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# Social and environmental sustainability


# Avanguardia Italy

In partnership with:

With financial support  
from the EU



## Introduction:

<p><b>AVANGUARDIA</b></p> <p>Associazione di promozione sociale</p> <p>Strada della Genovesa, 104</p> <p>37135 Verona - Italy</p> <p>info@avanguardiaverona.it</p>	
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## Company's Description:

Avanguardia is a social cooperative which focuses on production, recycling and selling of wooden goods since 1993. They recycle old wine barrels, fruit boxes, and lacquer timbers dismantled from old barns, cowsheds and Alpine farmhouses. This activity has got double social value: the first one is the recycling of material otherwise doomed to dump and the second one is the social rehabilitation of people, ex alcoholics or ex drug-addicted among others, who are given the opportunity to work again.

## Sub-sectors affected:

- X Packing and packaging (2nd Transformation)
- X Furniture (2nd Transformation)
- X Wood and furniture sector in general

## Implementation Process:

Avanguardia is a cooperative where pallets are being disassembled and reassembled for 20 years. From a recycled old industrial good Avanguardia obtains shelves, paneling, chairs, toys and more items. There are no limits to imagination.

## Initiated practices:

Along with architects and designers (many of whom were previously unemployed!), the owner begun creating design goods which little by little made their room in the shops of Verona, like groceries, gastronomies, bars and so on.

## Results:

A major result is a restart for Avanguardia on the Veronese territory, mainly due to a good grapevine. Also, it helped so much the linking with a German e-commerce site DaWanda (<http://it.dawanda.com/>) which made them cross the borders to the surrounding regions and gains some exposure in the Milanese scenery as well. Avanguardia is associated to FederlegnoArredo, the most important entrepreneurial association of the furniture sector, whose offices Avanguardia furnished recently.

## Recommendations:

Avanguardia's major goal is designing and realizing activities and goods which produce value for the company and for the territory where it is located. Avanguardia invests in the total value of the products, that is to say it is focused in designing at best its function before its actual production.

## Conclusions:

Avanguardia is a good practice because it links social commitment, recycling and ecodesign. Also it is linked to its territory and tries to add value in involving local human resources to the various processes.

### Keywords:

- X Recycling
- X Training
- X Processes
- X Construction