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“Better future kit” per sostituire le posate monouso

Progetto realizzato da **Camst group** e Guzzini per ridurre gli sprechi

L'AMBIENTE

RECANATI Dalla priorità di ridurre gli sprechi e l'impatto sul pianeta nasce il progetto "Better future kit", un astuccio di posate in acciaio inox realizzato da **Camst group** con la collaborazione di Guzzini per incentivare il riuso sostituendo le posate in plastica monouso e plastica compostabile nelle mense sco-

lastiche e aziendali. Il suo nome deriva dalla volontà di garantire un futuro migliore alle generazioni a venire. Ogni kit, che Camst group metterà a disposizione delle scuole e delle aziende, è composto da un set completo di forchetta, coltello e cucchiaio in acciaio inox con custodia rigida in materiale bio-based, vale a dire realizzato con plastica a base biologica derivata da scarti e residui di biomassa vegetale (rifiuti agricoli, rifiuti forestali) quindi rinnovabili. La plastica è riconducibile al materiale di scarto biologico attribuito al prodotto tramite l'ap-

proccio del bilancio di massa certificato Iscc. Il kit, 100% Made in Italy, facile e comodo da trasportare grazie alla sua forma compatta e salva spazio, nasce dalla creatività di Spalvieri & DelCiotto, designer italiani da sempre attenti alla sostenibilità nell'ideazione dei propri progetti.

L'impegno

«Crediamo fortemente che le persone e le aziende abbiano la possibilità di generare un cambiamento positivo, se sensibilizzate rispetto alle tematiche ambientali e alle politiche an-

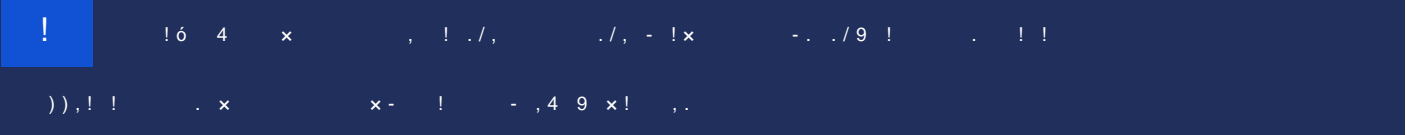
ti-spreco», sottolinea Francesco Malaguti, presidente di **Camst group**. «A fine 2021 abbiamo deciso di varcare una nuova frontiera utilizzando plastica bio-based ottenuta dalle biomasse vegetali, una vera rivoluzione per il settore dell'oggettistica di design - dichiara Domenico Guzzini, presidente dell'omonima azienda - ed è il materiale che abbiamo utilizzato per realizzare "Better future kit", il perfetto ambassador del concetto di produzione etica in cui qualità e funzionalità del prodotto vanno di pari passo con la salvaguardia del nostro

pianeta e di tutti noi». L'obiettivo è quello di sensibilizzare le aziende, le istituzioni, gli alunni e le famiglie sul tema della sostenibilità e delle politiche anti spreco, realizzando un cambiamento concreto in cui ognuno è chiamato a fare la propria parte. Oltre a fornire i "Better future kit", Camst group distribuirà materiale di comunicazione nelle aziende e nelle scuole, per coinvolgere attivamente adulti e bambini con l'obiettivo di far comprendere a tutti il valore della sostenibilità e l'importanza dei piccoli gesti quotidiani.

IRIPRODUZIONE RISERVATA

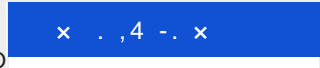
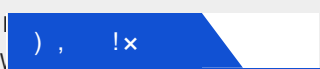
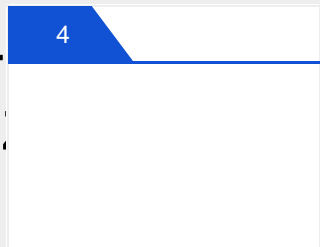


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FRQVXPR R ELR EDVHG /D ULFHUFH HVWHWLFH H IXQ]LRQDQW; HG FVWHVWLD
PDWHULDOL VHPSUH QXRYL VDSLHQWHPHQWH DEELQDWL WUDORUR H LO F
VHPSUH LQQRYDWLYL IDQQR GHOOI]LHQGD PDUFKLJLDQW; HG FVWHVWLD
QHO PRQGR

