Program
8th edition | 5th and 6th November 2019
IEG Expo - Ecomondo - Fiera di Rimini

GREEN NEW DEAL
and CLIMATE CHALLENGE:
2030 GOALS AND ROADMAP
GREEN NEW DEAL AND CLIMATE CHALLENGE: 2030 GOALS AND ROADMAP

The proposal for a Green New Deal was officially promoted for the first time in Europe by the newly appointed European Commission and in Italy by the new Government and the new majority, in order to jointly address the environmental crisis, starting with the climate change issue, and the low economic growth. The States General of the Green Economy 2019 focuses on formulating ideas and proposals to support and give strength to a Green New Deal: a broad change aiming to reduce GHG emissions while boosting, at the same time, economic development and employment. The Green New Deal requires a plan for at least the next 10 years, mobilizing substantial financial resources to develop strategic green economy sectors, reforming the fiscal system, promoting a national in-depth debate in order to introduce a carbon tax in 2021, while, at the same time, reducing the tax wedge.
### Agenda

**5th November 2019**

**OPENING PLENARY SESSION**

- from 10.30 am to 1.00 pm
  - Green New Deal and climate challenge: 2030 goals and roadmap

**FOCUS AND CONSULTATION THEMATIC SESSIONS**

- from 3.00 pm to 6.00 pm
  - Green New Deal for **cities**: a National Plan for Urban Regeneration
  - Green New Deal for **circular economy**: tendencies for the transposition of EU Directives and relevant infrastructures
  - Green New Deal for the **territory**: the role of businesses in promoting agriculture and natural capital

**6th November 2019**

**INTERNATIONAL PLENARY SESSION**

- from 9.30 am to 1.00 pm
  - Climate and Green New Deal: an alliance between companies and governments

**FOCUS AND CONSULTATION THEMATIC SESSIONS**

- from 3.00 pm to 6.00 pm
  - Green New Deal for **mobility**: less, electric, green, shared - moving lightly
OPENING PLENARY SESSION

GREEN NEW DEAL AND CLIMATE CHALLENGE: 2030 GOALS AND ROADMAP

Welcome speech: Lorenzo Cagnoni - IEG Italian Exhibition Group President
Welcome remarks: Paola Gazzolo - Councillor, Emilia-Romagna Region

Moderator: Donatella Bianchi - RAI Journalist

REPORT ON THE STATE OF THE GREEN ECONOMY: ROADMAP FOR A GREEN NEW DEAL

- Edo Ronchi - National Council for the Green Economy
- Riccardo Fraccaro - Undersecretary of State to the Presidency of the Council of Ministers
- Sergio Costa - Minister for the Environment, Land and Sea
6th November 2019
from 9.30 am to 1.00 pm | Sala Neri 1 - HALL SUD

INTERNATIONAL PLENARY SESSION

CLIMATE AND GREEN NEW DEAL: AN ALLIANCE BETWEEN COMPANIES AND GOVERNMENTS

in partnership with Italy4Climate

Moderator: Daiana Paoli - Journalist, Rainews 24
Chair: Raimondo Orsini - Director, Sustainable Development Foundation

OPENING REMARKS:
- Andrea Barbabella - Coordinator, Italy4Climate
- Massimo Tavoni - Director, European Institute on economics and the Environment and Professor, Politecnico di Milano

GOVERNMENTS AND INSTITUTIONS
- Stefano Patuanelli* - Minister for Economic Development
- Simona Bonafè - Member of the European Parliament
- Jeffrey Sachs - Director, Center for Sustainable Development, Columbia University
- Sun Chengyong - Scientific Counsellor, Embassy of the People’s Republic of China

BUSINESS LEADERS ROUNDTABLE: which challenges, strategies, and solutions business leaders are facing towards carbon neutrality?
- Eric Ezechieli - B Lab Europe Liaison - Nativa Cofounder
- Andrea Bianchi - Director General for industrial policies, Confindustria
- Fabrizio Iaccarino - Head of Institutional Central Affairs, Enel Italia
- Michaela Castelli - President, Acea
- Andrea Illy - President, Illycaffè
- Catia Bastioli - CEO, Novamont
- Gianfranco Battisti - CEO, Ferrovie dello Stato Italiane
- Luca Dal Fabbro - President, Snam
- Franco Fenoglio - CEO and President, Italscania
- Simona Comandè - CEO, Philips IIG
- Stefano Venier - CEO, Gruppo Hera

* To be confirmed
5th November 2019 | from 3.00 pm to 6.00 pm
Room Agorà Energy 2 - Padiglione Città Sostenibile

FOCUS THEMATIC SESSION

GREEN NEW DEAL FOR CITIES:
a National Plan for Urban Regeneration

Moderation: Alessandra Bailo Modesti and Anna Parasacchi - Green City Network Coordinators

OPENING REMARKS
Roberto Morassut - Undersecretary for the Environment, Land and Sea

INTRODUCTORY REMARKS
Gianni Squitieri - Expert, Sustainable Development Foundation
Stefano Ciafani - President, Legambiente
Massimiliano Pulice - CEO, Arcadis Italia

EUROPEAN AND INTERNATIONAL BEST PRACTICES
Introduction: Fabrizio Tucci - Coordinator of the Green City Network International Experts Group and Coordinator of the PDTA Doctorate, “Sapienza” University of Rome
Contributions by:
Elisabeth Polzella - Associate Professor, Ecole Nationale Supérieure d’Architecture de Marseille
Françoise Blanc - Associate Professor, Ecole Nationale Supérieure d’Architecture de Toulouse

