

# Well Selected (Välvald)

– the pharmacies' requirements for responsible medicine manufacturing

A sustainability project run by the Swedish Pharmacy Association

Lisa Stern, chief strategist



## Well Selected

– the pharmacies' requirements for responsible medicine manufacturing

- A symbol displayed in all pharmacies in Sweden
- It is a guide (label) to OTC medicines from companies that are more transparent with their sustainability work and sets demands for human rights, labour rights, environmental protection and anti-corruption
- The scope is production of pharmaceuticals



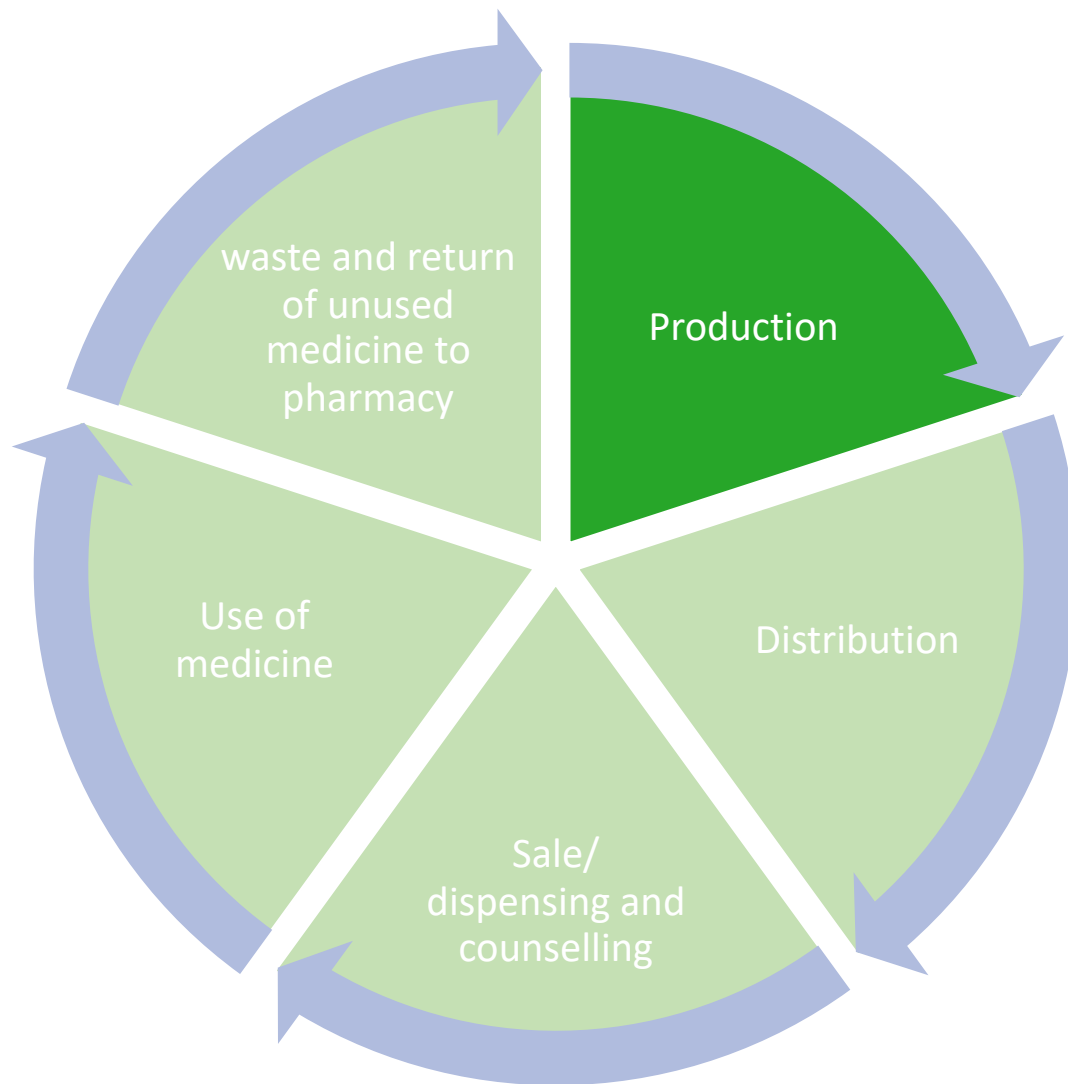


Sök produkt

Sök på apotea.se

<p><b>Minoxidil Apofri</b> Kutan lösning 20 mg/ml Minoxidil 3 x 60 millilit... Läkemedel</p> <p>Pris online <b>364 kr</b></p> <p>Köp</p>	<p><b>Minoxidil Apofri Forte</b> Kutan lösning 50 mg/ml Minoxidil 60 milliliter Läkemedel</p> <p>Pris online <b>195 kr</b></p> <p>Köp</p>
<p><b>Levonorgestrel Apofri Akut P-piller</b> Tablett 1,5 mg Levonorgestrel</p> <p>Välvald</p>	<p><b>Diklofenak Apofri</b> Gel 23,2 mg/g Diklofenak 100 gram</p> <p>Välvald</p>
<p><b>Galieve Peppermint</b> Tuggtablett, 48 st Läkemedel</p> <p>Välvald</p>	<p><b>Galieve</b> Vid halsbränna. Oral suspension i dospåse. 12 st... Läkemedel</p> <p>Välvald</p>
<p><b>Galieve Peppermint</b> Tuggtablett 24 tablett(er) Läkemedel</p> <p>Välvald</p>	

# The scope of Well Selected



## Why do the pharmacies care about sustainability?

- Customer's trust, high expectations of pharmacies
- To maintain high confidence – the pharmacies want to be able to answer questions regarding sustainability
