



# Italy –Japan unified for Sustainability

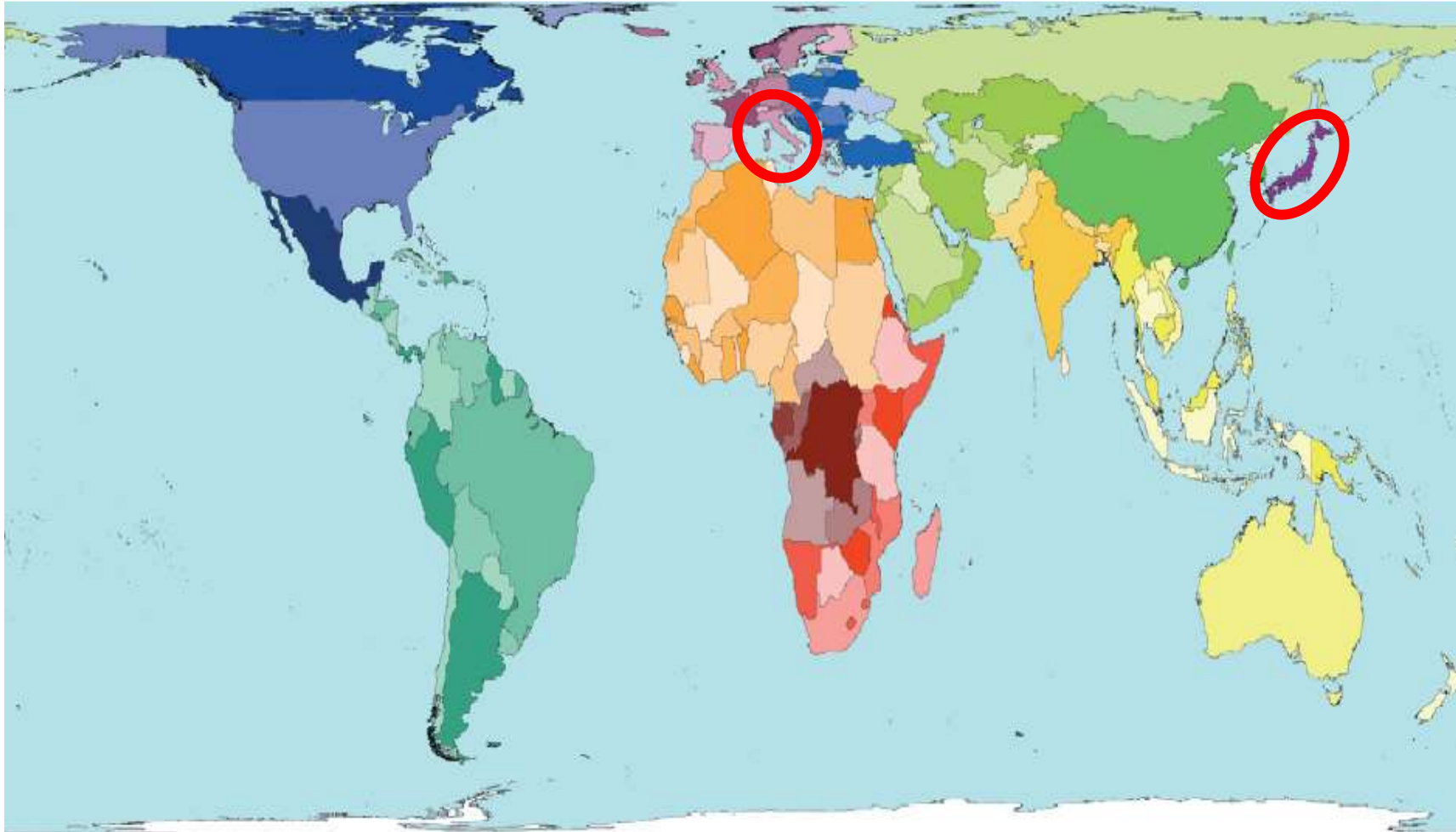
Antonio Brunori  
PEFC Italy



Examples on how PEFC Italy is promoting Forest certification,  
with some Japanese charm!

