

# EVERYONE HAS A PERSONAL SUSTAINABLE PROJECT

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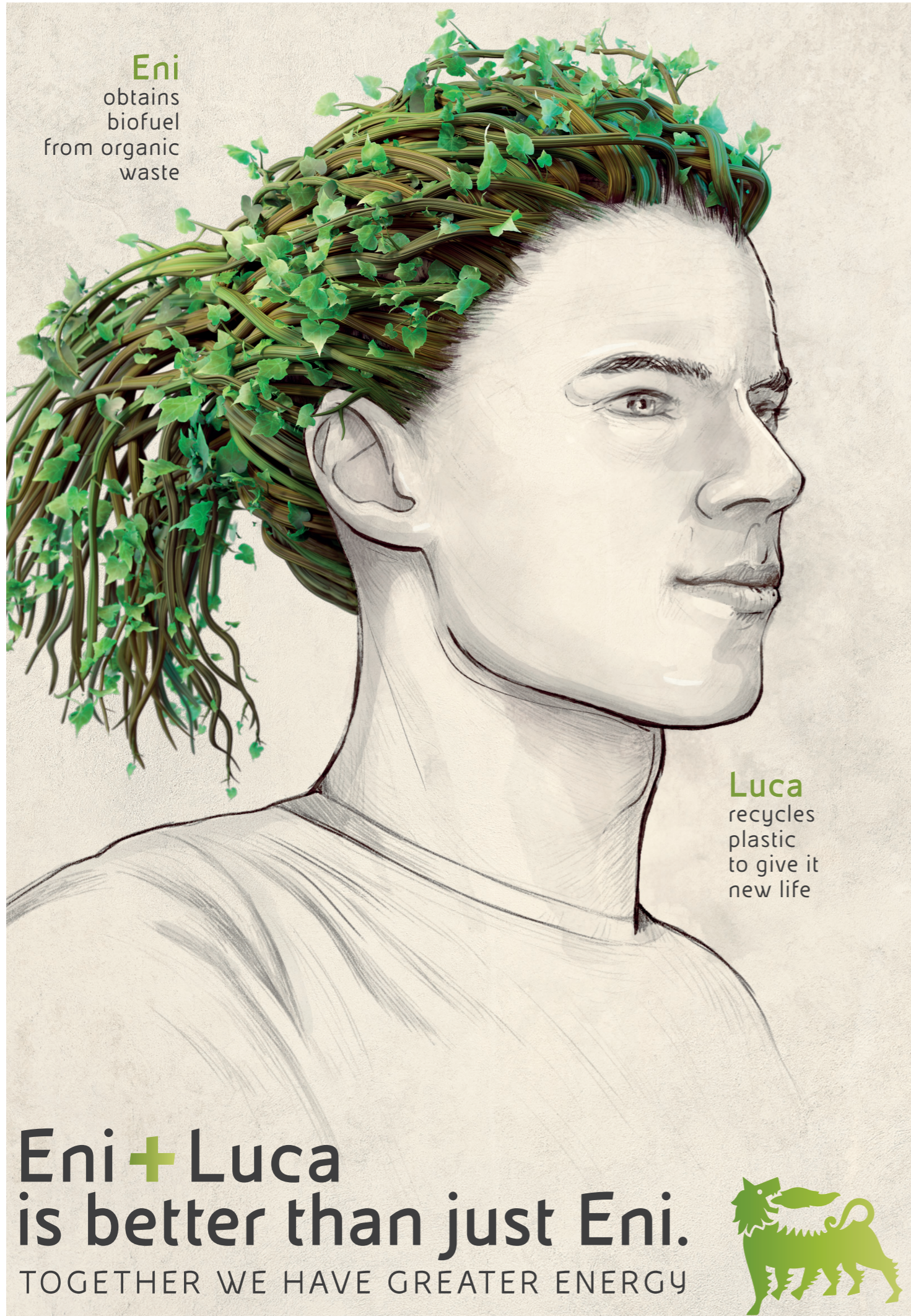
MILANO GREEN FORUM  
12 | 13 | 14 SEPTEMBER 2019  
MiCo Milano Convention Centre

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## PROGRAM

**Eni**  
obtains  
biofuel  
from organic  
waste



**Luca**  
recycles  
plastic  
to give it  
new life

**Eni + Luca**  
**is better than just Eni.**  
TOGETHER WE HAVE GREATER ENERGY



**Milano Green Forum**, a workshop where to reflect on the relationship in urban contexts between Public administration, companies, non-profit organizations and citizens on the theme of Environment.