- A component when working with health
- Sustainability is a question of company branding for our member companies (both customer and future employees)



## Common questions from our customers

I want a green medicine; do you have any?

Do you have a local produced medicine?

I want my pills in recyclable packaging

Do you have any vegan products?

What kind of transport do you use?

Where is this medicine produced? In India or China? I want a Swedish one

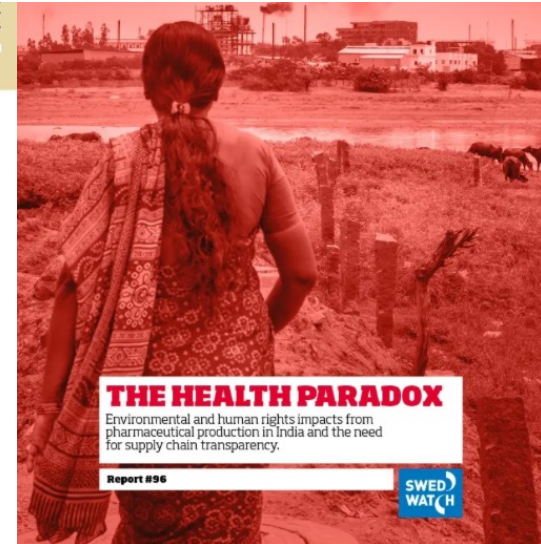
Why so large packaging for this small medicine?

I don't want a medicine produced in China



## What is the problem?

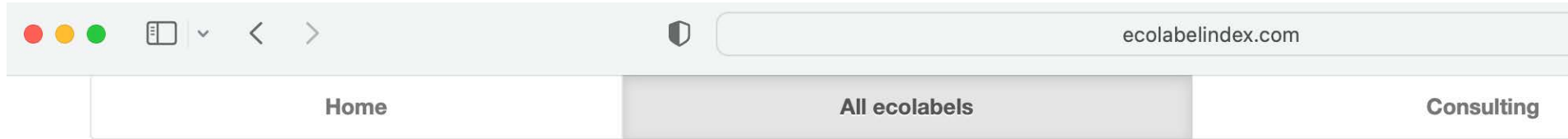
- Where and how pharmaceuticals are produced is confidential information
- Research show that pharmaceutical production often have a negative impact on nature in Asian countries
- We believe - if other industries can be more sustainable- the pharmaceutical industry can as well
- There is no sustainable label for pharmaceuticals



**Pharmaceutical sector must address pollution in supply chains**



**Swedwatch highlights real cost of affordable medicine**



## All ecolabels matching 'pharmaceutical'

Alphabetical index of 1 ecolabels.



### Thai Green Label

The Green Label is an environmental certification awarded to specific products that are shown to have minimum detrimental impact on the environment, in comparison with other products serving the same function. The Thai Green Label Scheme applies to products and services, **not including foods, drinks, and pharmaceuticals.**

The Thai Green Label Scheme was initiated by the Thailand Business ...

