



# *Perceptions of the companies of the wood sector*

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[www.wood2good.eu](http://www.wood2good.eu)



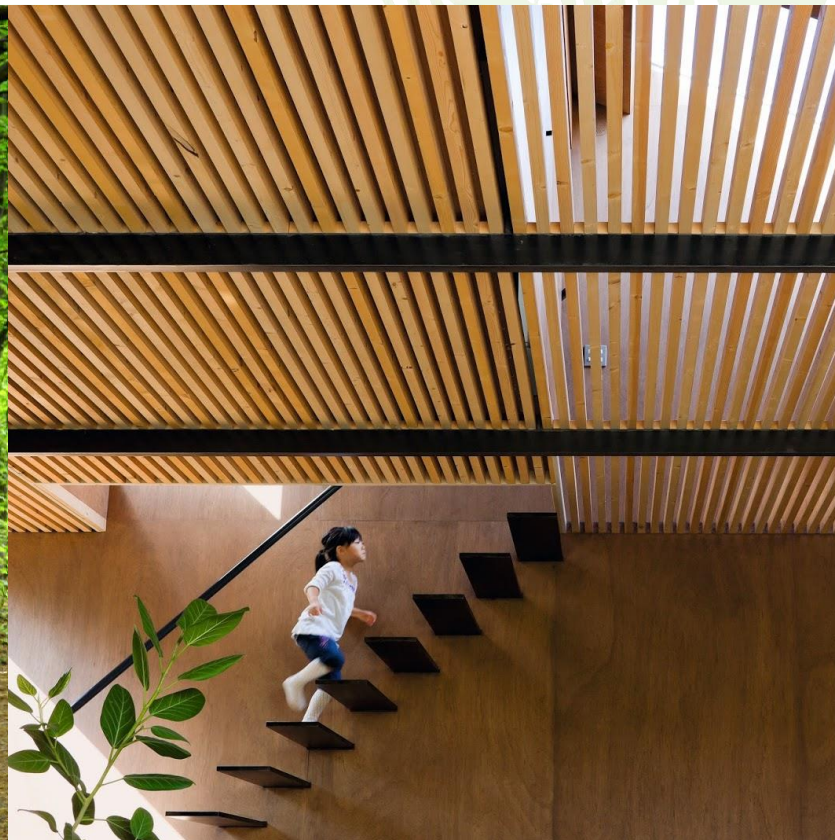
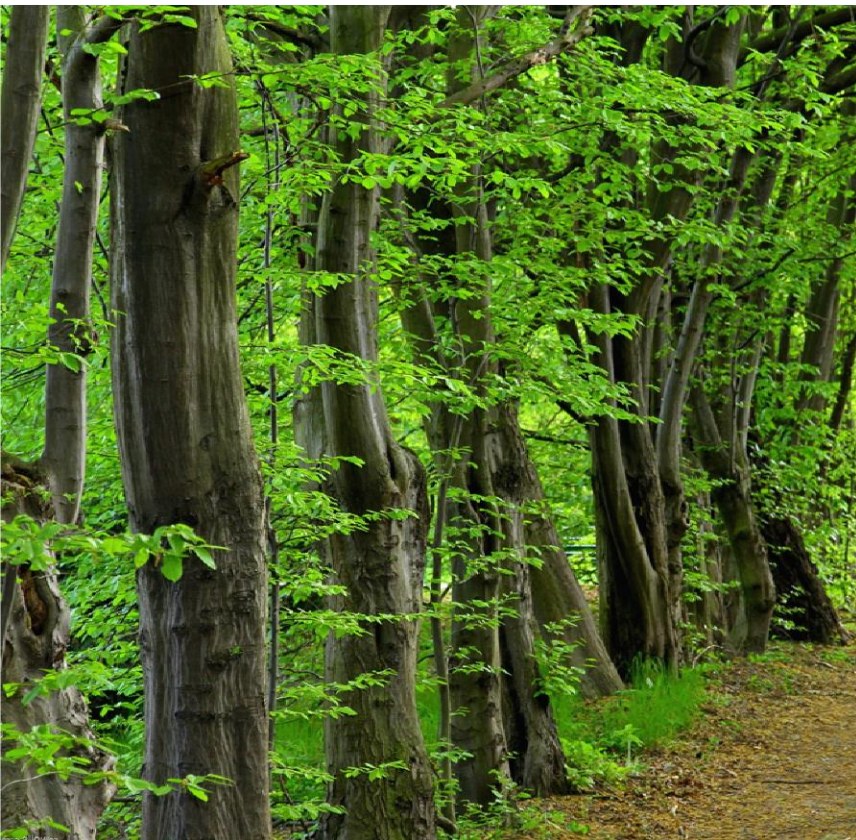
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# W2Good Project introduction:



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# On-line anonymous survey

- Link: in [www.wood2good.eu](http://www.wood2good.eu)
- Survey design:
  - Identification data
    1. Sector situation
    2. Green Actions on course
    3. Respondent's opinion
    4. Consequences of the responsible changes.



