

OUR DECALOGUE

SUSTAINABILITY AT THE CENTRE

THE PLACE WE CALL HOME

We believe that preserving the places in which we live, and the species that inhabit them along with us, is a crucial objective. Our respect for living things drives our commitment to regenerating the habitats, in the name of our shared future. We all have a duty to let the next generations enjoy the environmental heritage that the past has handed down.

THE MOST PRECIOUS SOURCE DESERVES RESPECT

Natural resources are a gift that humankind must prove it deserves by taking care of them. In order to slow down the exploitation of unique and finite resources, we are committed to an increasing use of renewable, responsible materials. We must bring supply sources closer to us, by promoting national and international options. We must promote reuse and recycling. Protecting the planet means looking ahead, guaranteeing the future of our industry together with the future of our environment.

BEAUTY THAT SAVES THE WORLD

The appeal and aesthetic quality of the objects we produce remains a crucial value. We believe that beautiful products are those that enrich our inner lives, gratify our senses, and confer meaning: they improve everybody's lives. They can last for generations — or be recycled and reused. By producing beauty, we are doing our bit to protect the planet.

EVER MORE EFFICIENT PROCESSES

In order to consume fewer materials, energy and water, cutting climate-changing emissions, an increasingly functional value chain becomes crucial. Eliminating uncertainties and inefficiencies right along the production chain is an objective to which we are firmly committed and aware. More fluid processes are hugely beneficial for the environment. They also make our companies more competitive.

IT'S A VIRTUOUS CIRCLE

By prolonging the life of products, we also prolong that of the planet. This can be achieved through effective circular processes. The lifecycle of products does not necessarily have a beginning and an end: it is up to us to see that it becomes a real, ongoing cycle. We believe that by acting carefully and systematically, the regeneration, repair and reissue of furnishings and manufactured goods onto the market will underpin a system of recycle and reuse.

TRANSPARENCY, A FRIEND OF THE ENVIRONMENT

Knowing the origin and characteristics of products with guaranteed lifecycle traceability is something the market is calling for more and more. Transparency has a key role to play around the sustainability choices of companies. We are actively promoting the steady spread of effective certification in our industry, which brings credibility to our promise to take care of the environment.

SUSTAINABILITY IS A WORD IN THE PLURAL

Today, more than ever, human relations are what drives our industry. Our commitment to sustainability is by definition a shared commitment: it mobilises people and calls upon them to do their bit in shaping a shared future, and the ecosystem in which we all live. This is why we are promoting inclusive innovation processes that are open to businesses, civil society, regional communities, urging them to form networks for collaboration.

AT THE CENTRE OF OUR WORLD: PEOPLE

Products are the object of our work. We give those who work with us new skills, security, and steadily improving welfare provisions. We offer our clients and lovers of beautiful things the sort of quality that increasingly also means sustainability. We hold ourselves accountable to our citizens for our commitment to the environment and to a future for all. Change is achieved for people — and together with them.

OBJECTS AND PLACES FOR FEELING GOOD

We are concerned about safety, health, accessibility and wellbeing. We believe that wood, along with other natural and low-impact materials, makes for healthier and more pleasant products and buildings. This means that we strive for wider use — now and in the future, especially. Improving thermal comfort, acoustic performance and air quality helps decarbonise the sector — and enables us all to live better and better.

VALUES THAT TRIGGER ACTIONS

Promises acquire meaning when they are underpinned by a genuine commitment to achieving results. Commitments acquire meaning in the light of their guiding principles. We are striving to become a leader of global environmental sustainability within the next five years. We work alongside our companies and our designers. The decisions we make take our values into the places where people live their daily lives.