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# Environmental responsibility: Sustainability driven innovation

## Valcucine Italy

In partnership with:

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## Introduction:

<p><b>Valcucine S.p.A.</b></p> <p>Via L. Savio, 11 33170 Pordenone Italy</p> <p><a href="http://www.valcucine.it">www.valcucine.it</a></p>	
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## Company's Description:

Valcucine was founded in 1980, when it all started with the desire to produce in an eco-compatible way. The ethics of responsibility towards the environment are the guidelines in the choices of the company and make them a best practice not only in Italy. Valcucine works for eco-sustainability by investing in four aspects. Firstly, in recycling- designing kitchen cabinets that are 100% recyclable and secondly in reducing the use of materials and with zero emissions of formaldehyde, that guarantee a long technical and aesthetic life. Valcucine also uses wood that does not come from the destruction of primary forests. Thirdly it invests in collecting and reutilizing that guarantees the collection and disposal of some kitchen lines at the end of their lifecycle and last but not least in endless guarantee by which kitchens are designed to be dismantled and reconditioned so they can be used to make other products in the future.

## Sub-sectors affected:

X Furniture (2nd Transformation)

## Implementation Process:

In Valcucine the principles of environmental sustainability are not part of a single project but are the core values of the company. Since its beginning the company invested in eco-sustainable processes and natural materials. With the slogan "we have a dream, a world without waste!" and being aware that this goal is impossible to reach their continuous research allowed them to propose the first "sustainable" kitchens starting from 1988. Going far beyond the sustainable products it also tries to disseminate these values to their workers, clients and a larger population.

### Initiated practices:

Among the different practices initiated by the company we can highlight the following. First of all continuous improvement of their products which became more and more sustainable through the principles explained above. Secondly Valcucine promotes and finances BIOFOREST, the association for the regeneration of natural environments. It has implemented two large projects for the reforestation and protection of the biodiversity in Ecuador and in Italy called "Operazione Otonga" and "Progetto Vinchiaruzzo". It has also created the "Progetto Occhione", an environmental education idea for middle schools in the province of Pordenone that includes the construction of a naturalistic laboratory and of a nursery of native species that are subsequently planted in flat lands that are made available by Bioforest. Finally In 2010 Valcucine opened an Eco Bookstore in their Milan Showroom to raise the awareness on sustainability by promoting events and books on sustainability, bio-architecture, eco-design etc.

### Results:

Putting the concepts of environmental and social sustainability at the heart of the company's values had a positive impact especially on marketing as it got recognised as a green company. Moreover by putting the concept of sustainability at the heart of the innovation process allowed to develop unique and functional products with the competitive advantage. In addition, by building our company's culture based on ethics and a safe environment increased the satisfaction of the workers. What is more from the product point of view, sustainability had always driven innovation e.g. the type of innovation that results in a continuously improved product. We call it sustainability driven innovation.

### Recommendations:

Put the values of sustainability at the heart of the company.

### Conclusions:

Valcucine is an example of how a clear and overall strategy of sustainability made a company successful from numerous points of view.

### Keywords:

X Recycling