







ROME  
21<sup>st</sup> | 23<sup>rd</sup>  
OF MAY  
2014

CONVEGNO  
VERSO  
UN'ECONOMIA  
CIRCOLARE  
EUROPEA



# SUMMARY

MAY2014 21 <sup>st</sup> h16.30	Rome Palazzo Valentini @Province's Hall	LECTIO MAGISTRALIS BY GUNTER PAULI ITALIAN EWWR AWARDS		.03
	MAY2014 22 <sup>nd</sup> h09.30	Rome @Eatly	WASTE PREVENTION & SUSTAINABLE MANAGEMENT: GOOD PRACTICES IN COMPARISON	.04
	MAY2014 22 <sup>nd</sup> h14.30	Rome @Eatly	COMMUNICATING WASTE AND RESOURCES: OUR CHALLENGE	.05
	MAY2014 22 <sup>nd</sup> h18	Rome @Eatly	EUROPEAN EWWR AWARDS CEREMONY	.06
	MAY2014 22 <sup>nd</sup> h20.30	Rome @Eatly	GALA DINNER	.07
ZERO WASTE AND CIRCULAR ECONOMY: ©EVOLUTION OR BUSINESS AS USUAL?	MAY2014 23 <sup>rd</sup> h09.30	Rome @Eatly		.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)

**Business and Industry** 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)

**Educational Establishments** 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)  
Project cofinanced by the European Regional Development Fund (ERDF)



.04

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, CO<sub>2</sub> 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

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



MAY 2014  
22<sup>nd</sup>  
h09.30

Rome  
@Eataly

WASTE PREVENTION &  
SUSTAINABLE MANAGEMENT:  
GOOD PRACTICES IN COMPARISON



- 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 successful 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)





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)



MAY 2014  
22<sup>nd</sup>  
h18

Rome  
@Eataly

EUROPEAN EWR 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](http://www.envi.info/tece14)

Info: [tece14@envi.info](mailto: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.



.08

- 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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OF MAY  
2014

.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

NO WASTE



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



## 21<sup>st</sup> 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: 20<sup>th</sup> May in the evening

Tour: 21<sup>st</sup> 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](mailto:corinne.joechler@novamont.com) before 9<sup>th</sup> of May

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## 22<sup>nd</sup> and 23<sup>rd</sup> 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](mailto:l.sardi@eataly.it) indicating in the subject "TECE14"

before 15<sup>th</sup> of May

### Congress Languages

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

### How to join the Congress venue

#### Palazzo Valentini

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

Nearest Metro: Cavour (line B)

Nearest Bus: n° 40

#### Eataly

Piazza XII Ottobre 1492, Rome | 22<sup>nd</sup> and 23<sup>rd</sup> of May

Nearest Metro: Piramide (line B)

Nearest Bus: n° 716

For more information visit: [www.atac.roma.it](http://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](mailto:tece14@envi.info)

phone: (+39) 334.1819713

### Hotel

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

**Hotel Caravel** [www.hotelcaravel.it](http://www.hotelcaravel.it) - Via Cristoforo Colombo,124 | Tel. (+39) 06.5180789

**Residence Colombo** [www.residencecolombo112.it](http://www.residencecolombo112.it) - Via Cristoforo Colombo, 112 | Tel. (+39) 06.515241

**Villa Benedetta** [www.villabenedetta.it](http://www.villabenedetta.it) - Via della Moletta, 10 | Tel. (+39) 06.57069111

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

**Hotel Villa S. Pio** [www.hotelvillasanpio.com](http://www.hotelvillasanpio.com) - Via di Santa Melania, 19 | Tel. (+39) 06.570057

**Hotel S. Anselmo** [www.aventinohotels.com](http://www.aventinohotels.com) - Piazza San Anselmo, 2 | Tel. (+39) 06.570057

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## Compulsory registration before 9<sup>th</sup> of May

Please register on [www.envi.info/tece14](http://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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\* requested

A PROJECT BY THE ITALIAN EWWR COMMITTEE



AND



IN COLLABORATION WITH



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WITH THE CONTRIBUTION OF THE FINANCIAL INSTRUMENTS OF THE EUROPEAN UNION



Projet cofinancé par le Fonds Européen de Développement Régional (FERD)

Project cofinanced by the European Regional Development Fund (ERDF)

