







ROME
21st | 23rd
OF MAY
2014

CONVEGNO
VERSO
UN'ECONOMIA
CIRCOLARE
EUROPEA



SUMMARY

MAY2014 21 st h16.30	Rome Palazzo Valentini @Province's Hall	LECTIO MAGISTRALIS BY GUNTER PAULI ITALIAN EWWR AWARDS		.03
	MAY2014 22 nd h09.30	Rome @Eataly	WASTE PREVENTION & SUSTAINABLE MANAGEMENT: GOOD PRACTICES IN COMPARISON	.04
	MAY2014 22 nd h14.30	Rome @Eataly	COMMUNICATING WASTE AND RESOURCES: OUR CHALLENGE	.05
	MAY2014 22 nd h18	Rome @Eataly	EUROPEAN EWWR AWARDS CEREMONY	.06
	MAY2014 22 nd h20.30	Rome @Eataly	GALA DINNER	.07
ZERO WASTE AND CIRCULAR ECONOMY: ©EVOLUTION OR BUSINESS AS USUAL?	MAY2014 23 rd h09.30		Rome @Eataly	.08
EXPO EUROPEAN PROJECTS	.09	PRACTICAL INFORMATION & COLLATERAL EVENTS BY NOVAMONT AND EATALY		.10



16.30 **Lectio Magistralis** by **Gunter Pauli** (Founder of ZERI - Zero Emissions Research Initiative)

17.30 **Welcome** by **Clara Vaccaro** (Rome Province Commissioner)

17.45 **Introduction** by **Françoise Bonnet** (ACR+ Secretary General)

Presentation of Awards finalists by category by members of Italian Jury

Public Authorities by **Claudio Vesselli** (Province of Rome Executive)

Prize-giving by **Maurizio Pernice** (Director of the Italian Ministry for the Environment, Land and Sea)

Industrial Sector by **Alessio Ciacchi** (Agenda 21 Rifiuti Network)

Prize-giving by **Gianluca Cencia** (Federambiente General Director)

NGOs by **Giorgio Zampetti** (Legambiente Scientific Director)

Prize-giving by **Marco Mancini** (Legambiente Scientific Department)

Citizens by **Emanuele Biestro** (AICA General Secretary)

Prize-giving by **Estella Marino** (Rome Municipality Environmental Councillor)

Others by **Alberto Ferro** (Federambiente Board of Directors)

Prize-giving by **Walter Facciotto** (CONAI General Director)

Schools by **Spokesperson** (UNESCO)

Prize-giving by **Clara Vaccaro** (Rome Province Commissioner)

Special Jury mention - Out of competition

Awards sponsored by the art gallery **Evvivanoé**, Cherasco - Italy





Projet cofinancé par le Fonds Européen de Développement Régional (FEDER)
Projet cofinancé by the European Regional Development Fund (ERDF)



09.30 Registration

10.00 Welcome by ACR+, ZeroWaste Pro, NO.WASTE

10.10 Round table - Best Practices on sustainable waste management through EU-funded projects

Chair **Philippe Micheaux Naudet** (ACR+)

- LIFE+ Waste less in Chianti, integrated strategies for waste prevention by public authorities - **Orsola Bolognani** (Ambiente Italia)
- LIFE+ NO.WASTE, waste prevention and lifestyle, action plan on waste prevention by mass retail channel
Laura Montanari (Reggio Emilia and Trento Municipalities)
- INTERREG IVC Prewaste, waste prevention policies at European level - **Lorenzo Federiconi** (Marche Region)
- INTERREG IVC R4R, selective collection and recycling - **Jean Benôit Bel** (Ordif - France)
- MED Zerowaste Pro, CO₂ Calculator - **Danilo Ceh** (SRC Bistra Ptuj - Slovenia)
- LIFE+ PRISCA, reuse in waste hierarchy - **Gianfranco Bongiovanni** (Occhio del Riciclone)
- ENPI CBC MED, SMOT: waste prevention strategies in old towns around MED countries
Amr Abdelrazek (University of Alexandria - Egypt) and **Barbara Sarnari** (Svi.Med. Ragusa)

