



**GREEN
ECONOMY
NETWORK**

COMITATO PROMOTORE

Gli orizzonti del network si aprono:
cogliamo le opportunità

Marco Frey

**1° meeting delle imprese del Green
Economy Network**

12 luglio 2012

Temi

- Siamo partiti molto bene
- La green economy è à la page
- L'importanza di fare network
- Come fare network
- Cosa emerge da Rio
 - I documenti
 - Il ruolo del business
- Prossimi passi: procediamo meglio

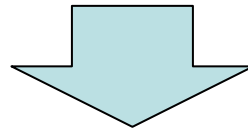
Ottima partenza

Dalle relazioni di Testore e Biondi:

- Il network si consolida, si allarga e si è fatto conoscere – sinergie con altri attori
- competenze distintive nelle filiere – sinergie (complementarietà) tra le imprese
- Focus sui mercati e presentazione delle occasioni – integrazione dei servizi offerti
- Gli strumenti (sito, repertorio, ...) sono usati anche dall'estero
- Bando ERGON – sinergie nel territorio (Lombardia)
- Esistono dati robusti per rappresentare l'evoluzione

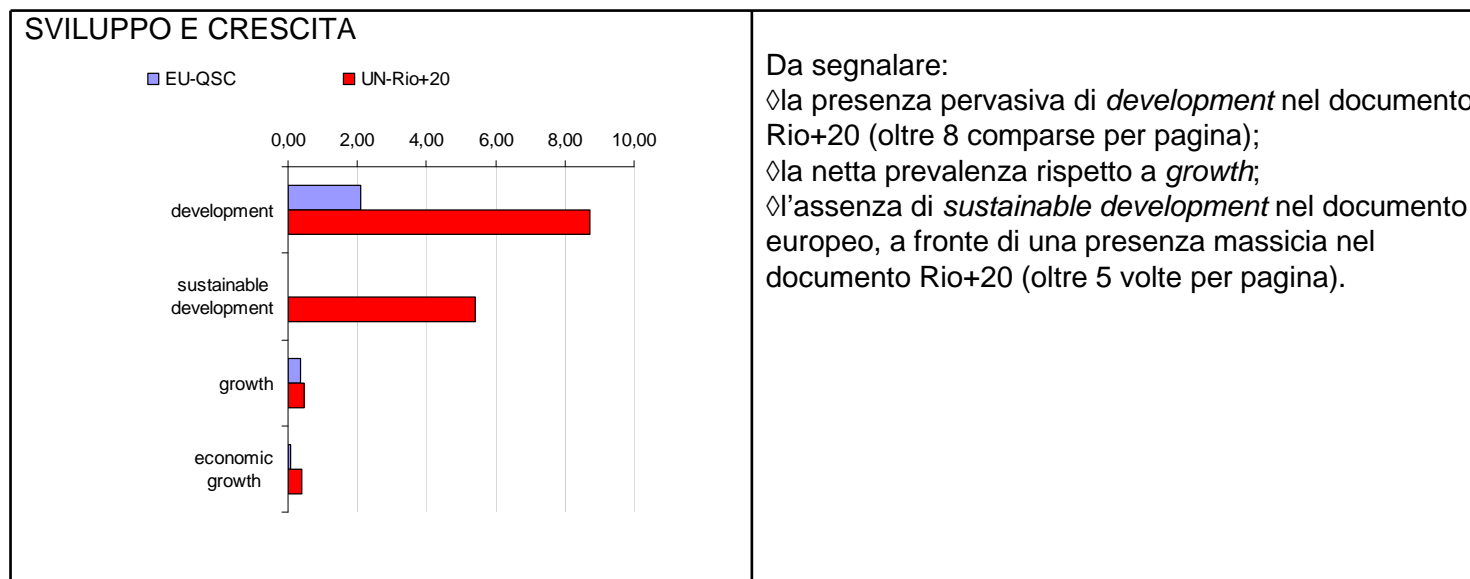
Da Il Sole di ieri...

