

## PRESS RELEASE

**NAPLES - Castel dell'Ovo, 6-9 November 2013**

**Zero waste, a feasible goal.**

**The 10<sup>th</sup> Greenaccord International Forum opens in Naples**

The tenth edition of the International Media Forum on the Protection of Nature was launched by the president of Region Campani Stefano Caldoro, the deputy mayor of Naples Tommaso Sodano and of Cardinal Crescenzo Sepe. Through this Saturday, thirty scientists of international caliber and more than one hundred journalists arriving from five continents will confront and discuss strategies and advantages of a new approach to the garbage waste problem.

Naples, November 6<sup>th</sup> 2013 – Natural assets, ecological debt, new methods in logistics and merchandise transportation, environmental sustainability of human activities are all concepts that might seem abstract and distant from the common interest but instead become the Forum's marching orders to solve efficiently and through innovation a truly practical problem, the garbage waste issue. How do we reduce its amount? Which are the methods to encourage recycling and reuse of durable goods? Which are the disposal systems with minimum impact? Which are the most successful experiences to be replicated in Italy and around the world? What is the best opposition to the economic interests the mafia has built around the garbage industry? Many issues are to be addressed, all extremely concrete, especially for the city of Naples and the Campania region, a territory which has come to national and international attention in recent years for its serious garbage disposal problems.

A special meaning invests the 10<sup>th</sup> International Media Forum on the Protection of Nature “People building future – A future with zero waste” which began this morning in Naples. Organized by the town-hall and by the non-profit organization Greenaccord, patronized by the Italian President of the Republic, the forum gathers thirty experts of international reputation during four days of lectures held in the exceptional historical setting of Castel Dell'Ovo. Their audience includes one hundred journalists from around the globe, in Greenaccord's traditional intent to reach a world-wide public with environmental issues and solutions. Addressing and educating the media is a fundamental step in transforming suggestions and concerns of the experts into practical public policies, in a concrete attempt to avoid the irreversible ecological default of the Planet.

“By inviting Greenaccord to hold its 10th International Media Forum in our city we intend to sanction our intent to bring forth an environmental revolution based on an alternative solution for the garbage waste problems” says Tommaso Sodano, deputy mayor and counselor for the environment in Naples, reminding the audience of the efforts the town administration has brought forward to guarantee “a clear and clean management of the garbage waste, putting an end to the garbage emergency and the landfill/incinerator cycle, stopping the “eco-mafias” and lobbies, turning to recycle, waste sorting and composting.”

“A precious and qualified occasion for viable reflection” points out in his opening speech Stefano Caldoro, president of the Campania Region. “The topics discussed in this Forum are of incredible modernity and they are a stimulus to do better. A fear-free confrontation and discussion on possible solutions are fundamental. Our region Campania is historically behind in applying an

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integrated waste disposal cycle. We are working on bringing up to date our system, in line with the highest standards in Italy and in Europe. To do so, a fair and good administration, a loyal collaboration among institutions and the support of the people are key. Today the Campania region can boast an avant-garde legislation in the protection of the environment with the most extended protected natural areas”.

A project enabled by today's technologies, but also an ambitious dream, considering the conditions we are still in - “There are few topics discussed as irrationally and illogically as the waste problems” says Alfonso Cauteruccio, President of Greenaccord, introducing the Forum. “Within the same country and government, we might find both virtuous and lousy garbage waste solutions, we will have places where the results are shoddy and inefficient or where recycled waste ends up in insufficiently equipped structures. The plants built for the purpose - incinerators or electric plants - need energy supplies from afar, sometimes imported from abroad. Dangerous wastes are tossed in landfills or buried under farms, cultivations and people's homes. The garbage sector seems frantic, but a simple question comes natural: how is it possible - even though we now have efficient and advanced technologies up to the task - that we are yet incapable of finding a solution agreeable to citizens, institutions and private companies altogether?”

To answer to the question, some of the maximum experts on environmental issues and garbage waste problems, have come together in Naples. Among others, William Rees (professor at the British Columbia University and inventor of the concept of “ecological footprint”), Robert Costanza (ecological economist and Professor of Public Policy at the Crawford School of Public Policy at The Australian National University), Gary Gardner (researcher at the Worldwatch Institute), Friedrich Hinterberger (SERI) Héctor Castillo Berthier (Universidad Nacional Autónoma de México), Paul Connett (scientist and inventor of “zero waste” strategy) will be attending.

In their speeches and lectures, the liaison between waste production, the quality of human life and the protection of the Earth's ecosystems will be addressed. Stemming from concrete experiences the lecturers will also propose valid solutions and alternatives to include the garbage waste problems in a model of development finally sustainable under an environmental, economic and social point of view.

A necessity strongly recalled by the Cardinal of Naples, Crescenzo Sepe, who attended the forum this morning. “Abusing the environment, offending and violating nature is a serious crime. Therefore in my last Pastoral Epistles “Sing and walk”, I have invited everyone to an obligation and responsibility in educating, informing and guide the people of God and to correct our mistakes when not rigorously condemning those who abuse of everyone's patrimony, causing irreparable damages to the people and the community. I have solicited priests, parishes, religious men, deacons and laymen to raise their awareness on what their role is when addressing public ethics and issues concerning everyone's future. As a local Church, we must not forget that a lack of interest in everyone's wellbeing or a self-referential approach, are the origin of the disrepair of social and religious fabric”.

Visit [www.greenaccord.org](http://www.greenaccord.org) for a full program of the X International Media Forum on the Protection of Nature. Live streaming of the event is available on our website.

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