



## COMUNICATO STAMPA / PRESS RELEASE

or

SAVE THE DATE: Napoli, 6-9 November 2013

# Solutions and suggestions for a “zero waste” future Naples hosts the 10th Greenaccord International Forum

**The tenth edition of the International Media Forum on the Protection of Nature will be held this year in the splendid setting of the Neapolitan Castel dell’Ovo. Thirty speakers and more than one hundred journalists arriving from 5 continents will be attending. The common thread: to present strategies and advantages in a new approach to the garbage and waste issues.**

Thirty lecturers and about one hundred journalists arriving from around the globe will join the forum to discuss and address the necessity – which many still consider just a dream though actually possible with the right political decisions and the collaboration between corporations and citizens – to create a waste-free future. The chosen setting holds its meaning: the city of Naples, much talked about in the worldwide news for its recurring garbage waste problems, now becomes place of discussion and investment in new technologies and innovative systems to transform a problem in an opportunity.

From the 6th to the 9th of November, the gorgeous setting of Castel Dell’Ovo will host the tenth International Media Forum on the Protection of Nature, traditionally organized by the non profit organization **Greenaccord Onlus** and promoted this year by the **City of Naples** in collaboration with the Ministry for the Environment, Federambiente, Asia and the Archdioceses of Naples.

More than **one hundred journalists** from around the world, members of the Greenaccord network, are gathering to attend the Forum. They allow an important connection between the experts and the wider public, spreading the environmental issues to their readers. A fundamental step to allow the experts to convey their concerns and suggestions to the people, reaching the political sphere and help avoid the waste of natural resources and concretely increase the quality of life among local populations.

The forum also becomes an important rendez-vous for the Italian Scientific scene, as some of the maximum international experts in waste and environment issues have been invited to Naples to address the impact of the latter on quality of life and on the ecosystems of our planet. Stemming from concrete experiences the lecturers will 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. 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 Gardenr** (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 speaking. Representatives of the local institutions and Cardinal **Crescenzo Sepe** will be introducing the cycle of conferences.

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The forum will also widely address the difficult issue of Ecomafias, which will occupy one of the six sessions of lectures and will host as speakers **Franco Roberti**, the National Antimafia prosecutor, **Ermete Realacci**, president of the Environmental Commission in Parliament, **Angelo Spinillo**, Bishop of Aversa, **Giuseppe Caruso**, director of the National Agency for the sequestered patrimony of organized crime, **Ugo Marchetti**, General Deputy-Commander of the 'Guardia di Finanza', Italian Law Enforcement Agency for Financial crimes.

Also joining are some of the maximum Italian experts in the reduction and smart management of garbage waste, such as the directors of the Comieco consortium, **Rossano Ecolini**, coordinator of the Zero Waste Observatory of the Town of Capannori (Lucca), **Francesco Francisi** (founder and inventor of the Oileco project), **Attilio Tornavacca** (director of the ESPER – Agency for the Study and Eco-sustainable Planification of garbage disposal), **Enzo Favoino**, one of the world leading experts in organic waste management.

The International Media Forum on the Protection of Nature will also welcome an educational project aiming to increase the environmental awareness among the new generations. Thanks to a project commissioned to Greenaccord by the Ministry of the Environment and of the Protection of the Territory and the Seas, fifty students from ten regional high schools will be attending the Forum seizing the opportunity to learn about the garbage waste issues, find solutions on waste management and come to close contact with world experts in the field. The students will return to their schools, elaborate presentations and help spread what they have learned in the Forum among their fellow students. Their work will also be scrutinized by a jury formed by representatives of the Ministry of Environment, by the scientific director of Greenaccord, by the Regional School Commissioner and by two journalists from the International Greenaccord network. The jury will pick two of the presentations and the winners will be awarded in a following public event in Naples.

Visit [www.greenaccord.org](http://www.greenaccord.org) for a full program of the X International Media Forum on the Protection of Nature. On this website, a live stream of the conferences will be provided.

**Next event: X International Media Forum on Protection of Nature (Naples, 6-9 November 2013)**

**Program:** <http://www.greenaccord.org/napoli-2013-programma>

**Info:** <http://www.greenaccord.org/napoli-2013-info>

**Partner:** <http://www.greenaccord.org/napoli-2013-partner>

**Press release:** <http://www.greenaccord.org/napoli-2013-press-room>

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