# The geographic world

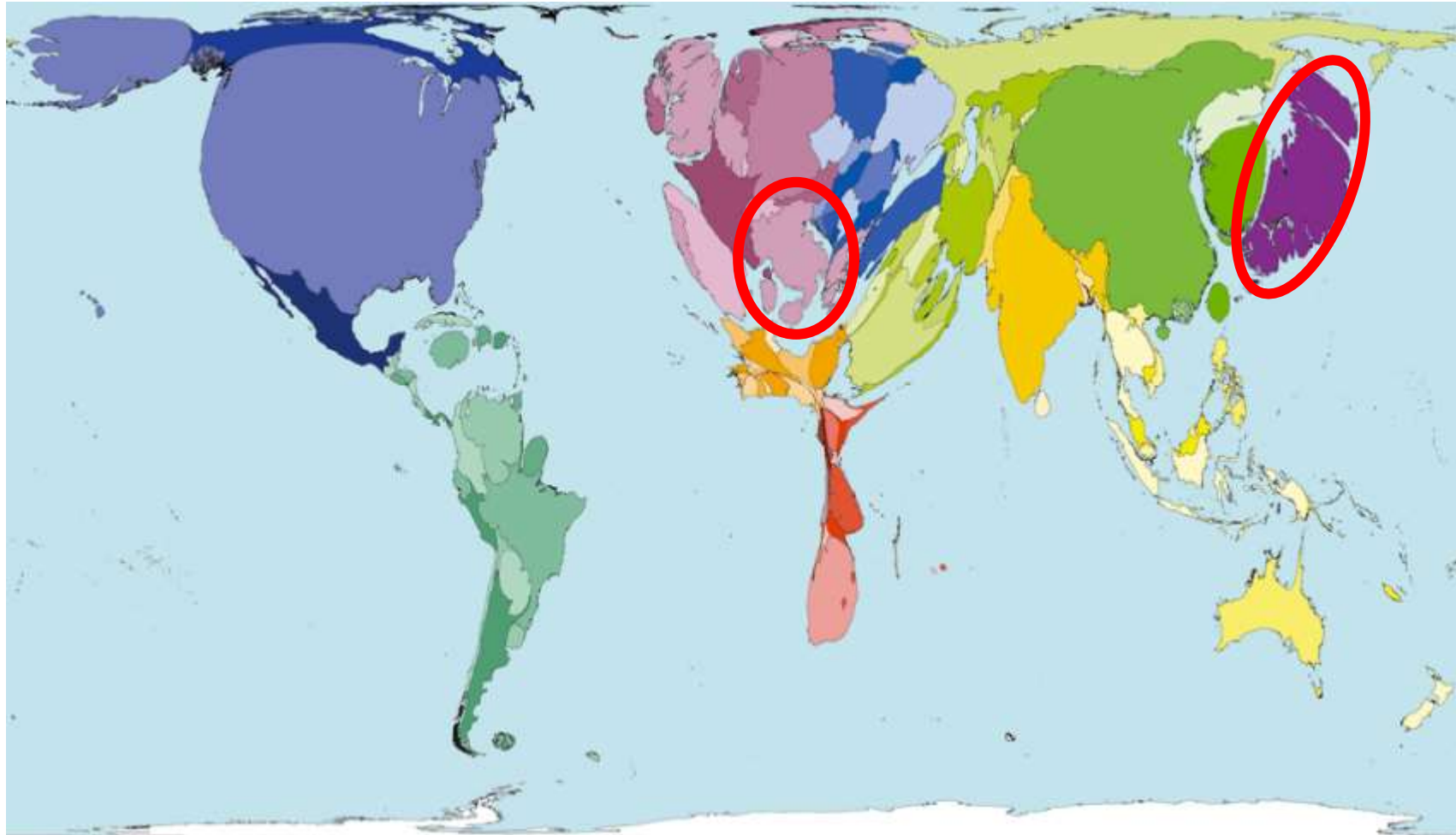
Unit of measurement= km<sup>2</sup>



Source: Pepke / UNECE Timber  
Committee / Worldmapper

# The **GHG** world

Unit of measurement= T CO<sub>2</sub>

