



CSE Award – Certified Sustainable Eyewear @MIDO 2023 for the most sustainable glasses and cases

Milano, 1st December 2022 – **The CSE (Certified Sustainable Eyewear) Award is a prize established by MIDO, in partnership with ANFAO and Certottica, to honor sustainability in the global eyewear industry.**

All exhibitors at MIDO 2023 are eligible to participate in this first edition of the award by nominating a pair of sunglasses, eyewear frames or an eyewear case. **An international panel of expert judges will evaluate the competing products** which, to qualify for a win, must have been produced in compliance with the principles of sustainability.

Recycled materials, reduced consumption in the production and distribution processes, maximization of the supply chain, elimination of waste, degree of recyclability, use of renewable resources and any certifications already achieved, are just some of the criteria the jury will use to determine the first **winners in the following 6 categories:**

**CSE Award Sunglasses Europe
CSE Award Sunglasses Rest of the World
CSE Award Frames Europe
CSE Award Frames Rest of the World
CSE Award Cases Europe
CSE Award Cases Rest of the World**

To participate, exhibitors at MIDO 2023 must complete the **online form, available from 15 December 2022 to 15 January 2023** in the **“Take Part”** section of the official website: <https://www.mido.com/en/>. Starting on December 15th, exhibitors can download the Regulations, review all of the judging criteria and submit their nomination.

"This is a necessary step in the eyewear industry," comments MIDO President Giovanni Vitaloni. In our sector we have companies that have been truly committed and active in the field of sustainability (environmental, social, economic) for a long time: I am thinking of the big players but also independent brands that produce with the lowest possible impact on the ecosystem. I believe that we should get together, taking inspiration from the experience of these companies, improving where possible and keeping up to date in order to make the whole industry grow in this direction, with great professionalism and determination. This award is a fundamental milestone for us, which does not, however, decree the end of this journey, but the stage of a path that began in 2019 and which obtained, for MIDO 2022, the ISO 20121:2012 certification, which proves the sustainable management of major events".

MIDO – Fieramilano Rho, 4-6 February 2023 - for info: comunicazione@mido.it
#MIDO2023 #livethewonder

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