



***70 PROPOSALS FOR THE DEVELOPMENT
OF A GREEN ECONOMY TO OVERCOME
THE ITALIAN CRISIS***

I. Policies for a green economy

The green economy can be a way of dealing with the economic recession in Italy starting a new phase of development

- 1. Popularize the new vision of the green economy**
- 2. Improve and strengthen the communication to the investors and the markets about the benefits of the green economy**
- 3. Harness the potential of the green Italian companies**
- 4. Strengthen a targeted use of the economic instruments**
- 5. Adopt an ecological taxation**
- 6. Provide a better use of the EU funds resources**
- 7. Improve and strengthen, by regulation and fiscal benefits, the commitment of the financial institutions to the green economy**
- 8. Ensure low-cost funding to the credit providers**
- 9. Promote and support green oriented initiatives involving venture capital and private equity**
- 10. Enhance the load of the insurance companies to support an adequate management of the environmental risks**
- 11. Encourage both public and private investments and financial resources provision in the direction of change**
- 12. Increase the demand for both public and private procurement of goods and services of high environmental quality**
- 13. Request publication of the key indicators of environmental impacts as a mandatory part of the corporate balance sheets**

14. Create a suitable National Guarantee Fund for the green economy investments
15. Support, including pilot projects start-up, the design and testing of innovative financial instruments
16. Define a coherent, stable and effective regulatory framework.

II. Ecoinnovation development

A suitable ecoinnovation for the development of a green economy promotes production and consumption systems based on the sustainable use of resources and on the reduction of negative impacts on natural ecosystems

17. Take care and promote outputs rather than merely the choice of technologies
18. Identify and adopt standards for the qualification of ecoinnovation
19. Support the diffusion of technological innovation of products and processes aimed at achieving an high environmental quality
20. Develop partnerships among universities, research institutes and businesses
21. Pave the way to a knowledge-based economy
22. Activate the participation of citizens and businesses in the responsible production and consumption.

III. Improve the ecoefficiency, the waste recycling and the renewability of materials

The ecoefficiency in the use of materials and the prevention of waste generation, the development of recycling and the disposal reduction and the production and use of local renewable materials have a major strategic importance either to ensure the availability of resources or to reduce dependence on imports and exposure to their rising costs and to reduce environmental impacts

- 23. Reduce, by the ecological design and packaging of goods, the bulk of wastes in the production and consumption processes**
- 24. Improve the waste recycling and reduce landfill**
- 25. Develop the market for the secondary raw materials and products made of recycled materials**
- 26. Establish standards for materials and for products derived from the recycling of wastes and introduce the quality assurance certifications**
- 27. Increase the applied research, the dissemination of innovations and of the best recycling technologies**
- 28. Measure the real amount of waste actually recycled**
- 29. Sustain production and use of biodegradable materials.**

IV. Development of energy saving and efficiency

The efficiency and energy saving have several clear advantages either environmental (lesser energy consumption, still mainly fossil, and allow to reduce, for example, the greenhouse gases

emissions), or economic (reducing energy costs and fossil fuel imports)

30. Provide energy consumption standard 30% lower for the new buildings after the 2014 and for those being subjected to major renovations
31. Introduce from 2015 the obligation of "*nearly zero energy*" for the public buildings
32. Confirm the 10% VAT on plants operation and revamping
33. Strongly promote the green public procurement
34. Adopt the legally binding maximization of energy efficiency in public lighting
35. Promote energy management systems and training of energy managers and management experts
36. Transpose the EU Directive on energy efficiency
37. Move energy efficiency incentives more and more towards the final customer
38. Diffuse the energy efficiency in the Public Administrations.

V. Development of renewable energy

The energy sector is responsible for about two-thirds of global GHG emissions. Against a target of halving with reference to 1990, the global emissions in CO₂ equivalent grew by more than 40% in the last twenty years. The fight against climate change, the effects of which are at last understood as potentially catastrophic, is probably the biggest challenge of our time. The renewables are

one of the main tools to win this challenge and to reduce the dependence on imported fossil energy

39. **Launch a national energy strategy and ensure its implementation**
40. **Simplify bureaucratic procedures and reduce costs for the realization renewable energy systems**
41. **Support investments to arrive at a gradual overcoming of the incentivizing approach**
42. **Strengthen and extend the Research Fund also involving private sector**
43. **Launch a national program for the modernization of the energy distribution grid**
44. **Provide measures to promote the distributed energy generation**
45. **Define a roadmap to medium and long-term development of technologies for renewable energy**
46. **Promote a specific action to support the development of thermal renewables**
47. **Prepare a national strategy for strengthening the biomass supply chain**
48. **Redefining the role of the thermoelectric sector in a context of a widespread penetration of renewables.**

VI. Protecting and valuing the ecosystem services

The European Roadmap for the development of the green economy pays great attention to the role of natural capital and of ecosystem services for a very simple reason: the new economy is called green because it relies on high environmental standards, maintaining and restoring the stocks of natural capital, protecting and enhancing the services provided by the ecosystems, the indispensable foundation of our health and of economic growth

49. Protect and enhance the Italian territory

50. Implement a program for urban rehabilitation

51. Protect and enhance the natural protected areas

52. Protect water resources with an efficient use and improve the water quality

53. Accelerate the reclamation and remediation of polluted sites

54. Achieve sustainable management of forestry.

VII. Development of the agricultural chains with ecological quality

The agricultural value chain, starting from the essential food production, toward agro-energies, production of biodegradable materials and management of forestry and land, may have significant potential for development relying on high ecological quality

55. Safeguard the agricultural destination of soils stopping their consumption and misuse

- 56. Promote multifunctionality of the agriculture and diversification of jobs in the rural areas
- 57. Promoting youth employment in agricultural sectors of ecological quality
- 58. Strengthen the outreach of information to consumers
- 59. Promote the development of agro-energy
- 60. Rationalise the use of water resources in agriculture
- 61. Promote organic farming and the best practices in agriculture
- 62. Pursue a larger diffusion of agriculture in hilly, mountainous and protected areas as well as in urban areas
- 63. Pay attention to legality in the agricultural sector

VIII. Development of a sustainable mobility

Sustainable mobility, while reducing emissions, environmental impacts and congestion, promotes new opportunities of development and employment.

- 64. Focus on sustainable urban mobility
- 65. Foster the diffusion of low-emission vehicles with differentiated road pricing and further forms of incentives
- 66. Develop ICT technologies for transport and mobility
- 67. Double by 2030 the modal share of goods and passengers transport by regional rail
- 68. Fully adopt teleworking

69. Attain the European target for biofuels by focusing on those of second and third generation and bio-methane

70. Achieve low energy consumption in maritime transport.