

Press release

Milan, February 2022

KDLN JOINS THE CAUSE OF PLANET REFORESTATION TO REDUCE CO2 EMISSIONS AND PROMOTE SUSTAINABLE DEVELOPMENT.

KDLN, a lighting brand **specialized in the design and manufacture of decorative lamps**, strengthens its commitment in the field of environmental sustainability through its **partnership with Eden Reforestation Projects**, an American non-profit company that has been **combating the effects of climate change** for years.

KDLN supports Eden in **carrying out a large-scale reforestation action** in the areas of greatest environmental criticality, specifically in Kenya, where unchecked deforestation and the waste of natural resources have reduced the area covered by forests to 7% of the territory, with the goal of compensating carbon dioxide emissions due to anthropogenic activities.

The project that KDLN is supporting aims to achieve a circular beneficial effect that allows **ecosystems to flourish again by involving local communities**. Through the use of techniques that allow trees to be planted effectively, new job opportunities are generated, **improving the conditions and life prospects of the locals**.

It is therefore **an environmental and social sustainability project**.

For each product sold, KDLN will allocate a **percentage of its profit to the charity**, with the aim of making its clients, designers, decision makers, and end customers an active part of the project, while at the same time spreading awareness of sustainable development and that each of our choices has consequences.

*'KDLN will contribute to the global goal of planting over 50 billion trees up to the achievement of **an optimal percentage of 10% of woods and forests**, regenerating natural habitats and biodiversity over time and guaranteeing the rights of local workers,' said Stefano Bordone, president of the company.*

KDLN has been developing an increasingly sustainable corporate identity through virtuous practices that directly involve it: starting in 2020, it has indeed **eliminated single-use plastic** from its headquarters, just as it is gradually eliminating polystyrene from packaging and **replacing virgin plastic bags with recycled material**.

The company also used part of the **wood recovered from the trees of the Paneveggio Violins' Forest**, destroyed by the Vaia storm in 2018, to make the rod of the iconic *Kushi* lamp, and joined the Trentino Tree Agreement project as a 'forest keeper', with the aim of giving new life to the forest.

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