



Made Green...
in Italy!

Today, consumers are increasingly attentive to environmental issues and want to contribute to protecting the planet also through their purchasing choices. However, the large number of logos and advertisements that talk about the environment in a way that is sometimes difficult to verify can confuse even the most attentive consumer and generate distrust.

This is why for a company to advertise its products as "green" or "sustainable" in a generic way and without the support of reliable and verifiable information is truly risky, with possible financial and reputational damage.

To encourage conscious and informed choices by citizens, the Made Green in Italy scheme was born, a voluntary national program for the assessment and communication of the environmental footprint of Made in Italy products promoted by the Italian Ministry of the Environment.

To join the Made Green in Italy scheme, the Product Category Rules (PCRs) must exist, i.e. the documents containing the methodological indications necessary for conducting environmental footprint studies for that specific product category. The PCRs also define the average product for that category and its environmental footprint.

If a company carries out a study on one of its products following the relevant PCR and verifies that its environmental footprint is better or in line with that of the average product, the product can obtain the concession to use the Made Green in Italy logo.

If a company is interested in Made Green in Italy but the PCR for the category to which its product belongs has not been defined, it can propose it to the Ministry, together with its trade association or by collaborating with other companies, ensuring that the proposing entity represents over 50% of the national production of that specific category.

Made Green in Italy: Italian excellence that is committed to the environment.

To find out more, scan the QR code and watch the video:



Visit the website of the LIFE MAGIS project: www.lifemagis.eu