

## **EAEP European Association of E-Pharmacies**

Positioning Paper / SUSTAINABILITY

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## **THE EAMSP POSITIONING ON SUSTAINABILITY**

As the European alliance of innovative pharmacists and e-health experts, the members of the EAMSP share the European Union's goal of achieving net-zero carbon emissions by 2050 as well as the environmental objectives laid down in the European Green Deal. We are aware of the urgency of achieving these objectives and we commit to assisting the European Institutions in the implementation of the EU's environmental and climate agenda.

We recognise that all stakeholders across the value chain need to take steps to enable the fundamental transformation of our economy, society and industry. In order to ensure a European leadership position in the economic, digital and environmental spheres, this transition needs to be both fair and sustainable. We believe that a holistic approach that addresses the three dimensions of sustainability – namely environmental, economic and social policies – is more important than ever.

### **Our Vision for a Sustainable Pharmacy Sector in Europe.**

Based on our leading role in innovation and technology, online pharmacies play an important part in ensuring patient access to medications and healthcare services while also improving the overall sustainability of the healthcare supply chain.

### **We believe that our industry can be a key ally in building a sustainable economy because:**

- We are environmentally friendly: By operating online, the home delivery option will ultimately be likely to generate less CO<sub>2</sub> than traditional shopping trips. We are working on developing even more effective circular economy solutions and intensively trying to reduce, reuse and recycle packaging material and resource usage. Leveraging the logistical skills and technology essential to our business, we are greatly experienced in supplying healthcare products in the most efficient and sustainable manner possible.
- We care about social inclusion: Online delivery of medicines enables better, faster and cheaper access to crucial treatments. Through our refined logistical processes, we are a key partner in making medications available in rural areas as well as for other patient groups who have difficulty reaching a traditional bricks-and-mortar pharmacy due to e.g. health or mobility issues. The Covid-19 crisis has further highlighted the vital part e-pharmacies plays in supplying EU citizens so they can achieve optimal health outcomes.
- We care about Europe's innovation leadership: Cross-border and online delivery can help European healthcare to remain a global leader in a world where globalisation and freedom of movement are also important for the provision of healthcare products and services.

### **We Aim to Create Awareness of Key Issues that Enable a Sustainable Economy.**

In working towards the comprehensive achievement of the United Nations Agenda 2030 and the 17 Sustainable Development Goals, the EAMSP and its members seek to engage with all stakeholders to create awareness of the steps that need to be taken for online pharmacies to be part of the transfor-



mation towards a sustainable economy. We believe that to ensure the fulfillment of social and environmental goals, policymakers should pay attention to the following:

- Digitisation of the health sector: Our industry is a pioneer in and key enabler for translating the concept of e-health into practical and real benefits for patients and healthcare systems.
- Removal of barriers in the internal market: For online pharmacies to deliver optimised services to EU customers, it is vital that there are no unjustified national restrictions on the delivery of treatment.

We are ready to advance our vision for the future of the pharmaceutical industry and are open to dialogue with all stakeholders.