



## MIDO 2024: CSE AWARD APPLICATIONS OPEN TODAY VISITOR REGISTRATION OPENS SEPTEMBER 29

*From mid-October it will also be possible to submit applications for the other two MIDOs awards: BeStore and Stand Up For Green*

Milano, 27 September 2023 – Starting today and **through November 27**, all MIDO exhibitors can apply to participate in the **Certified Sustainable Eyewear (CSE) Award**, created by MIDO in partnership with ANFAO and Certottica, that assesses **sustainability in the eyewear industry at an international level**.

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 some of the criteria the jury will use to determine the winners of the award's 2<sup>nd</sup> edition. Winners will be announced during MIDO, **February 3 - 5 at Fiera Milano Rho**. The award is divided into six 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 and CSE Award Cases Rest of the World.

To participate, entrants must complete the online form available in the **"Take Part"** section of the website [www.mido.com/en](http://www.mido.com/en). Starting **October 18**, applications will also be open for the **BeStore Award**, in recognition of the best optical center in the world, and **on October 26** registration will open for the **Stand Up For Green** award, which will be assigned to the most sustainable stand, based on its focus on environmental impact and use of materials.

**Visitor registration will open on September 29**. To participate, complete the form at this link <https://www.mido.com/en/entry-pass>. **Press registration can be found here** <https://www.mido.com/en/press-registration>.

MIDO organizers are already busy arranging for **complimentary trains** for opticians from Italy's main cities, as well as free transfers from the Milan train stations and airports. The **travel packages** have also been activated for visitors from the United States, Central and South America and Canada <https://www.mido.com/en/accommodation>.

To always be up to date on the latest news, visit [www.mido.com/en](http://www.mido.com/en) and the official MIDO social channels Instagram (@mido\_exhibition), Facebook (@MIDOExhibition), Twitter (@MIDOExhibition) and LinkedIn.

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