Subdivided into **16 thematic areas**, the Forum hosts debates on major trends, shared definitions, spaces for cross-sectoral B2Bs, innovations, photographic exhibitions and a technological area dedicated to our surrounding elements (Air, Water, Soil, and Biodiversity).

It's the first edition of a cultural project that aims to inform and educate the civil society on an ongoing global shift, of which all of us are increasingly called to be actors.

**New ideas and new theories need to be shared.**

Join the Milano Green Forum.

# Program - September 12th 2019

OPENING CEREMONY - h 9.30 - 10.00 am

## HALL 1

Governance 4.0 and Sustainable Cities - h 10.00 - 11.30 am

During the session "Governance 4.0 and sustainable cities" it will be illustrated the path that UNICEF, IAIA Italy and ANCI have launched, aimed at presenting a sustainable smart city project for girls, children and adolescents to Italian cities and municipalities in implementation of the United Nations sustainability objectives (SDGs, Agenda 2030). The Project involves institutions, companies, trade associations, citizens and schools in a collaborative process and involves the use of new digital technologies (Artificial Intelligence, IoT, Big Data) for the integrated management of planning, evaluation and monitoring territorial governance choices with respect to the implementation of SDGs and the well-being of smart communities.

Moderator **Costanza Kenda**  
 Speakers *Spokeperson - Milano Green Forum*  
**Giuseppe Magro** President IAIA Italia  
**Paolo Rozera** Director Unicef Italia  
**Roberto Pella** Vicepresident ANCI

Plastic strategy

The plenary proposes to explain why plastic is so widespread and so polluting, where it is dispersed and what consequences it has for the natural habitat. The introduction of the issue of microplastics establishes the awareness that plastic pollution also reaches the body of human beings. It then goes on to identify which products should be eliminated from common use, as indicated by the Plastic Directive approved at European level, to conclude with the explanation of the methods of recycling of the existing plastic and with the presentation of some new materials alternative to it.

Moderator **Rudi Bressa** Journalist - LifeGate  
 Speakers  
**Cristina Tajani** Councilor for work, trade, staff, economic development Comune di Milano  
**Paolo Glelean** Board Member Plastics Recyclers Europe  
**Silvia Freni Sterrantino** EU Regulatory Affairs Manager European Plastic Converter  
**Elena Jachia** Director Area Environment Fondazione Cariplo

The bioeconomy or the economy for life

We have chosen to explain such a complex concept through the answers to the Who? Where? When? How? Why? So, who does bioeconomy, where it's done, since when, how is the processes and why it's necessary. The teaching approach is emphasized by the interview methodology, which ensures clear answers to necessary questions.

Moderator **Rudi Bressa** Journalist - LifeGate  
 Speakers  
**Giovanni Perotto** Postdoctoral Researcher IIT - Istituto Italiano di Tecnologia  
**Fabio Fava** Professor Università di Bologna  
**Kirsi Seppalainen** Vice President Stora Enso  
**Ilaria Bonetti** Project Manager SmartPilots

## HALL 2

How to invest in the environment

The plenary provides an overview on the concept of investment and on how the saver can understand which green bonds are oriented towards. It is then explained how the preference given to green companies can increase the market of the latter, effectively making the investor part of an improvement process.

Moderator **Margherita Gagliardi** Comm. and Design Manager - Carbon Tracker  
 Speakers  
**Lorenzo Allevi** CEO OltreVenture  
**Gianna Zappi** Director of Sustainability and Valorization UNI  
**Lisa Casali** Pool Manager Pool Ambiente  
**Andrea Di Camillo** Founder P101  
**Koen van Seijen** Partner Garnell

Sustainable mass events? It can be done! (in collaboration with ReMade in Italy)

Designing a large-scale event in an eco-sustainable way is a complex but achievable goal, potentially fraught with enormous positive impacts on the environment, the territory and the economy, as well as, inevitably, a requirement of political coherence for the administrations that intend to pursue the green turn. How to do? Let's talk about it with the people who are working concretely on the subject, helping to create (in Italy!) best practices at European level: Gloria Zavatta, who after the Expo experience, tackles the eco-sustainable design of the 2026 Winter Olympics and Silvano Falocco, on the European project "GreenFest" (led by AnciLombardia), the accompaniment to future minimum environmental criteria in this area.

