



PRESS RELEASE

Establishing climate friendly processing chains to reduce carbon emissions and support the new green deal

Project Reference: LIFE 20 CCM/DE/001665

Start date 01.07.2021

End date 30.06.2024

Project Location: Germany, Austria, Slovenia, Luxembourg, Italy (Piemonte Region)

OBJECTIVE: Reducing the level of transportation of timber by promoting local supply chain.

The overall objective of the LIFE climate value chains project is to reduce the level of transportation of timber by promoting local supply chains. It will promote the existing climate label along with monitoring instrument Holz von Hier (HVH) as a best practice for the main target groups: public authorities, town planners, transport companies and wood processing companies.

Raise awareness of consumer and public on the influence of material flows on climate change, the need to change behavior and the opportunities for doing so. The awareness must be direct also to planners and architects as import influencer on the choice of construction materials and their environmental impact. Architects shall be motivated and convinced to increasingly use wood and other renewable materials, and to put emphasis on products from short distance supply chains with a very long-distance carbon footprint.

CONTACT DETAILS

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