Ecolabel Index is the largest global directory of ecolabels, currently tracking **456 ecolabels** in **199 countries**, and **25 industry sectors**.

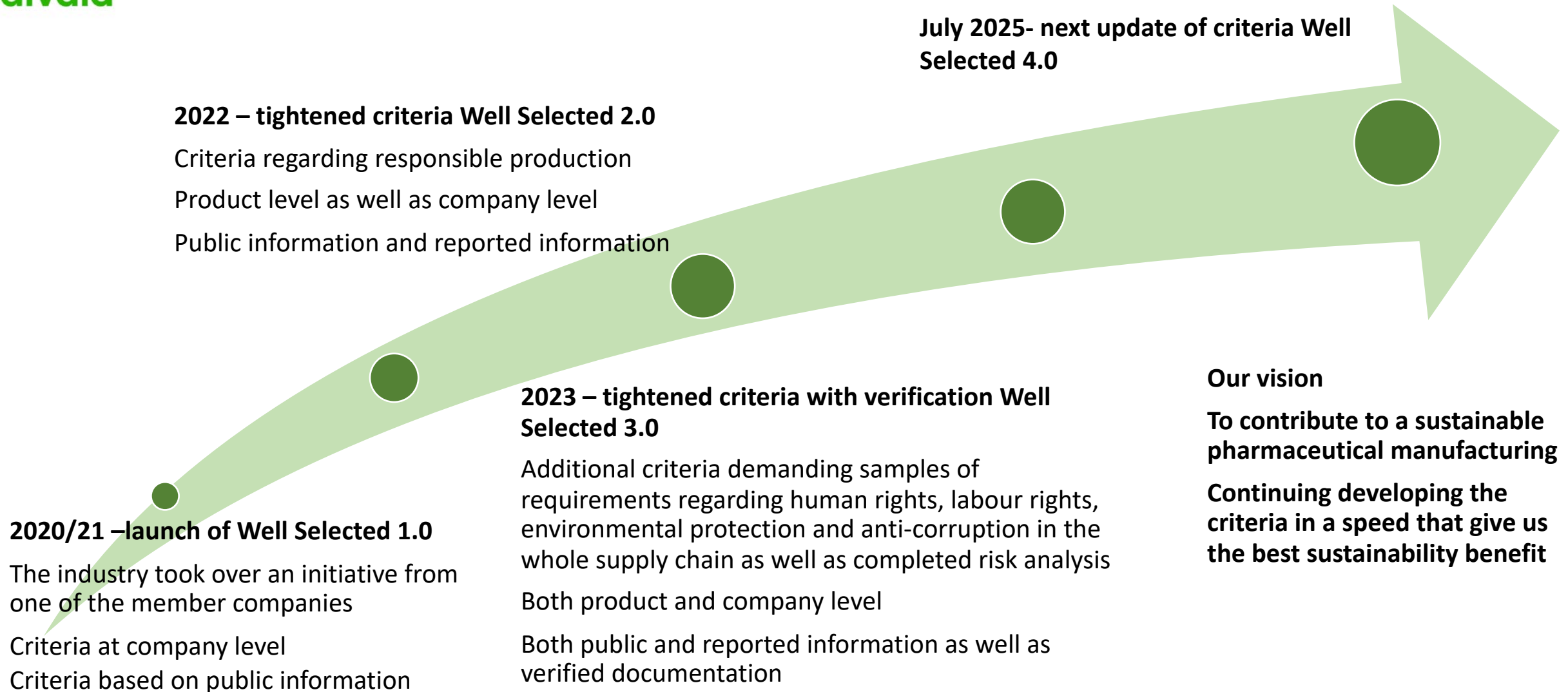


## Our mission

- The vision of Well Selected is to contribute to a sustainable production of pharmaceuticals
- We want to develop the criteria continuously
- The development needs to be done in a speed that companies manage to follow. If the criteria are too basic, the guide will lose in value. If the criteria are too advanced, no one meets them, and they will lose in value as well



# The path forward



## Criteria Well Selected 3.0



Products containing diclofenac are excepted from Vålvald

## Step 1 - criteria on company level, based on public information



**1**

**Sustainability  
Reporting**

The company must report its sustainability work according to GRI Standards or some other international framework for sustainability reporting. The sustainability report must be audited by an independent party.