# 1. PERCEPTION OF THE SECTOR SITUATION: companies in the sector contribute to the protection of the environment because

- They acquire products less harmful to the environment and induce their suppliers to provide these (31%)
- They perform a production conceived in the maximization of the "3Rs", Reduce, Recycle and Reuse, managing the waste they generate, both inert and dangerous. (32%)



# 1. PERCEPTION OF THE SECTOR SITUATION: there are sector companies which are making environmental efforts, however towards what kind of specific actions do you think they are directing?

- The reduction of the consumptions of energy resources across investments in productive processes and rationalization of the consumption of raw material. (37%)
- The use of certified raw materials, wood monitoring and trace responsibility and certifying the custody line. (37%)



## 2. ACTIONS THAT COMPANIES ARE CARRYING OUT: What specific actions do you think sector companies should carry to be truly involved in sustainable development?

- Design of new products. Product innovation. Increase in the culture of quality and optimization of the product lifecycle, greater reliability and durability and ease of maintenance and repair. (40%)
- The use of certified raw materials. (38%)



### 3. THE REASON FOR ENVIRONMENTAL MEASURES: In your point of view, the objective/s that sector companies are looking to reach, with the implementation of energy efficiency measures, are:

- The optimization of the energy consumption of the company, which translates into a reduction in costs and greater competitiveness of the companies. (47%)



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## 4. ORIENTING TOWARDS SUSTAINABILITY: Do you think that the investments of the companies directed to the protection and progress of the environment might influence the employment of the sector?

- Yes, since they contribute to the creation of a strong industry, promoting a model of employment growth which is balanced and sustainable based on companies competitiveness and productivity. (30%)
- Yes, because that encourages companies to focus their efforts on investment in clean technologies, that there are more likely to improve the production process, as they are source of innovation and increase competitiveness. (33%)
- The employability impact may be negative in the short term, but overall positive in longer term, as a result of technological change, economic restructuring, etc. (28%)



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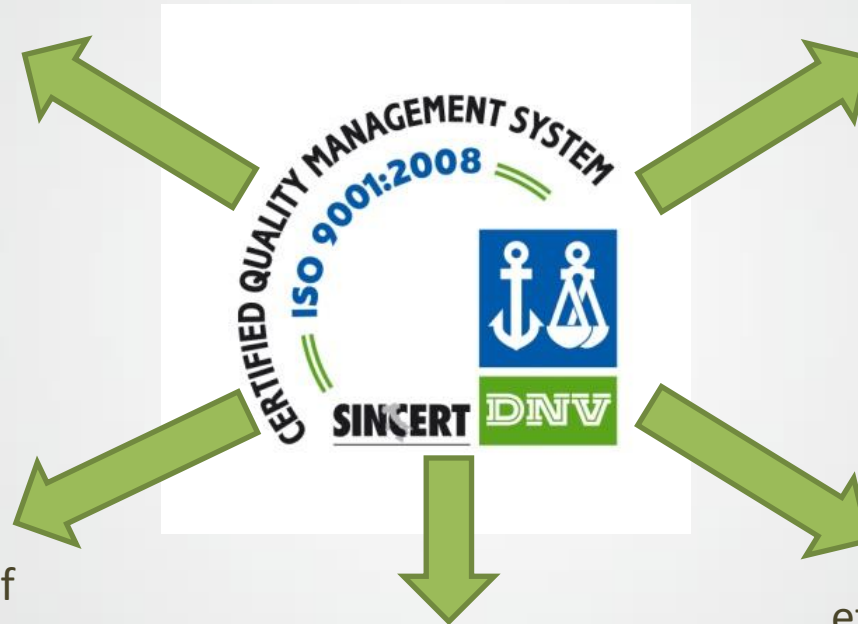
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***Thank you for your attention***

***Alessandro Ferrari***

***President***

***Verona Innovazione Azienda Speciale***

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