

SAVIOLA TALKS :

Circular economy and ReMade in Italy, certify to grow



Talking about products that come from recycling just 10 years ago was problematic. Basing the promotion of products on their recycled content is impossible, except for forward-looking companies that have been promoting recycling from the outset.

Until a few years ago, recycled products were perceived by the consumer as low-performing, poor products. Today, recycling products represent sustainability, they are the cornerstone of the circular economy and telling the story, relying on the origin of materials from other products, is a winning element that offers a true competitive advantage. This is taught to us by Tenders, which in Italy, with compulsory Green public procurement, are a real market opportunity for re-products. Europe is forcing us to maximise its use, keeping resources in the system as much as possible and postponing their decommissioning as much as possible. The fundamental theme then becomes that of measurement and communication based on the traceability of flows and the transparency of the information conveyed. The key word is "trust": we must give consumers reliable tools to know the history of the products and to compare them with each other on the basis of scientific and objective elements. This is when certifications come into play, key tools for setting the rules of the game.

But why are and will certifications be increasingly appreciated by the market? Because by initiating such a path, companies first of all describe their process and the origin of the materials, quantifying their real presence in the final product.

But they also do something more: they set goals for improvement. Certified products, often, at the end of their three-year verification period, mark progress on several fronts: they improve processes, increase the share of recycled material, reduce waste, improve the supply chain and activate industrial symbiosis, thus creating virtuous paths that affect other sectors. But watch out for greenwashing! Certification is for many but not for everyone, it is not a "tax" that must be supported to access the benefits offered by the market. Certification is for the "best" and only in this perspective does it become the opportunity to raise the environmental sustainability standards of recycled products and really contribute to the circular economy.

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