- Istituzioni - Crescita verde obiettivo condiviso (Clini)
- Mercati - Conferma dei forti investimenti dai BRICS e da altri Paesi emergenti
- Italia – Green Italy per battere la crisi



Coerenza delle policies

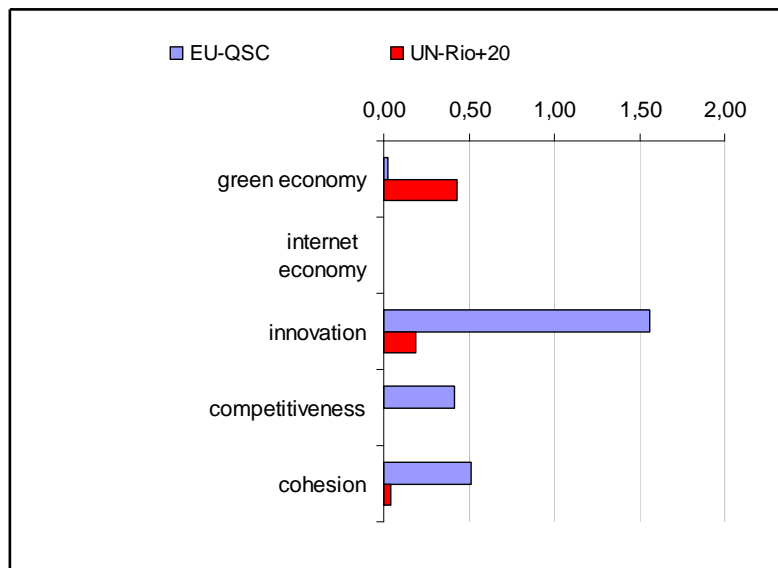
Strategia Europea e Rio + 20



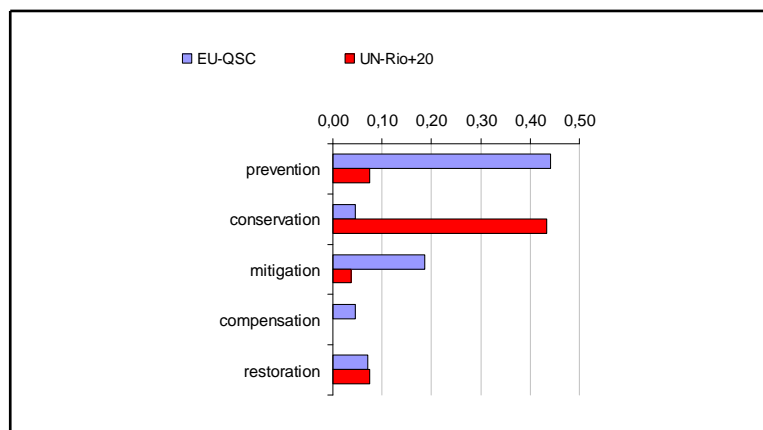
EU-QSC - European Commission, 2012 - Elements for a Common Strategic Framework 2014 to 2020. SWD(2012) 61 final. Part II. Brussels, 14.3.2012

UN-Rio+20 - United Nations, 2012 – Rio+20, United Nations Conference on Sustainable Development. Rio de Janeiro, Brazil 20-22 June 2012. A/CONF 216/ L.1

KEYWORDS	EU-QSC	UN-Rio+20
adaptation	23	4
agriculture	14	6
air	5	7
biodiversity	12	27
climate	31	26
climate change	25	22
cohesion	22	2
compensation	2	0
competitiveness	18	0
conservation	2	23
development	91	462
disaster	7	20
economic growth	3	20
economy	28	29
ecosystem	11	38
ecosystem services	5	2
efficiency	32	13
energy	50	29
environment*	35	123
environmental impact	0	6
global	3	64
governance	5	13
green economy	1	23
green infrastructure	6	0
growth	16	25
human	5	42
impact	3	32
inclusive	4	30
Industrial	3	2
industry	5	6
innovation	67	10
internet economy	0	0
landscape	3	0
local	28	30
mitigation	8	2
natura 2000	4	0
natural	13	17
policy	25	25
prevention	19	4
quality	25	34
regional	41	58
resilience	3	13
resource	27	71
restoration	3	4
risk	36	22
rural	31	20
smart	10	0
society	5	15
soil	18	2
sustainable	31	383
sustainable development	0	287
territory*	8	2
tourism	3	9
transport	43	16
Urban	16	19
Water	32	32
Numero di pagine	43	53