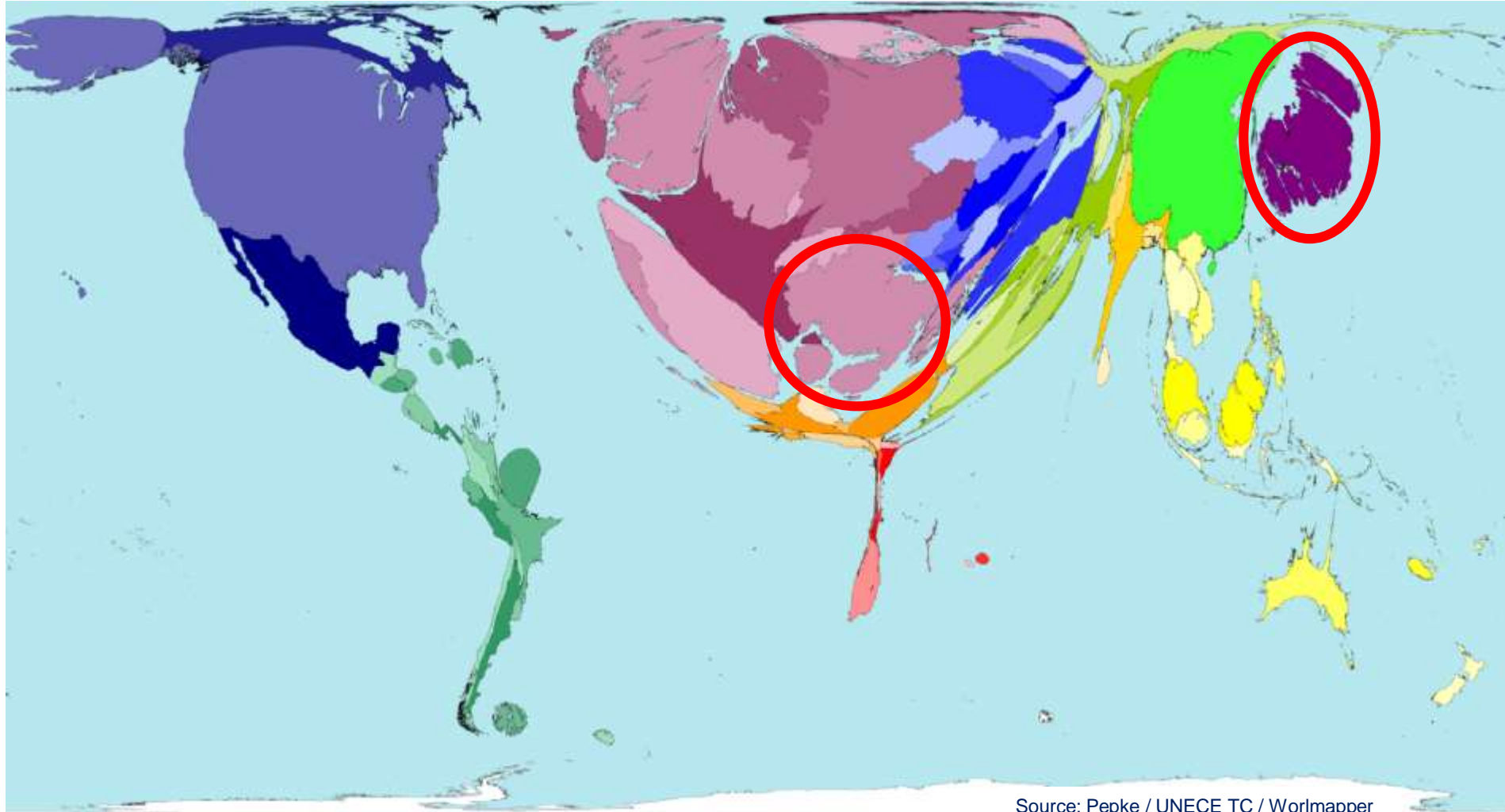


Source: Pepke / UNECE Timber Committee / Worldmapper

Fonte: *Sasi Group (University of Sheffield)* and Mark Newman (University of Michigan)

