

Post-Show Report | 22-23 January 2025

Sustainability at Pharmapack Europe



Pharmapack Europe 2025

Two days of innovation, learning and business opportunities, offering unrivalled networking across the specialised packaging & drug delivery communities.



6,028

Attendees



388

Exhibiting companies



74

Countries represented



102

Conference sessions

PHARMAPACK 
By CPHI



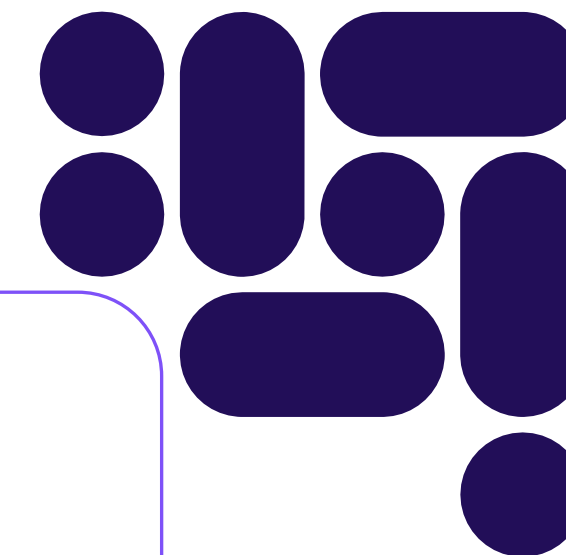
Pharmapack is the premier annual gathering for the pharma packaging and device industry.

Sustainability is a key focus of our content offerings. We run a dedicated Sustainability Theatre to explore emerging trends, and have the Sustainability Centre, where we host conversations on enabling change towards more sustainable packaging and pharma industries.

The highlight of this edition was the CPHI Sustainability Collective, which brings together change-makers from across the pharmaceutical industry to foster collaboration, share insights, and drive tangible progress on sustainability challenges.

Silvia Forroova

Director of Partnerships & Sustainability - Pharma





Hosting a dedicated Sustainability **Breakfast Networking Event** on Day 2, designed to foster connections and collaboration.

We would appreciate more opportunities for meetings and collaboration.



If everybody brings their bottle it would be better. Water filling stations are nice.

Attendees and exhibitors are encouraged to **bring their refillable water bottles** to make use of the refill water points across the show floor.




It would be beneficial to include additional content focused on sustainability in the agenda.

Introduced a new **Sustainability Theatre**, along with engaging workshops that explore this theme in depth.



I didn't feel there was a lot of information about sustainability.

The **Sustainability Centre** is a meeting place to discuss policies and initiatives across Pharma and to discover more about **Better Stands, the Sustainability Collective** and so much more.



Include more startups - to bring small companies into the spotlight.

From the launch of the **Start-Up initiative** in 2017, we have already seen **an increase in participation by 50%** in 2025.



Industry Challenge - No clear regulations about Sustainability as every country has their own guidelines.

Launched the **Sustainability Collective**, that aims to create a centre of excellence connecting decision-makers and innovators leading in Pharma sustainability to promote **more efficient knowledge sharing**, thus developing a greener Pharma future faster.

Our sustainability commitments:

Running an environmentally responsible event



We are bringing our exhibitors on our **Better Stands** journey, to reduce waste by building reusable, long-lasting stands. Our Sustainability Centre showcased this concept firsthand.



Pharmapack Europe was powered by **100% renewable electricity**.



Informa donated the financial value of any exhibitor-declined lunches to Banque Alimentaire de Paris et d'Île-de-France (BAPIF), supporting efforts to reduce food waste. With BAPIF facing a protein shortage, these funds will help purchase essential supplies.



Clean Day Initiative: Exhibitors and attendees are traditionally encouraged to opt for **meat free lunch items** on the 2nd day of the event, as plant-based diets are more sustainable and use substantially fewer natural resources, reducing our impact on the environment. It is an ongoing tradition that staff go veggie on Day 2 also!



As part of our commitment to sustainability, we provided 100 free metro tickets to attendees, encouraging eco-friendly travel across Paris and reducing the event's carbon footprint.