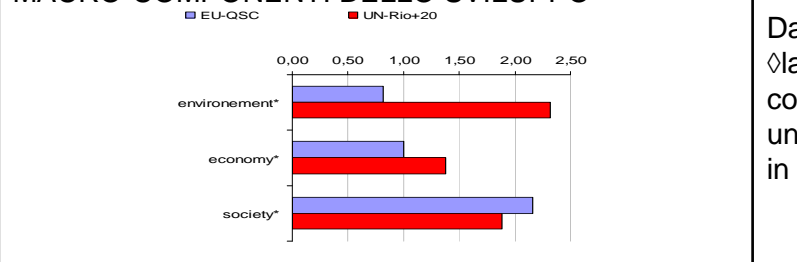


Da segnalare:
 ◇il forte ruolo di *innovation*, *competitiveness* e *cohesion* nel documento europeo;
 ◇il forte ruolo di *green economy* nel documento di Rio+20, che appare invece meno evidente nel documento europeo;
 ◇ la singolare assenza in entrambi i documenti di *internet economy*, campo che sicuramente giocherà un ruolo significativo nel modello di sviluppo dei prossimi anni a livello europeo ed internazionale.



Da segnalare:
 ◇l'attenzione nettamente maggiore a *prevention* nel documento europeo, apparentemente contrapposta a quella per *conservation* in quello di Rio+20;
 ◇l'assenza di *compensation* nel documento Rio+20;
 ◇la presenza non trascurabile di *restoration* in entrambi i documenti.

MACRO-COMPONENTI DELLO SVILUPPO



Da segnalare:
 ◇la significativa presenza delle tre componenti in entrambi i documenti, con un'attenzione maggiore per *environment* in quello di Rio+20.

The UN Global Compact towards Rio+20

- To ensure that business is recognized as a solutions provider in the sustainability space and remains fully engaged in the Rio+20 process, the World Business Council for Sustainable Development (**WBCSD**), the International Chamber of Commerce (**ICC**), and the UN Global Compact (**UNGC**) have formed **Business Action for Sustainable Development 2012 (BASD 2012)**;
- The main objective of BASD 2012 is to mobilize business leaders and build momentum toward the event, provide substantive input to the agenda, engage champion CEOs, and demonstrate the achievements of the private sector in contributing to economic, social and environmental goals;
- BASD 2012 is the official United Nations Major Group Coordinator of Business and Industry for the upcoming Conference on Sustainable Development (Rio+20)
- The BASD 2012 has submitted the formal Business and Industry input to the United Nations Conference on Sustainable Development, the convener of the upcoming Rio+20 Conference. The submission consists of a main chapeau text on the two main themes of the Rio+20 Conference, complemented and supported by submissions from BASD partners and convenors highlighting their specific contribution to Rio+20.



The UN Global Compact in Rio



- 15-18 June 2012 - Rio de Janeiro;
- Organized by the UN Global Compact in cooperation with the Rio+20 Secretariat, the UN System and the Global Compact Local Network Brazil;
- Over 2,700 participants - approximately half from the business and investor community, and half from civil society, academia, cities, Government and the United Nations;
- Over 120 sessions focused along six thematic tracks aligned with top priorities of the Rio+20 conference: Energy & Climate, Water & Ecosystems, Agriculture & Food, Economics & Finance of Sustainable Development, Social Development, and Urbanization & Cities.



The Rio+20 CSF Featured Outcomes

- Prove that **corporate sustainability** is an **essential element** in achieving **sustainable development**, and underscore the urgent need for the UN to engage the private sector as a key partner.
- Demonstrate that **principle-based platforms** and **transformative partnerships** are **advancing critical issues** – including sustainable energy, climate, water, food, women’s empowerment, children’s rights and good governance – with enormous potential to produce results if greater scale is achieved.
- Highlight that there can be **no sustainable development without respect for human rights**, and that, while the primary responsibility for ensuring their promotion and protection lie with Governments, businesses have an independent responsibility to respect human rights.
- **Showcase leading technological and social innovations**, emphasizing that many solutions to sustainability challenges already exist and can be more widely adopted with the right level of support, particularly from Governments and investors.
- Show Global Compact **Local Networks** to be **robust platforms for local business action**, with over 20 networks hosting sessions at the Forum.