# The wood industry world

Unit of measurement= M €



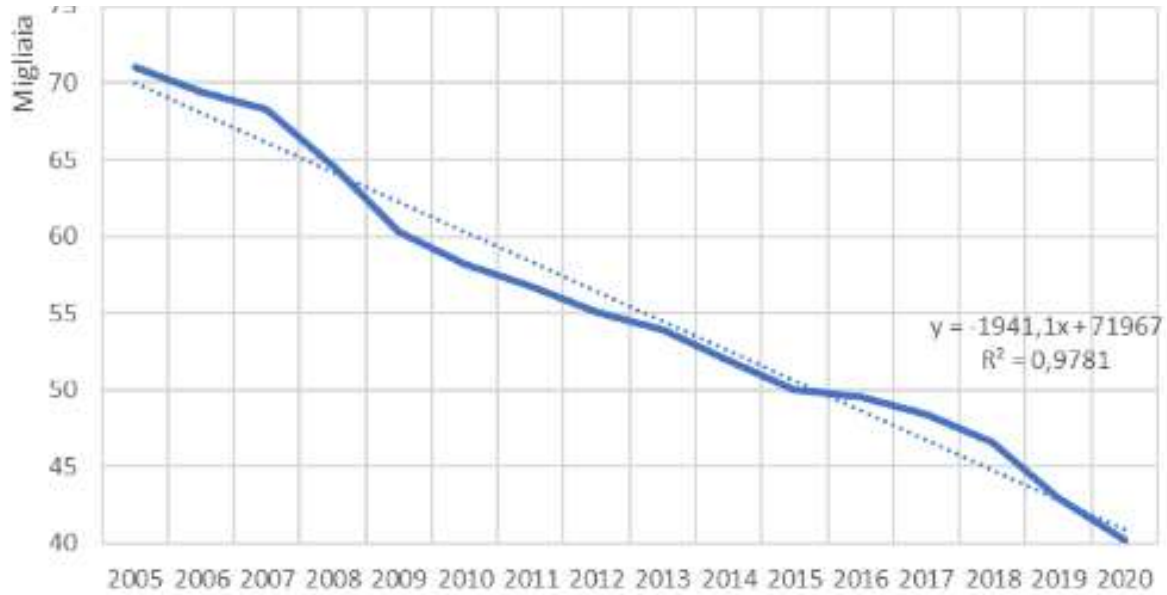
Source: Pepke / UNECE TC / Worlmapper

# Italy is the third largest importer of wood and derivatives in the EU



EU Directives  
and Regulations:  
EUDR, RED III,  
Restoration law,  
CSRD, ...

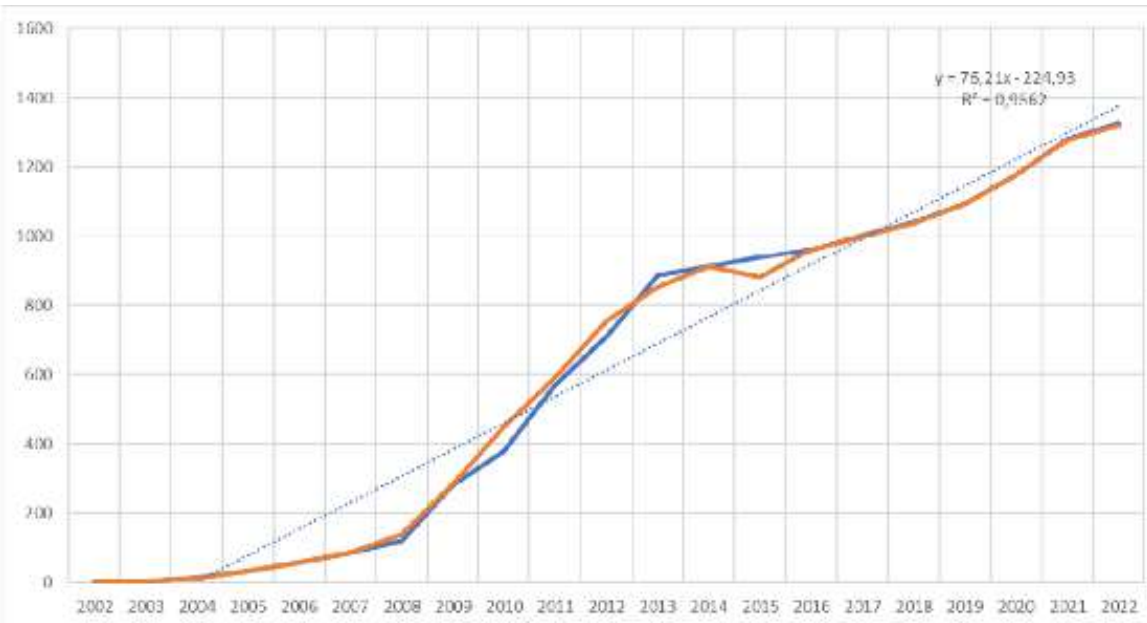
### Trend of number of Italian Companies – Wood sector



