European Federation of Pharmaceutical Industries and Associations (EFPIA), Belgium, Medicines for Europe, Association of the European Self-medication Industry, AstraZeneca, Macclesfield, UK, Bayer, Berlin, Germany, LIF Sweden, Stockholm, Sweden

The European pharmaceutical industry has proactively developed the Eco-Pharmaco-Stewardship (EPS) concept. This lifecycle approach focuses on areas where industry can most effectively reduce the potential environmental risks that might result from our activities.

ENCOURAGING FURTHER RESEARCH TO ASSESS THE IMPACT OF PIE: Intelligence-led Assessment of Pharmaceuticals in the Environment (iPie) is a public-private partnership project that aims to develop a framework in which tools, assays and models could enable industry, regulators and academic researchers to identify and prioritise medicines that are most likely to present a risk for the environment.

MANAGING EFFLUENTS FROM PHARMACEUTICAL SITES EFFECTIVELY: Industry strives to further reduce discharges from manufacturing plants through e.g. the exchange of good practices. A developed ‘maturity ladder’ is aimed at helping companies and their suppliers to gauge and improve their performance.

LIFE-CYCLE ASSESSMENT OF THE ENVIRONMENTAL RISK: The current EU legislation requires that a pharmaceutical company assess the environmental risk only in theory and once before the drugs are first approved or when they are going to be used in new indications/combinations. According to industry proposal, ERA should be reviewed and, if necessary, updated throughout the product’s lifecycle to reflect the latest information on the product’s potential impact on the environment.

#MEDISDISPOSAL CAMPAIGN: This is a social media campaign raising public awareness on how to appropriately dispose of unused or expired medicines in Europe. A dedicated website and other virtual media material have been developed.