Moderatore **Simona Faccioli** Director - ReMade in Italy  
 Relatori  
**Silvano Falocco** Director Fondazione Ecosistemi  
**Andrea Minetto** Consultant Culture Department Comune di Milano  
**Gloria Zavatta** CEO AMAT  
**Simona Fontana** CONAI

## HALL 3

How to make eco-friendly design

The plenary wants to explore, thanks to the contribution of various personalities of the supply chain, the approach that design processes can follow to be "eco-friendly". In this way we will try to achieve a sustainable vision of design, understanding its challenges but also its great opportunities.

Moderator **Renata Sias** Journalist - WOW! webmagazine  
 Speakers  
**Giuseppe Tortato** Architect and Founder GIUSEPPE TORTATO  
**Alessandro Grampa** Lead Sales and Business Development Hexagro Urban Farming  
**Luca Brusamolino** HR and Consultat Workitect  
**Simona Giacalone** Specifier Account Manager Herman Miller

Building real estate can turn green

The interviews will answer the following questions "what's wrong with the houses built up to till now?" - "green buildings can be for everyone's homes or are exemplary dedicated to a few?" "how can we build without impacts on nature?" "What is the new era of building materials?"

Moderator **Marco Caffi** COO - Green Building Council Italia  
 Speakers  
**Giordana Ferri** Head of Research and Planning Fondazione Housing Sociale  
**Matteo Orlandi** Associate ARUP  
**Nadia Boschi** Head of Sustainability Lendlease

## HALL 4

Talking about climate change

The plenary aims to present the different languages to describe climate change and to reach the citizen. Thus the word of the encyclical. We do not want to arrive at a classification of which method is the most effective, indeed the intent is that of inclusion; the more we talk about climate change the better is. The only prerogative is the competence of what is spread

Moderator **Tommaso Perrone** Director - LifeGate  
 Speakers  
**Edoardo Croci** Senior Research Fellow Green Università Bocconi  
**Davide Raffaeta'** CEO Agatheia Srl  
**Stefania Amato** Food Systems Network Manager C40 Cities Climate Leadership Group  
**Mauro Buonocore** Communication Officer CMCC

The "famous" circular economy

We have chosen to explain such a complex concept through the answers to whom? Where is it? When? Such as? Why? Therefore, those who make circular economy, where they do it, when, how processes are and why it is so important. The teaching approach is underlined by the interview methodology, which ensures clear answers to the necessary questions.

Moderator **Emanuele Bompan** Journalist - Renewable Matter  
 Speakers  
**Walter Stahel** Founder Product-Life Institute  
**Sabine Oberhuber** Co-founder Turntoo  
**Giancarlo Lauro** R&M Circular Economy Manager ENI  
**Christophe Debien** Director I.N. Eco. Circulaire  
**Eleonora Rizzuto** Fondatrice AISEC  
**Andy Tomkins** EMEA Sustainability Engagement Manager Canon EMEA

## q-HACK 4.0



Students will confront each other in the territorial co-planning of "smart" solutions for the city, with the support of the q-City 4.0 digital platform for assessing the environmental sustainability of the entire complex of processes that characterize a city. **6 themes; 4 hours; 1 chance** to realize it.

Technical-scientific committee: Giuseppe Magro (IAIA Italy), Roberta Vicentini (IAIA Italy), Stefania Pellegrini (IAIA Italy), Cinzia Vischioni (IAIA Italy), Marco Della Bella (IAIA Italy), Giampaolo Turini (Studio Architettura G.Turini), Domenico Patassini (IUAV Venice), Marcello Iocca (Waste & Chemicals), Marco Sumini (DIN University Bologna)

Location: Sala TURQUOISE 2

Time: 1.00 - 5.00 pm

11.30 | 13.30 am

2.30 | 5.00 pm

11.30 | 13.30 am

2.30 | 5.00 pm

# Program - September 13th 2019

## HALL 1

### Delivery tools to support the Environment

What are public and private funding today with an emphasis on environmental issues. Institutional and sector representatives tell the details of the tools used by companies, public administrations and citizens.

