



CONFINDUSTRIA CERAMICA

# The Italian Ceramic Tile “**Good Phytosanitary Practices**” Program

Rome, April 4<sup>TH</sup> 2019

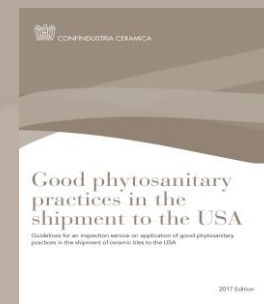
# GPP an evolving program

## 1) Participating companies:

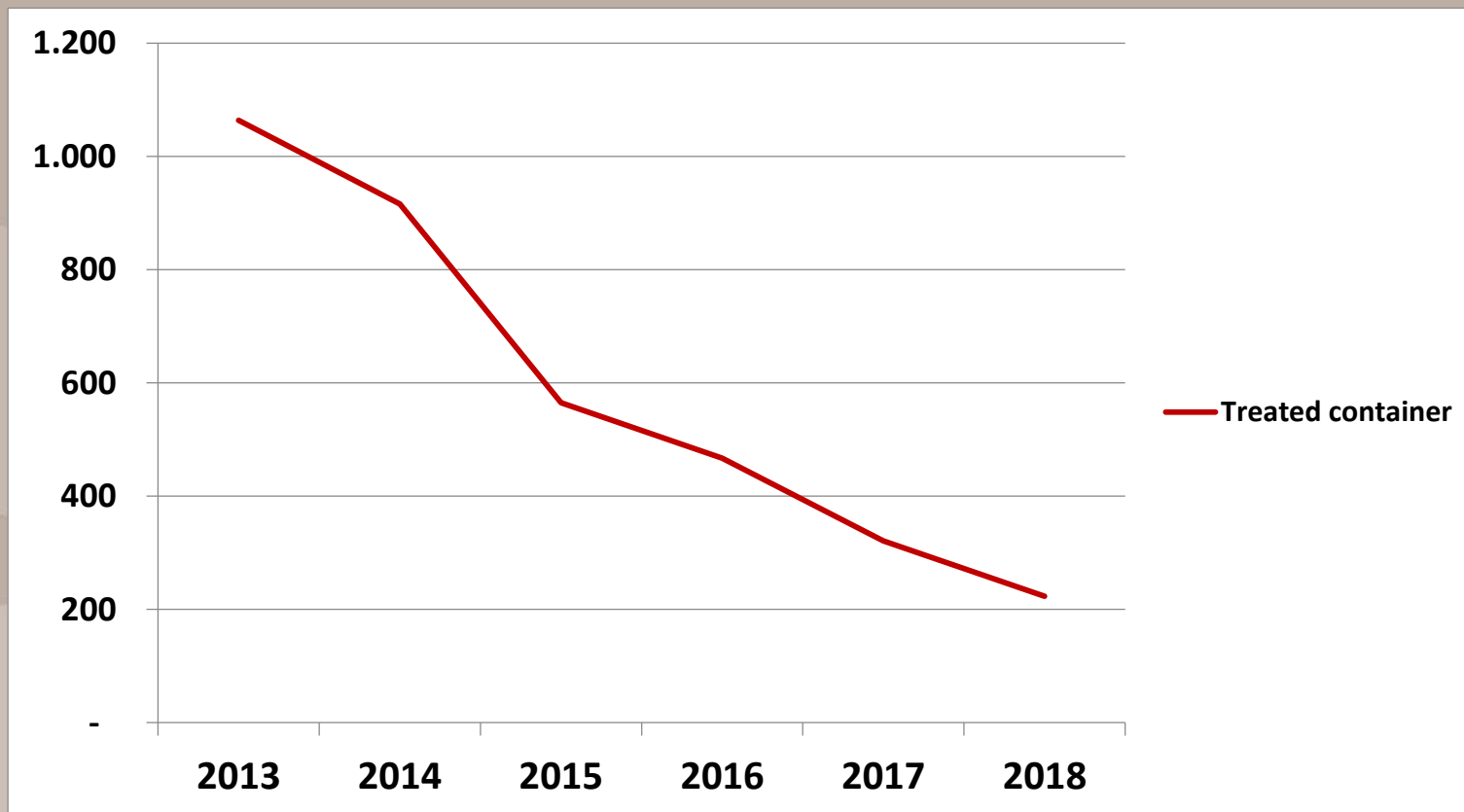
- the GPP is oriented towards the widest participation: -
  - since 2016 it is **open to non member companies**;
  - since 2016 also the **logistic operators** can be qualified