ITALIAN CITIES BEST PRACTICES
City of Chieti - Mario Colantonio, Councillor
City of Cosenza - Mario Occhiuto, Mayor
City of Livorno - Silvia Viviani, Councillor
City of Mantova - Andrea Murari, Councillor
City of Padova - Chiara Gallani, Councillor
City of Pordenone - Cristina Amirante, Councillor
City of Rimini - Anna Montini, Councillor
5th November 2019 | from 3.00 pm to 6.00 pm
Room Neri 1 - HALL SUD

FOCUS AND CONSULTATION THEMATIC SESSION

GREEN NEW DEAL FOR CIRCULAR ECONOMY: tendencies for the transposition of EU Directives and relevant infrastructures

in partnership with

Moderation and introduction: Antonio Cianciullo - Journalist, La Repubblica

OPENING REMARKS
Stefano Leoni - Circular Economy Network

DEBATE WITH THE MAIN POLITICAL FORCES
Gianni Girotto - Chair, Committee for Industry, Trade, Tourism, Senate of the Republic (Movimento 5 Stelle)
Chiara Braga - Committee for Environment, Territory and Public Works, Chamber of Deputies (Partito Democratico)
Paolo Arrigoni - Committee for Land, Environment and Environmental Assets, Senate of the Republic (Lega)
Maria Alessandra Gallone - Committee for Land, Environment and Environmental Assets, Senate of the Republic (Forza Italia)
Rossella Muroni - Committee for Environment, Territory and Public Works, Chamber of Deputies (Liberi e Uguali)

DEBATE WITH BUSINESS ORGANIZATIONS AND CONSORTIA
Acciaieria Arvedi, Acqua Uliveto e Rocchetta, AITEC, ANCO, Assobioplastiche, Assoreca, Assorimap, Assovetro, CDC RAEE, CDCNPA, CiAI, CIB, CIC, CNA-Ambiente, COBAT, Coldiretti, Comieco, CONAI, Confagricoltura, Confartigianato, Confcooperative, CONIP, CONOE, Consorzio RICREA, Corepla, Coreve, Ecodom, Ecopneus, EcoTyre, Eni, Fise Assoambiente, Fise Unicircular, Green economy Network - Assolombarda, Gruppo Hera, FaterSmart, Kyoto Club, Legacoop Produzione e Servizi, Montello, Nextchem, Novamont, Rilegno, Snam, UTILITALIA.
THE GREEN NEW DEAL FOR THE TERRITORY: 
businesses role in promotion of agriculture and natural capital

in partnership with

Moderation and introduction: Giuseppe Dodaro, coordinator for Natural Capital, Ecosystem services and Natural Capital, Sustainable Development Foundation

BUSINESSES AND NATURAL CAPITAL: STRATEGIES AND BUSINESS MODELS

Marco Frey - Scuola Superiore Sant’Anna and President of Global Compact Network Italy Foundation
Aldo Ravazzi Douvan - Technical Secretary, OIFS, Ministry for the Environment, Land and Sea

THE ROLE OF AGRICULTURAL BUSINESSES IN PROTECTING NATURAL CAPITAL AND ECOSYSTEM SERVICES: PERSPECTIVES IN THE NEW CAP

Danilo Marandola - Researcher, CREA - Rete Rurale Nazionale
Carlotta Sigismondi - Researcher, Poliedra Politecnico di Milano

BUSINESSES’ EXPERIENCES

Barilla - Andrea Dipace - Brand Equity & Communication Senior Manager and Cesare Ronchi - Purchasing Senior Manager
Mutti - Ugo Peruch, Director Agricultural Service
Lush - Tarek Soliman, Agroecology Support, Ethical Buying Team
Davines - Marie-Charlotte Montaut, Sustainability Project Manager
Fondazione Cariplo - Valeria Garibaldi, Deputy Director for Environment
Fondazione Caetani - Massimo Amodio, Vice President
Gruppo AB - Enrico Calzavacca, Chief Technology Innovation Officer
6th November 2019 | from 3.00 pm to 6.00 pm
Room Agorà Energy 1 - Padiglione Città Sostenibile

FOCUS AND CONSULTATION THEMATIC SESSION

GREEN NEW DEAL FOR MOBILITY:
less, electric, green, shared - moving lightly
with the support of

WELCOME REMARKS
Angelo Mautone - Director General for systems of transport to fixed installations and the local public transport, Ministry of Infrastructures and Transport
Tullio Berlenghi - Head of the Technical Secretariat of the Minister, Ministry for the Environment, Land and Sea
Edoardo Turano - Deputy Head of the Road Transport Unit, Directorate-General Climate Action, European Commission

SETTING THE SCENE
Raimondo Orsini - Director, Sustainable Development Foundation
Massimo Ciuffini - National Platform for Shared Mobility

WAYS TO REDUCE CO₂ VEHICLES EMISSIONS
Nicolas Meilhan - Scientific advisor, Department of Sustainable Development, France Stratégie

SMALL, ELECTRIC AND FOR ALL: CARS AND BUSES
Salvatore Internullo - Director, Peugeot Italy
Enrico Sedita - Area sales manager, Rampini

LOW EMISSIONS MOBILITY WITH SHARED AND ACTIVE VEHICLES
Laura Foglia - The shift Project, France
Matteo Jarre - Consultant, Decisio BV, Olanda

LIGHT AND SHARED: KICK-SCOOTERS, E-BIKES AND E-SCOOTERS
Cristina D’Onofrio - International Launch Manager, Bird
Fabio Stefanini - General Manager, Jump Italy
Céline Dubois - Business Development Director, Cityscoot
Trenitalia - Emilia-Romagna Regional Directorate
Roberta Frisoni - Councillor for mobility, City of Rimini
Valentino Sevino - Director, Amat Milan