%RORJQD DSULOH

6 7D%HWWHU) &DRVMD]LRQL QVWHQLELOLW H SROLWLFKH DQWLVSUHR

&RQGLYLGL TXHVWD 1RWL]LD

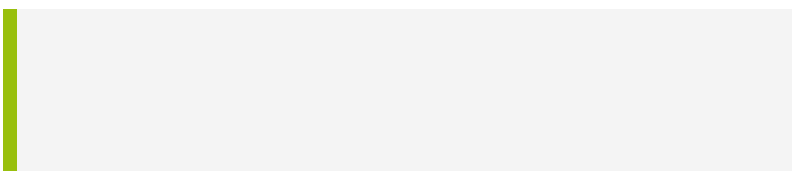
- 7ZLWWHU
- 3LQWHUHVW
- 7D%HWWHU
- 3LQWHUHVW

6HJXL ,QGH]RRG

3DUWHFLSD VXO 6LWR

H7XWWH OH /D 5HGD])DWWL 3XE ,VFULYLWL DOO
,QVHULVFL OD u *XDUGD OH S , ,QVHULVFL \$QQX
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5HVWD LQ FRQWDWR FRQ ,QGH]RRG



6DQLLFD]LRQL DPELI
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PDUNHWI FRPXQLFD]LRQL ROLR
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8VLDPR L FRRNLH SHU IRUQLUH XQTHVSHULHQJD SL• VLFXUD H SHU ULYROJHUH DOFXQH LQVHUJLRQL DO S LQIRUPDJLRQL WUDPLWHGIL VFRWILYD B XIRO DD Q FKH RQ DRO ER Q JXRO HD GGHU FDP D Q Q W D F S ULYDF\



1RQ ULFHYH DOFXQ ILQDQJLD 'LUHWWRUH UHVS RQVDELOH &/ \$5\$ 026&+.1,



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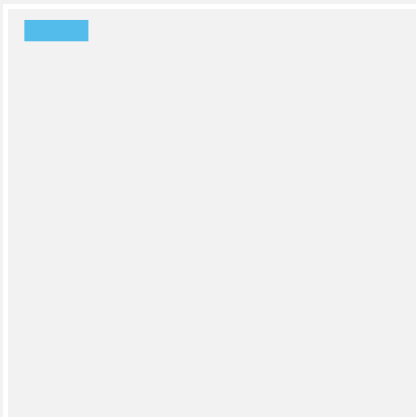
5HLP SRVWD SDV

+RPH 1RWLJLHBLGHR \$EERQDPHQ&RLOWDV  

&HUF D LQ 1RWLJLH

+RPH 6RVWHQLELQWj

&DPVW VWRSSD OH SRVDWH PRQR \$UULYD LO %HWWHU)XWXUH .LW LQ FROODERUDJLRQH



8Q DVWXFFLR GL SRVDWH LQ DFFLDLR LQR[UHDOL]]DWF GL *X]]LQL SHU LQFHQWLYDUH LO ULXVR VRVWLWXHQGR FRPSRVWDELOH QHOOH PHQVH VFRODVWLFKH H DJLHQGD

'DOOD SULRULWj GL ULGXUUH JOL VSUHFKL H LO QRVWUR .LW XQ DVWXFFLR GL SRVDWH LQ DFFLDLR LQR[UHDOL *X]]LQL SHU LQFHQWLYDUH LO ULXVR VRVWLWXHQGR FRPSRVWDELOH QHOOH PHQVH VFRODVWLFKH H DJLHQGD XQ IXWXUR PLJOLRUH DOOH JHQHUDJLRQL D YHQLUH

2JQL NLW q FRPSRVWR GD XQ VHW FRPSOHWR GL IRUFK FXVWRGLD ULJLGD LQ PDWHULDOH ELR EDVHG YDOH GHULYDWD GD VFDUWL H UHVLGXL GL ELRPD VVD YH ULQQRYDELOL /D SODVWLF D ULFRQGXFLELOH DO PD

WUDPLWH O DSSURFFLR GHO ELODQFLR GL PDVVD FHUWLILFDWR ,VFF &UHGLDPR I XQ FDPELD PHQR SRVLWLYR VH VHQVLELOL]]DWH ULVSHWWR DOOH) W D Q D W L F K H D S U H V L G H Q W H G L & D P V W J U R X S 3 H U Q R L O D V R V W H Q L E L O L W j Q R Q q V R O R X Q D S U F R U V R Y R J O L D P R L P S H J Q D U F L S H U U L G X U U H L O Q R V W U R L P S D W W R H F R L Q Y R O J H D J L H Q G D O L H O L P L Q D Q G R O H S R V D W H P R Q R X V R

