ROME 21st | 23rd OF MAY 2 0 1 4

CONVEGNO VERSO UN'ECONOMIA CIRCOLARE EUROPEA



SUMMARY

MAY2014 21 St h16.30	Rome Palazzo Valentini @Province's Hall	ITALIAI	MAGISTRALIS BY GUNTER PAULI N EWWR AWARDS	.03
**		Rome @Eataly	WASTE PREVENTION & SUSTAINABLE MANAGEMENT: GOOD PRACTICES IN COMPARISON	.04
0		Rome @Eataly	COMMUNICATING WASTE AND RESOURCES: OUR CHALLENGE	.05
(*)		Rome @Eataly	EUROPEAN EWWR AWARDS CEREMONY	.06
70		MAY2014 22nd 2620.**	Rome GALA DINNER @Eataly	.07
ZERO WASTE A ®EVOLUTION C	ND CIRCULAR ECONOM IR BUSINESS AS USUAL	IY: .?	MAY2014 23 rd Rome @Eataly	.08
EXPO EUROPEA PROJECTS		PRACTICAL I BY NOVAMO	INFORMATION & COLLATERAL EVENTS ONT 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-qiving by Maurizio Pernice (Director of the Italian Ministry for the Environment, Land and Sea)

Industrial Sector by **Alessio Ciacci** (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



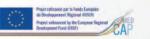


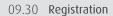












- 10.00 Welcome by ACR+, ZeroWaste Pro, NO.WASTE
- 10.10 **Round table** Best Practices on sustainable waste management through EU-funded projects Chair **Philippe Micheaux Naudet** (ACR+)
 - LIFE+ Waste less in Chianti, integrated strategies for waste prevention by public authorities Orsola Bolognani (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)
 - Moreover the supports projects networking and capitalization Rossella Zadro (Ferrara Municipality and A21L Italy)
- 13.30 Lunch

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







- 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



- 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 Vercammen** (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)











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" TRADITIONAL MENU "MARE"

DEDICATED TO LOMBARDIA: DEDICATED TO VENETO:

Red turnip cream, gorgonzola and turnip chips Browned scallops, cauliflower cous cous, black truffle

DEDICATED TO LIGURIA: DEDICATED TO TOSCANA:

Albenga's asparagus lasagna and extra virgin oil Pasta soup and spiced fish soup (cacciucco)

DEDICATED TO EMILIA ROMAGNA: DEDICATED TO MARCHE:

Poached eggs with parmesan and black truffle Pan fried sea bass with chard, shrimps and lemon

DEDICATED TO CALABRIA: DEDICATED TO EMILIA ROMAGNA:

Catalana of fresh cheese, Mascobado sugar and licorice Sweet peach with cream, Alchermes chocolate

WINFS

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.



- 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

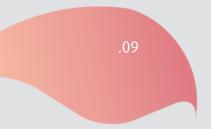












Exposition for the 20 years of ACR+ and Environmental Expo

Eataly Rome 3rd floor

CONAL

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

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WWW.ZEROWASTEPRO.EU AND NO.WASTE (PROJECT FINANCED BY LIFE+ PROGRAMME) NOWASTE.COMUNE.RE.IT









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: 20^{th} May in the evening Tour: 21^{st} 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

.10

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: $1h - Price: 66 \in (VAT included)$

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 $15^{\text{th}}\,\text{of}$ 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 | $21^{\rm st}$ of May

Nearest Metro: Cavour (line B)

Nearest Bus: n° 40

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

Hote

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

Eataly

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

Nearest Metro: Piramide (line B)

Nearest Bus: n° 716



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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