during the event.

GREEN DIGITAL

Do not print the entrance ticket but simply keep it on your smartphone. Your phone is your ticket.

Digital documents are better than printed material. Ask exhibitors to send you links to documents instead of printing paper.

GREEN MINDSET

We need to act, but also to think sustainable. Being responsible means spreading the culture of sustainability not only during MIDO but in all areas of our life.

Share your green behaviors by using the hashtag # MIDO2020: “Not only is example the best way to teach, it is the only way”.

Thank you!

Milano, June 10 2022 (Rev-2)