

**Vitafoods™
Europe**



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WORLD'S BEST ASHWAGANDHA

Vitafoods Europe 2024 **Sustainability** **Report**

14-16 May Geneva 2024

Vitafoods Europe 2024 – an overview

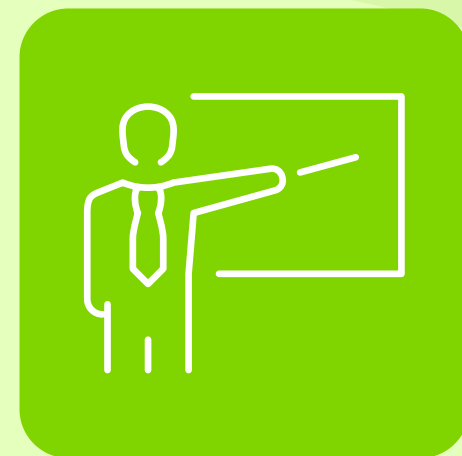
Vitafoods Europe brings the global nutraceutical community together every year to network, innovate, collaborate and build profitable partnerships.

Vitafoods Europe is also strongly committed to improving health and well-being through sustainable nutrition and innovative healthcare solutions. In 2024, we hosted panels and events around these topics and highlighted the contributions of women in nutraceuticals.

Vitafoods Europe 2024 was the 27th edition of the exhibition. It covered 31,486 square meters of exhibition space and welcomed 19,000 nutraceutical professionals from 162 countries to Geneva's Palexpo between 14th and 16th of May.



19,000
Total attendance



1,189
Exhibitors



11
Country Pavilions



162
Visiting countries

Our mission

For over 25 years, Vitafoods Europe has brought the global nutraceutical industry together, driving innovation and fostering community. Throughout that time, we have focused on how to support the development of responsible industry, with an increasing interest in the topic of sustainability. While that term may have quite a broad definition, we believe it is our responsibility to drive change at a company and industry level.

FasterForward is Informa's approach to sustainable business and is a structured three-part programme with ambitious commitments and a wide range of activities. These include:

Faster to Zero: We aim to be zero waste and net zero carbon by 2030.

Sustainability Inside: We embed sustainability inside 100% of our brands by 2025.

Impact Multiplier: We are improving access to our specialist knowledge and investing in our communities.

Achieving these ambitions requires every brand to be dedicated to meeting the established Fundamentals in all areas of our business. We are proud that Vitafoods Europe 2024 has been recognized as one of the highest-scoring events within Informa Markets, and much of this success is thanks to every member of the Vitafoods community. This year's Sustainability Report highlights some of these achievements. We are driving the industry toward sustainable development by emphasizing the positive impacts of supply chain transparency and gender equity. We are enhancing access to networks and knowledge, promoting wellbeing, equality, and respect for all. As an event organizer, we remain committed to reducing waste and collaborating to significantly decrease the use of disposable stands by 2025.

We remain committed to supporting the continued development of the global nutraceutical community and invite you to be a part of the journey towards a more sustainable future.

Sustainability at Vitafoods Europe

Our sustainability goals

Inspiring Sustainable Development

- Using our content to support the sustainability of the nutraceutical industry.
- Inspiring our suppliers, exhibitors and other stakeholders to deliver a sustainable event.
- Developing market relevant partnerships.

Running an Environmentally Responsible Event

- Reducing our event's carbon footprint.
- Using only reusable stands.
- Considering sustainability credentials of the items sourced for the event.

Running a Socially Responsible Event

- Doing business safely and ethically.
- Considering wellbeing and accessibility.
- Creating a positive impact on our host city.
- Measuring our impacts.



Inspiring Sustainable Development

Sustainability Content at Vitafoods Europe 2024

Future of Nutrition Summit

The Summit, held a day prior to the main event, focused on sustainable product development and the nutraceutical industry's role in healthcare. Vincent Doumeizel of the UN highlighted AI's role in sustainable ingredients, especially seaweed as a food source and plastic alternative. Dr. Márcia Costa from Deloitte discussed the shift from sick-care to a prevention-focused, consumer-driven healthcare model.

The Vitafoods Europe Conference

The event was a partnership with the European Society of Preventive Medicine (ESPM), and it expanded its academic scope and connected researchers with the industry. It covered topics such as well-being, cognitive and mental health, and women's health. A few sessions were:

- The Gut Microbiome and Health Ageing (ESPM).
- The potential for Lion's Mane mushroom to impact cognitive function and well-being by Dr. Ellen Smith, Research Fellow, Northumbria University.
- Optimizing nutrition for female athletic performance by Dr. Susan Kleiner, Founder and Owner, High Performance Nutrition LLC.



Inspiring Sustainable Development

Vitafoods Insights Theatre

Over three days, key topics included women's health and sustainable nutrition. Panels, in partnership with **Women in Nutraceuticals (WIN)**, discussed advances in women's health, diversity in genomics research, and strategies for formulating and marketing women's supplements. Another panel with **Solidaridad** focused on sustainable sourcing and its legal and practical challenges.

Sustainable nutrition was explored through sessions by Huel, HMT, Euromonitor, and the Marine Stewardship Council, covering the food system, health-conscious eating, and marine ingredients. A panel on the future of weight loss discussed how the nutraceutical industry can support patients using GLP-1 drugs.

