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AIEAA
ASSOCIAZIONE ITALIANA DI
ECONOMIA AGRARIA E APPLICATA


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“Economics and Politics of Migration: Implications for Agriculture and Food”

**“Embedded” deforestation and forest degradation:
exploring responsibilities and potentialities in green marketing
of the Italian leather industry**


Aynur Mammadova, Caroline Sartorato Silva França, Mauro
Masiero, Davide Pettenella



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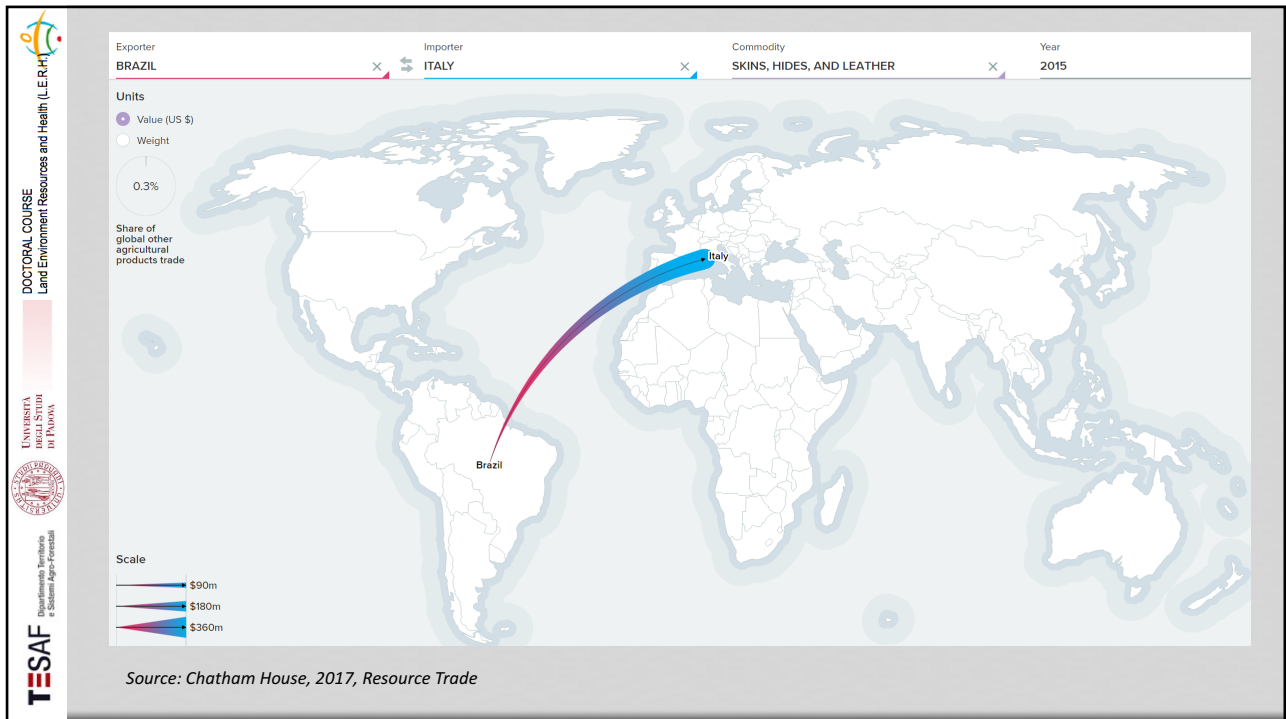


