

IRIS CERAMICA GROUP SHARES ITS INNOVATIVE, CIRCULAR APPROACH AT MAJOR LONDON CONFERENCE

Iris Ceramica Group was one of the headline partners at Future London 2024, which took place in the English capital yesterday. Attending the conference as a main partner, the Italian company highlighted the ongoing sustainable revolution in the urban design sector. The CEO Federica Minozzi's keynote speech during a session on the circular economy confirmed the Group's leading role in the English capital as well as the strong partnership with BusinessLDN.

London, 14th June 2024 - Over 250 business leaders from all over London and beyond gathered yesterday in the British capital to discuss the future of the city. Key issues discussed at **Future London** - the high-profile conference for leaders working in the capital, run by **BusinessLDN** - included the challenges related to the modernisation of the city, and its growth through spaces, places and infrastructure. The achievement of net zero and the importance of London's position in the Sustainable Cities Index world ranking were also explored.

Organised by **BusinessLDN** - the campaign group representing over 170 large businesses in the English capital - the session "**What goes around, comes around: embracing circular construction**" - *Guidelines for the circular economy* – featured **Iris Ceramica Group** CEO Federica Minozzi, who explained the Group's innovative spirit and holistic approach to the construction supply chain: a case-study that has already demonstrated how this pioneering standpoint creates a competitive edge.

The panel of experts, to which the company belongs thanks to its role as an industrial and business leader, illustrated how the **application of circularity to urban planning can support more sustainable development**, driving change in a context of increasing market and regulatory pressures and tackling the challenges of decarbonisation. The members of the panel discussed how London can regenerate, reuse and retrofit, helping to meet its net zero commitments.

Significant interest was recorded by key stakeholders in the sector towards the innovative solutions the company offers by improving human-environment interaction and circularity, the founding principles of the Group's vision.

From investment opportunities to the benefits offered by the economic ecosystem and key information on the future of London. These were just some of the focuses of the day's discussions, curated by **BusinessLDN**.

With a city-wide goal of reaching net zero by 2030, this specific discussion and the conference as a whole have been an important step forward, educating attendees, and showcasing true leaders in their respective industries who are striving to provide innovative, sustainable practices and solutions, to improve all of our futures.

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Note for the editor:

Iris Ceramica Group

An international industrial excellence in the manufacture of high-performing ceramic surfaces and solutions, the Group has around 1000 employees in its 6 Italian production plants, and 500 more in its production sites in Germany and the United States. Driven constantly by innovation and attention to environmental sustainability, the company has often been a trailblazer in the ceramics field.

www.irisceramicagroup.com

BusinessLDN

An association representing the capital's main businesses. Its mission is to make London the best city in the world in which to live, work and do business, to the benefit not only of the capital but the whole of the United Kingdom. Its priority objectives include the new challenges to be tackled in order to shape the future of London and its inhabitants. The association supports businesses in the United Kingdom to succeed locally, nationally and globally.