- Moderator **Maria Grazia Pedrana**  
Regione Lombardia
- Speakers
- Noemi Canevarolo**  
Programme officer Area Ambiente  
Fondazione Cariplo
  - Lucia Scopelliti**  
Head of Economic Planning Unit  
Comune di Milano

### Green Public Procurement: which products are "CAM compliant"? (collab. ReMade in Italy)

Once you understand the rules of the Procurement Code that require the inclusion of environmental criteria in public procurement, what are the eco-sustainable products in compliance? What are the environmental labels that confirm the possession of the requirements? The key to the "smooth" application of GPP lies in the verification systems and environmental labels; but on the other hand certifications are much more: they are the expression of a structured and progressive commitment of companies, which goes well beyond GPP.

The seminar tries to shed light on the rules and to provide a concrete map in which to orientate.

- Moderator **Simona Faccioli**  
Director - ReMade in Italy
- Speakers
- Silvano Falocco**  
Director  
Fondazione Ecositemi
  - Riccardo Rifici**  
Directorate General for Climate and Energy  
Ministero dell'Ambiente e della Tutela del Territorio e del Mare
  - Environmental labels
  - FairTrade
  - FSC
  - MSC
  - PSV
  - PEFC

### EUREKA part I

Pitch of 15 national and international innovations in the environmental fields that have been developed by intersecting different industrial sectors. Each start-up has a 10 minute live presentation, and on the MilanoGreenForum.com website will be published the topics available for contacts and the technical data sheets of each innovation.

- Moderator **Simone Mazzero**  
Exec. Assistant - Milano Green Forum
- Projects
- Eutopia**
  - L'alveare che dice Sì**
  - Captive Systems**
  - Ener2Crowd**
  - Rifo**
  - Hexagro Urban Farming**
  - Fili Pari**
  - Phononic Vibes**
  - Planet**
  - Ecoplasteam**
  - Apepak**
  - Ribes Tech**
  - LYNX4**
  - Fairbnb**
  - Windcity**

## HALL 2

### Biomimicry

Imitating the secrets of Nature to improve our lives and solve the problems we have created.

For four billion years, nature has refined models and systems to meet the challenges of evolution.

Today, therefore, we have at our disposal an endless archive of solutions from which to draw to make our economies more sustainable.

- Moderator **Alessandro Bianciardi**  
Co founder - Biomimicry Italia
- Speakers
- Gaetano Cascini**  
Professor  
Politecnico di Milano
  - Mariangela Stoppa**  
President  
BioDesArt
  - Alessandro Villa**  
CEO  
Planet

### Food

The Plenary intends to present the main technological innovations of the agri-food sector, able to create new forms of loyalty among producers, distributors and consumers, increasingly attentive to environmental and social sustainability towards the environment and local communities.

- Moderator **Maria Cristina Ceresa**  
Director - Green Planner
- Speakers
- Michele Martinotti**  
Head of Marketing  
Too Good To Go
  - Alessandra Savina**  
Ph. D.  
Politecnico di Torino
  - Eataly**
  - Syndial**

### European projects: private public projects in defense of the environment

Horizon2020, Life, Interreg are some of the European tools to achieve, at a strategic level, the objectives and priorities of the European Union also in terms of environmental sustainability. The plenary talks about various projects in defense of the environment that involve universities, companies and public administrations.

- Moderator **Rudi Bressa**  
Journalist - LifeGate
- Projects
- Project CirCE**
  - Project TACKLE**
  - Project SmartPilots**
  - Interreg Smart**
  - Project CIRCE2020**
  - Life Choose Nature**
  - GreenFest**

## HALL 3

### The certification is a label

The plenary illustrates the certification scheme by understanding the difference between a certified and a non-certified product, which certifications at national and international level exist, which are their usefulness and how the consumer can affect the market by choosing or not this path of consumption.

- Moderator **Maria Grazia Persico**  
CEO - MGP Partners
- Speakers
- Filippo Trifiletti**  
General manager  
Accredia
  - Piero Torretta**  
President  
UNI
  - Adriana Baffetti**  
ALPI Member affiliated with CCI
  - Angelo Ferlini**  
CONFORMA Member affiliated with CCI
  - Davide Rizzardi**  
Gruppo San Donato

### Smart city 4.0 (in collab. with IAIA Italia)

What is the smart city? When can a city be called "smart"? What are the elements of a smart city? How is the "smartness" of a city evaluated? Who are the stakeholders of a smart city? What criteria, guidelines, standards to adopt?

The plenary aims to answer these questions thanks to the presence of international experts in technology, innovation, startups and artificial intelligence, applied to improving the sustainability of the cities of the future.