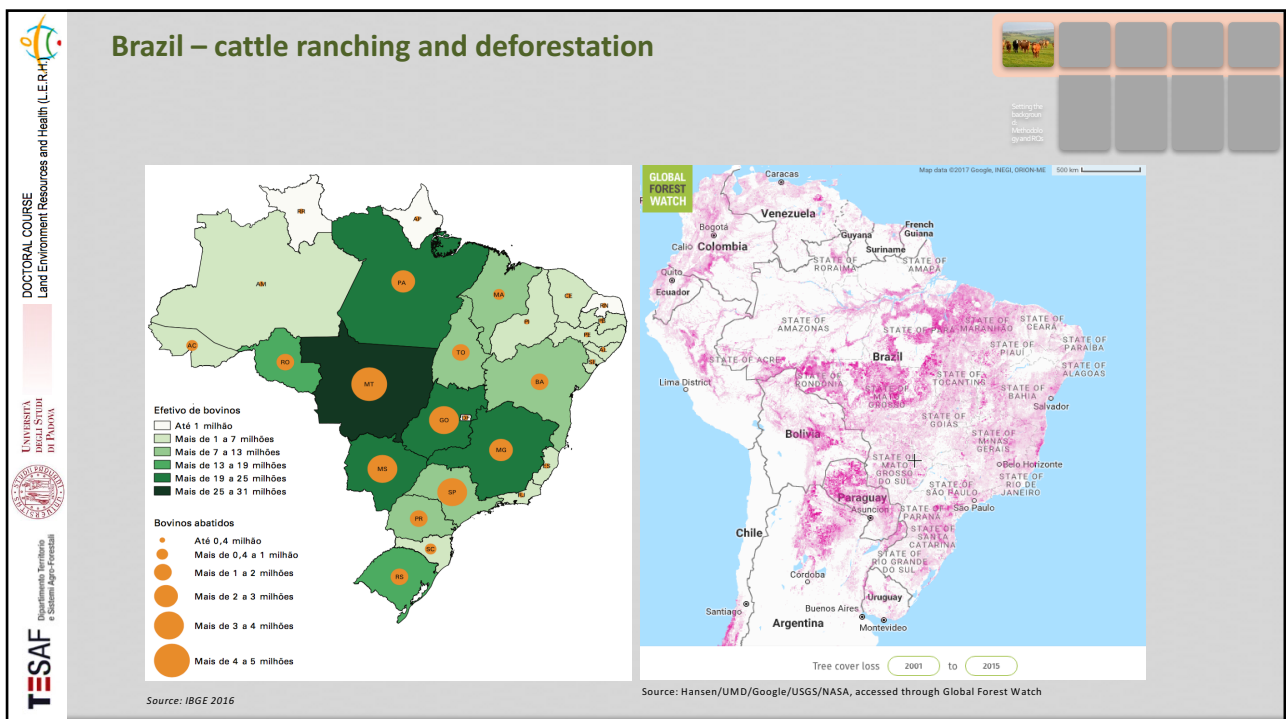
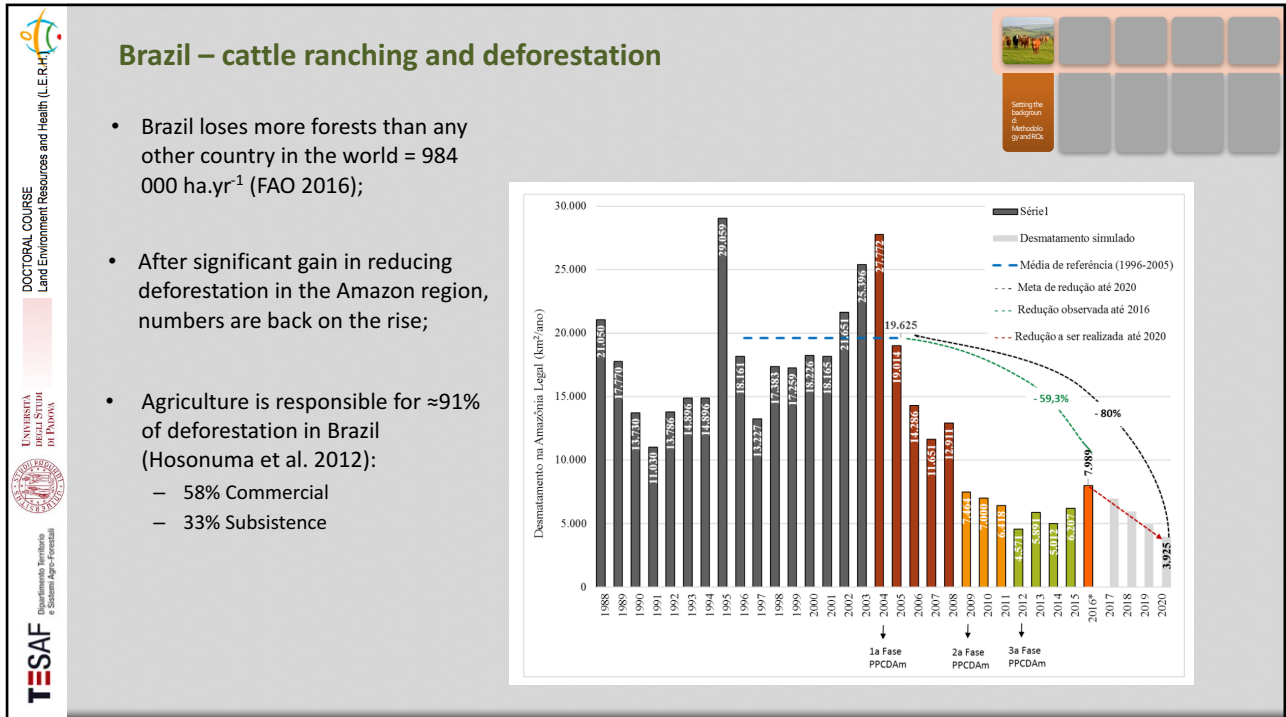
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