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BOLOGNA
QUARTIERE FIERISTICO

•
20 - 22 MARZO 2025

COSMOPACK

COSMO PERFUMERY &
COSMETICS

•
20 - 23 MARZO 2025

COSMO HAIR & NAIL &
BEAUTY SALON

COSMOPROF
WORLDWIDE BOLOGNA

**COSMOPROF
WORLDWIDE
BOLOGNA:
A CONCRETE
COMMITMENT FOR A
MORE SUSTAINABLE
COSMETIC INDUSTRY**

February 13, 2025 – Cosmoprof Worldwide Bologna is not only a point of reference for the beauty industry's business but also a promoter of sustainable and responsible practices and activities. The social value of cosmetics is at the core of numerous initiatives that Cosmoprof Worldwide Bologna has proposed and pursued over the years, within the scope of its corporate social responsibility activities. The proposed projects pay particular attention to the impact on society and people's well-being, environmental protection, the elimination of inequalities, as well as the safety and well-being of its employees, with the aim of strengthening the bond between industry and community and creating a positive impact through a long-term vision.

THE CHARITY INITIATIVE BOUTIQUE BY COSMOPROF

Once again this year, Cosmoprof Worldwide Bologna reaffirms its commitment to charitable initiatives that benefit the community. One of the must-visit spots during the event is Boutique, the charity bar located at the Service Center, where beauty meets generosity in support of AGEOP RICERCA ODV, an organization dedicated to caring for children and young people battling cancer. With a small donation, visitors at the upcoming edition will have the opportunity to purchase products generously provided by partner companies, as well as exclusive Cosmoprof-branded items created specifically for this occasion.

Cosmoprof commitment to social responsibility extends beyond the days of the exhibition. In the coming months, it will continue to support **La Forza e il Sorriso Onlus**, a project by Cosmetica Italia that helps women facing cancer regain their well-being and self-esteem through free beauty workshops across Italy. Additionally, Cosmoprof will contribute to **Race for the Cure**, the flagship event of **Komen Italia**, dedicated to the fight against breast cancer in Italy and worldwide.

ENVIRONMENTAL SUSTAINABILITY AND CIRCULAR ECONOMY, FROM INDUSTRY TO EXHIBITION

Cosmoprof actively promotes **sustainability across the beauty supply chain**, encouraging the industry to use recycled and biodegradable materials, eco-friendly packaging, and low-impact production processes. Through collaborations with leading companies in the sector, the event provides a platform to showcase innovative solutions in **green beauty, clean ingredients, and sustainable beauty tech**. The exhibition also strives to highlight issues of **economic, environmental, and social sustainability** through its training programs, roundtable discussions, and numerous in-depth sessions held at the fair, promoting **best practices, research and development** initiatives, **challenges**, and **opportunities** related to the **ecological transition**.

Furthermore, Cosmoprof has been working for years to find solutions to **minimize the environmental impact** of its trade fairs: from reducing **printed materials** and supporting digitalization to using renewable energy and innovative technologies, as well as selecting **suppliers and partners who share the same environmental values and objectives**. Cosmoprof also promotes initiatives supporting sustainable mobility throughout the development process of the Bologna exhibition, encouraging the use of electric and hybrid transportation, car-sharing, public transport, and bicycles, while organizing shuttle buses to bring visitors to the event, thus minimizing the exhibition's impact on the city's infrastructure.

INCLUSION, DIVERSITY, AND GENDER EQUALITY

The beauty industry is increasingly evolving with an inclusive approach, and Cosmoprof supports this transformation by backing **projects aimed at female empowerment and brands that promote products designed for all skin types, ages, and gender identities**.

The commitment to greater inclusion is also reflected in corporate policies. BolognaFiere Cosmoprof, the organizer of Cosmoprof Worldwide Bologna, is developing, under the guidance of the BolognaFiere Group, a pathway to achieve **gender equality certification**. Additionally, BolognaFiere Cosmoprof has implemented tailored procedures for maternity and paternity management and measures to ensure employees maintain a healthy work-life balance, a choice that aligns with the company's ongoing focus on the needs of its employees.

For all updates on Cosmoprof CSR initiatives, www.cosmoprof.com/en/the-fair/corporate-responsibility