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This event is powered by
**Renewable
Electricity**

Our sustainability commitments:

Running a socially responsible event



With 26 start-ups (30% increase vs. 2024 edition) showcasing innovative solutions, **Pharmapack's Start-Up Market** proudly championed emerging innovation and talent, connecting entrepreneurs with established companies to help move those concepts into actions and potential partnerships.



Mental health and wellbeing are among our top priorities. This year, on top of the usually offered quiet, onsite prayer, lactation, and relax & recharge rooms, we had our first **Pharmapack Run** as well as **Sightseeing Tours** in Paris!



A **Diversity** track in Content “Designing Accessible Pharmaceutical Packaging: Integrating Diversity, Equity, and Inclusion for Patient-Centered Care”, which was attended by 55 people.



We introduced the **Working Hub**, a dedicated space for attendees to work, network, and continue their tasks onsite. We also increased **seating capacity** on the show floor with theatres, expanded the Relax & Recharge area by 30%, and grew the number of meeting rooms by 68%.



Our sustainability commitments:

Inspiring sustainable development



The **Pharmapack Sustainability Centre** showcased for the 2nd time the design possibilities of the Better Stands programme, playing host to two days of valuable sustainability conversations to inspire our community.



The prestigious **Pharmapack Awards** requires all entries to include a sustainability plan or component, reinforcing our commitment to sustainable change across the industry. This year, we also introduced the Woman of the Year award for the first time.



This year, our dedicated **Sustainability Conference Theatre** featured discussions on key topics such as Rethinking Sustainable Packaging – Turning Costs into Investments for Transformative Leadership, Global Regulatory Strategy, and Smart Solutions for Sustainable Pharma and Medical Packaging.



Collaborations that make us stronger:

New! Partners Village



For the 1st time, we had a Partners Village area that allowed our 3 partners to showcase their services and connect with the pharma community. They are:

Polymeris is a network of 530 members, including 380 manufacturers and 65 partner organisations, dedicated to supporting manufacturers in R&D projects, innovation, and global expansion. Polymeris and its members were showcased in the **Product Spotlight Gallery**.



Alliance to Zero is a member organization committed to making the pharma supply chain more sustainable. It provides companies and suppliers with the latest information to support their transition and compliance with net-zero emissions. Their workshop, **How to Build Sustainable Value Chains Together**, attracted 67 attendees.



Adelphe, a state-approved nonprofit, focuses on reducing, reusing, and recycling corporate packaging in France. It also played a key role in selecting the Pharmapack Awards winners.

Vesna Reynal, Adelphe:

"Our participation in Partners Village allowed us to raise awareness about Adelphe and the Citeo group, our mission and expertise in the health sector, and the services we offer to help partner clients reduce the environmental impact of their pharmaceutical packaging while complying with regulations. We had a variety of interactions and received many questions about the new EPR and PPWR. We also connected with potential prospects."



The CPHI Sustainability Collective

The launch of the Collective at Pharmapack took place in the morning of Day Two at the Sustainability Centre and was well attended with 45+ people. Over 100 people expressed interest in joining our Collective via the Collective sign-up page.

To join the Collective please [sign up for free here](#).



Celebrating sustainability

The **2025 Pharmapack Innovation Awards** ceremony celebrated the best in pharmaceutical packaging and drug delivery innovation at all levels.

This year, the Pharmapack Innovation Awards were judged with different criteria from previous editions – namely, the **inclusion of sustainability considerations** in **all** categories.

This change marks an important shift in the weight **ESG principles** carry in pharmaceutical operations, something to continue into next editions of CPHI events.

The Winners:

Packaging Innovation: Mitsubishi Gas Chemical (MGC)

Start-up Innovation: Active Label

Patient-centric Design: UCB Pharma's redesigned BIMZELX 160mg autoinjector packaging

Eco-design: Huhtamaki for Omnilock Ultra Paper

Woman of the Year: Asmita Khanolkar, senior director, Combination Products, Drug Delivery, Sterile Manufacturing, Device/Pharma Strategy and Commercialization, at SMC Ltd



Better Stands

Moving away from disposable stands *together*.

The **Better Stands** programme aims to unite and encourage exhibitors to move away from disposable, single-use stands at events, in favour of **reusable structures**.

We believe that by working in collaboration we can **eliminate the waste** connected to single use, space only stands – while still delivering world-class designs that have a second life after the show closes its doors.