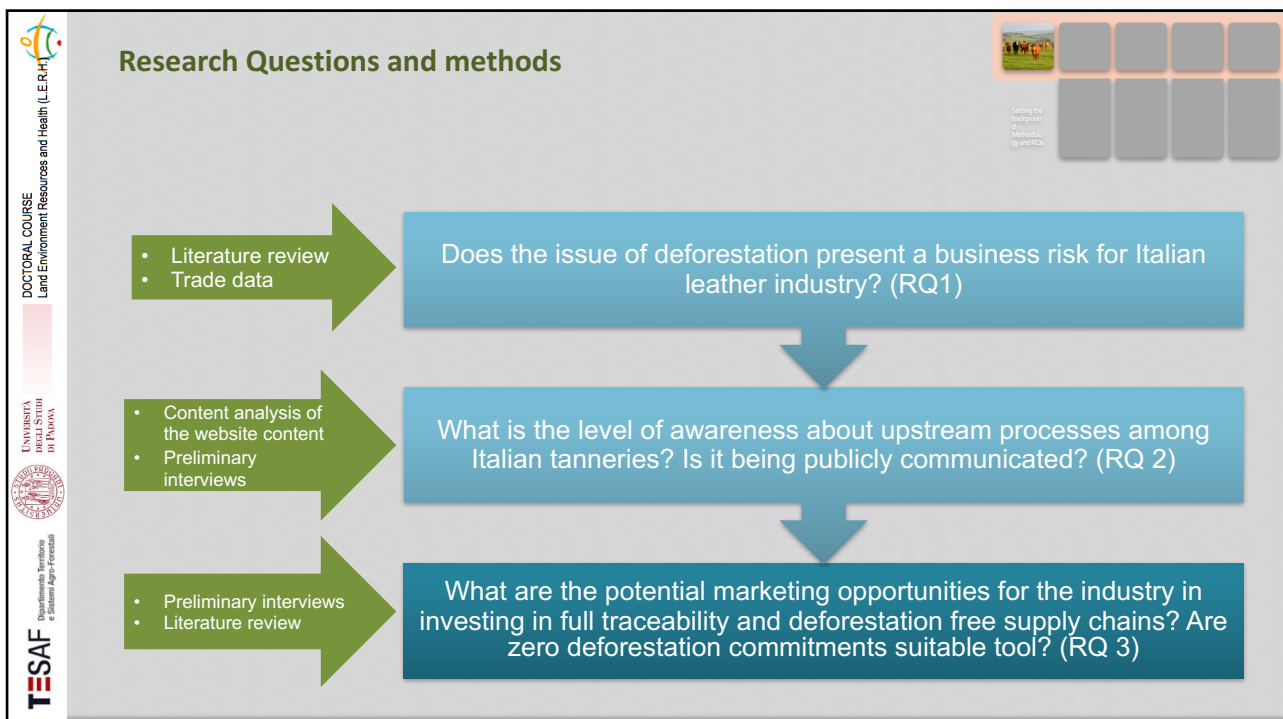
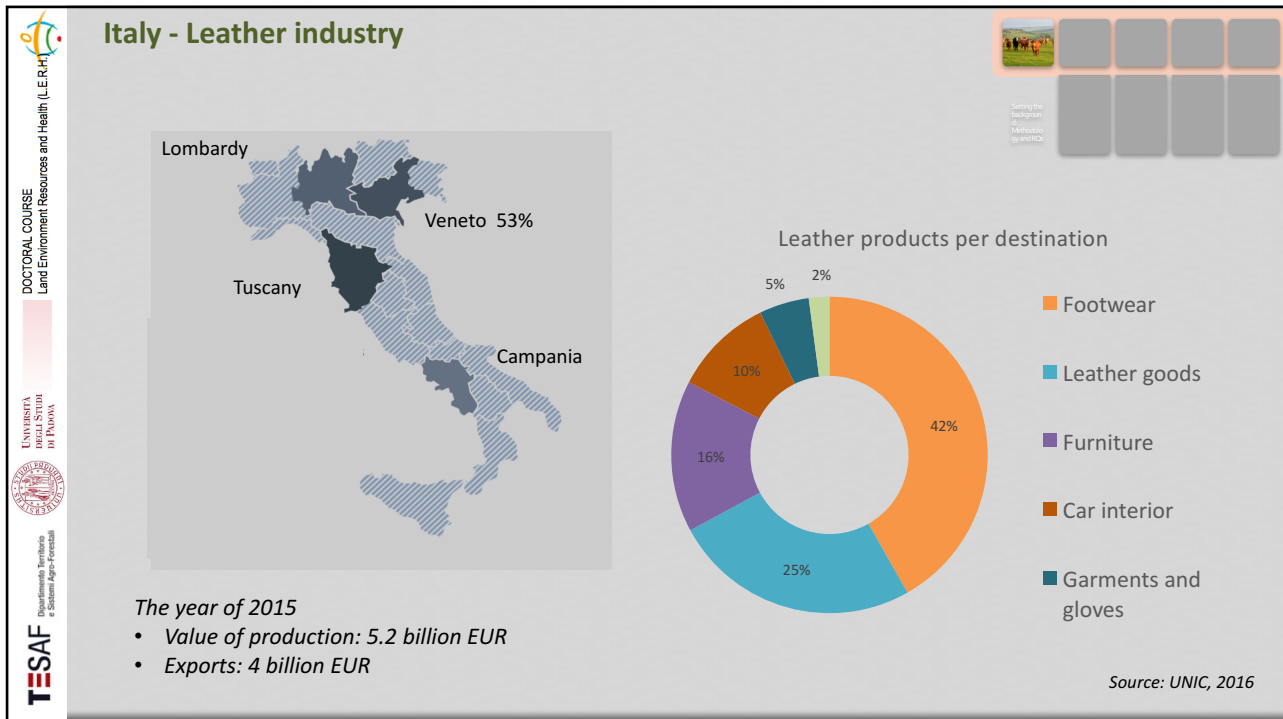


