

**Question for written answer E-004547/2014
to the Commission**

Rule 117

Sergio Paolo Francesco Silvestris (PPE) and Oreste Rossi (PPE)

Subject: Business models that combine natural resources with regional specialities

An Italian business that usually focuses on the design and construction of ecological buildings with a low energy impact has launched a new scheme to make use of local natural resources in the fashion industry, as a way of enhancing the value of regional products and natural resources. The scheme has started with the production of a range of spectacles and sunglasses made of PEFC certified wood. Each pair of glasses manufactured is geo-referenced using a QR code, which enables the buyer to check the origin of the wood used to make the frame.

Can the Commission clarify the following with respect to this scheme:

1. Is the Commission aware of the scheme?
2. Is it aware of any similar schemes in other Member States that might revitalise the economy by enhancing the value of regional specialities (in this case, natural regional products and Italy's long experience in the fashion industry)?
3. Does it think this type of scheme could play a meaningful role in relaunching the European economy?