



# MEDIA PARTNER OPPORTUNITIES

## DESIGNING TOMORROW'S HEALTHCARE

CleanMed Europe is the leading sustainable healthcare conference in Europe, bringing together healthcare leaders and professionals from Europe and beyond to share ideas, innovations, problems, and solutions for sustainability in European healthcare. The conference showcases cutting-edge practices in sustainable healthcare and is the ideal venue for healthcare innovators to network and share ideas, finding new ways to drive change within their organisations and communities.

This year, the conference will once again be held online, opening it up to a global audience of healthcare stakeholders - over 1,300 participants joined us at the 2020 edition of the conference.

The theme of CleanMed Europe 2021 Online is *Designing tomorrow's healthcare*. As we plan our recovery from the COVID-19 pandemic, climate change and environmental degradation pose increasing long term threats to the health and wellbeing of people across the world. There is now an unprecedented opportunity to reshape healthcare so that it can meet the needs of tomorrow - creating a service that is sustainable, equitable, and resilient to growing environmental health threats and future pandemics.

## MEDIA PARTNER OPPORTUNITIES

Health Care Without Harm Europe welcomes European media outlets to support the CleanMed Europe 2021 Online conference as media partners; we can offer a variety of opportunities to suit your needs.

We are looking to partner with general European media outlets as well as specialist publications including healthcare journals or publications/newsletters of healthcare professional associations (print or digital).

We particularly welcome the opportunity to work with those focussed on environment and health, and offer all our media partners the chance to share the latest developments in healthcare sustainability.

## Benefits

The CleanMed Europe team will brief media partners with conference details, including confirmed speakers and programme information, leading up to the conference. We can also offer:

- ✓ One complimentary conference pass
- ✓ CleanMed Europe 2021 'Media Partner' status
- ✓ Logo and short description on CleanMed Europe website and/or conference platform
- ✓ The opportunity to distribute your publication (with prior agreement) to CleanMed Europe attendees
- ✓ All necessary and relevant information about CleanMed Europe and Health Care Without Harm
- ✓ All CleanMed Europe and Health Care Without Harm press releases
- ✓ Interviews with the CleanMed Europe team, selected speakers and/or other key stakeholders

## What do we expect from you in return?

Media partners provide full-scale coverage and publicity leading up to and during the conference, and typically provide a combination of the following:

- Placement of conference information on websites, print/online publications, newsletters, etc.
- Publication of CleanMed Europe press releases
- Running a CleanMed Europe 2021 advert (specifications to be discussed)
- Banner/image on website with link to the CleanMed Europe website
- Placement of CleanMed Europe advert in news lines
- Distribution of conference information to readers/subscribers
- News about the upcoming event in current affairs programmes
- Interviews with the CleanMed Europe organisers, Health Care Without Harm staff, and other key stakeholders
- Special feature articles or special programmes directly before the event
- Post-conference special features and reporting



This list is not exhaustive, and the CleanMed Europe team will happily welcome suggestions for other media opportunities.

**All media partnership requests will be evaluated by the CleanMed Europe team. Should you have any questions, please contact Communications Manager, Lloyd Evans <[lloyd.evans@hcwh.org](mailto:lloyd.evans@hcwh.org)>**

## **ABOUT HEALTH CARE WITHOUT HARM EUROPE**

CleanMed Europe 2021 is organised by Health Care Without Harm (HCWH) Europe, a non-profit network of European hospitals and healthcare providers, healthcare systems, local authorities, research/academic institutions and environmental and health organisations. HCWH Europe's mission is to transform the European healthcare sector so that it reduces its environmental footprint, becomes a community anchor for sustainability, and a leader in the global movement for environmental health and justice.

Within our five interconnected programme areas - Safer Chemicals, Sustainable Food, Climate-smart Healthcare, Safer Pharma, and Sustainable Procurement - we work with members, partners, and other stakeholders to pilot and innovate sustainable healthcare solutions which can then be scaled up across Europe and beyond.

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