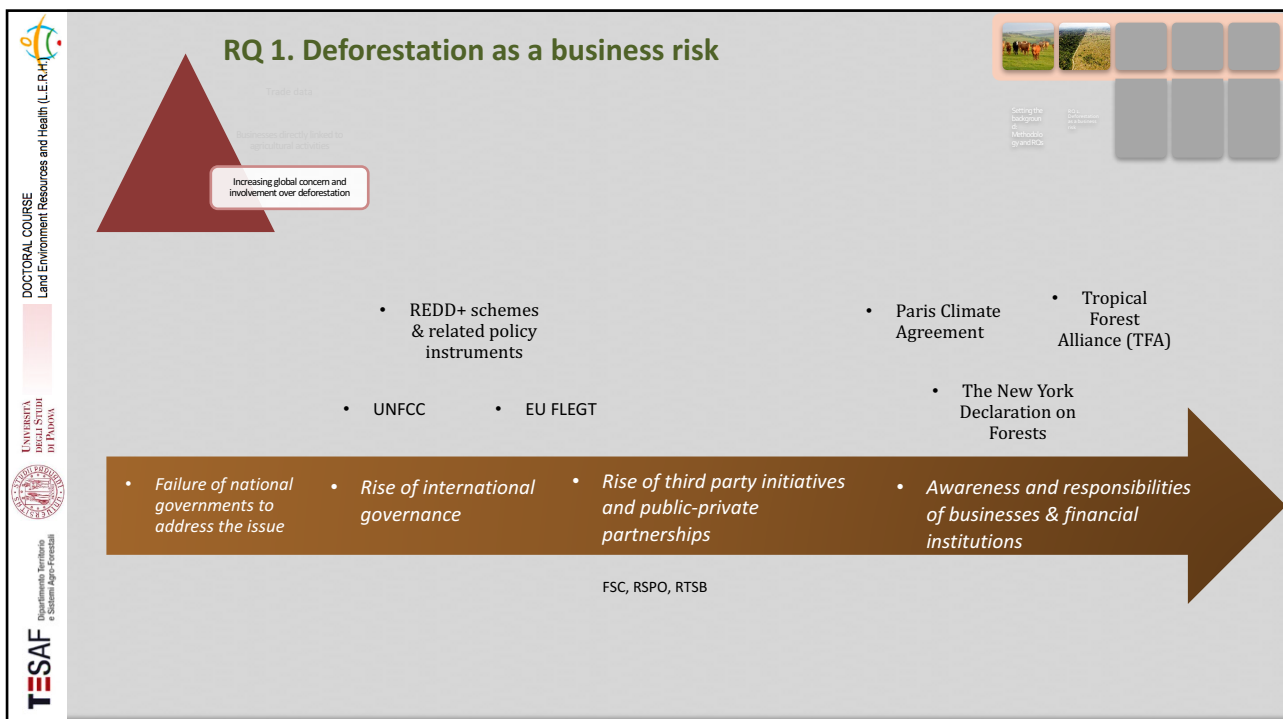
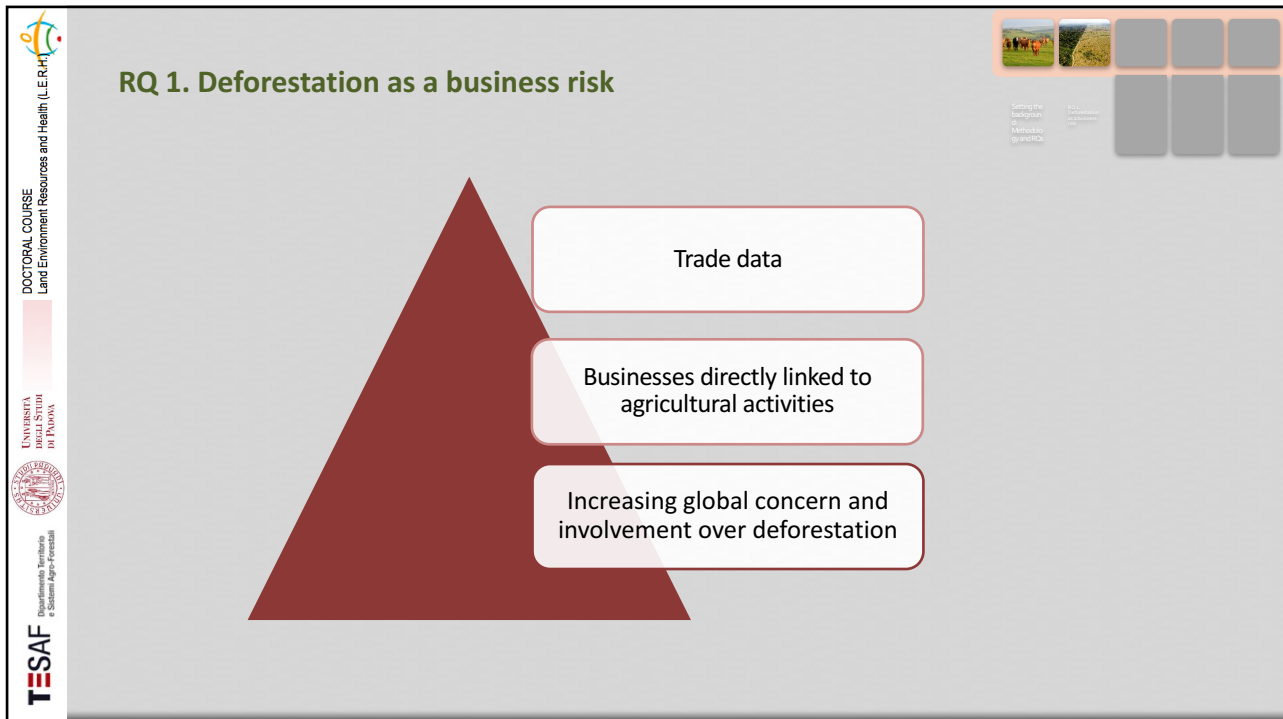