**2**

**Membership  
of PSCI**

The company must be a member of the industry organisation, Pharmaceutical Supply Chain Initiative (PSCI).\*

*\*The company must have joined PSCI no later than 1 September 2022.*

## Step 2 – criteria on product level

Companies are invited to submit supporting documents for the assessment of the criteria



3

Communication of  
Policy Commitment

The company must require, in writing, compliance with PSCI principles, or corresponding principles, in the supply chain\* for OTC products.

*\*Here, the supply chain is limited to all tiers from production of the active pharmaceutical substance to sale of the OTC medicine.*



4

Risk  
Analysis

- The company must have carried out and documented risk analyses based on the PSCI principles or equivalent for the supply chain\* relating to the OTC medicines.
- The company must have procedures in place for prioritising risks and taking suitable measures to ensure that the risks identified for OTC medicines are managed.

*\*Here, the supply chain is limited to all tiers from production of the active pharmaceutical substance to sale of the OTC medicine.*

## Step 3- information in free text regarding impact on climate and transparency in the supply chain



**5**

### Impact on Climate

Do you assess your impact on climate in accordance with the GHG Protocol Scope 1 and/or 2 and/or 3 or some other equivalent framework?  
Do you have objectives and targets to limit your impact on climate?



**6**

### Transparency in the Supply Chain

Could you make available to the Vålvald office a review of the supply chain\* for individual OTC medicines? In your response, please state if any information could be provided under conditions of confidentiality, including named suppliers and address, for both your own factories and those of third-party manufacturers.

*\*Here, the supply chain is limited to all tiers from production of the active pharmaceutical substance to sale of the OTC medicine.*

## The outcome of the latest review of Well Selected

- Huge interest from the industry and a lot of international meetings
- More companies have become members of PSCI
- More companies have developed their requirements towards suppliers
- Criteria requiring documentation – a challenge for some to share, some are very transparent
- 205 articles/products from 10 companies (2024)
- Next upgrade of criteria in 2025



APOFRI



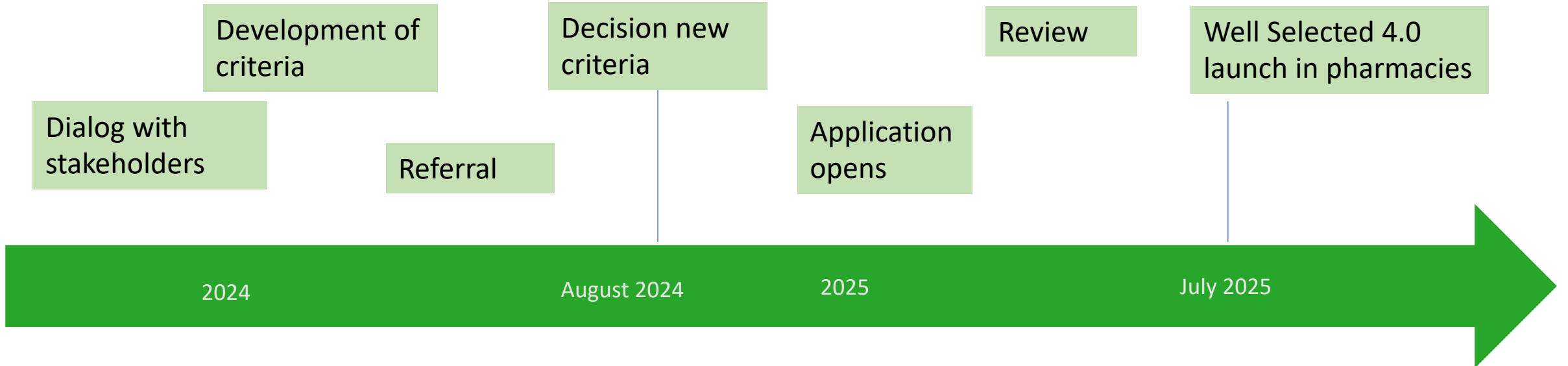
## The next step

We want to develop the criteria further...

- in line with other initiatives (The Swedish Medicine Agency and the Regions procurements)
- in line with upcoming legislation, both EU and national level
- viable in other countries (interest from some countries in northern Europe)



## Well Selected 4.0 - next step



[www.sverigesapoteksforening.se/valvald](http://www.sverigesapoteksforening.se/valvald)