Source: Eurostat

**Company in Italy that manufacture wood and derivatives**

### Trend of number of PEFC Italian Companies – Wood sector



Source: PEFC Italy

**PEFC certified Company in Italy that manufacture wood and derivatives**

# Minimal Environmental Criteria for public tender in Green Public Procurement

The **Minimal Environmental Criteria** are compulsory and require PEFC certification as a verification method are:

- Office furniture
- Street furniture and playground
- Incontinence aids
- Copying and graphic paper
- Buildings



PEFC is offering to Public officers “free of charge training courses” on how to apply GPP into practice

# GDO – Great Organised Distribution





**Algida Unilever**  
When this cup was launched were produced more than 30 millions cups per year



**Carte D'Or Unilever**



## Reputation and environmental responsibility by companies

**Yogurt Yomo Granarolo**  
30 millions cups per year





Two of the biggest Italian publishers have chosen PEFC certified paper



45.633 tons of paper per year



49.500 tons of paper per year



«Vaia» windstorm  
in October 2018,  
20 M trees were  
uprooted – in Alps



# «Ancora Natura» reforestation Project funded by the Soka Gakkai Buddhist Institute



Reforestation in the municipality of Livinallongo del Col di Lana (Belluno) and press tour with national level journalists, to explain the project and the goal of the sponsor.

# Bark beetle attack on Spruce

The serious bark beetle epidemic is affecting and destroying the Italian Alpine Spruce forests, changing the landscape





## School project - IncasTree 2024

Designer Giorgio Caporaso (LessMore), ENAIP Tesero and PEFC Italia in Science Museum - MuSE Trento