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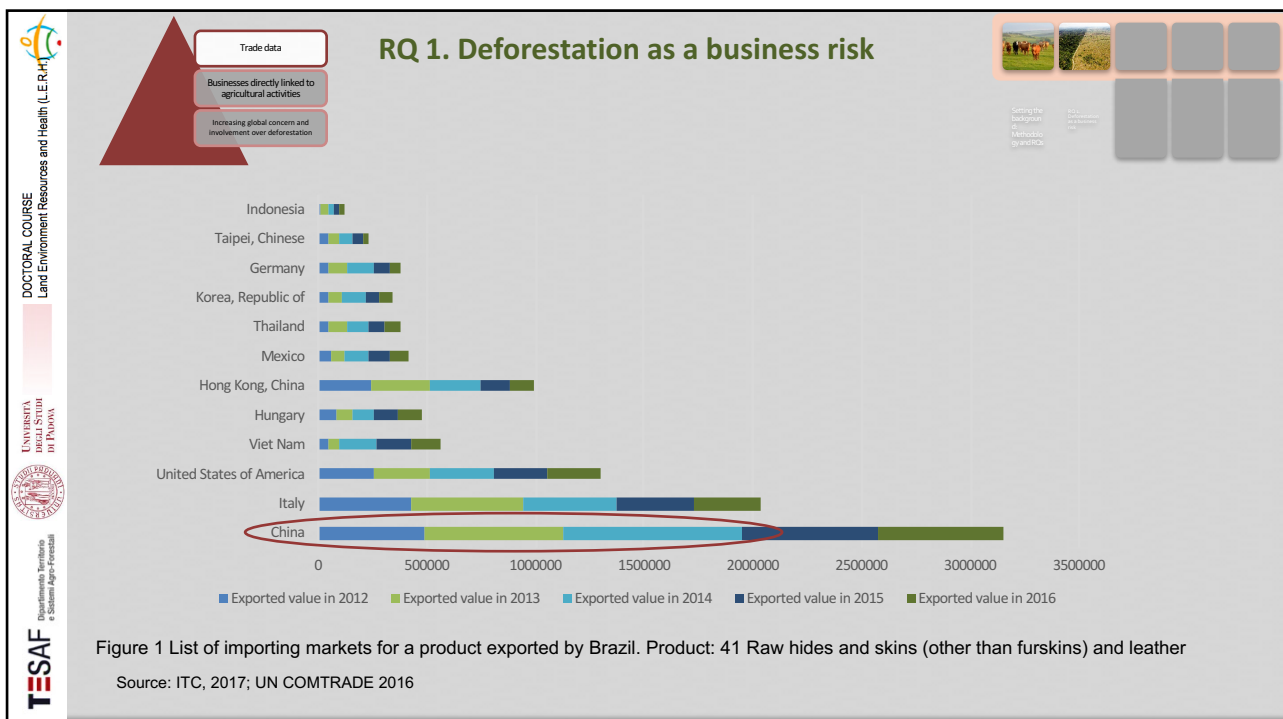
