



Sharing Experiences in Entrepreneurship (SINERGIE)

LTTA
Reggio Emilia (Italy)
From 3rd to 7th February
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Green Employment Initiative: Tapping into the job creation potential of the green economy

by European Commission (2014)

- The Europe 2020 Strategy recognises the central role of the transition towards a **green, low carbon and resource efficient economy** in achieving **smart, sustainable and inclusive growth**.
- A model for **green growth** is used to depict a structural economic change which is mainly driven by scarcity of resources, technological change and innovation, new markets, and changes in industrial and consumer demand patterns.
- Green growth is both a challenge and an opportunity for the **labour market** and **skills** which, in turn, are key factors for enabling green growth.

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Green Employment Initiative: Tapping into the job creation potential of the green economy

by European Commission (2014)

- The potential of employment creation linked to the production of energy from renewable sources, energy efficiency, waste and water management, air quality, restoring and preserving biodiversity and developing green infrastructure is significant and is resilient to changes in the business cycle.
- While a green economy will create new jobs and open new markets, Europe's competitiveness, innovative capacity and productivity will strongly depend on the availability of skilled workers.
- This means fostering skills developments; and better forecasting skills needs across sectors and industries to allow the relevant authorities and stakeholders to adapt to change.

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Legambiente Environmentally friendly Innovation Award



Premio Innovazione Amica dell'Ambiente 2019

Il Premio è un riconoscimento annuale destinato a tutte quelle innovazioni di prodotto, di processo, di servizio, tecnologiche, gestionali e sociali, che dimostrano di contribuire a significative riduzioni degli impatti ambientali, a considerevoli rafforzamenti della resilienza agli effetti del cambiamento climatico e che si segnalano per originalità, replicabilità e potenzialità di sviluppo.

The Award is an annual award destined to all those product, process, service, technological, managerial and social innovations, which prove to contribute to significant reductions in environmental impacts, to considerable strengthening of resilience to the effects of climate change and which distinguished by originality, repeatability and development potential.



Consulta il programma della premiazione



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www.legambienteinnovazione.org



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Startup, innovation and the environment

- Technology and innovation can help the environment and make an important contribution to the fight against climate change and the spread of environmental sustainability.
- Promoting innovation in terms of sustainability is an important opportunity to concentrate knowledge, ingenuity, creativity and the market towards new development models and compatible lifestyles considering the planet's limited resources and urgent environmental challenges and to which we must give immediate and original answers.

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6 thematic areas according to the Sustainable Development Goals of the 2030 Agenda of the United Nations

1. Agriculture and agri-food supply chains
2. Sustainable mobility
3. Smart cities and communities
4. Internal areas network
5. Circular economy
6. Energy systems and communities



5 Awards and 6 Special Mentions

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The Sustainable Development Goals of the 2030 Agenda of the United Nations



5 Awards

1. Agriculture and agri-food supply chains
2. Sustainable mobility
3. Smart cities and communities
4. Internal areas network
5. Circular economy



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1 - Agriculture and agri-food supply chains

For the agriculture and food processing sector, the start-up **Beeing** based in Faenza (Ravenna) was awarded. Born from the passion for bees, Beeing aims to find innovative solutions to defend these precious pollinators and to simplify the work of beekeepers and farmers. Thus was born a type of hive specifically designed for urban environments allowing honey to be extracted without masks and gloves.

For more info: <https://beeing.it/en/>

<https://www.legambienteinnovazione.org/il-premio-2019/i-vincitori/311-agricoltura-e-filiere-agro-alimentari-vincitore>



2 - Sustainable mobility

In the field of sustainable mobility sector, the award is given to **Auting car sharing** based in Bologna, which has developed a platform that connects those who own a car that is under-utilized (Owner) with those seeking one for one or more days (Driver), thus not adding cars but using the ones that are already there, ensuring and guaranteeing the service with shared advantages between the owner and the user.

For more info: <https://scopri.auting.it/>

<https://www.legambienteinnovazione.org/il-premio-2019/i-vincitori/384-mobilita-sostenibile-vincitore-2019>



3 - Smart cities and communities

In the field of smart cities and communities, award was given to **Ecobubble** from Rome, which has created the first roof garden optimized to reduce air pollutants, water waste and create an environmental monitoring network.

