

COMUNICAZIONE ON ENGAGEMENT (COE)

Sustainable Development Foundation

From 2008 to 2020

Part. I Statement of Continued Support by the President of the Sustainable Development Foundation



The purpose of the Sustainable Development Foundation is the promotion of a green economy, one of the core principles of sustainable development. Promoting solutions to the climate crisis and aiming for a better and more inclusive welfare while protecting natural capital and ecosystem services, represents a good practice not only for the environment, but also for the economy as it gives resilience and sustainability to the economic recovery from the current economic crisis caused by the global pandemic. In the complex path towards a green economy, the year 2020 represents a very critical moment. We believe that, in order to face such a destructive economic crisis and to open concrete possibilities for a better future, we need far-reaching, innovative policies and measures, so to favour public intervention of unprecedented dimensions and an extraordinary commitment of citizens and businesses. We are convinced that the European Green Deal, which aims for a climate-neutral continent by 2050, is the way forward for a stronger and longer-lasting recovery, the innovative way to be followed for the rebirth of Italy. Although the economy is already moving towards the green transition, there is still much to do and the Italian Recovery Plan will be a crucial instrument in this sense.

Our membership to the UN Global Compact and the active collaboration with the Italian Global Compact Local Network, is one of the means through which our Foundation supports businesses in their shift towards sustainability. The rising acknowledgement of the Foundation in the Green Economy field and the increasing scope of our activities are a source of pride for those who have pledged their support to the green economy over the years and this is driving us to do better and better.

Edo Ronchi

The President



Who we are

Founded in 2008 by will of companies, business associations and sustainability experts, the Sustainable Development Foundation is a Rome-based think-tank with links at European and international level aimed at encouraging the transition towards a green economy.

Chaired by Edo Ronchi, the Italian Minister of the Environment (in charge from 1996 to 2000) who signed for Italy the Kyoto protocol in 1998, nowadays, the Foundation relies on a network of 131 associated green companies and 44 top level senior experts and young talents in the sustainable development field.

As a reference organization active in deepening and spreading knowledge on thematic areas such as climate change, renewable energy, resource efficiency, sustainability strategies and reporting, sustainable mobility, waste and circular economy, green city etc., the Foundation holds workshops, lectures, conferences and learning events open to public participation. At national level the Foundation is the reference organization for the "States General of the Green Economy", a multi-stakeholder engagement process aimed at promoting solutions towards a green economy in Italy. It is promoted by the National Council of the Green Economy (composed by 66 Italian business organizations) in collaboration with the Ministry of the Environment and the Ministry of the Economic Development.

In the international scenarios the Foundation is member of the UN Global Compact, of the Global Reporting Initiative (GRI) Gold Community and Transport&Environment in Brussels. Furthermore, it cooperates with the International Energy Agency (IEA), the International Union of Railways (UIC), the Institute for environment and energy (IFEU) in Germany. Under the High Patronage of the President of the Italian Republic, the Foundation promotes every year the "Sustainable Development Award", a prestigious award devoted to enterprises and start-ups particularly active in the field of the green economy.

Part.II Description of Actions

The General States of the Green Economy

The States General of the Green Economy, is a multi-stakeholder process involving all relevant actors of green economy in Italy.

The initiative is promoted by the National Council of the Green Economy, which brings together 66 business organizations (the full list is available here), in collaboration with the Ministry for the Environment and the European commission. The States General, now at its 9th edition, aims to promote a shift in the Italian economy towards a green economy, so to develop opportunities for a sustained and sustainable development, recovering from the economic and climate crisis.

The initiative, launched in 2012, is now a point of reference for thousands of businesses and involved over 8.500 stakeholders between 2012 and 2019.

The aim of the States General is to develop, through a participatory elaboration method, a programmatic platform to support the transition to a green economy in Italy, through the analysis of positive potentials and obstacles, as well as through the elaboration of policies and measures needed to improve the ecological quality of the various strategic sectors.

The EU Commission, in the Review of environmental policies implementation in Italy in 2017 and 2019, has included the States General of the Green Economy among measures supporting the transition to a green and circular economy.

The process culminates every year in a large 2 days public event, with over 3.000 participants in the last editions, taking place in Rimini during Ecomondo Exhibition.

For more information please visit: www.statigenerali.org

Sustainable mobility

The aim of sustainable mobility is to promote social inclusion, the efficient use of resources and the continuous reduction of mobility impacts on human well-being and the environment. The intervention strategy to achieve this goal lays on three integrated lines of action: reduce mobility needs (Avoid / reduce), encourage the use of more sustainable transport modes (Shift); continuously improve means of transport to render them more efficient (Improve). This strategy, adopted by EEA and UNEP, takes the acronym ASI. Using this approach, the Foundation develops strategies for action, writes research reports for evaluation of policies and, organizes events and meetings for the dissemination and diffusion of good practices.

In 2017 the Foundation had launched the National Observatory for Sharing Mobility, composed now by over 120 members and includes Italian shared mobility providers, institutions, local authorities and universities. The aim was to create a platform for the cooperation between different stakeholders to analyze, support and promote the Sharing Mobility phenomenon in Italy.

The Platform, which has grown year on year, enables matchmakings among shared mobility stakeholders, collects data on Sharing Mobility in Italy, realizes an annual report and organizes every year the National Conference with Italian and international experts.