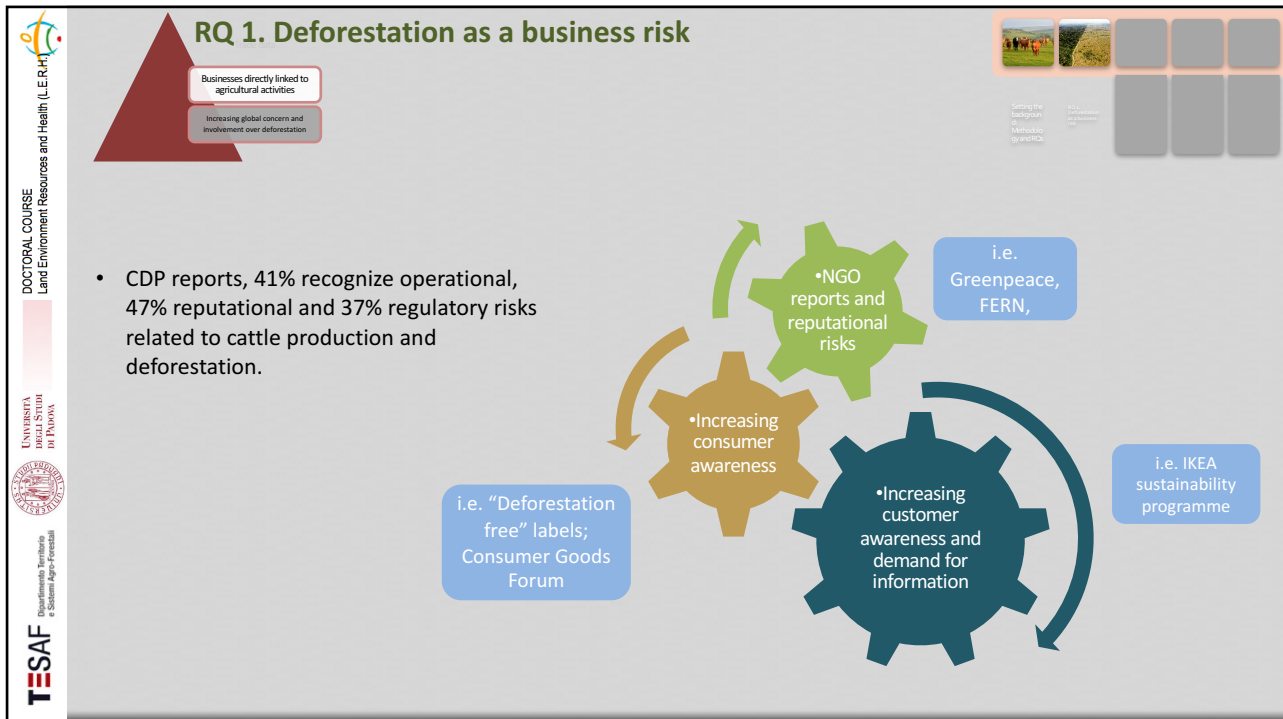
Do you know where is the origin of your leather shoes
or bags?

