



Anticipation grows for the event scheduled in Verona from February 28 to March 2

BIOMASS FIRST SOURCE OF RENEWABLE ENERGY 1 IN 4 HOUSEHOLDS USE THEM FOR HEATING PROGETTO FUOCO KICKS OFF WITH 550 EXHIBITING COMPANIES INCLUDING MORE THAN 200 FROM ABROAD

Milano, February 22, 2024 – Biomass used in residential heating is already the main renewable energy source used by more than a quarter of Italian households. Energy produced from wood and its derivatives will still be a mainstay of renewables to help meet the 2030 decarbonization goals.

Modern wood, pellet and wood chip technologies now achieve emission factors of a few tens of grams per unit of thermal energy produced, compared with more than 500 grams emitted by a traditional stove. Thus guaranteeing a reduction in atmospheric climate-altering emissions (CO₂eq) of more than 90%.

The wood-energy supply chain as a whole has more than 14 thousand employees. Italian technology companies are leaders in Made in Italy and European market leaders, representing more than 70% of the market. This is a supply chain that looks to the future with confidence and will meet at **Progetto Fuoco**, the world's most important event dedicated to heating appliances and energy production through biomass, scheduled from **February 28 to March 2 in Veronafiere**. From stoves to fireplaces, via boilers, barbecues and wood and pellet cookers: **550 exhibiting companies**, including **200 from 35 foreign countries**, will be present at the event, presenting all the latest market innovations on an exhibition area of 130,000 square meters, spread over 7 halls and an outdoor area. **More than 50 thousand trade visitors** are expected in Verona, 12 thousand of them from abroad, who will be able to get a close look at at least **3,500 products on display**, most of which will be functional, thanks to a special smoke extraction system. But the event will also provide an opportunity for discussions with policymakers on the most current regulatory changes in energy efficiency and sustainable forest management, as well as offering a rich program of conferences, workshops, roundtables and opportunities for professional development.

The 2024 edition of Progetto Fuoco was presented today Thursday February 22, at a press conference held at the **ADI Design Museum** in Milan. Present at the event were **Federico Bricolo**, president of Veronafiere, **Alessandra Stefani**, director of the General of Mountain Economy and Forestry (MASAF), **Luciano Galimberti**, president of ADI Association for Industrial Design, **Raul Barbieri**, commercial director of Veronafiere, **Davide Pettenella**, president of the Italian Forest Wood Cluster and **Annalisa Paniz**, director general of AIEL.

«Progetto Fuoco represents a supply chain of excellence of the Made in Italy, with a turnover of more than 4 billion euros and employing 72 thousand people from 14 thousand companies – comments **Federico Bricolo**, president of Veronafiore –. The event focuses on the latest generation technologies, which go in the direction of energy efficiency and contribute to the ecological transition of the entire biomass heating sector».

«After a year of international turbulence that caused fluctuations on the price front, particularly for pellets, the situation is normalizing with benefits for the entire biomass heating supply chain» explains **Raul Barbieri**, commercial director of Veronafiore. «This sector is now looking to the future with confidence and will gather in Verona for what will be a major business event and international visibility for the entire industry».

Conferences and workshops

There are 11 million acres of forests in Italy. Timber harvests in 2020 were 15.8 million cubic meters, 42,6% of the increase (new tree): the lowest utilization rate among large European countries. High-value us (such as for fine furniture) of this timber is very limited. Increased use of it would bring income, employment in mountainous areas, and development of the bioeconomy. But above all, sustainable forest management would bring positive effects for the energy sector, helping Italy to get rid of fossil fuels and thus boosting decarbonization. The forestry sector, a strategic asset of national industrial, energy and environmental policies, is the focus of several conferences and panel discussions that will be held during the four days of Progetto Fuoco. As a technical partner of the event, **AIEL (Italian Agroforestry Energy Association)** will enrich the debate by offering a series of in-depth meetings. On **Thursday February 29 at 9.30 a.m.** at the AIEL Workshop Area, the conference **“Working Together to improve air quality. First table of comparison of the MASE-Regions-AIEL Memorandum of Understanding”**, an event organized in collaboration with the Ministry of Environment and Energy Security that will provide an opportunity for an exchange of experiences and a comparison between different Italian regions.

Institutions, supply chains and companies in the forestry sector will put up a united front at another event: the conference **“New tools for the forests of the future”**, organized by AIEL and Progetto Fuoco, in collaboration with the Ministry of Agriculture of Food Sovereignty and Forestry, scheduled for **Friday March 1, starting at 9.30 a.m.** in the Hall 6 Convention Hall. **Assocosma** (National Association of Stove Manufacturers) will curate for all days of the event, from 9 a.m. to 6 p.m., the **“The Expert Responds”** desk and meetings on **“Storage stoves: the well-being of radiant heat that respects the environment”**, every day at 1.30 p.m., as well as the focus **“The 5 actions to heat with biomass while safeguarding the planet”**, on Saturday, March 2, at 1 p.m. There are several appointments organized by **Anfus** (National Association of smoke and chimney sweepers): among them, the **“Presentation of the professional school for smoke and chimney sweepers”**, February 28 at 2.30 p.m., a meeting on **“Communicating good practices to**

citizens", March 1 at 2.30 p.m., and one on "**Where the market is going**", March 2 at 10 a.m.

Progetto Fuoco Innovation Village

From pellet composed of recycled coffee grounds to new solutions to produce syngas from residual biomass: a selection of the best technological solutions to take the heating sector into the future. There are 6 startups, plus a special project, selected for the **Innovation Village** of Progetto Fuoco, an area where the most significant innovative companies will talk about their ideas and present their products to potential partners and investors. All startups presenting at the Innovation Village will participate in **«Give Me Fire – Progetto Fuoco Startup Award»**, the prize – promoted by Progetto Fuoco and Blum, in collaboration with Aiel – awarded to the technological solution deemed to have the greatest impact by a jury of experts. The startups featured are: BiStems, Goojob, Iridenergy, RCoffee, Firewell, N2Air and the iNEST Consortium.

Fire Observer Prize X

Progetto Fuoco also shines the spotlight on beauty and product design. Protagonist again this year, in fact, is the partnership with the blog "[FIRE OBSERVER | Danilo Premoli](#)", dedicated to design and the world of fire, which promotes and organizes the **«PRIZE X 2024»** open to exhibiting companies that can compete by nominating products from its catalogue. The appointment at the fair will be on **Wednesday, February 28, at 3.30 p.m.**, for the awarding of the winning stoves. The selected award-winning products will then be displayed in a special area. The companies of **Lignum – Distretto del Mobile di Verona**, each with its own space, will characterize the award-winning stoves, proposing settings designed to enhance the features and aesthetic values of the product.

Progetto Bosco

In the outdoor area in front of the Progetto Fuoco halls, a new edition of **Progetto Bosco** returns, the 5,000-square-meter thematic area dedicated to forestry, forestry mechanization, rope work and arboriculture. The exhibition section will be enriched by seminars and workshops that will focus on topics such as the numbers of the forest and its connection to the wood-energy supply chain, as well as the socio-economic and environmental benefits of sustainable forest management. Italian forests, forestry operators, climate change, wood products and biofuels, and energy from wood will be discussed.

- **Progetto Fuoco**, scheduled from February 28 to March 2, 2024 at Verona Expo Centre, is the most important international event for the wood combustion heating and energy generation industry.
<https://www.progettofuoco.com/>

Blum. Business as a medium

Andrea Fasulo

andrea.fasulo@blum.vision
+39 320 4124382