## 2) The Guidelines:

- they have been **updated in 2017**, including the same **checklist** for the execution of the audits, to better help the participants to put in practice the actions required



## Treated container – Trend 2013-2018

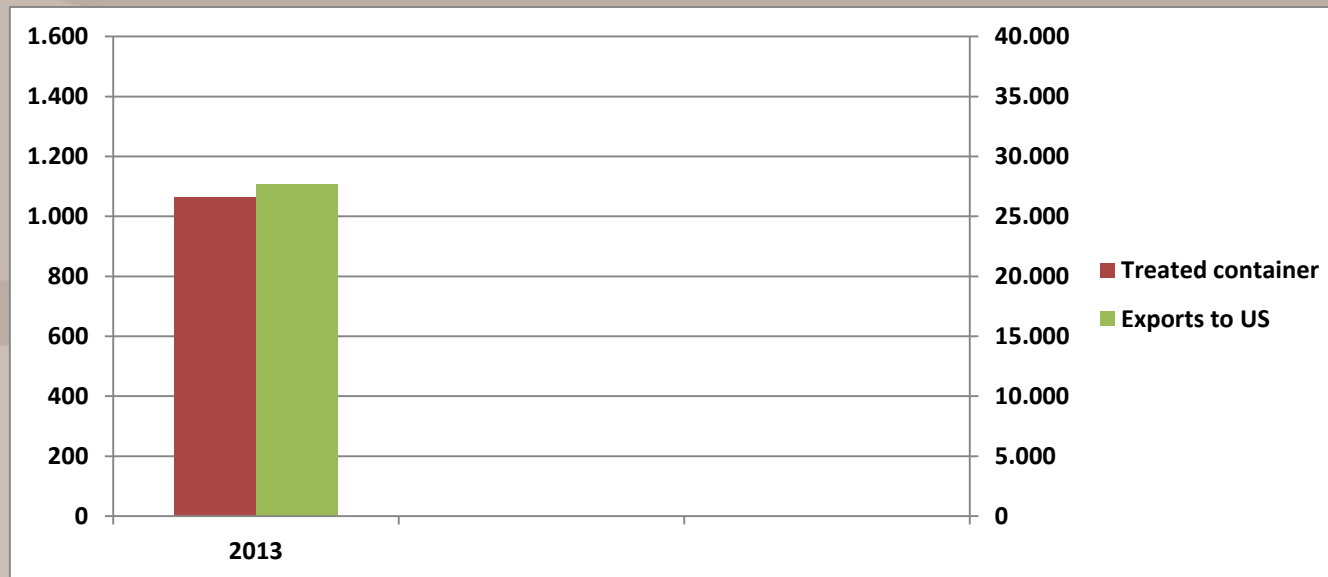


Year	2013	2018	% change
Treated container	1.064	223	-79%

# Situation in 2013: before the GPP program

Treated container  
[unit]

Italian tile exports  
[mio. sqm.]