12.00 Coffee break

12.20 Round table - How networking and capitalizing, positive experiences: debate on European programs on waste topic 2014-2020

Chair **Jean-Jacques Dohogne** (ACR+)

- LIFE+ Programme - **Stefania Betti** (Italian Ministry for the Environment, Land and Sea, National Contact Point LIFE)
- Joint Managing Authority of the ENPI CBC MED Programme
- The role of ACR+ at Mediterranean Level - **Françoise Bonnet** (ACR+)
- MED ZeroWaste Pro, a capitalisation experience - **Mary Krimnianioti** (EGTC EfxiniPoli - Greece)
- LIFE+ NO.WASTE, a platform for networking - **Laura Montanari** (Reggio Emilia Municipality)
- A success case of networking: the petition on the criticalities of the Italian legislation on waste - **Fabrizia Calda** (Impronta Etica)
- How A21L supports projects networking and capitalization - **Rossella Zadro** (Ferrara Municipality and A21L Italy)

13.30 Lunch





- 14.30 **Introduction** speech by **Pilar Chiva** (ARC - Catalunya)
- 14.45 **The European Week for Waste Reduction:** a key initiative for sustainable resource and waste management
Chair **Filippo Brandolini** (Federambiente)
- 👉 The new EWWR in perspective: new concept and achievements, European Clean Up Day and Thematic days beyond the EWWR
Lisa Labriga (ACR+)
 - 👉 Implementing the EWWR in a region: the Catalan experience - **Mireia Padros** (ARC - Catalunya)
 - 👉 The EWWR successfully reaches Eastern Europe: the case of Hungary - **Eszter Tanka** (OHÜ - Hungary)
- 15.40 **An overview on succesful communication campaigns**
Chair **Emanuela Rosio** (Envi.info)
Key speaker **Paula Mendes** (LIPOR - Portugal)
Participants
- 👉 **Carlo Montalbetti** (COMIECO)
 - 👉 **Gino Schiona** (CIAL)
 - 👉 **Massimo Paravidino** (COREPLA)
 - 👉 **Franco Grisan** (COREVE)
 - 👉 **Federico Fusari** (RICREA)
 - 👉 **Marco Gasperoni** (RILEGNO)
- 16.30 **Round table** - Raising citizens' awareness
Chair **Alessia Grassi** (AMA Roma)
- 👉 **Andrea Segré** (Italian Ministry for the Environment, Land and Sea - "PINPAS")
 - 👉 **Isabelle Breels** (Copidec - Belgium)
 - 👉 **Dimitra Rappou** (WRAP LOVE FOOD HATE WASTE - UK)
 - 👉 **Luca Zane** (AMIU Genova)
 - 👉 **Poul Juul Hansen** (Odense - Denmark)
- 17.30 **Conclusions** by **Gian Luca Galletti** (Italian Minister for the Environment, Land and Sea)

ORGANIZED BY EWWR ITALIAN COMMITTEE



MAY 2014
22nd
14th

Rome
@Eataly

COMMUNICATING WASTE AND RESOURCES:
OUR CHALLENGE



18.00 Video speech by **Janez Potočnik** (European Commissioner for the Environment)

18.15 Introduction by **Josep Maria Tost** (ACR+ President)

Presentation of awards finalists by category by members of the European Jury

Public Authorities by **Pascal Goergen** (General Secretary of Assembly of European Regions)

Prize-giving by **Gian Luca Galletti** (Italian Minister for the Environment, Land and Sea)

Business and Industry by **Michael Steurer** (Eurochambres EU Affairs Advisor)

Prize-giving by **Daniele Fortini** (Federambiente President)

NGOs by **Piotr Barczak** (EEB - European Environmental Bureau Project Officer)

Prize-giving by **Vittorio Cogliati Dezza** (Legambiente President)

Citizens by **Roberto Cavallo** (AICA President)

Prize-giving by **Ignazio Marino** (Rome Municipality Mayor)

Others by **Gunther Wolff** (European Commission - DG Environment Policy Officer)

Prize-giving by **Walter Facciotto** (CONAI General Director)

