

# How the ESC is prioritising environmental factors

Massimo Piepoli, MD, PhD, FESC, FHFA

ESC Vice President

University of Milan, Italy

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# ESC Strategic Plan 2023-2028



# Strategic Aims

## Environmental Sustainability

Mindfulness of the environmental footprint and active pursuit of **environmental sustainability across all ESC activities**

Environmental sustainability of operations and activities will be a necessity in the future, with a particular responsibility towards environmental sustainability in the context of cardiovascular disease and health. Credible efforts towards environmental sustainability furthermore constitute an increasingly important component of an organisation's reputation and brand. Finally, environmentally sustainable operations will be financially beneficial.



### Specific objectives include:

- ✓ Establish the ESC staff position of an environmental officer and create an overall sustainability plan for the Society.
- ✓ Aim for **carbon neutral operations**.
- ✓ **Prioritise the provision of education** on sustainability in cardiovascular healthcare.
- ✓ **Actively engage with National Cardiac Societies** around topics on sustainability.
- ✓ **Actively engage with industry, regulators, and healthcare providers** around sustainability of cardiovascular practice.
- ✓ Make **environmental issues** a priority in research funding.
- ✓ Prioritise environmental impact on cardiovascular health in the advocacy agenda and introduce and use of the term "**cardio-hazardous**".
- ✓ **Publish official scientific statement(s)** around sustainability and environmental impact of cardiovascular practice.

# Creation of a Focus Group

## Objectives:

- ✓ Evaluate current situation and discuss potential actions
- ✓ Set targets and co-develop action plan accordingly



# Focus Group composition

| Entity       | Roles / Companies  |
|--------------|--|
| ESC          | Congress, Partnership, Communication and Marketing teams including Directors and Chief Development Officer |
| Industry     | AstraZeneca, Bayer, Boehringer Ingelheim, BridgeBio, MSD, Novartis, Pfizer                                 |
| ExCeL London | Sustainability manager, Project team   |

# Mission statement

- “**ESC Congresses** are outstanding touchpoints for the cardiovascular community, where knowledge & education, the latest science, professional development, networking, and exposure to new technologies all come together, for the benefit of patients.
- The mission of the **Sustainability Focus Group** is to contribute to defining the framework for fostering sustainable **congress practices** that address the interconnected challenges of climate change.
- Interdisciplinary collaboration and exchanges within the group, will strive to catalyse solutions that promote a **resilient future** for ESC Congresses.”

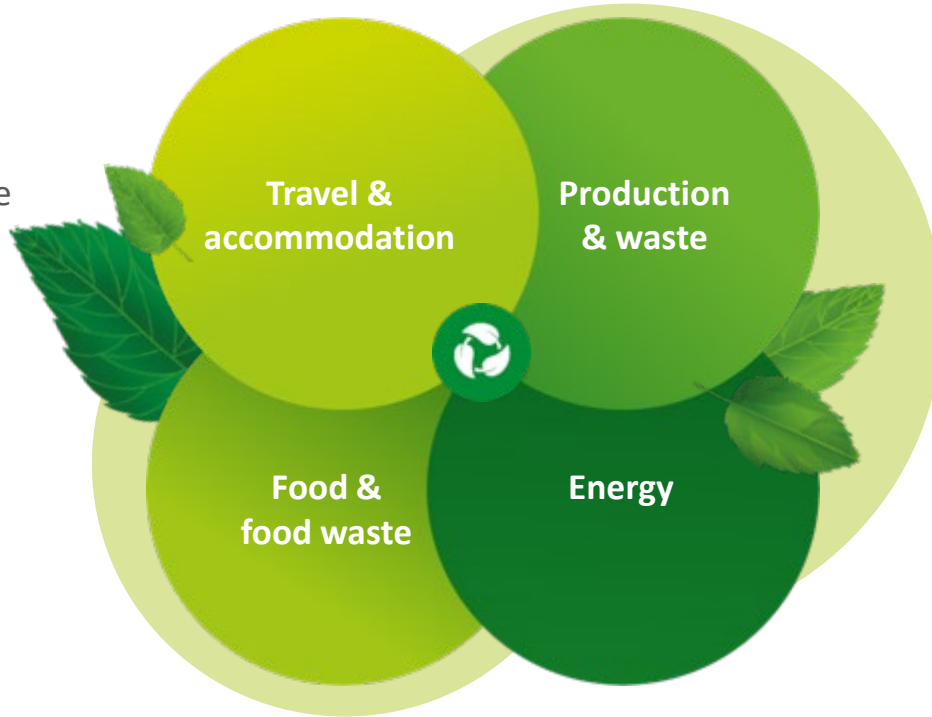
# Our 4 pillars towards a more sustainable future