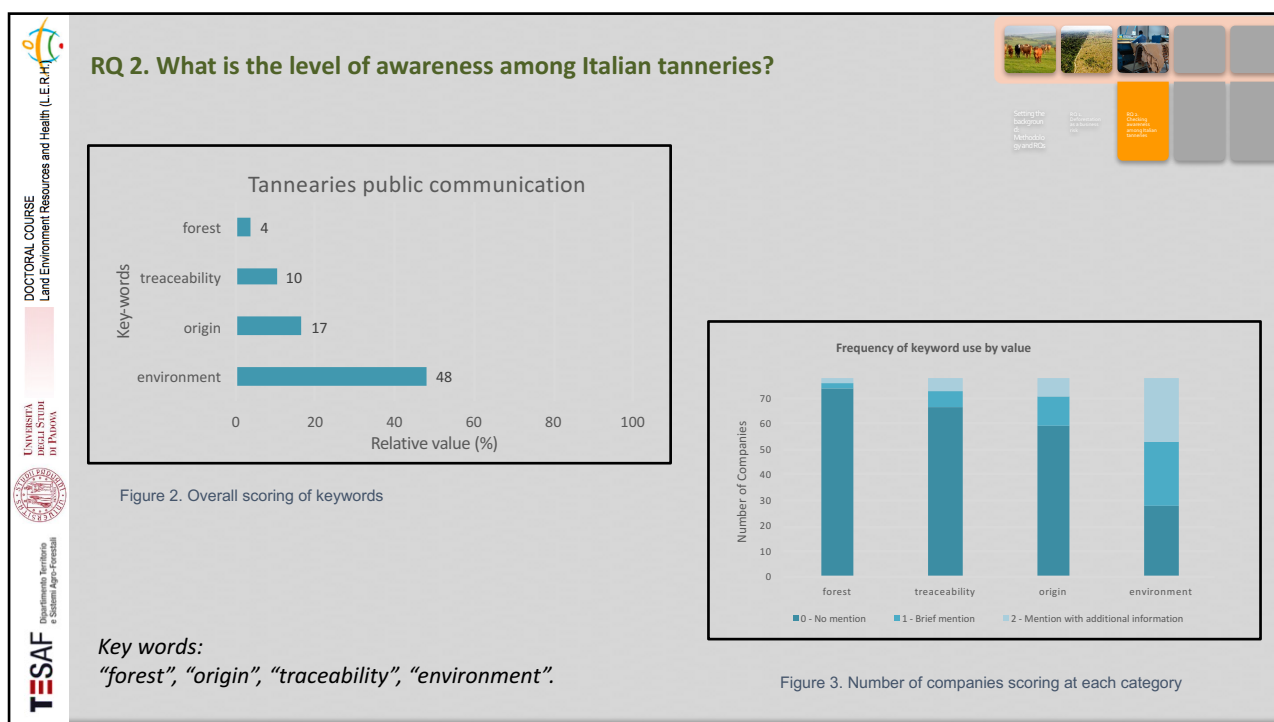
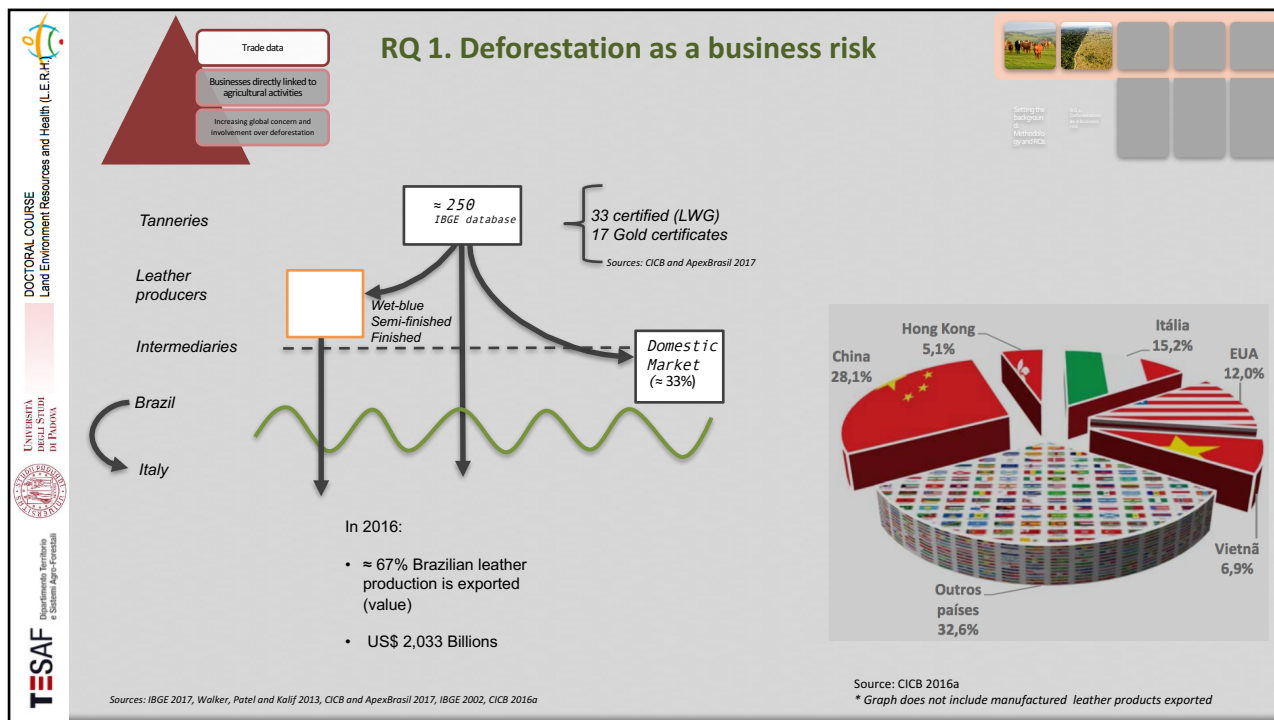












