



TREND REPORT SESSION N 1,

FEBRUARY 2015

MALAGA

ETEC MEMEBERS LIST - SEE ANNEX 1 OF THIS REPORT

AGENDA

- **EGREJOB ECONOMY PRIORITIES :**
 “INCLUSIVE ECONOMIC DEVELOPMENT” AND “ENVIRONMENTAL SUSTAINABILITY”
- **TOPIC 1 WASTE MANAGEMENT – LAURA RIGHI – TUSCANY REGION**
 - DISCUSSION
- **TOPIC 2.1 ECONOMIC DEVELOPMENT: GREENING INDUSTRIES AND NEW BUSINESS MODELS– LAURA RIGHI – TUSCANY REGION**
 - DISCUSSION
- **TOPIC 2.2. INDUSTRIAL RECONVERSION – LIVIA MARINETTO – TUSCANY REGION**
 - DISCUSSION



DISCUSSION

The session was built based on the survey launched by December 2013 and aiming at identifying the key GREEN ECONOMY (GEy) topics green jobs related to be debated within **ETEC sessions** in the framework of EGREJOB process. Within the above titled survey, partners were asked also to identify the key guiding principles by selecting them from the “*UN Millenium Development Goals*”¹.

The principles selected by EGREJOB project are :

- 1. Eradicating Poverty through an Inclusive Green Economy**
- 2. Ensure environmental sustainability**

Based on the survey launched in December 2013, partners, ETEC members and regional stakeholders have identified the preferred topics to be debated within ETEC sessions. The 2 topics selected for the ETEC Session in Malaga are those chosen by the majority of EGREJOB partners and ETEC members. They are:

Topic 1. “Waste management”

Topic 2. Green Business (2.1) and Industrial Reconversion (2.2)

SESSION 1

The **WASTE SECTOR** has traditionally referred to municipal solid waste (MSW) and excludes wastewater, which tends to be categorised under the water or industry sectors. The scope of this session was limited to management of MSW and special waste streams such as used electrical and electronic equipment as well as vehicles and vehicle parts, construction and demolition waste, health-care waste, and biomass waste or agricultural residues. Integrated Solid Waste Management (ISWM) Activities related to Greening the waste sector were debated and afterwards the Indicators to measure the progress of greening the sector were analysed. “Circular economy” is the key guiding principle also for the waste management topic. The challenges, the risks and the opportunities of waste management are analysed. Sousse Governorate provides a proposal for collaboration devoted to the recycling and the exploitation of the waste derived from the extraction of the olive oil, and the exploitation of the marine waste (seaweeds, egagropiles).

¹ <http://www.un.org/millenniumgoals/poverty.shtml>

SESSION 2

The session is divided in in 2 sub sessions, the first one devoted to the Green Business models in a broader sense.

A discussion is than open with the aim of detecting key recommendations and actions within and beyond EGREJOB project and **ETEC** sessions on both topics. The results are indicated below.

Concerning the topic 2.1 devoted to Green Business, the discussion starts from the key aspects derived from the transition to a GEy. Among them, innovation - Radical, systemic, disruptive, ec- represent a key element of success. The imperatives for these innovations are that both suppliers and consumers should embrace social and cultural changes and adopt new values and behaviour. It is typically not possible to distinguish between different innovations ex-ante. In the end, the market determines what innovations are successful and achieve systemic impacts. At the same time, some innovations are more likely to achieve greater impact. It is within this context that Business models represent the key added value. A business model describes the rationale of how an organisation creates, delivers, and captures economic, social, and other forms of values (An interesting approach for the design, implementation and monitoring is represented by the Business model Canvas). A first list of recognised green business models is enumerated :

- 1 **Productive Service Systems and Incentive Models** (*Functional sales, Energy service companies (ESCO), chemical management services (CMS),*
2. **Life-Cycle Models** (*Industrial symbiosis, Cradle to cradle (C2C) based business models), ICT Solutions (ICT solution based models, Tele-presence and videoconferencing services),*
4. **Systemic Innovation** (*Eco-city, Urban transport system based on bio-gas, Electric car based mobility system*). They are analysed also based on the environmental benefits. Internal nde3 external barriers are debated and the role public institutions can play.