- Moderator **Giuseppe Magro**  
President - IAIA Italia
- Speakers
- Renato Grottola**  
Senior Vice President  
DNV GL
  - Giovanni Fazio**  
Secretary  
Smart City Association Italy
  - Tiziana Fiorella**  
Lawyer  
Studio Rödl & Partner
  - Domenico Patassini**  
Professor  
Università IUAV di Venezia
  - Niccolò Teodori**  
CEO  
Elemize Technologies
  - Raffaello Teani**  
ANIE Energia

### Fashion

The textile industry and the brands tell how the sector is changing in the light of a more aware and expecting consumer. New materials, recycle and re-use of yarns, global and local strategies to create sustainable fashion.

- Moderator **Giusy Bettoni**  
CEO - C.L.A.S.S.
- Speakers
- Kirsi Seppalainen**  
Vice President  
Stora Enso
  - Andrea Rosso**  
Founder  
Myar
  - Enrico Gessner**  
Director  
ENKA Italia
  - Flavio Sciuccati**  
Senior Partner  
European House Ambrosetti

## HALL 4

### Environmental legislation

The day is dedicated to all professionals in the environmental sector who need to be informed about the main legislative innovations on this topic. Ample space is given to the analysis of the new Waste Directives, Weee, Packaging, Landfills, Energy Efficiency.

- Introduce **Costanza Kenda**  
Spokeperson - Milano Green Forum

### h. 9.30 - 11 The 231 liability system in environmental crimes

- Alessandro Keller**  
Lawyer  
Studio Fieldfisher

### h. 11 - 12.30 am Sustainability Report: the strategic importance of voluntary reporting of environmental impacts for SMEs

- Silvia Batello**  
Lawyer  
Studio Rödl & Partner
- Maria Hilda Schettino**  
Lawyer  
Studio Rödl & Partner

### h. 2 - 3 pm Analysis of the changes made to the Waste Directive from the cd. Circular economy package

- Miriam Allena**  
Professor  
Università Bocconi

### h. 3 - 4.30 pm Energy efficiency - instructions for use

- Carlo Spampinato**  
Lawyer  
Studio Rödl & Partner

### Workshop CANON



The professor of the Canon Academy, **Alessandro Tiraboschi**, will hold a workshop aimed at young people. A photographic experience whose approach is the appreciation of a place, the search for the location for the realization of the photographic shot in respect of nature and the environment.

Location: **Sala TURQUOISE 2**

Time: **2.00 pm - 5.00 pm**

- Anna Maria Rugarli**  
Sustainability & Responsibility Senior Director EMEA  
VF International
- Francesco Marini**  
Vicepresident  
Confindustria Toscana
- Francesco Merlino**  
Owner  
Vegea
- Stefania Ricci**  
Director  
Museo Ferragamo

9.30  
|  
11.00  
am

11.30  
|  
13.30  
am

3.00  
|  
5.00  
pm

# Program - 14th September 2019

## HALL 1

### Environmental sustainability strategies for tourism in the 21st century (in collaboration with IAIA)

The plenary aims to present innovative digital tools for the tourism sector in an effective green perspective, based on collaboration platforms for tourists, operators and local communities

- Moderator  
**Giuseppe Magro**  
President - IAIA Italia
- Speakers
- Claudia Pedercini**  
Project Manager  
AttivAree Valli Resilienti
- Thomas Bryant**  
Managing Director & Founder  
TFB Consulting
- Paola Solari**  
EIA and sustainable development sector  
Regione Liguria
- Giorgio Baldizzone**  
President  
ENSEA
- Paola Gazzolo**  
Councillor  
Regione Emilia-Romagna

### EUREKA part II

Pitch of 15 national and international innovations in the environmental fields that have been developed by intersecting different industrial sectors. Each start-up has a 10 minute live presentation, and on the MilanoGreenForum.com website will be published the topics available for contacts and the technical data sheets of each innovation.

- Moderator  
**Simone Mazzer**  
Executive Assistant  
Milano Green Forum
- Midori**  
**Pigmento**  
**Biorfarm**
- Wiseair**  
**Life Breath**  
**TomaPaint**
- ReBlend**  
**B-PLAS**  
**Borsino Rifiuti**
- HBI Group**  
**Spireat**  
**Wecity**
- MATCH**  
**Aquaseek**

## HALL 2

### Environmental education

The plenary aims to present to students interested in environmental issues and active in the "Fridays for Future" movement what is meant by environmental sustainability. In fact, students will be given the knowledge to carry out their battles with more awareness and more competence.