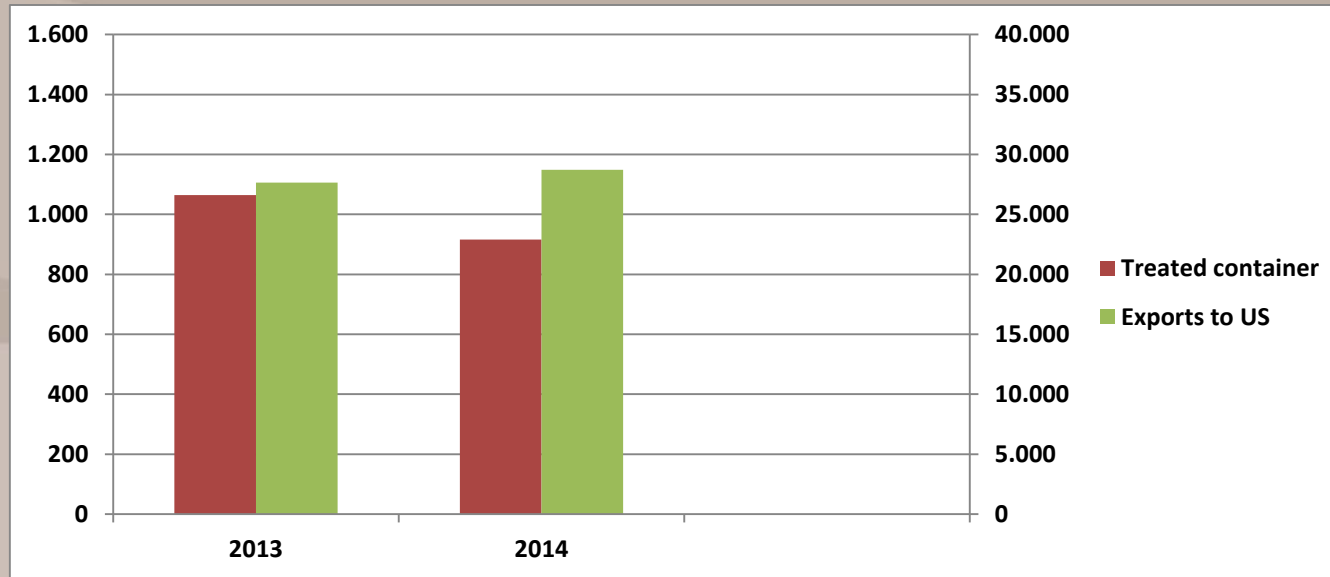


Number of GPP  
qualified  
companies/brands: NO GPP

# Comparison 2013 – 2014 (start of the GPP Program)

Treated container  
[unit]

Italian tile exports  
[mio. sqm.]



Number of GPP  
qualified  
companies/brands:

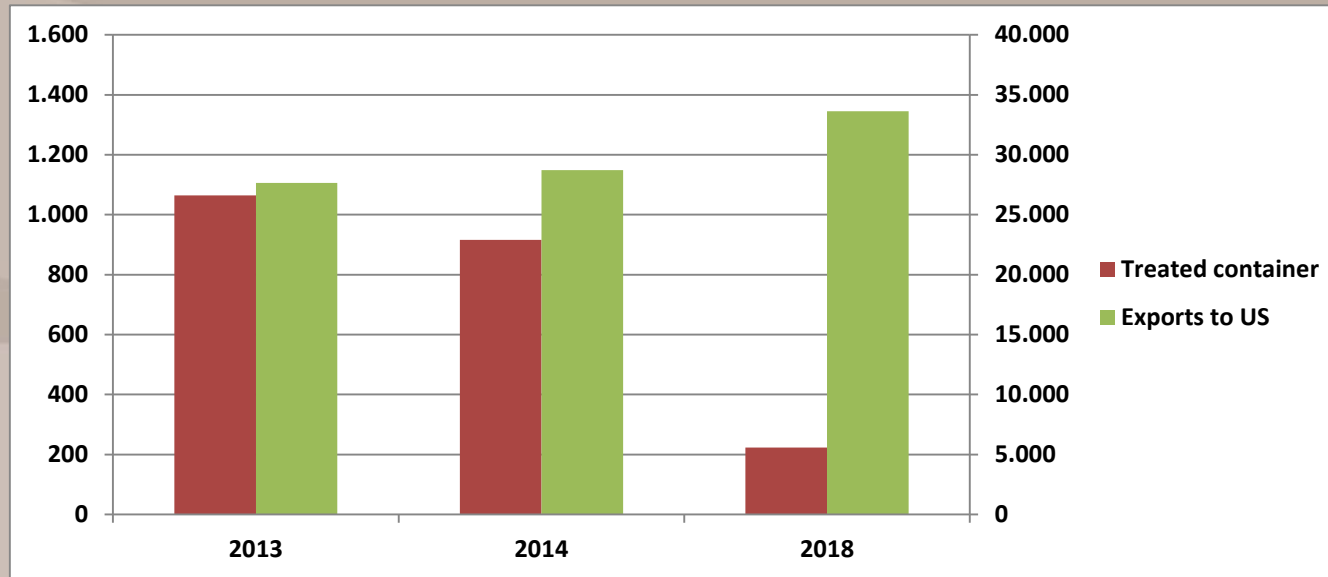
NO GPP

93

# Comparison 2013 - 2018 (4 years of the GPP Program)

Treated container  
[unit]

Italian tile exports  
[mio. sqm.]



Number of GPP  
qualified  
companies/brands:

NO GPP

93

135

# Some remarks

- International trade cannot be stopped: customers buy either local, or foreign goods, according to their interests and choices
- The ceramic tile industrial production process is the same all over the world: just in time production is not possible
- The GPP Program is a new sustainable way to safeguard both the environment and international trade
- The GPP model could be extended to companies of other countries and expanded beyond the ceramic sector



# Some recommendations

- Promote cooperation among the companies in the logistic chain and with the stakeholders
- Provide prompt information about the emerging problems
- Identify responsibilities of each party in the logistic chain
- Encourage the implementation of phytosanitary prevention programs by other countries: not just a drop in the bucket...
- Introduce rewarding policies





# Thank you

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