As far as the topic 2.1 focussed on Greening of industry. The discussion start with the consideration that to limit global warming to 2°C, humanity needs to half its total amount of greenhouse gases (GHG) emissions by 50% by 2050. This has a great impact especially on industrialised countries that need to reduce their emissions by 80%. Industry play, therefore a key role. The industrial sector is already a key player in the improvement of resource productivity. In



the two last decades CO2 emissions decreased by 25.1 % in manufacturing and construction and by 12.1 % in the residential, tertiary and agriculture sectors and grew by 23.8 % in the transport sector. adoption of adequate policy tools are required by Trade union federations, labour organisations and international organisations to manage a “just transition” to protect workers in the shift towards a green economy, ensuring that the potential negative effects on the workforce are effectively limited, taking broader scale actions to restructure local economies around environmental activities and sustainable practices. The transition assistance is crucial for the success of this change. To adopt climate change regulation, local policy makers can create significant opportunities for the expansion of green activities, investments, and jobs, while contributing to the reduction of emissions levels. Possible approaches are presented. Trainings and anticipation of skills is a key success facto in this transition.

The **ETEC** session ends with a debate on possible tips for future actions within EGREJOB project and beyond its life cycle. They results are reported in the matrix below.

RECOMMENDATIONS

Topic 1. WASTE MANAGEMENT			
Priorities and initiatives	Actions		
	Trainings	Exchange of Experiences/ Practices	Awareness rising
<i>To widen the environmental responsibility principle : from GEy to green society</i>	To anticipate the effects of GEy changes on the production systems and on the jobs by skills anticipations	Share experiences with other municipalities on waste initiatives & jobs creation	Awareness campaigns form the part of public administrations
<i>To find new opportunities in waste sector beside traditional recycling</i>	To foster social dialogue at regional level to detect and identify new skills and competences.	To create platforms where ETEC members can exchanges their views and share experiences	Raising awareness of consumers on re-using packaging and minimizing package waste
<i>To foster waste reduction</i>	To disseminate the training courses developed within EGREJOB and devoted to the waste management issues to the key public and private actors	To add a section dedicated to the good practices developed within waste management	Awareness rising trough media communications on the environmental responsibility related to waste
<i>To foster packaging reduction</i>		To share key characteristics of decent jobs within the partners territories	Information actions to the industrial sector on the possibilities derived from waste recovery in terms of energy production

<i>To implement door to door waste collection</i>		To Exchange of good practices waste management/ waste reuse (ex. olive oil waste)	Actions on consumers' awareness
<i>Applying internet of things (Garbage collection (i.e. Garbage cans with optical readers)</i>		Exchange good practices on Blue growth and waste management	Actions form the part of the p awareness of decent wok conditions/gaps in the waste sector
<i>Waste Initiatives should aim to increase Green Entrepreneurship</i>		Create permanent platforms for the Exchange of information beyond the project duration	Targeted activities to industries
<i>Beyond EGREJOB: To present an EGREJOB 2 dedicated to more specific topics related to GEy and GJs</i>		Share reports and analysis through the Media (internet - newspapers	Share reports and analysis through the Media (internet - newspapers
<i>ETEC sessions : Define common framework conditions and methodologies for action</i>			
<i>ETEC sessions : Dedicated sessions to industrial waste</i>			

Topic 2. GREEN BUSINESS MODELS - INDUSTRIAL RECONVERSION

Priorities	ACTIONS		
	Trainings	Exchange of Experiences/ Practices	Awareness rising
<i>Develop new services for Green Business supported by business associations, mentoring programmes.</i>	Training in energy management	ETEC LinkedIn group for new ideas and material	To foster exchange of good practices in terms of green Businesses
<i>Promoting targeted co-operation activities for entrepreneurs</i>	Increase skills to develop greening of existing business	B2B exchange session dedicate on how to set up a green business	Knowing, studying and understanding the potential of GEy
<i>Carbon emission reduction effect asses</i>	Skill needs anticipation and integration in the educational systems		Policies for citizens awareness on sustainable consumption
<i>Foster the creation of (transnational) clusters on GEy related topics</i>	To encourage industry to alternate training to predict solutions of environmental problems that may arise during production		Awareness rising on cost/marketing/CS R benefits deriving from GEy,
<i>To create PPP funds in order to finance Industrial reconversion IR&D</i>			Importance of appointing an energy manager in the company (existing or new staff) and Energy Management System

<p><i>To assess the environmental impact of industrial projects and consider this aspect in evaluating the project profitability</i></p>			<p>Social responsibility actions from proposed by public sector and targeted to business sectors</p>
<p><i>To enhance the Research/industry collaboration with the field of green technologies</i></p>			<p>Dual public approach to foster industrial reconversion : law and incentives</p>
<p><i>To launch measures oriented towards products quality degradation in case of arbitrarily harmed the environment without taking preventive measures.</i></p>			



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SIGNATURE SHEET (PDF)



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**EGREJOB Project
Malaga 11 february 2014**

2nd ETEC meeting

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	Full Name + mail Address + Stakeholder category (3) + Area of involvement

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ANNEX 2 – Pictures

