

**ZOOMARK**5–7 Maggio 2025
BolognaFiere, Italy

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Greenmark: the pathway to help find sustainable companies at Zoomark 2025

A decisive step in an increasingly environmentally and socially conscious market

The partnership between Zoomark and the Pet Sustainability Coalition (PSC) gives rise to Greenmark, the thematic pathway that identifies exhibitors offering eco-friendly solutions through practices that respect the environment and promote a greener future.

At Zoomark 2025, scheduled at BolognaFiere from May 5th to 7th, three thematic pathways will guide visitors through the 10 exhibition halls: **Italian Style**, dedicated to Italian excellence in design and creativity; **Tech For Future**, showcasing the leading companies in technological innovation; and **Greenmark**, highlighting companies committed to sustainability.

A Strategic Partnership for Sustainability

To engage with exhibitors who have taken concrete actions and made real efforts towards ecological sustainability, and who are interested in receiving the Greenmark, Zoomark has signed a partnership with Pet Sustainability Coalition (PSC).

PSC is one of the leading international non-profit organizations committed to creating a more sustainable pet industry by helping companies improve their environmental and social impact through responsible business practices.

"Zoomark has responded to the growing demand for transparency and accountability in sustainability from consumers and industry operators," says Luisa Bersanetti, Exhibition Manager of Zoomark. "We are therefore thrilled about this partnership with the Pet

BolognaFiere Cosmoprof S.p.A.

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Sustainability Coalition, a dedicated and vertically qualified organization recognized internationally, which is helping us define the thematic path called Greenmark."

To meet the exhibitors at Zoomark who are leading the change with responsible choices for the environment and society, simply look for the Greenmark label and follow the graphics on the ground and on the stands.

With Greenmark, Zoomark takes an important step and sets a new standard towards transparency in the ecological field, thus helping buyers and retailers visiting the fair to identify brands that wish to highlight their sustainability initiatives.

How to join the Greenmark path

Companies wishing to obtain the Greenmark must hold at least one globally recognized sustainability certification that has been verified by an independent third party.

PSC has developed a rigorous legitimacy test consisting of 6 points to select certifications that meet strict requirements, including measurable environmental impact and social responsibility, governance by credible organizations, and independent verification by third parties.

The selected certifications are those recognized globally and supported by entities such as USDA, WWF, and the European Union.

"In a context where the phenomenon of greenwashing is on the rise and consumer distrust is at an all-time high," says PSC CEO Jim Lamancusa, "it is essential for brands to support their claims with third-party verifications."

Greenmark is an initiative open to all exhibitors holding the certifications. Participation is voluntary and aims to offer companies practical tools to adapt to new regulations and challenges related to environmental protection, particularly in light of the latest

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European regulations on the matter, providing them with tools to evolve in a market that is increasingly sensitive to environmental and social issues.

Sustainability in the spotlight at Zoomark 2025

The collaboration between Zoomark and the Pet Sustainability Coalition goes beyond the Greenmark project.

PSC will be a key speaker in one of the events taking place in Bologna during the exhibition: on Tuesday, May 6, from 10:00 to 11:00, at the Factory Stage in Hall 28, Jim Lamancusa, CEO of the organization and a leading figure with over twenty years of experience in the for-profit business, will deliver a high-impact presentation titled *"Beyond the Buzzwords: Driving Real Sustainable Impact in the Pet Industry."*

PSC's talk will address the challenges of sustainability in the pet industry with a practical and strategic approach, suggesting ways to transform sustainability from a mere slogan into a real driver of change for all pet businesses.

Among the topics to be discussed: the increasingly strong link between sustainability, profitability, and customer loyalty; strategies to avoid greenwashing and communicate effectively and authentically; and key areas to focus on in order to generate real impact, such as ingredient selection, packaging, and partnerships with suppliers.

This will be an essential educational moment for all businesses that want to make sustainability a solid pillar of their growth model.

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