

PRESS RELEASE

Design and Sustainability: how to create sustainable value through design.

Filago, 13 November 2023

The ADI Design Museum was the setting for a meeting, that anticipated among the themes one of the greatest revolutions that, at the legislative level, will affect Europe in the coming years with the [Ecodesign Regulation \(ESPR\)](#): the relationship between the design and the sustainability and circularity of a product.

The protagonists were the members of the Furniture Pact, which brings together some big companies in the Italian furniture sector, and the professors of SDA Bocconi School of Management, who made a scientific contribution on the theme of the event, entitled "Design and Sustainability: how to create sustainable value through design". Neodecortech participated as a member of the Furniture Pact Monitor, which, under the scientific guidance of the Sustainability Lab of SDA Bocconi, aims to reduce the impact of the Italian wood-furniture supply chain by encouraging collaboration between companies.

Introduced by Aldo Colonetti for ADI - Association for Industrial Design, the event brought together a diverse array of industry experts, who shared innovative ideas and best practices to promote sustainability through design and value creation in the Italian furniture sector.

The contributions have provided a complete picture of the challenges and opportunities related to sustainability in the Italian design sector, in a context in which environmental issues are increasingly central both globally and in the country system. The meeting was therefore an opportunity to highlight how a transversal approach that combines design, production and technological innovation is fundamental to address these challenges and draw us towards a more sustainable future.

- **The voice of experts: public-private collaboration is crucial to have a real impact on the environment**

Francesco Perrini, Director of the Sustainability Lab of SDA Bocconi, and Stefania Carraro, professor at SDA Bocconi and operative director of the Monitor of Furniture Pact, have contributed.

Perrini remarked that, on the eve of COP28, sustainability issues should be discussed in close connection with the climate impact of everything we design, from products to buildings. Initiatives such as [Building to COP28](#), organized to emphasize the role of urban design in the path towards decarbonization, therefore become very interesting and topical. The contribution of universities and research institutions is to create connections and synergies between actors in the same sector and the public sector, to maximize the effectiveness of climate protection actions.

Carraro then continued, bringing the example of the work with the Monitor of Furniture Pact, whose objectives are precisely the improvement, updating and creation of synergies for the development of sustainable products in the wood-furniture supply chain. As Carraro pointed out, up to 80% of the sustainability of a product is inherent in its design, taking shape already in the design phase.

Decors and surfaces for sustainable living.

Neodecortech S.p.A. – Via Provinciale 2, 24040 Filago (BG) Italy
Tel. +39 035996111 – Fax +39 035995225 – www.neodecortech.it

Capitale Sociale Euro 18,804,209.37 i.v.
C.F. e R.I. 00725270151 – P. IVA IT 02833670165 – R.E.A. 193331



- **The voice of creatives: focus on the thinking behind design, to rediscover the social side of design**

The architect Alfonso Femia, the fashion designer Moreno Ferrari and the designer Diego Grandi brought their contribution. Together they remarked the need for an agreement between the creative activity and the implementation phase carried out by companies, to effectively implement new and sustainable solutions.

The architect Femia reiterated the importance of a prudent design of cities and buildings, which certainly considers energy efficiency and materials more sustainable and circular, but is part of a broader vision that also includes road safety, water quality, local public transport. The designers Ferrari and Grandi presented some of their works, emphasizing the emotional connection that we must rediscover when choosing and purchasing an object, as well as the social role that design can have in the life of local communities.

- **The voice of companies: the quality of Made in Italy is the key to enhance the durability of products**

The entrepreneur Franco Caimi, CEO of Caimi Brevetti SpA, and Giacomo Maniscalco, director of SOS - School of Sustainability, have contributed. The central theme of the two contributions was the durability of objects as a factor directly related to their sustainability.

In particular, Caimi remarked the importance of producing and consuming less, highlighting how more durable furniture and accessories have less impact. The last frontier of design and innovation are also products that assume double functions in one object (e.g. absorb noise and purify air). These are the challenges of the future that can only be faced with a close collaboration between designers and manufacturing companies, or the same great alliance that has contributed to making Made in Italy design famous in the world since the 60s.

- **About us**

The [Furniture Pact](#) is a collective initiative of the Italian furniture industry, whose members promote common sustainability objectives involving the entire value chain. Guided by the rigorous methodology of the Sustainability Lab of SDA Bocconi and by shared skills, the participating companies have signed ambitious but concrete commitments to reduce their impact on the environment and on people, aiming at combating the climate crisis through the reduction of emissions and energy efficiency, circularity and enhancement of individuals and communities.

Lundquist is a communication partner of the Pact.

Neodecortech S.p.A.

Neodecortech is one of Europe's top players in the production of decorative surfaces for laminated panels and flooring used in interior design. The Group's business is in the production of complete and technologically advanced solutions for the realization of interior design projects, covering all stages of the production process for the production of decorative paper, from raw material management, through surface finishing and impregnation, up to the finished product and the management of end-of-line logistics. The Group offers 7 product categories: decorative papers; decorative printings; finish foil; melamine film; PPF and PPLF; laminates; EOS anti-fingerprint surfaces (www.neodecortech.it).

Codice ISIN azioni ordinarie: IT0005275778

Decors and surfaces for sustainable living.

Neodecortech S.p.A. – Via Provinciale 2, 24040 Filago (BG) Italy
Tel. +39 035996111 – Fax +39 035995225 – www.neodecortech.it

Capitale Sociale Euro 18,804,209.37 i.v.
C.F. e R.I. 00725270151 – P. IVA IT 02833670165 – R.E.A. 193331



For further information:

Specialist	Investor Relator
BPER Banca S.p.A. neodecortech@bper.it 051-2756537 www. bper.it	Neodecortech S.p.A. T +39 035 99 63 02 F +39 035 99 52 25 Luigi Cogni investor.relations@neodecortech.it www.neodecortech.it

This press release is for informational purposes only and does not constitute an offer to the public or an invitation to subscribe or purchase financial instruments in Italy or any other country where such offer or solicitation would be subject to restrictions or authorization by local authorities or otherwise prohibited by law. This press release may not be published, distributed or transmitted to the United States, Canada, Australia or Japan. The shares mentioned in this press release cannot be offered or sold in either Italy or the United States or any other jurisdiction without registration under the applicable provisions or an exemption from the obligation to register under the applicable provisions. The shares mentioned in this press release have not been and will not be registered under the US Securities Act of 1933 nor under the applicable provisions in Italy, Australia, Canada, Japan or any other jurisdiction. There will be no offer to the public of the Company's shares either in Italy or in the United States, Australia, Canada or Japan or elsewhere.

**Decors and surfaces
for sustainable living.**

Neodecortech S.p.A. – Via Provinciale 2, 24040 Filago (BG) Italy
Tel. +39 035996111 – Fax +39 035995225 – www.neodecortech.it

Capitale Sociale Euro 18,804,209.37 i.v.
C.F. e R.I. 00725270151 – P. IVA IT 02833670165 – R.E.A. 193331

