

# SHAPING THE FUTURE

## the new dawn of ceramics



### WITH IRIS CERAMICA GROUP AND BIBENDUM, CONVIVIALITY BECOMES SUSTAINABLE

#### IN OUR SHOWROOMS, "SUSTAINABLE CONVIVIALITY" EVENTS IN PARTNERSHIP WITH BIBENDUM GROUP

For years, we have been committed to a major action plan aiming to achieve specific SDGs (Sustainable Development Goals). We are contributing to 11 Sustainable Development Goals: from the respectful management of water resources, wood, plastic and waste to the promotion of actions to fight climate change.

And even seeking to help make our cities and human settlements inclusive, safe, lasting and sustainable.

(<https://csr.irisceramicagroup.it/sdgs>). In this context comes our first example of "Sustainable Conviviality" for the multi-site events held in the Group's main showrooms. The project, developed in partnership with **Bibendum Group Società Benefit** (<https://www.bibendumgroup.it/it>), focuses on convivial events with minimal environmental impacts.

#### WHEN CONVIVIALITY RHYMES WITH SUSTAINABILITY

We want to give our own contribution to the UN Agenda 2030 with concrete actions to achieve the priority SDGs.

This is why the common denominator of the multi-site event in the showrooms of our Brands is **sustainability**.

We have set the task of recovering the materials used by choosing **mainly reusable and recyclable materials**. T

hrough the partnership with Bibendum Group, which works to ensure circular processes, the sustainable approach affects all areas: from food to beverages and on to the choice of the decorations for the set-up.

**Bibendum Group Società Benefit** is committed, in the administration of Food, Beverage and set up at our locations, to carry out a verification activity by the SGS certifying agency with the aim of achieving ISO 20121 certification for the Sustainable Event Management System.

### BIBENDUM GROUP'S ACTIONS FOR SUSTAINABLE CONVIVIALITY

## FOOD

#### Food circularity

Arioste, Fiandre, Iris Ceramica and FMG: every daily menu is defined using circular and social economy criteria.

The suppliers were selected by Bibendum Group on the basis of:

- **REGIONALITY**, to support the local economy and offer 0-mileage products to reduce the impact of transport operations;
- **SEASONALITY**, to offer products with excellent nutritional properties with no added chemicals that influence their ripening;
- **ETHICAL**, to enhance the social sustainability profile of the suppliers and their positive impacts.

Furthermore, any unconsumed food will be donated to Porta Aperta voluntary association in Modena, with whom Bibendum Group has been cooperating for years.



## BEVERAGES

#### WATER IS SERVED ONLY FROM ECO-SUSTAINABLE CARTONS

Water is served only from eco-sustainable cartons, with 76% of the packaging made from sources of plant origin. These cartons are carbon neutral, with CO2 emissions compensated by planting trees and - as they are lighter, made from cardboard - they optimise transport weights and consequently save on fuel and fuel emissions.

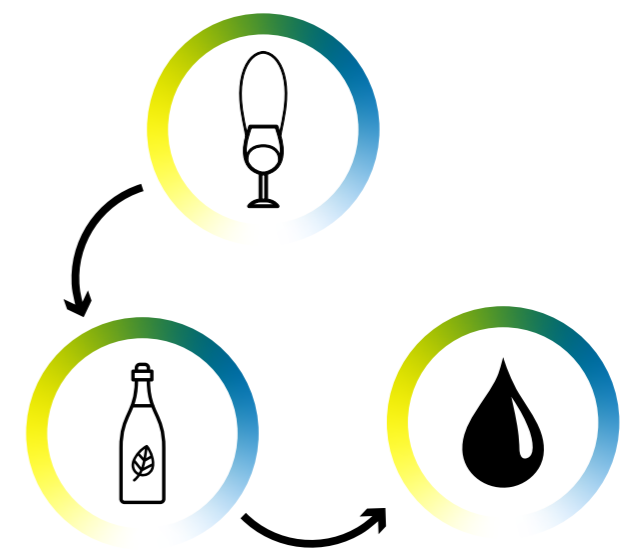
The carton (including the cap) is made from 100% recyclable paper: its life cycle is complete.

The water is served at dinner in glass bottles; for each bottle consumed, 100 litres are donated to communities with no access to water, while of course the glass is returnable.



#### TURNING (UNCONSUMED) WINE INTO VINEGAR

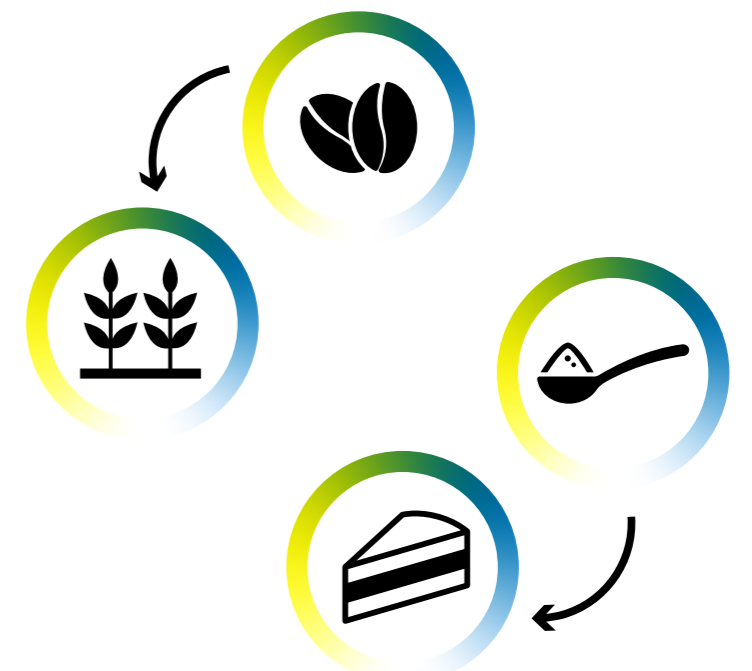
In our example of "Sustainable Conviviality", even any of the (selected, regional and organic) wine that isn't consumed will be recovered: stored in special glass boules, it will be used to produce vinegar, in a project run in partnership with Bibendum Group and its partner farm. And when conviviality blends with design, sustainable glass holders are born: using fewer glasses reduces the emissions produced by transport as well as the consumption of water and detergents for washing. This returnable product allows us to save on glasses and offer our guests - who can return them after use - to have a practical support at hand.



#### EVEN THE COFFEE AND SUGAR ARE CIRCULAR

We have chosen an organic coffee from sustainable farming.

The capsules are produced with zero CO2 impact, compensating the residual emissions by supporting over 900 producers with training courses on sustainable farming practices to improve the quality of the coffee and the planting of more resistant varieties, in order to increase productivity on the plantations and their resilience to the effects of climate changes. Any left-over sugar in the sachets will be collected in a special container at the bar in our showrooms, and once recovered, will be used to make artisanal sweets served in the cafeteria.



## MATERIALS

The materials we have chosen are glass, aluminium and steel, all 100% reusable and recyclable. The decorations on our buffet stations have no cut flowers,

but living, hydroponic plants that reduce water consumption by up to 90%.

The design elements, tailor-made for the event, are not disposable,

but will be customised for future events.



## WHAT ARE THE GOALS?

"Sustainable conviviality" is yet another concrete action we have chosen to undertake in partnership with Bibendum Group because respect for the environment and its resources is a core value that has always been part of our DNA. Through this first "Sustainable conviviality" event, we wish to act as ambassadors of a new way of thinking "being together", hoping that in future this can become a benchmark example.



H2 FACTORY