# Forests Are Home

*Keeping forests stay as forests with sustainably-sourced furniture.*

Milan - «Fuori salone» 2022 - 2023

Designer Giorgio Caporaso and PEFC Italia in Arena  
Margaritelli



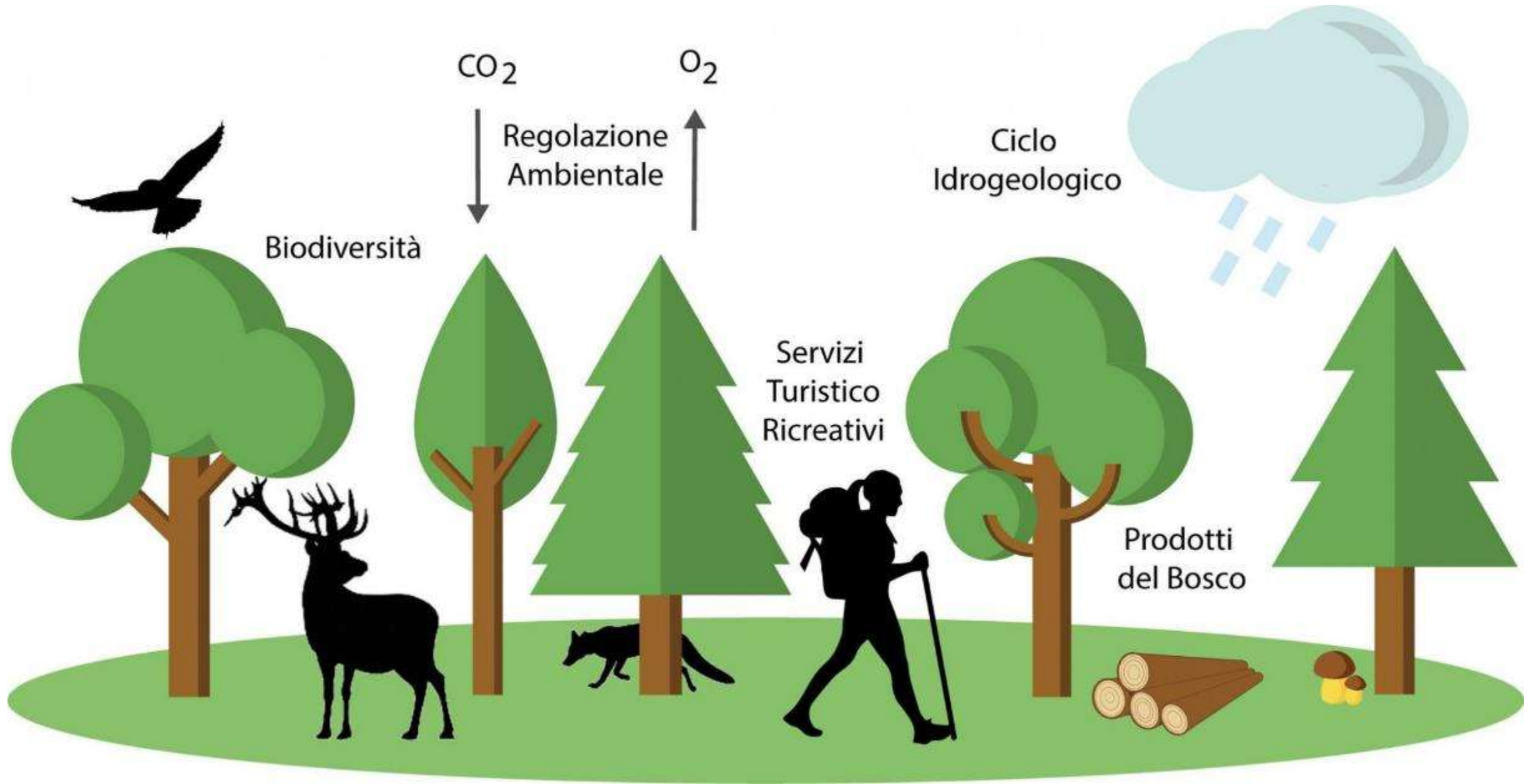
Milan «Fuori salone» 2024

Designer Giorgio Caporaso, Lenzing and PEFC Italia

Milan «Furniture Fair» 2025



# PEFC Ecosystem Services certification standard



Shinjuku, Tokyo





**Shinrin  
Yoku**

# The first PEFC certified forest for Shinrin Yoku (Forest bathing) is in Tuscany



## FOREST BATHING SUL MONTE AMIATA

5 AREE CERTIFICATE PER IL BENESSERE ED IL RELAX

In questo soggiorno vivremo un'esperienza unica di [Bagno di Foresta](#) (Forest Bathing) nelle aree certificate del Monte Amiata. 2 giorni seguiti passo passo da un guida ambientale "facilitatore", che ci educherà a questa disciplina.

Vidtoromb 4 delle 5 aree certificate per l'idoneità salutistica del Monte Amiata (benessere forestale).

La Società Macchia Faggeta e il Consorzio Forestale dell'Amiata sono i gestori delle aree protette in cui faremo le nostre esperienze.

Il consorzio foresta ha anche attivato il progetto SERVE con cui ha ottenuto le seguenti certificazioni:

- Certificazione della gestione forestale sostenibile PEFC 2003
- Certificazione dei Servizi Ecosistemici per le Funzioni Turistico-Recreative PEFC 2022



Forest bathing Amiata - Credit: Ambro Amato

# Hibakujumoku

Trees of Peace distributed by PEFC Italy





Rai 3 HD

LO STATO DELLE COSE  
QUESTA SERA ORE 21.20





[geo]

Gli alberi della Pace



A-bombed Trees

Hibakujumoku  
un albero da Hiroshima  
per la rinascita dell'Umbria  
20 giugno 2020

PEFC  
Città di PERUGIA  
PRO-PONTE

nata da seme di Ginkgo biloba, nel Shukkeien garden,  
a 1.330 m dall'esplosione della bomba atomica  
del 6 agosto 1945

Green Legacy Hiroshima