The Rio+20 CSF Featured Outcomes 1/2

- Demonstrate the **critical influence of other stakeholders** – including investors, stock exchanges, business schools and universities, and cities – in stimulating corporate sustainability.
- **Motivate a rising number of companies** to commit to universal sustainability principles and report on performance, as advanced by the UN Global Compact.
- Mobilize a large number of **commitments to action and partnerships** by companies and other stakeholders. To ensure these commitments translate into impactful actions, only those that have clear targets and commit to annual public progress reports have been accepted.
- **Provide inspiration and encouragement to Governments** to transition to a green economy, and to take steps to support responsible business practices globally.
- The Rio+20 Corporate Sustainability Forum served as a **launching ground for hundreds of new activities, resources and commitments to action** by individual businesses, multiple companies, and public-private partnerships (ex. Green Industry Platform, Water Action Hub, Natural Capital Declaration, etc.).



The Rio+20 CSF Featured Outcomes 2/2

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The UN Global Compact Network Italy in Rio 1/3

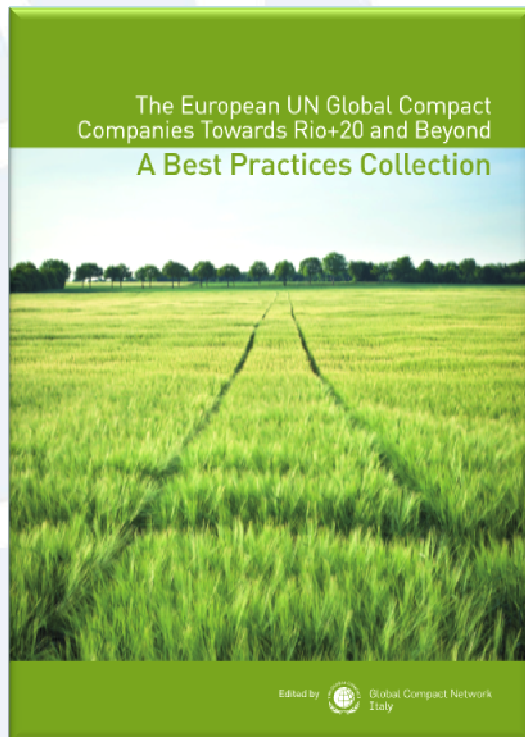
Partnering in Innovation for Sustainable Development - The workshop focused on all forms of innovations - process innovations, product innovations, organisational innovations, market innovations - showcasing and debating on successful experiences implemented by Italian companies within a global scenario.



Global Compact Network
Italia

The UN Global Compact Network Italy in Rio 2/3

The European UN Global Compact Companies Towards Rio+20 and Beyond - An updated version of the best practices collection realised during the European Local Networks Meeting hosted on October in Rome was launched during the Rio+20 Corporate Sustainability Forum. The publication can be considered as a powerful tool to showcase the business capacity building on sustainable development.



Global Compact Network
Italia

The UN Global Compact Network Italy in Rio 2/2

Ensure Universal Access to Modern Energy Services to Achieve 'Sustainable Energy for All' (Co-organization) - In line with the Secretary-General's Sustainable Energy for All initiative, participants discussed private sector engagement and public policy measures that will help achieve universal energy access for all by 2030. Presentations and a panel discussion highlighted the innovative resources, technologies, financing, and business models available to achieve energy access for all as well as the need for public-private partnerships and policy frameworks.



Global Compact Network
Italia

The UN Global Compact Network Italy Awards

- One of the top three Most Communicative Networks
- One of the top three Most Collaborative Networks
- For the effort in promoting network collective action within the European Region



Global Compact Network
Italia

Prossimi passi

Cogliere insieme le opportunità

- Completare la reciproca conoscenza
- Arricchire in modo mirato il set delle competenze
- Partecipare insieme a occasioni (Fiere, gare....), costruire progetti Paese e iniziative con i soggetti di domanda (Federprogetti)
- Essere presenti in modo “costruttivo” nel dibattito sulle policies
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