RQ 2. What is the level of awareness among Italian tanneries?

The Italian tanning industry (UNIC 2017) perceives itself as the “the precursor of the circular economy” (p.24) for making use of a by-product of the meat industry and understands its “raw material [as] inelastic and strictly related to meat market dynamics” (p.26).

RQ 3. Way forward

Zero deforestation

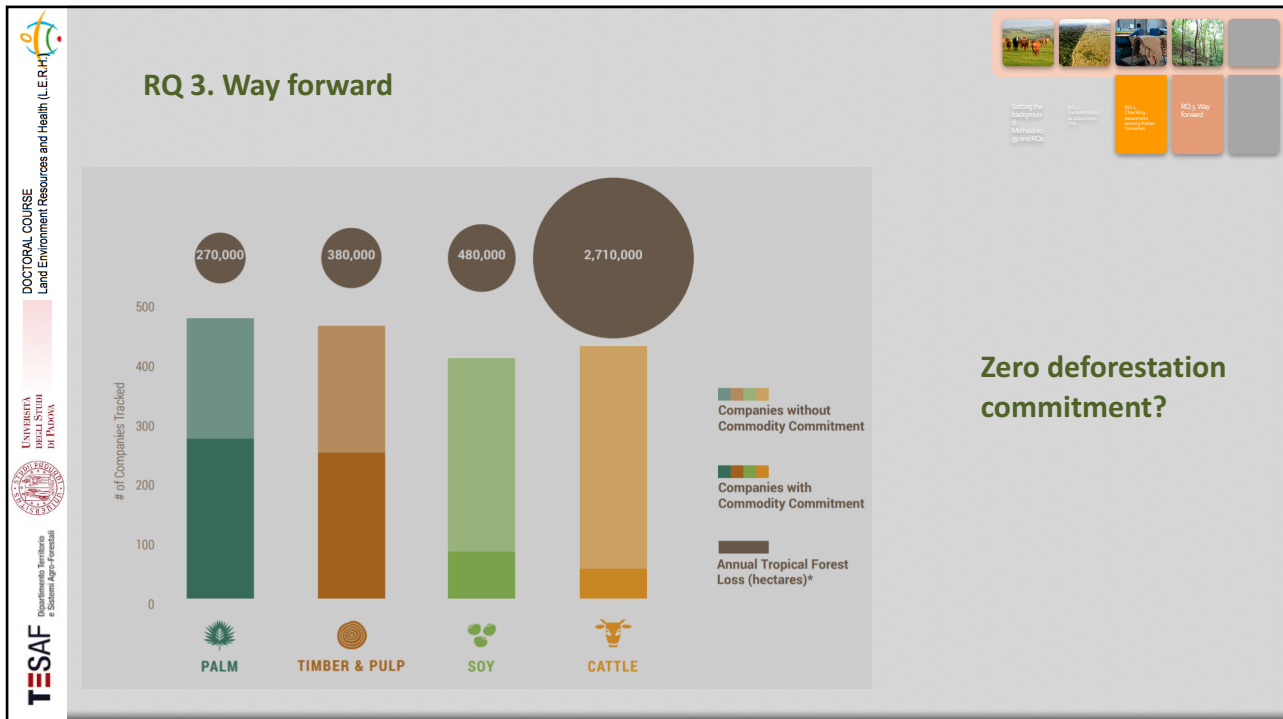
Zero gross deforestation

Zero net deforestation

Zero deforestation commitment as a tool?

No loss of forest cover over a given time period caused by conversion of forest to nonforested land...

*Some forest loss could be **offset** by forest restoration & is not synonymous with a total prohibition on forest clearing...*



Conclusion

- Deforestation is becoming an increasing business risk due to rise in global transparency and surveillance tools
- Although deforestation was revealed as an important concern during personal communication and interviews with *tannery managers* 2016-2017), there is a significant lack of consistent public communication of the issue.
- Communicating contentious issues, such as deforestation, appears to be more closely related to lack of transparency than with awareness per se.
- Businesses might find it difficult to communicate negative aspects of their supply chain, fearing reprisal for their “not enough” evolution towards established goals.
- The landscape of zero deforestation commitments, i.e. baseline years, typology, terminology, indicators, etc. makes it difficult for businesses to commit
- The very nature of the leather supply chain makes it challenging to put forward commitments

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Thank you!

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