For more information please visit: <http://osservatoriosharingmobility.it/>

Energy and Climate

The fight against climate change represents a major challenge, not only of environmental nature, but also of our age. The world of energy, in its broadest sense, is changing rapidly. It is necessary to accelerate this process in order to achieve full decarbonisation of the economy by 2050. It is a challenge that we can win, thanks to the growth of renewable sources of energy, to the increase of (clean) energy savings and to the promotion of efficiency in all areas. On these issues, the Foundation conducts many studies and researches, analyzing different subjects ranging from national energy scenarios to the costs of energy; it supports companies and public bodies in planning and programming, like in the European initiative of the Covenant of Mayors. Moreover, the Foundation organizes conferences and workshops on relevant issues and it produces periodic insights, such as the Climate Dossier and the Italy Climate Report, taking stock of current policies, data and trends both at national and international levels.

Reporting, green strategies, ecoinnovation

To succeed, a green economy needs to innovative instruments and approaches, applicable into and beyond the business world. There is need for new reporting tools,

able to grasp and communicate with transparency the real contribution made to the green transition. There is a need of tailored strategies oriented to guide organizations' choices towards the green business and governance models. Ability to develop eco-innovation both in processes and in products, pursuing continuous improvement, is also essential. The Foundation offer to businesses and public administrations its supports in defining advanced green strategies, in the search of new sustainable business models, in the implementation and maintenance of management systems in accordance with the ISO 14001 standard and the EMAS regulation.

Moreover, the Foundation guides companies in a transparent and innovative reporting process, through the methodology of the Green Economy Report (GER), designed for companies active in the transition to a green economy.

Waste and circular economy

Intelligent use of materials is one of the pillars of sustainable development. The philosophy of the Foundation is to always look ahead to stimulate, support, and facilitate the change of the current production and consumption models. In order to achieve the green economy objectives and, with them, to accomplish circularity, the instruments chosen to do so are consensus-building, development of proposals and cognitive support.

To fulfill such a commitment, the Foundation has established a structure for the development of studies, analysis and proposals in the field of efficient use of materials within production, distribution and consumption processes, as well as in the area of waste management.

The activities are varied since they target both the private and the public sector. They consist of reports and assessments on economic circularity of the supply chains, development of prevention programs and waste management plans, evaluation and analysis of governance models, studies and legal / regulatory assistance, support for the implementation of sectoral policies, development and support for the implementation of innovative proposals.

Natural capital, green infrastructure, agriculture

The need to develop new business models which really take into account the services provided by natural systems, has been promoted with ever greater commitment by the most important international organizations. In this context, companies will need to be able to play an active role in the enhancement of the Natural Capital, in order to seize the opportunities arising from a market that looks at these issues with growing interest.

The Foundation promotes activities of environmental rehabilitation, creation of green infrastructures, recognition and evaluation of ecosystem services related to business involvement in conservation initiatives, and enhancement of Natural Capital. In support of the Ministry of Environment, since 2015 the Foundation has been involved in the implementation of the Charter of Rome, that aims to optimize synergies between the Cultural Capital and the Natural Capital as well as developing virtuous experiences of green economy in National Parks.

Since 2017 the Foundation has been organizing meetings and events bringing together environmental innovative Start-ups, SMEs and National Parks to help revive the economy of Italian Protected Areas through green innovation.

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Circular Economy Network

Launched in May 2018 the Circular Economy Network is the Sustainable Development Foundation project inspired to the recent EU circular economy policies's and the climate and ecological challenges. Supported by a group of companies and organizations from different economic sectors, in order to promote the development of the circular economy in Italy.

The initiative aim to: create a network for exchange information, good practices and best available techniques among companies; collect, promote and disseminate existing studies, researches and focus on the circular economy; define key indicators of circularity and analyse national performances; recognize main critical points and barriers indicating possible solutions; elaborate strategies, policies, measures and suggest them to political decision-makers, facilitating a positive interlocution between business world and institutions.

For more information please visit: <https://circulareconomynetwork.it/>

Green City Network

The Green City Network is an initiative promoted by Sustainable Development Foundation, in collaboration with the Emilia-Romagna Region and the Friuli Venezia Giulia Autonomous Region, to develop activities and operation to make Italian cities more greener in accordance with the most advanced European and international experiences through the application of a green economy approach to cities. A Green City Approach is an integrated and multi-sector approach to cities, based on the decisive aspects of high environmental quality, efficiency and circularity of resources, mitigation and adaptation to climate change.

The Green City Network aims to be a point of reference to promote good green practices in cities, to develop strategies, analysis, insights and proposals, to disseminate European and international studies, to make available for central, regional and local administrations interested, opportunities for comparison, training and in-depth analysis, as well as providing administrators, designers and companies with a toolbox to develop and plan green economy policies and measures in cities.

Italy for climate

Born in 2020, Italy for Climate is an initiative launched by the Sustainable Development Foundation and promoted by companies who are particularly concerned about climate change. The aim of the initiative is to promote the implementation of an Italian Climate Agenda that is consistent with the targets set by the Paris Agreement. Italy for Climate pushes for the shift towards a carbon neutral economy that is based on the clean energy transition (i.e. renewables and energy efficiency), but also requires the contribution of several strategic sectors – including

transport, manufacturing and agriculture – and is supported by new carbon pricing mechanisms. The aim of the initiative is also to promote a well-informed debate on the topics of climate and energy by means of a broad exchange with companies, institutions and the public.

For more information please visit: <http://italyforclimate.org/>

The Sustainable Development Foundation elaborate and publish researches, presentations, studies and reports on numerous green economy issues that are made freely public available on our website:

<http://www.fondazionevilupposostenibile.org/pubblicazioni/>

Measurement of outcomes

The number in the image below represent a measure of outcomes of the activities described in Part II from 2008 to today.

