StonePeak Ceramics Announces New Philanthropic Commitment to The Nature Conservancy

*Environmental initiative marks the beginning of Iris Ceramica's Global Welfare Program*

CROSSVILLE, Tenn. (PRWEB) April 05, 2019 -- StonePeak Ceramics, part of the Italian holding Iris Ceramica Group, has announced its commitment to ongoing philanthropic support of the global conservation organization The Nature Conservancy (TNC). StonePeak and its American brands Mediterranea, Fiandre, SapienStone and Iris U.S. are making a sizable contribution to support the following TNC environmental initiatives:

• Fight climate change by conserving coastal wetlands and exploring financial mechanisms that promote “blue carbon” ecosystems to reduce global greenhouse gas emissions and develop resilience at the same time.
• Protect natural infrastructure, such as reefs, mangroves and other wetlands, so that they can continue to protect people, by working across the public and private sectors to ensure the preservation and restoration of natural systems to reduce the risks that coastal communities face from severe weather impacts.
• Increase the awareness to the value of nature-based risk reduction by engaging at-risk communities and other key stakeholders in diverse locations around the world.

This commitment is the first step of Iris Ceramica Group’s Global Welfare Program, part of the group’s ongoing leadership in sustainability practices. The StonePeak production plant in Crossville, TN features a nearly closed-loop process that recycles almost all raw materials and wastewater back into the production cycle.

“Since its founding in 1961, Iris Ceramica has been focused on protecting the environment and preventing pollution”, said Federica Minozzi, Iris Ceramica Group CEO. “We are delighted to expand our environmental efforts with this commitment to The Nature Conservancy, focusing on its vital mission to protect the world in which we live.”

“The Nature Conservancy is delighted to count StonePeak as a new corporate supporter of our work to promote the preservation and restoration of important natural systems to enhance the resilience of coastal communities”, said Mark Way, Director of Global Coastal Risk and Resilience for TNC. “We very much look forward to the support of StonePeak and the U.S. affiliates of Iris Ceramica going forward.”

The Nature Conservancy will be featured in a special video display within Mediterranea’s booth #3300 during Coverings 2019, which runs April 9-12 at the Orange County Convention Center in Orlando, FL. Information about TNC and its mission will also be available during Coverings at StonePeak booth #2609, Fiandre booth #3609 and Iris U.S. booth #3309.

About StonePeak: StonePeak is part of the Italian holding Iris Ceramica Group, and is headquartered in Chicago, IL. Along with its U.S. brands (Mediterranea, Fiandre, SapienStone and Iris U.S.), StonePeak has been at the forefront of sustainability practices, adhering to LEED V4 with an emphasis on recycled materials at its production facility in Crossville, TN. StonePeak tiles are made with 100% natural minerals, and contain no VOCs (volatile organic compounds). After two years of research, Iris Ceramica has pioneered near-zero emissions at its Italian factories, with this cutting-edge technology soon to be delivered to StonePeak’s U.S. facility.
About The Nature Conservancy: The Nature Conservancy is a global conservation organization dedicated to conserving the lands and waters on which all life depends. Guided by science, we create innovative, on-the-ground solutions to our world’s toughest challenges so that nature and people can thrive together. We are tackling climate change, conserving lands, waters and oceans at unprecedented scale, providing food and water sustainably and helping make cities more sustainable. Working in 72 countries, we use a collaborative approach that engages local communities, governments, the private sector, and other partners. To learn more, visit www.nature.org or follow @nature_press on Twitter.
Contact Information
Don Mariutto
Mediterranea USA
http://mediterranea-usa.com
+1 (954) 629-1316

Jenn Sabban
StonePeak Ceramics
(312) 401-8056

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