\$ ILQH DEELDPR GHFLVR GL YDUFDUH XQD QXRYD IURQWLHUD XWLQJ]]DQG ULYROXJLRQH SHU LO VHWWRUH GHOO RJJHWWLVWR P B Q L F S H X I J H Q L q G L F K L D W B U L O D XWLQJ]]DWR SHU UHDOL]]DUH %HWWHU)XWXUH .LW LO SHUIHWWR DPEDVVDGRU YDQQR GL SDUL SDVVR FRQ OD VDOYDJDUGLD GHO QRVWUR 3LDQHWD H GL WXWWL H OH IDPLJOLH VXO WHPD GHOOD VRVWHQLELQWj H GHOOH SROLWLFKH DQWL VSUH D IDUH OD SURSULD SDUWH \$GHULUH D TXHVWR SURJHWWR VLJQLILFD FRQWULE) 3LDQHWD ,QIDWWL DGRWWDQGR LO NLW YL VDUj XQ LPSDWWR DPEDHQWDOH SRVI SODVWLF D P R Q R X V R L Q T X L Q D Q W L

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6FRSUL LO QRWUR PRGHOOR FRVWUXLWR VXOO RWWLPL



FDWHJRULH

\$ PELH QDWH + LVWRULHV

5LXVR VWRS DOOH SRVDWH PRQRXVR LO VFXROH H
D]LHQGH FRQ LO NLW GL &DPVW H *X]]LQ

,O %HWWHU)XWUH .LW ° XQ DVWFFLR GL SRVDWH LQ DFFLDR LQR[UHDOL]]D
&DPVW JURXS FRQ OD FRODERUD]LRQH GL *X]]LQL SHUHQHWLYDUH LO ULXV
PHQVH VFRQDVWLFKH H D]LHQGDOL

- 9LYHUH
- 6DOXWH
- \$OLPHQWD]LRQH
- 7XULVPR
- 6SRUW
- &XOWXUD
- 6RFLDOH
- \$FTXLVWL
- QRELQW
- \$WWXDOLW
- 3URFHU
- \$PELQWH
- \$JURDOLPHQWDUH
- (GLOL]LD
- 7HVVLQH
- \$UFKLWHWWXUD
- (FRQRPLD
- (QHUJLH
- 5LQQR]DELOL
-)RVVLQ
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'DOOD SUWLQXW]HG]OL VSUHFKL H LO QRVDWR]HPSDWWR VXO 3LDQHW

LO SUR%HWWRU)XW QUDV.W WFFLR GL SRVDWH LQ DFFLDLR LQR[
UHDOL]]B DFRV V DJ BR Q SOD FROODE XJ] D Q LRUQH GL
LQFHQWLYDUVRLVQV UWXVHQ GR SOHD S W V L DV IP RLQR XVR H SODVWLF D
FRPSRVW Q E IDOH PHQVH VFRODVWLFKH H D]LHQGDOL ,O VXR QRP H GHULYD
GDOOD YRORQW e GL JDUDQWLUH XQ IXWXUR PLJOLRUH DOOH JHQHUD]LRQL
2JQL NL L W D P F V K H J B R W S V H U e D GLVSRVL]LRQH GHOOH VFXROH H GHOOH
D]LHQGH a FRPSRVHW W F R P S O X H W R GL IRUFKHWD FROWHOOR H
FXFFKLDLR LQ DFRQDEX VLQR GLDDWHLJLLGDDH Q LR EDVHG
YDOH D GLUH UHDOL]]DWR FRQ SODVWLF D EDVH ELRORJLF D GHULYDWD G
UHVLGXL GL ELRPDVD YHJHWDH ULêXWL DJULFROL ULêXWL IRUHVWDOL TX
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- 5LVRUVH
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- SHHOGHHGLTXDOLW e FI
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- &DVH+LVWRULHV
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ODODJXWHVVLGH Q W H GL &DPVW JURXS 3HU QRL Q D (V R Q W L H Q L E L O L W e Q R Q
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DPELHQWDOH LQ FRUVR YRJOIDPR LPSHQJDUFL SHU:R U N G R S U H L O Q R V W U R
H FRLQYROJHUH JOL XWHQWL GHL QRVUL VHUYL]L /DYRUR
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VDOYDJDUGDUH LO QRVWUR 3LDQHWD

3UHQQHUVL FXUD GH O PRQR SHU QRL VLJQLêFD DGRWWDUH QXRYH FXOWX
LQG XVWULDOL EDVDWH VXOOD FRODERUD]LRQH WUD LPSUVH LQWHJUDW
ULVSHWWR SHU OÍDPELHQ W B P V O V D J S O R U K V S D S I S V K V S Q F V R D
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- 6HWWLPDQD (XURSHD SHU (
- 6YLOXSSR 6RVWHQLELOH

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 GHOOH VFXROH SHU LQIRUPDUH H FRLQYROJHUH DWWLYDPHQWH DGXOWL F
 FRQ OÍRELHWWLYR GL IDU YFCRPSWHH GBBDB DRWWWQLELOLW¢ H
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3HU PDJJLRUL LQIDRPUVWDJULRQS FRP EHWWHUHXWXUHNLW



