



TOWARDS A CIRCULAR ECONOMY: WASTE AS AN OPPORTUNITY

LIFE NO WASTE PROJECT

FINAL CONFERENCE

21 November 2014

9 AM – 1:30 PM

Venue: Sala degli Specchi - Teatro Romolo Valli - Piazza Martiri del 7 Luglio, 7 - Reggio Emilia (Italy)

The Municipality of Reggio Emilia, together with the Municipality of Trento, Ambiente Italia srl, Reggio Children and Coop Consumatori Nordest, has been implementing the LIFE No Waste project, funded by the LIFE+ programme. The project has 2 main objectives: to prevent/reduce waste produced by Mass Retail Channels (MRCs) and to design a reuse centre to recover non food unsold items from MRCs themselves. These objectives have been reached so far through specific agreements signed with Mass Retail Channels, communication campaigns, feasibility studies and networking actions among all stakeholders committed to waste reduction.

9.00 Registration of participants

9.15 Welcome by Mr Luca Vecchi, **Mayor of Reggio Emilia**

9.30 **Introduction, NO WASTE project**

- **Laura Montanari Municipality of Reggio Emilia**
- **Luisella Codolo Municipality of Trento**

- **Matteo Salata** responsible for sustainability IKEA Parma
- **Vito Gulli** President of Generale Conserve Spa
- **Alberto Bizzarri** Professor
- **Orsola Bolognani** Ambiente Italia
- **Barbara Sarnari** SVI.MED. onlus, Zerowaste Pro Project

ROUND TABLES

10.00 **Round table 1 – Policies and strategies**

- **Michelangelo Marchesi** Deputy Mayor for the Environment, Municipality of Trento
- **Mirko Tutino** Deputy Mayor for Infrastructures and common goods, Municipality of Reggio Emilia
- **Giuseppe Bortone** Environment General Director Emilia-Romagna Region
- **Alessandro Bratti** Chamber of Deputies, Commission for the Environment
- **Stefania Betti** Ministry for the environment – **LIFE National Contact Point**
- **Françoise Bonnet** Secretary General ACR+

11.00 **Round table 2 – Large retailers contributing to waste reduction**

- **Paolo Cattabiani** President of COOP Consumatori Nordest
- **Marco Pedroni** President of COOP Italia
- **Pietro Spagni** Head of Petra Polimeri S.r.l., President of Gruppo Riciclatori - Unionplast, Corepla Board Member

12.00 **Round table 3 – The economy of reuse**

- **Mario Sunseri** Vicepresident of Labelab
- **Eugenio Bertolini** General director of IREN Emilia
- **Alessandro Santachiara** Sindaco di Campagnola Emilia (RE)
- **Augusto Tosi** Cauto Social Cooperative Onlus, LIFE “NOW” project
- **Alessandra Vaccari** CEO Indica srl
- **Maya Battisti** Occhio del Riciclone ONLUS

Conclusion

- **Representative from the national government (TBC)**

13.30 **Light lunch**

INFO:

www.comune.re.it/nowaste
www.nowastenet.eu
0522 585115 – 0522 456652
giovanni.ferrari@municipio.re.it