

Press release

Gothenburg, Sweden, on June 5, 2023

Getinge launches brand campaign “Dimensions of life” to highlight sustainability

With its new brand campaign “Dimensions of life”, Getinge wants to raise awareness around sustainability in healthcare and the importance of collaboration to find solutions to global challenges.

The world is facing many challenges such as unprecedented climate change, population growth and higher life expectancy than ever before. According to the World Health Organization (WHO), climate change is the single biggest threat to global health¹.

“The global healthcare sector is today responsible for almost 5% of global greenhouse gas emissions² and on our largest sales market, the US, this number is even reaching towards 10%³,” says Anna Romberg, Executive Vice President Sustainability, Legal & Compliance at Getinge. “As a global medtech company we see it as our mission to support our customers with solutions that can lower the environmental impact and, in that way, connect to the larger task of saving and helping life on the planet.”

Getinge actively works to support healthcare professionals, scientists, and pharmaceutical producers in combating cardiovascular diseases, minimizing the spread of healthcare associated infections and in finding new solutions for strained healthcare systems around the world. In some markets, one solution is the Automatic Gas Control (AGC) available in Getinge’s anesthesia machines, which can lower sevoflurane wastage by up to 58 percent and thereby reduce the CO₂-impact for healthcare⁴.

With the new brand campaign “Dimensions of life” Getinge wants to highlight the importance of continuing to collaborate and increase sustainability efforts beyond the immediate impact of its products.

¹ www.who.int/news-room/fact-sheets/detail/climate-change-and-health

² www.healthpolicypartnership.com/the-nexus-between-climate-change-and-healthcare

³ www.forbes.com/sites/billfrist/2023/01/30/healthcare-paradox-how-the-industry-designed-to-keep-us-well-is-also-making-our-planet--and-our-bodies--sick

⁴ 1. Kalmar A. et al. Minimizing sevoflurane wastage by sensible use of automated gas control technology in the flow-i workstation: an economic and ecological assessment. J Clin Monit Comput. 2022 Jan 3. doi: 10.1007/s10877-021-00803-z.

“We are humble about the challenges that lie ahead of us and well aware that no one can solve these on their own,” says Anna Romberg. “At Getinge, we want to use our voice to help raise awareness, trigger ideas and take actions to contribute to a sustainable future where healthcare is better, more efficient and accessible for more people.”

Learn more about [Getinge's sustainability efforts >>](#)

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About Getinge

With a firm belief that every person and community should have access to the best possible care, Getinge provides hospitals and life science institutions with products and solutions that aim to improve clinical results and optimize workflows. The offering includes products and solutions for intensive care, cardiovascular procedures, operating rooms, sterile reprocessing and life science. Getinge employs over 10,000 people worldwide and the products are sold in more than 135 countries.