The Nutraceutical Pioneers Programme provided young scientists with a platform to present their research and connect with the industry. Despite a focus on sourcing over R&D, students valued the experience, highlighting the need for

stronger academia-industry connections. The programme successfully exposed young researchers to industry innovation, fostering potential collaborations.



Inspiring Sustainable Development

Women's Networking Breakfast

The event featured a panel on “Her Wellness Journey: Nutrition, Health, and Professional Success Across Life Stages,” discussing how the nutraceutical industry supports women’s health. A fireside chat covered innovations in women’s health and the importance of gender diversity, highlighting technology and data analytics in product development. The breakfast ended with networking, fostering collaboration and empowering women in the nutraceutical sector, while also promoting sustainable practices.



Startup Innovation Challenge Sustainability Award

The award featured pitches from 18 innovative startups tackling sourcing and health issues. A standout project received the Most Innovative Sustainable Solution award for its upcycled, circular economy approach.

Innovation Tours

Led by industry experts from NutriMarketing throughout the 3 days of the show, the Innovation Tours helped visitors discover new products and suppliers. One tour highlighted sustainable solutions from ten companies



Inspiring Sustainable Development

The Sustainability Report

“Vitafoods Europe 2024: Putting People and Planet First”

The report was available for download on the event platform. It covered renewable crops like seaweed, emerging technologies like plant cell cultivation, nutrition resilience, and using big data to address research representation gaps, summarizing key challenges in the supplement industry.

Event Platform

The Vitafoods Europe Event Platform featured selected sustainability and Diversity & Inclusion (D&I) sessions for pre and post-event viewing, broadening access to the content. The event platform also provided on-demand access to these sessions and interviews.

These efforts reflect Vitafoods Europe’s commitment to sustainability, diversity, and community support in the nutraceutical industry. By emphasizing sustainable nutrition, innovative healthcare, and inclusive practices, the event aims to advance a healthier and more equitable industry. Through

partnerships, community engagement, and research, Vitafoods Europe addresses current challenges and shapes the future of the nutraceutical sector, driving positive change and promoting a sustainable, inclusive future.



Running an Environmentally Responsible Event

Vitafoods Europe 2024 emphasized environmental stewardship, using 100% renewable energy and ensuring all signage was recycled or reused.

96% of the event's aisle carpet was recycled, all features built by Informa were PVC-free and used LED lighting throughout. Free public transportation was provided via the Geneva Transport Card, and on-site materials were eco-friendly, including recycled paper maps and no lanyards.

The event minimized paper use, offered no giveaways, and provided 70% vegetarian catering with a dedicated vegan reception.



Better Stands

About Better Stands

A stand represents a company's identity, designed to capture the attention of thousands of attendees seeking their next business partner. The event offers a platform for creating these invaluable connections and showcasing brands. At the same time, it is mindful of the waste generated by 'single use' stands.

We've introduced our **Better Stands** initiative to move away from disposable stands in favour of re-usable or recyclable structures at our events. We believe that we can work together with our exhibitors and their contractors to eliminate considerable waste while still giving them an unparalleled exhibiting experience.

Better Stands at Vitafoods Europe 2024

The show achieved a 20% reduction in disposable stands compared to 2023. At the same time, it had the following number of stands in each Better Stands category:

64 stands
Bronze

135 stands
Silver

120 stands
Gold

These 319 stands covered 14,500m², which represented 46% of the event floor.

Join us: Moving forward we encourage all our exhibitors to join us in not using disposable exhibition stands. We would like reusable stands to become the norm at Vitafoods Europe, and the only type of stands we host past 2025.

Be part of Better Stands in 2025:
for further information, please email
betterstands@informa.com



Running a Socially Responsible Event

Vitafoods Europe is committed to positively impacting the local community and our global industry. Through a 400 EUR donation (5 EUR for every Vitafoods 5km run registrant) to [Foundation Partage](#) (Geneva's local food bank) and contributions of food and nutrition samples, we supported those in need. We encouraged further donations to Foundation Partage by providing signage across the event with QR codes for direct contributions.

To boost the local economy, we promoted local Geneva dining and cultural options on our official event website. At the same time, by promoting free public transport with the Geneva Transport Card, we helped reduce transport congestion and attendees' carbon footprint.

Ensuring inclusivity, we offered content and networking opportunities both in advance and during the in-person event, allowing remote visitors to connect. We provided a prayer and lactation room, and ensured wheelchair access throughout the event with detailed accessibility information on our website and app.

Our commitment to diversity was reflected in our event speakers, who represented gender parity and racial diversity. We showcased the Women in Nutraceuticals (WIN) partnership, emphasizing gender equity in the industry. Additionally, the [Naturally Proud Network](#), a strategic partnership, highlighted Vitafoods' dedication to diversity and inclusion within the industry.

Open networking events included the Community Breakfast and Celebrating Inclusivity event. We offered free content programming on critical topics and hosted a 5km run open to all attendees. Additionally, start-up companies benefited from a lower rate to showcase their work at the Start-up Pavilion.

Your involvement helps us drive social responsibility and create meaningful connections.

Join us in our mission to drive social responsibility and create meaningful connections. Together, we can make a lasting impact on our community and industry.

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In Partnership with

Solidaridad



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