Educational Establishments by **Dirk Verammen** (President of FEE - Flanders)

Prize-giving by **Nicola Zingaretti*** (Lazio Region President)

Awards sponsored by the art gallery **Evvivanoé**, Cherasco - Italy

Animator of the Awards Ceremony: **Filippo Solibello** (Radio2 RAI)

* to be confirmed



MAY 2014
22nd
h18

Rome
@Eataly

EUROPEAN EWWR AWARDS CEREMONY



Ristorante Italia - Eataly Gala Dinner and ACR+20 years ceremony

During the dinner the chef **Gianluca Esposito** will tell the story of a traditional Italian recipe made with leftovers.

VEGETARIAN MENU "L'ORTO"

DEDICATED TO LOMBARDIA:

Red turnip cream, gorgonzola and turnip chips

DEDICATED TO LIGURIA:

Albenga's asparagus lasagna and extra virgin oil

DEDICATED TO EMILIA ROMAGNA:

Poached eggs with parmesan and black truffle

DEDICATED TO CALABRIA:

Catalana of fresh cheese, Mascobado sugar and licorice

TRADITIONAL MENU "MARE"

DEDICATED TO VENETO:

Browned scallops, cauliflower cous cous, black truffle

DEDICATED TO TOSCANA:

Pasta soup and spiced fish soup (cacciucco)

DEDICATED TO MARCHE:

Pan fried sea bass with chard, shrimps and lemon

DEDICATED TO EMILIA ROMAGNA:

Sweet peach with cream, Alchermes chocolate

WINES

Franciacorta P.R. Rosè - MONTEROSSA

Uomo 2012 Nero d'Avola - CALATRASI e MICCICHE'

Pinot Grigio Ramato 2012 - LE VIGNE DI ZAMO'



Please choose the menu and reserve before 9th of May by visiting www.envi.info/tece14

Info: tece14@envi.info or (+39)334.1819713. The seats are limited!

Thanks to the sponsors the dinner will be offered at the special prize of 40 € (included VAT) instead of 80 €

During the dinner ACR+ will present its publication "20th years",
a brief overview about its story and future propositions.



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09.30 Registration

10.05 Welcome by [Maurizio Pernice](#) (Italian Ministry for the Environment, Land and Sea)

10.15 Introduction by [Gunther Wolff](#) (European Commission - DG Environment)


10.30 Presentation by [Josep Maria Tost](#) (ACR+)

10.45 Session 1. **Zero waste** - What does it mean? Zero waste in landfill, zero waste incinerated or zero waste at source?

Chair [Fernando Leite](#) (LIPOR - ACR+)

Key speaker [David Newman](#) (ISWA)

Participants


 [Philip Heylen](#) (Municipality of Antwerp - Flanders)

 [Rossano Ercolini](#) (Zero Waste Europe)

 [Wilhem Himmel](#) (Styria Region - Austria)

 [Pietro Colucci](#) (Waste Italia S.p.A.)

 [Christian Garaffa](#) (Novamont S.p.A.)

 [Khaled Ben Abdeslem](#) (Municipality of Sousse - Tunisia)

11.45 Session 2. **Circular Economy** - What does it mean? A new economic model, boosting growth or the multi-R approach?

Chair [Roberto Cavallo](#) (ERICA - ACR+)

Key speaker [Jean-Pierre Hannequart](#) (IBGE - ACR+)

Participants

 [Danny Wille](#) (OVAM - Belgium)

 [Corine Rufet](#) (Île de France Region - France)

 [Walter Facciotto](#) (CONAI)

 [Edo Ronchi](#) (SUSDEF)

 [Paola Petrone](#) (AMSA Milano S.p.A.)

