

In Myplant, a 'bio' journey among sustainable exhibitors



LEADER

On the occasion of the sixth edition of the international Myplant & Garden fair, the "Green Bio" initiative dedicated to exhibitors attentive to sustainability is renewed.

A mapping of the exhibiting companies that wish to highlight their commitment to sustainability.

Myplant & Garden offers the opportunity to its exhibitors who offer ecological products or have an environmentally friendly supply chain, to enhance and communicate their commitment. The initiative, completely free of charge, includes a map in the Visitor's Guide, targeted communication and special signs on the stand.

This year the exhibitors who have joined the "Green organic" have doubled compared to last year, allowing to widen the attention on very interesting realities. A figure that shows how the sector is investing in this direction, aware that sustainability, in addition to being a duty for companies, is now also an important economic and commercial lever capable of meeting an increasingly widespread demand.

In this event where nature is the protagonist in all its wonderful beauty, respect for the environment is promoted, which is manifested concretely starting from the alliance between producers and consumers.

The "Green organic" initiative was created in collaboration with Change up !, a company committed to the dissemination and communication of sustainability.