



Press Release  
September 2022

On the occasion of MARMO+MAC 2022  
PNA network presents 'NATURALLY SUSTAINABLE',  
the Sustainability Manifesto of Naturally Authentic Stone

The Manifesto will be presented at the Fair, at the PNA stand, on Thursday September 29th at 11.30 a.m. with the participation of Stefano Ghirardi, President of PNA Network, Claudia Chiappino, Mining Engineer and Paolo Marcesini, Director of Italia Circolare.

On the occasion of the Italian Fair for the stone sector, the PNA Business Network, born in 2018 to promote and exploit the knowledge and protection of authentic natural stone in various fields, will present the "Naturally Sustainable" Manifesto, with a ten-point programme of the series of goals defined by the Network in terms of environmental, economic and social sustainability.

Realized with the consultancy of technical-scientific experts, the document aims to divulge an organic and systematic account of the "natural sustainability" of stone and the values indissolubly connected to it.

In Europe, buildings and the construction sector are responsible for 36% annual CO2 emissions, 40% energy consumption, 21% drinkable water and 50% raw material extraction.

Protection, functionality, safety, well-being, prestige and beauty are what man has always requested from natural stone. At the dawn of the third millennium, sustainability is the new request that the entire stone sector can offer answers and solutions to.

Flavio Marabelli, Honorary President of Confindustria Marmomacchine, comments: "As a Member of the Management Committee of the PNA network, I would like to stress that the presentation of the "Naturally Sustainable" Manifesto is a fundamental part in the process of defining the characteristics of sustainability of Natural Stone. **A first concrete result of this *green* path promoted by PNA. A path that aims to exploit and make the entire Italian sector of natural stones more competitive.**

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The "Naturally Sustainable" Manifesto aims to be a charter of shared commitments and goals between all the Companies of the PNA Network and, together, a reference point for all the stakeholders who want to use natural stone in the world of design and construction, acting consciously and according to the essential values of sustainability and corporate social responsibility.

**The Manifesto of Sustainability represents PNA's concrete commitment to communicate the sustainable attitude and vision of natural stone in favour of the entire Italian marble sector.**

"We have long been convinced – stated Claudia Chiappino, Head of PNA's Sustainability Project – that Natural Stone can be an example of 'true' sustainability, in terms not only of the intrinsic qualities of the material, but also of the distinctiveness of its production cycle: limited environmental impact on air and water, low CO2 emissions deriving above all from the transport of the raw material between extraction and processing sites."

With the ONU 2030 Agenda, the international community adopted a charter of concrete and shared commitments and goals to globally promote sustainable development. The companies of the sector intend to actively participate in the achievement of the following sustainability goals, with regard to their specific field of activity: SDG 12 – Responsible production and consumption; SDG 11 – Inclusive, safe, enduring and sustainable cities and human settlements; SDG 8 – Dignified work and economic growth; SDG 13 – Climate action; SDG 17 Partnership for goals.

Responding to the goals of SDG 17, which identifies in its partnership for objectives, the driving force for competitive and truly sustainable development, PNA intends to give its personal contribution to the contents of the environmental, social and economic sustainability of the entire sector, to the adoption of the ESG criteria, to research and technological innovation, to the exploitation of the unique and unrepeatable

characteristics of natural stone, and to the reduction of the environmental impact of production and processing, to the promotion and diffusion of the circular culture of stone by-products, as a systemic and guiding vision in favour of saving materials and energy.

In order to promote more in-depth awareness of the environmental footprint of natural stones, a fundamental factor in better qualified and sustainable design and construction choices, PNA has entrusted the Polytechnic University of Turin with the drawing up of a sectorial LCA (Life Cycle Assessment) analysis of the product “Authentic Natural Stone slabs” and, with a view to the subsequent EPD (Environmental Product Declaration), in compliance with the Guidelines for stone products.

In this context a Circular Economy is fundamental. The ZERO STONE WASTE project, coordinated by the International Marble Institute of Milan (IS.I.M.), following the European End of Waste regulations, aims to recover and used derivatives and waste from processing of ornamental stones by the determination of adequate process methods and production technologies that can be employed by every company in the sector. ZERO STONE WASTE promotes reduction tending towards zero costs for waste disposal as a means to proposing new building materials, all with declarable minimal environmental criteria (CAM) for the high content of recycled and recovered stone by-products.

Paolo Marcesini, Director of Italia Circolare who has collaborated alongside PNA for the contents of the Manifesto, comments: “Pietra Naturale Autentica has accepted the sustainability challenge and has demonstrated that their “natural” attitude to the reduction of environmental impact of the entire production chain, from cultivation and extraction in the quarry to implementation of the slabs. **The Manifesto tells us why using Natural Stone is better:** for the creativity and beauty of designs, for the resistance and “eternity” of the material, for its energy performance, for the well-being and living comfort of the spaces it constructs.”

Stefano Ghirardi, President of PNA, concludes: “The Manifesto is an instrument that tells of the “natural sustainability” of stone and its capacity to combine innovation and tradition, making companies aware of the enormous values that are already at the disposal of their corporate social responsibility through the intrinsic qualities of stone defined as material. **The Manifesto is just a starting point, the beginning of a virtuous path that defines our “Natural” attitude to sustainability.** And above all, thanks to its contents, it’s a part of the chain of value that our sector must transmit to the world of design and construction. Using natural stone is useful, sustainable, beautiful.”

The contents of the Manifesto will be constantly updated when new research data is found.

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*PNA – PIETRA NATURALE AUTENTICA Business network: born in 2018 to promote and protect the competitiveness of Authentically Natural Stone, its values and numerous possibilities of use. PIETRA NATURALE AUTENTICA is open to all Companies, Institutions and Organizations wishing to contribute to the realization of a **great communication campaign** in favour of authentically natural stone. All the Companies and Operators of the techno marble chain are called to give their support to this initiative, born to respond to the requests of defence and objective promotion of the natural stone product.*

*[www.naturalstoneisbetter.com](http://www.naturalstoneisbetter.com)*

*ITALIA CIRCOLARE: magazine and company specialising in the communication and valorization of Sustainability and the Circular Economy and its formative, cultural, economic and social impact.*

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