Work with partners & delegates to reduce the carbon emissions



Source food locally, and limit food waste



Use of recyclable or reusable materials to reduce waste



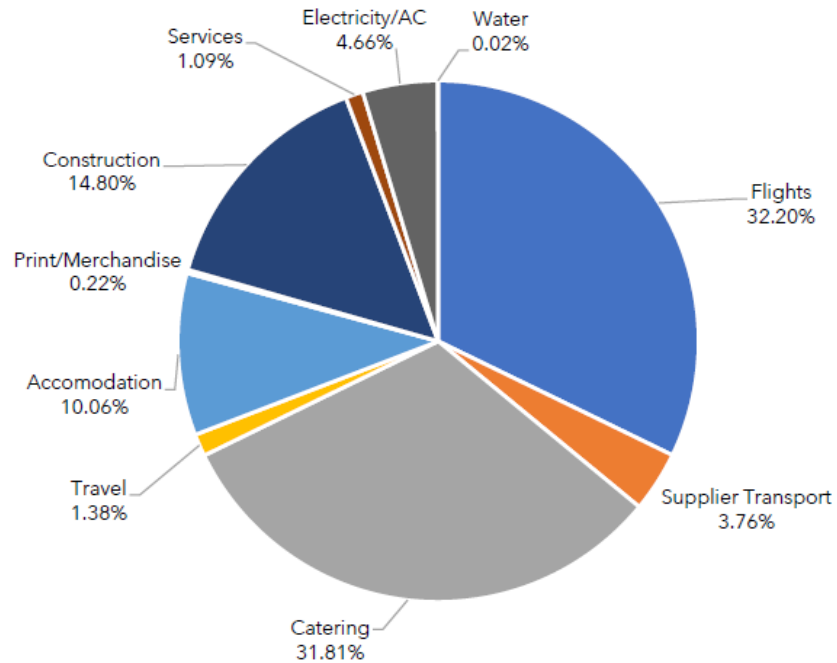
Prioritise clean and renewable energy

# ESC Congress 2022 – excluding Delegate Travel



## First Carbon emissions calculation

Full Congress Emissions, Excluding Delegate Travel

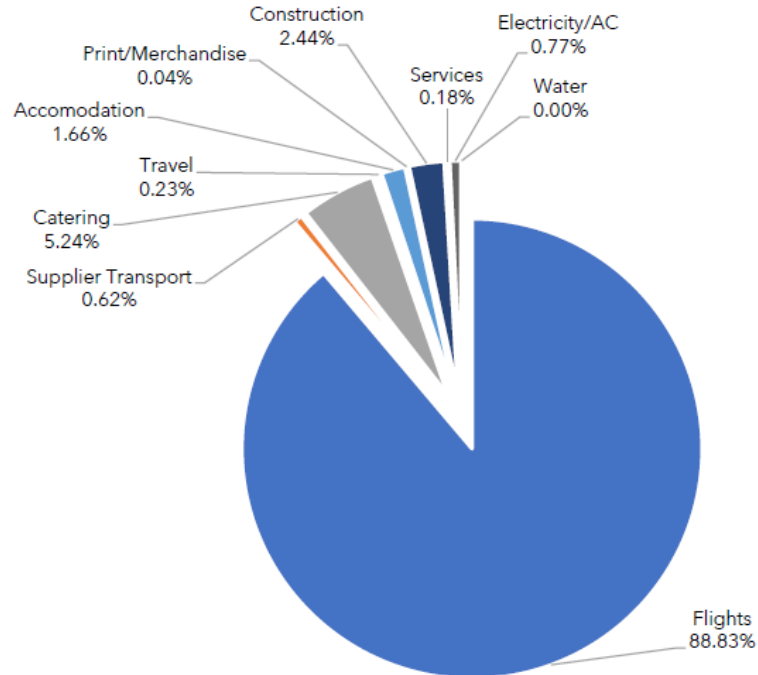




# ESC Congress 2022 – including Delegate Travel

## First Carbon emissions calculation

Full Congress Emissions, Including Delegate Travel



# Travelling & sustainability: An (im)possible compromise?

Associations can adopt a three-step sustainability approach similar to that used in the public transport sector: **avoid**, **shift**, and **improve**.



*Sustainability is an investment: if you do not adopt a sustainable approach, your brand will have less value. Now, even the companies that are the least sustainable are trying to brand themselves as such. It is something that, in the long term, will have a return on investment.*

Mohamed Mezghani, Secretary General, UITP

# Milestones

## February 2024

- Mapping of current situation (ESC, Industry, ExCeL London)

## April 2024

- Setting targets
- Definition of priorities for ESC Congress 2024

## July 2024

- Status on achievements and progress made
- Draft guidelines

## August 2024

- Alignment on next steps for all ESC Congresses, heading towards 2025

