

REPORTS ON FAIRS AND EVENTS

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Responsibility: Gresmalt - Coordinating Beneficiary

INTRODUCTION

In this report are reported the participation in events and fairs by the Project Team in the period between October 2017 and December 2018.

1. Kick-Off Meeting of LIFE16 projects in Brussels: 17/10/2017

LIFE: Force of Future has participated in the Kick-Off Meeting for LIFE16 projects in Brussels, Belgium in the premises of the European Commission, Executive Agency for Small and Medium-sized Enterprises (EASME), Covent Garden Building. The aim of the meeting is to give an overview of the relevant policy topics, the LIFE Programme rules, your interaction with EASME and the role of the external monitoring team in project implementation. Financial and technical issues, as well as project reporting, dissemination and communication matters, will be discussed. This Kick-Off Meeting should be used as a networking platform among the participating projects sharing common priority areas.

2. Seminar at the University of Pavia (Italy): 24/11/2017

In November 2017 we started the first dissemination activity, presenting our LIFE Project to students of the third year of the management career at Pavia University in Italy as part of a seminar dedicated to technological innovation. The seminar was attended by about thirty students and four professors of the Business Management Department.

3. Italian Ceramic Society Conference – Sassuolo (Italy): 22/02/2018

On February 22nd the Project Team presented the project's aims at the Conference on "Raw materials for ceramic tiles" at the Confindustria Ceramica headquarters in Sassuolo (Italy), organized by the Italian Ceramic Society (IcerS). The conference was attended by about 250 people representing the main operators of the Italian ceramic industry.

4. Life Cycle Assessment Seminar – Reggio Emilia (Italy): 11/04/2018

On April 11th, Lucrezia Volpi Project Responsible Assistant for Unimore, illustrated the purposes of the Forture project during the fourth Seminar on the theme of “Life Cycle Assessment”, organized by the University of Modena and Reggio Emilia, at Technopole Centre in Reggio Emilia (Italy). The seminar was attended by about 30 people representing local public institutions and companies.

5. Forture at Coverings 2018 fair in Atlanta (Georgia, USA)

Gresmalt participated from 8 to 11 May in the 2018 edition of Coverings, one of the most important international trade fairs dedicated to ceramics, which every year brings together producers and customers in North America. The event was held at the Georgia World Congress Center in Atlanta (Georgia, USA) and in this context Gresmalt launched the project LIFE: Force of The Future, within the exhibition spaces of its brands: Sintesi and Abitare. The 2018 edition of the fair has reached the record some 1,100 exhibitors and almost 25,000 professional visitors.

6. Welcome to the LIFE’s Program (Padua, Italy)

On 26 May 2018 the Project Team participated in the final Seminar of the Strategic Environmental Management Master organized by the Environmental Quality Study Centre of the University of Padua (CESQA), which had the aim of presenting the LIFE Programme as a financial instrument for the environment of the European Union. The Master delves into the most current issues of environmental interest, from Climate Change to Life Cycle Management, from Carbon Footprint to Water Footprint, from environmental auditing to energy management. The project team presented the objectives and development phases of the LIFE Forture project to 25 Master's students.

7. Cimtec 2018 (Perugia, Italy)

The Project Staff presented a poster entitled “*Green Thinking in the Ceramic Industry-porcelain Stoneware Tiles from low-impact Raw Materials*” to CIMTEC, 14th International Conference on Modern Materials and Technologies, which was held in Perugia, Italy, June 4 to 14, 2018.

8. ISDRS Conference 2018 – Messina (Italy)

At the University of Messina (Italy), from 13 to 15 June 2018, was held the 24th International Congress of the International Sustainable Development Research Society entitled “Actions for a sustainable world: from theory to practice”. The ISDRS is one of the most important interdisciplinary congresses in the field of sustainability. Lucrezia Volpi from the Project Team presented a speech entitled: *“Life Cycle Assessment of a ceramic tiles manufacturing: strategies for circular economy”*.

9. CBIM 2018 International Conference (Madrid, Spain)

The CBIM 2018 (Center for Business and Industrial Marketing) International Conference, organized by the Georgia State University took place from 18th June to 20th June 2018 at the Universidad Rey Juan Carlos in Madrid, Spain. At the Conference Sonia Medina Salgado from the Project Team presented a speech entitled: “Method for designing sustainable business models for ceramic tiles manufacturers based on life cycle approach”. The aim of the conference was to gather academics, professionals and doctoral students from around the world to promote a discussion of current and potential future topics in B2B marketing and sales.

10. SGDB 2018 (Lille, France)

Gresmalt participated in SGDB 2018, the fair organized by SGDB Saint-Gobain Distribution Bâtiment which was held in Lille (France) from 27 to 28 June 2018. The event also served to present the objectives of the LIFE Forture project to a competent and qualified public, interested not only in technical innovations and the latest stylistic trends, but also in concrete sustainability actions. With 2000 points of sale, SGDB is the reference point in France for building professionals.

11. Forture at CERSAIE 2018 fair in Bologna (Italy)

Gresmalt participated in Cersaie 2018, the international exhibition dedicated to the world of ceramics for architecture and bathroom furnishings, which was held in Bologna (Italy) from 24 to 28 September. Visitors were welcomed by the information panels of the LIFE Forture Project, which attracted great interest from customers and operators in the sector. Cersaie is the largest, most prestigious and qualified international

exhibition for the ceramic and bathroom furnishing sectors. In the 2018 edition there were 840 exhibitors and 112,104 visitors, 3,517 of whom visited the Gresmalt stands.

12. Conference on the Circular Economy at Tecnargilla 2018 fair in Rimini (Italy)

During the Tecnargilla fair held in Rimini on 24-28 September, the conference “The ceramic industry towards a circular economy model” was held, organised by Italian Ceramic Society in collaboration with ACIMAC, the association of Italian suppliers of plant, machinery, equipment, semi-finished products, raw materials and services for the ceramic, heavy clay and refractories industries. The event touched on the salient points of a model that presupposes the radical transformation of the classical productive scheme towards virtuous logics: products and processes that have little impact, are fair and have a high social and territorial value. At the Conference Fernando E. García Muiña and Davide Settembre Blundo from the Project Team presented a speech entitled: "*Corporate Social Responsibility: how to integrate sustainability principles into business models*". Tecnargilla is the most important trade fair in the world for the supply to the ceramic and brick industries. Organized by Acimac and IEG-Italian Exhibition Group.