 [Danilo Bonato](#) (ReMedia)

12.45 Conclusions by [Françoise Bonnet](#) (ACR+)

13.00 ACR+ 20 years of new waste vision & General Assembly

14.00 Lunch





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.09

Exposition for the 20 years of ACR+ and Environmental Expo

Eataly Rome 3rd floor

CONAI
CIAL
COMIECO
COREPLA
COREVE
RICREA
RILEGNO
Novamont
Sartori
Waste Italia

From island to archipelago. A network of best practices and actors

National Contact Point Italian Ministry for the Environment, Land and Sea - LIFE

Zerowaste pro
No.Waste
Prewaste
Waste less in Chianti
PRISCA
ZeroWaste
SMOT
R4R
ECO Paper Loop
The green med Initiative
GODEM
SCOW

ORGANIZED BY ZEROWASTE PRO (PROJECT FINANCED BY EUROPEAN PROGRAMME OF TERRITORIAL COOPERATION MED 2007-2013)
WWW.ZEROWASTEPRO.EU AND NO.WASTE (PROJECT FINANCED BY LIFE+ PROGRAMME) NOWASTE.COMUNE.RE.IT



Projet cofinancé par le Fonds Européen
de Développement Régional (FEDER)
Projet cofinancé by the European Regional
Development Fund (ERDF)



21st of May - Milan

in collaboration with Novamont S.p.A. and AMSA Milano S.p.A.

“Touring Milan’s residential food waste collection in compostable bags”



Milan started the roll out of residential food waste collection in November 2012 and will complete it by June 2014. With more than 1 million citizens covered and capture rates around 90 kg/inhabitant*year, the residential food waste collection program in Milan is at present the largest and most successful on the planet. Amsa SpA, the municipal waste management company of Milan, is offering a street tour showing all the technical and communicational aspects which are essential for the success of the program.

Program

Arrival: 20th May in the evening

Tour: 21st of May - from 08.00 am

Transfer to Rome in the afternoon by train

Maximum number of participants: 30 people (in order of subscription)

For information and reservation, please contact: corinne.joechler@novamont.com before 9th of May

22nd and 23rd of May - Rome

in collaboration with Eataly

“Eataly’s Tours”



Eataly Basic Tour:

enjoy a unique tasting tour while discovering the world of Eataly and experiencing the excellence of Italian food!

Length: 1h - Price: 66€ (VAT included)

Shop & Cook tour:

the Chef will take participants in a shopping tour in Eataly's market and then teach them how to prepare fresh pasta with the bought ingredients.

Length: 3,5h - Price: 143€ (VAT included)

For information and reservation, please contact:

l.sardi@eataly.it indicating in the subject "TECE14"

before 15th of May

Congress Languages

The official language of the Congress is English. There will be simultaneous translation Italian - English - Italian on 22nd and 23rd of May

How to join the Congress venue:

Palazzo Valentini

Rome Province's Hall - via IV Novembre 119 A, Rome | 21st of May

Nearest Metro: Cavour (line B)

Nearest Bus: n° 40

Eataly

Piazza XII Ottobre 1492, Rome | 22nd and 23rd of May

Nearest Metro: Piramide (line B)

Nearest Bus: n° 716

For more information visit: www.atac.roma.it

Organizational Secretary

For all information regarding the Congress, please contact:

AICA (International Association for Environmental Communication)

Via Santa Margherita, 26

12051 Alba - CN - Italy

e-mail: tece14@envi.info

phone: (+39) 334.1819713

Hotel

Please reserve indicating the code "TECE14" to have a special prize.

Hotel Caravel www.hotelcaravel.it - Via Cristoforo Colombo, 124 | Tel. (+39) 06.5180789

Residence Colombo www.residencecolombo112.it - Via Cristoforo Colombo, 112 | Tel. (+39) 06.515241

Villa Benedetta www.villabenedetta.it - Via della Moletta, 10 | Tel. (+39) 06.57069111

Hotel Domus Aventina www.hoteldomusaventina.com - Via di Santa Prisca, 11/B | Tel. (+39) 06.5746135

Hotel Villa S. Pio www.hotelvillasanpio.com - Via di Santa Melania, 19 | Tel. (+39) 06.570057

Hotel S. Anselmo www.aventinohotels.com - Piazza San Anselmo, 2 | Tel. (+39) 06.570057

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Compulsory registration before 9th of May

Please register on www.envi.info/tece14

To avoid food waste, only registered people will have access to the open bar and lunch area

Follow us using #tece14



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AND



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