By moving away from the use of disposable stands we are improving the ease, safety and sustainability of the exhibitor experience at events.



Pharmapack Europe 2025 Better Stands results for space-only stands:



31

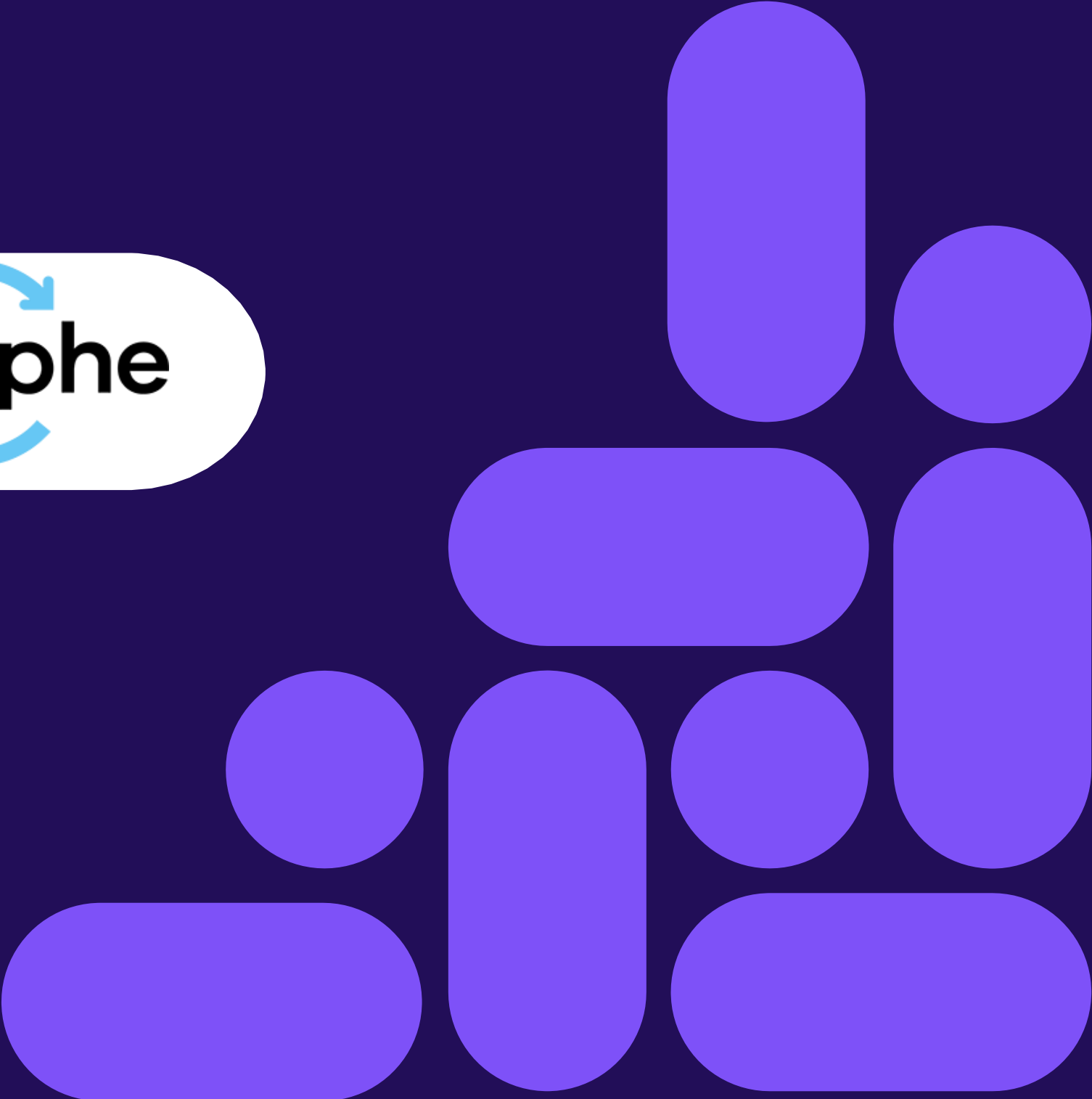


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Thank you to our sustainability partners



Join our sustainability efforts next year!

Pharmapack Europe

21-22 January 2026 | Paris Expo, Porte de Versailles, Paris, France

pharmapackeurope.com

