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Sustainable partnership between Dani and Montblanc

Italy

Published: 11 June, 2021



Giancarlo Dani

The Italian tanning group Dani has launched the new 'Create to Change' project with Montblanc, the luxury maison part of the Richemont Group, in what it describes as a continuation of its vocation for sustainability and traceability.

The Germany headquartered manufacturer of luxury writing instruments, watches and accessories, Montblanc, has elected to be the first to support Create to Change, a solution developed by Dani for offsetting emissions in response to the Kyoto Protocol, taking a stance in addressing the issue of climate change with a goal of achieving a completely sustainable future. Montblanc will offset 200 tons of CO₂, related to production in the year 2020, transforming a proven business partnership into a partnership for the defence of shared values of environmental sustainability.

Create to Change monitors traceability, which enables the mapping of impact for products. It's called Life Cycle Assessment System, which Giancarlo Dani, President and CEO of the Group, says allows the company to keep track of environmental impact of a product, considering the entire life cycle of the leather, from origin to destination, stopping only at the intermediate processes of production and transformation that take place within the tannery.

Offsetting is based on the Clean Development Mechanism (CDM), the mechanism provided for by the Kyoto Protocol that allows companies to offset their emissions by purchasing credits to finance sustainable growth projects in developing countries. Access to these projects is due to the United Nations Convention on Climate Change (UNFCCC) which allows to earn credits called CERs (Certified Emission Reduction). One credit is equivalent to one ton of CO₂ not emitted or absorbed. The purchase of credits makes it possible to make an ex-post contribution to sustainable development and in this case to the project that Montblanc has decided to finance in Guatemala, the San Antonio El Sitio Wind Power Project.

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