For more info: <http://ecobubble.it/>

<https://www.legambienteinnovazione.org/il-premio-2019/i-vincitori/323-smart-cities-and-communities-vincitore-2019>





4 - Internal areas network

For the sector of Internal areas network the award goes to the university start-up **ReCreo**, based in Florence, aiming to counter rural depopulation by favouring the match of demand and supply of abandoned buildings and land thanks to an open mapping on digital platform and thanks to the development of “ecoliving” approach, a process of architectural regeneration and social innovation that recovers the peasant spaces that have lost their function of use in a contemporary key.

For more info: <http://www.recreo.network/>
<https://www.legambienteinnovazione.org/il-premio-2019/i-vincitori/342-aree-interne-in-rete-vincitore-2019>



5 - Circular economy

In the field of circular economy, **Vegea** start-up from Bergamo was awarded. Vegea developed a new ecological process to transform waste from the wine industry - in particular the pomace (skins, stems and seeds discarded during wine production) - into a "Vegan" fabric with low environmental impact for the fashion, furniture, automotive and packaging sectors.

For more info: <https://www.vegeacompany.com/>

<https://www.legambienteinnovazione.org/il-premio-2019/i-vincitori/378-economia-circolare-vincitore-2019>



6 Special Mentions

1. Agriculture and agri-food supply chains
2. Sustainable mobility
3. Smart cities and communities
4. Internal areas network
5. Circular economy
6. Energy systems and communities



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1 - Agriculture and agri-food supply chains



For the agriculture and agri-food supply chains sector, a special mention for the **Elaisian** start-up that developed a precision agriculture project that deals with the cultivation of olives. Elaisian developed a device that detects climatic data in real time (humidity, temperature, atmospheric pressure), which together with satellite images and a 10-year climate data history, produces the information that feeds a software that advises farmer on the types of intervention to carry out, such as irrigation and fertilization, thus optimizing production and minimizing environmental impacts.

For more info: <https://elaisian.com/home>

<https://www.legambienteinnovazione.org/il-premio-2019/i-vincitori/327-agricoltura-e-filiere-agro-alimentari-menzione>



2 - Sustainable mobility



For the sustainable mobility sector, mention goes to **Sun2car**, a startup conceived and developed within the RETIC European Project of Sardegna Research Centre. They developed an application to share renewable electricity to recharge electric vehicles. The idea is to bring together the excess energy supply of photovoltaic systems with the demand for circulating vehicles during the day.

For more info: <http://www.sun2car.it/>

<https://www.legambienteinnovazione.org/il-premio-2019/i-vincitori/373-mobilita-sostenibile-menzione-2019>



3 - Smart cities and communities



In the field of smart cities and communities, mention was given to **Hydrocarbot**, a school spin-off. This is an experimental project of a small robot-boat that cleans the water by absorbing the hydrocarbons present on the surface thanks to specific sponges that selectively filter oils or water.



For more info: <http://www.hydrocarbot.eu/#>

<https://www.legambienteinnovazione.org/il-premio-2019/i-vincitori/347-smart-cities-and-communities-menzione-2019>



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4 - Internal areas network

For internal network areas, a special mention was given to **Tripmetoo**, an innovative start-up with a social vocation based in Salerno, which operates in experiential tourism by designing the destination according to the needs of the user. This type of approach, experimented starting from Cilento (famous tourist area of southern Italy), has interesting repercussions on the territories, increasing the attractiveness, the enhancement, the qualitative growth of the sector and of the personnel employed in the sector.

For more info: <https://www.tripmetoo.com/tmt/>

<https://www.legambienteinnovazione.org/il-premio-2019/i-vincitori/385-aree-interne-in-rete-menzione-2019>



5 – Circular economy

Bi- *Rex*



For the circular economy sector, a special mention for **Bi-rex**, awarded for contributing, in the perspective of the circular economy, to the recovery of important substances present in different types of biomass considered waste, through a process that, replacing the chemical substances with high environmental impact, uses eco-compatible and non-toxic substances.

For more info: <https://www.legambienteinnovazione.org/il-premio-2019/i-vincitori/314-economia-circolare-menzione-2019>



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6 - Energy systems and communities



ELEMIZE
TECHNOLOGIES®

Elemize Technologies proposes an innovative project for the energy market: a software platform created to intelligently manage and control the energy produced and stored by the photovoltaic and storage residential systems. Thanks to the Elemize technology, which allows you to check over 10 different brands of batteries, the network will finally be able to supply energy services through small systems and no longer through conventional power generation plants.

For more info: <https://www.elemize.com/>

<https://www.legambienteinnovazione.org/il-premio-2019/i-vincitori/328-sistemi-e-comunita-energetiche-menzione-2019>



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Many thanks for attention

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