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 DXWRUH

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SODVWLFDF PRQRXVR H SODVWLFDF FRPSRVWDELOH QHOOH PHQVH VFRODVWLFKH H DJ
XQ IXWXUR PLJOLRUH DOOH JHQHUD]LRQL D YHQLUH

2JQL NLW FKH &DPVW JURXS PHWWHUç D GLVSRVL]LRQH GHOH VFXROH H GHOH DJ
FROWHOOR H FFFKLDLR LQ DFFDLR LQR[FRQ FXVWRGLD ULJLGD LQ PDWHULDOH E
ELRORJLFD GHULYDWD GD VFDUWL H UHVLGXL GL ELRPDVD YHJHWDOH ULILXWL DJ
ULFRQGFLELOH DO PDWHULDOH GL VFDUWR ELRORJLFR DWWULEXLWR DO SURGRWWI
NLW 0DGH LQ ,WDO\ IDFLOH H FRPRGR GD WUDVSRUWDUH JUD]LH DOOD VXD IR
GL 6SDOYLHUL 'HO&LRWWR GHVLJQHU LWDOLDQL GD VHPSUH DWWHQWL DOOD VRVW

&UHGLDPR IRUWHPHQWH FKH OH SHUVRQH H OH DJLHQGH DEELDQR OD SRVLELOLW; G
ULVSHWWR DOOH WHPDWLFKH DPELH QMDV R HDQDFH B RODLDUJ KML DSUHLV LGSHU B H G
QRL OD VRVWHQLELOLW; QRQ © VROR XQD SURPHVVD PD © XQ RELHWWLYR D WXWWL
LPSHJQDUFL SHU ULGXUUH LO QRVWR LPSDWR H FRLQYROJHUH JOL XWHQWL GH L (C
HOLPLQDQGR OH SRVDWH PRQRXVR *X]]LQL © XQ]DLHQGD FKH JDUDQWLVFH SURGRW
YDORUL GL VRVWHQLELOLW; SEELDPR FROODERUDWR FRQ ORUR SHU FUHDUH XQ SUR
VDOYDJXDUGDUH LO QRVWR 3LDQHWD

3UHQQHUVL FXUD GHO PRQR SHU QRL VLJQLILFD DGRWWDUH QXRYH FXOWXUH LQGXX
ULVSHWWR SHU OïDPELH QWH OD SDUWQHUVKLS FRQ &DPVW JURXS QH UDSSUHVHQWD

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\$ ILQH DEELDPR GHFLVR GL YDUFDUH XQD QXRYD IURQWLHUD XWLQJ]DQGR SODVM
ULYROX]LRQH SHU LO VHWWR LÈH GGHFQDODDHH WRV LXJMLCFD S UHG/HVGHQWH GHCO ÌR RQQLPD D
PDWHULDOH FKH DEELDPR X%HOWYJDUW)K S BUSHULMOLWJED UHPEDVVDGRU GHO FRQFHWR G
TXDOLW; H IXQ]LRQDOLW; GHO SURGRWWR YDQQR GL SDUL SDVVR FRQ OD VDOYDJD

/ÍRELHWLWR TXHOOR GL VHQLVLELOL]DUH OH D]LHQGH OH LVWLWX]LRQL JOL DO
SROLWLFKH DQWL VSUFR UHDOL]DQGR LQVLPH XQ FPELDPHQR FRQFUHR LQ I

\$GHULUH D TXHVWR SURJHWWR VLJQLLFD FRQWULEXLUH D VDOYDJDUGDUH H WXW
,QIDWWL DGRWWDQGR LO NLW YL VDUç XQ LPSDWR DPELHQWDOH SRVLWLYR FRQ F
WRQQHOODWH GL SODVWLFDPQRXR LQTXLQDQWL

2OWUH D IRUQLUH L %HWWHU)XWXUH .LW &DPVW JURXS GLVWULEXLUç PDWHULDOH
VFXROH SHU LQIRUPDUH H FRLQYROJHUH DWLYDPHQWH DGXOWL H EPELQL FRQ O
VRVWHQLELOLWç H OÍLPSRUWDQJD GHL SLFFROL JHVWL TXRWLGLDQL

&DPVW JURXS DULD &XVHR 8IILFURH VDPD RQL 3&EULF KH DWR ORE
&RPXQLFD]LRQH ORE FOSUDWR#WUXH DLEH QWD 5KRGH È (OHRQRUD (U
LODULD FXVHR#FDPVW LW ODSOHVV#WUXH US LW

*X]JLQL È .DLURVFRPXQLFD]LRQH]LD 9LJQROL 7HFDULDJUD]LD#DLDLURVFRPXQ
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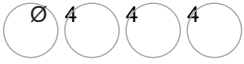
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