

Innovative approaches for the involvement of socio-economic actors: the Green Know-how Community initiative

EXPO 2015 Milan

Padiglione Italia

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EU Framework

EU Strategies 2014-2020

*Explicit reference to SUSTAINABLE,
intelligent and inclusive GROWTH*

How can we support business and the
society towards these goals?

CONTEXT

- **Growth Rate** for businesses active in the *Green Economy sector*:
- **+ 64%** period 2009-2014
- **+ 6% in 2014** against 2013

Source: CCIAA Milano

Green Economy's importance: Lombardy Region on total Italy

Percentage on Italy's total:

- **24%** of businesses planning to hire **professional profiles with environmental specialization** (2013, Unioncamere – Excelsior);
- **19,3% of active businesses** in green economy (2014);
- **19,2% of employees** in green economy (2012);
- **18%** of businesses having made **eco-investments**, energy saving of environmental impact reduction in period 2008-2012 (GreenItaly 2013)

Why in Lombardy?

- In Lombardy 9,000 “green” companies, over 79,000 people employed
- Growth: +64% in 5 years (2009-2014)
- +6% annual growth

Lombardy

- **17%** of all Italian businesses **with certified environmental management system (ISO 14001)**
- **15%** of all **registered EMAS** businesses **in Italy**
- **55%** of Italian **certification companies**;
- **76%** of Italian environmental accredited auditors

Lombardy on Italy: green sector

- **83%** of Italian **recycling consortia for packaging**
- **58% of collective systems to recover electrical and electronic waste;**
- **28%** of **accredited environmental certicators**
- **21%** of **companies in Italian national register of environmental waste management companies**

Drivers for action

1. Domestic consumption is key to sustainable development **AND** to kickstart the economy
2. ***“Green” Know How*** represents a specific “Smart Specialization” in Lombardy Region

Our problem: involve actors regardless of their background



Our answer

A non hierarchical environment



Project Syndicate
@ProSyn



 Segui

.@JohnKerry: Power today resides in networks, not hierarchies bit.ly/1IGvVcm



Why a Community?

Community: a group of business, people, institutions, stakeholders sharing a common interest interest and interacting

Founding partners



What is it good for?

- Sharing information, know how, ideas
- Fast response and emergency action
- Consultation process (EU, Standardization, etc)
- It is a soft network (we provide “animation” but business takes place independently)
- Supports local Government activities



Actions

- **Preliminary consultation with local stakeholders**
- **Virtual community on LinkedIn**
- **Working groups (on specific issues/themes)**
- **First themes: standardization and responsible building**

On line and Social media

- Green Know-How Community Lombardia (610 members – started July 2015) to discuss openly
 - Link: [Green Know-How Community](#)
- Focused on “hot” issues only (green crime, energy efficiency, respectd of norms,
- Main contributors to LinkedIn: Business and Public Administration
- On line: <http://www.greenknowhowcommunity.it> acts as a repository

Activity to date: events

- On line strategy supported by events and seminars:
 - Sustainability and Energy Efficiency in construction sector
 - Training for professionals (Energy sector)
 - Legislative and normative updates (waste management, air emissions)
 - Risk management and control for accidents & prevention
 - Innovation and research in renewables
 - Urban regeneration
 - **Focus on climate change and COP21**

Overall objectives

- Have a systematic, structured environment **to encourage co-opetition (co-operation AND competition) among businesses, individuals, schools, professionals, researchers, public administration** in Lombardy focusing only on environment and sustainable development/eco-innovation to seize opportunities in Green Economy

Specific Targets

Green Know-How Community

- **Support and assist** together with business associations & professionals/practitioners **new businesses and new business opportunities** as well as encouraging Fdi in this sector

Specific targets

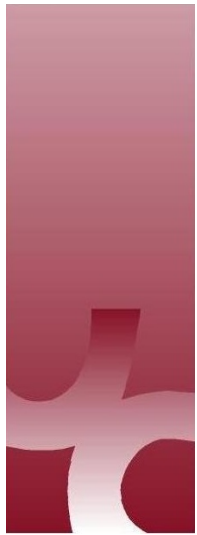
Green Know-How Community

- Kick-start initiatives, especially **tech platform, innovation incubators and relationships** to facilitate timely transfer of scientific know-how and knowledge from universities, research centres and professionals to SMEs

Specific targets

Green Know-How Community

- **Co-ordinate and integrates initiatives, tenders, projects** by Lombardy's Public Administration and institutions on sustainable development and Green economy (in the past sometimes overlapping)



And then...

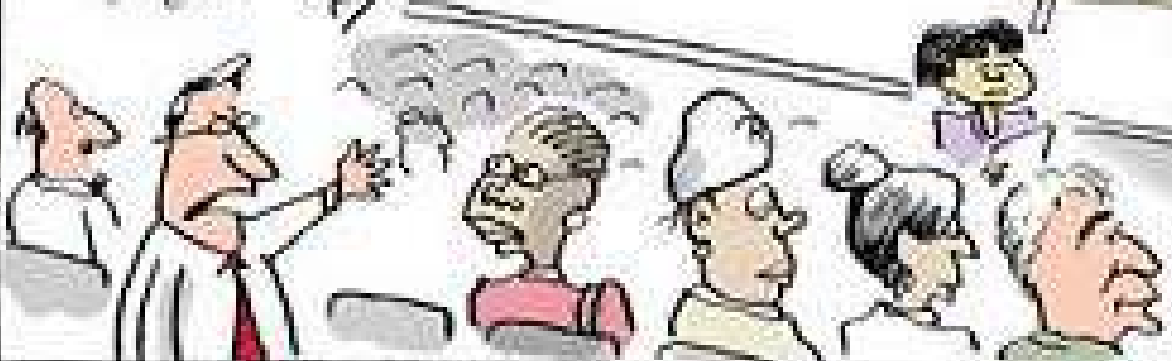
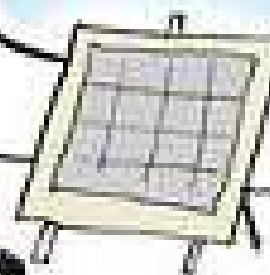




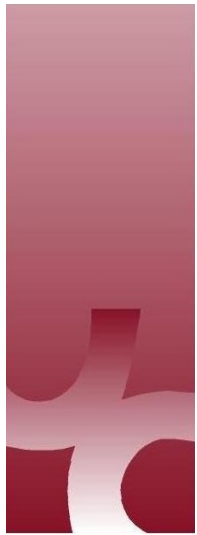
CLIMATE SUMMIT

WHAT IF IT'S
A BIG HOAX AND
WE CREATE A BETTER
WORLD FOR NOTHING?

- ENERGY INDEPENDENCE
- PRESERVE RAINFORESTS
- SUSTAINABILITY
- GREEN JOBS
- LIVABLE CITIES
- RENEWABLES
- CLEAN WATER, AIR
- HEALTHY CHILDREN
- ETC. ETC.



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PITT
WITH USAGOV



Thank You!

sergio.valentini@lom.camcom.it

 @valenti94931878