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Garbage - the Italian talent efficiently at service The best practices in the green business at the 10th Greenaccord International Forum

Systems for energetic efficiency, plants specialized in PET plastic recycling, non-profit organizations for 'trashware'. To change our development model theory is not enough. The environmental journalism Forum in Naples hosted yesterday afternoon some of the most interesting stories of entrepreneurs who chose a green and clean way of doing business.

Naples, 8 November 2013 – Businesses who bring back to life old technologic devices, companies that improve the efficiency of the electric network, consortiums promoting plastic bottle recycling, enterprises started by courageous local families directly effected by the mafia's blood thirst. The Tenth Greenaccord International Media Forum on the Protection of Nature ongoing in Naples, becomes a stage for concrete experiences of innovative business-making proposing a new way of addressing the garbage problems, by reducing or, when possible, reusing garbage waste. As the **president of the Scientific Committee of Greenaccord, Andrea Masullo** remarked: “the academic analysis, though fundamental in proposing new development models, is not sufficient. Individual responsibility of citizens and business managers in creating a new green economy is key. Simultaneously, we need to start producing merchandise and goods which last longer by stimulating a demand based on real wellbeing and which will not produce dangerous and non-disposable waste”.

Even in Gomorra's land, this new way of making business is possible. A symbol of such practices are Antonio and Nicola Diana, founders of **Erreplast in Aversa** (Caserta province), today among the biggest production plants of PET shreds from recycled plastic, treated so that it can be reused in the clothing industry. Their father Mario, was dramatically killed in 1985 after he refused to bend over to the camorra's orders. To honour his memory, his sons followed his steps, as an example of strength and courage for the rest of the population, and the two brothers were publicly praised by the prosecutor Antonello Ardituro in his final arguments against the killers on trial: “They did not let the mafia swallow them up, an important and relevant factor both in this trial and for this land and its people”. “Currently we run two plants with a disposal capacity of 125 thousand tons of garbage” says **Antonio Diana**. “All of the waste we process comes from our region Campania and the amount of plastic bottles collected increases year by year, proving a growing awareness and responsibility of the local population towards our garbage problems. Every year we invite 2500 students to visit our factories, improving the people's active participation and showing first hand how a used plastic bottle can be recycled and reused”.

In support of green businesses like Erreplast's other types of activities like **Coripet, a new voluntary consortium for PET plastic recycling**, working with two older consortium for packaging and plastic recovery, Conai and Corepla, are cherishing. Coripet was cofounded by producers of bottled mineral water and with recycling businesses certified by the “European Food and Safety Agency”. “Our system is a closed cycle – **Monica Pasquarelli, counsellor at Coripet** explains – composed by those producing PET, the distributors of packaging made of PET and those who recycle it. We are also specializing in recovering the used bottles to turn

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them back into bottles. The hundreds of tons of plastic used for food packaging is dropping, both because people are consuming less and because the food industry is using less packaging". The objective is to help reach the goal set by Italian law to recycle 55% of disposed plastic.

Also engaged in recycling, though this time of technologic devices and hardwares, is the **PC Donato association in Pisa, Tuscany**. "One of our main activities is trashware" explains **Francesco Lanzo**, one of the members of the association, in front of more than one hundred journalists from the Greenaccord world network. "Basically we recover old computers considered obsolete, fix them, integrate them with other parts, update them and install open source operative systems. The modernized computers are then donated to public offices, schools, non-profit organizations and private businesses that put in special requests". An experience that allows us to see the economic crisis under a different prospective. "Economic recession is not necessarily an affliction. It can also be an occasion to generate new opportunities and stimulate recycling and reuse of goods we would have once thrown out without giving it too much thought. The economic crisis is giving us the opportunity to reflect on our priorities and reorganize the system".

Evaluations which concern also other areas in the market, for example the energy department. Here as well more and more enterprises supply services that reduce energetic consumption and improve efficiency. "The Italian politics are way behind in improving energetic efficiency" denounces **Claudio Ferrari, president of Federesco, a federation of the Energy Service Companies in Italy born in 2006**, who have become crucial in the sector as they offer corporations and business technical help in improving their energetic efficiency or the construction of green energy plants on site. "Producing energy as close as possible to where it will actually be used – Ferrari explains - is useful because it avoids distribution losses caused by the distance energy has to cover when travelling from afar. In such a context, the garbage which can not be recycled becomes a resource in the production of energy locally". Unfortunately, the danger of mafia infiltrations is always around the corner. One must never abandon its guard. Not only in Campania but throughout Italy. "Ecomafias are not limited to the 'Land of Bonfires' – Ferrari says. "They have been consolidating also in the North. They follow the money. This is why one must be careful to protect the green energy market and the garbage disposal business by establishing rules and obligations making it harder for criminal interests to intrude".

The journey through virtuous experiences and expedients in the management of garbage wastes continues tomorrow, Saturday November 9th, at the 10th Greenaccord International media Forum on the Protection of Nature in Naples. At 11 am, **the mayor of Naples, Luigi de Magistris** will join the conference together with the **President of the Pontifical Counsel for Legislation Cardinal Francesco Coccopalmerio, who brings a message of Pope Francis**.

Visit 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.