The Indo Italian Chamber of Commerce & Industry is coordinating & promoting the 'Make it Sustainable Building Materials' project along with its partners CEIPiemonte (Piedmonte Agency for Investment, Export and Tourism) and Coventry University Enterprises Ltd in collaboration with EBTC (European Business & Technology Centre) aimed at creating a framework for recognizing green building materials and transferring know-how in eco-labeling and environmental product declaration areas, based on European best practices.

In order to carry out such a task, they are engaged with the most relevant EU and Indian stakeholders to lay down sets of PEP in three Families of Products: Cement, Concrete & Mortar; Waterproofing & Insulation; Brick & Tiles. The task will be carried out by Technical Committees specifically appointed.

In compliance with ISO standards, they have also set-up a Review Committee, composed of distinguished professionals from European and Indian research institutes, sector associations and civil society organizations.