There will be quizzes to test the level of knowledge on the various issues concerning environmental sustainability and direct dialogues with experts.

In particular the issues of clean energy, alternative mobility, quality agriculture and the development of skills will be addressed to change one's own and others' way of life.

- Speakers
- Legambiente Lombardia**  
**Barbara Meggetto**  
President  
Legambiente Lombardia
- Damiano Di Simine**  
Scientific manager  
Legambiente Lombardia

- FLA**  
**Fondazione Lombardia per l'Ambiente**

- ENEA**  
**Agenzia nazionale per le nuove tecnologie, l'energia e lo sviluppo economico sostenibile**

## HALL 3

### Laudato si

The Encyclical *Laudato Si* as well as the contributions of the previous Popes collect the reflections of scientists, philosophers, theologians and social organizations that have enriched the Church's thinking on environmental issues. A different language to deal with the same problem.

- Moderator  
**Laura De Luca**  
Editor in chief - Radio Vaticana
- Speakers
- Gaia De Vecchi**  
Professor  
Università Cattolica del Sacro Cuore
- Giulia Lombardi**  
Professor  
Faculty of Philosophy - Pontificia Università Urbaniana
- Simone Morandini**  
Professor  
Istituto di Studi Ecumenici San Bernardino - Venezia

## HALL 4

### From the Resilient City to the Resilient Neighborhood

Cities are complex bodies, where environmental, climatic and socio-economic problems change in a few hundred meters. This is why in the last few months we have worked on the definition of a strategy that knows how to look at the context in its temporal but also spatial dimension.

- Moderator  
**Piero Pelizzaro**  
CRO - Comune di Milano
- Speakers
- Ilaria Giuliani**  
Deputy CRO  
Comune di Milano
- Corrado Bina**  
Home Division Manager  
MM
- Eugenio Morello**  
Professor  
Politecnico di Milano

### Workshop of Ideazione Bio-ispirata



The workshop, under the supervision of **Alessandro Bianciardi**, aims to deepen the knowledge of Bio-inspiration methodologies and perceive their creative potential for solving complex problems.

Workshop participants are kindly requested to bring material to write and draw sketches with them (some colored pens / markers would be useful).

Location: **Sala TURQUOISE 2**

Time: **9.30 - 12.30 am**

# Fuori Green - Film Festival

Thanks to the collaboration with **Anteo City Life**, Milano Green Forum offers citizens a film festival dedicated to environmental issues. 8 projections to testimony how cinema is committed to diffuse the reality of what's happening to our planet.

Free tickets are available in the pavilion at the Anteo point.

## Thursday, September 12th

5.50 pm



**The Red Turtle** (2016) - 80'

Directed by Michaël Dudok de Wit

Awards: Best Independent Animation Film at the Annie Awards, Un Certain Regard Special Award at the Cannes Film Festival

Synopsis: A castaway remains trapped on a tropical island inhabited by numerous types of animals. His desperate attempts to escape are systematically thwarted by a strange sea creature, a red tortoise.

7.40 pm



**Anthropocene** (2018) \* - 87'

Directed by Jennifer Baichwal, Edward Burtynsky, Nicholas de Pencier

Synopsis: Anthropocene is the completion, after Manufactured Landscapes (2006) and Watermark (2013), of a trilogy of documentaries on the impact of human activities on our planet. A journey across six continents, narrated by the voice of Alicia Vikander, to bring together the different ways in which man is exploiting the earth's resources and modifying the Earth like never before, more than natural phenomena do.

\* Preview, with presentation

## Friday, September 13th

7.40 pm



**This Changes Everything** (2015) - 89'

Directed by Avi Lewis

Awards: Audience Award at the 2015 Toronto Film Festival

Synopsis: Documentary filmed in nine countries and five different continents over the course of four years. It is an epic attempt to reinvent the great challenge that climate change represents. The film consists of seven portraits of communities at the forefront of the fight against global warming, from Canada to China, from Greece to India and beyond.

9.40 pm



**Beasts of the Southern Wild** (2015) - 91'

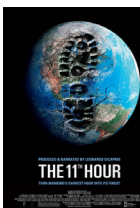
Directed by Benh Zeitlin - with Quvenzhané Wallis, Dwight Henry, Pamela Harper

Awards: Caméra d'or at the 2012 Cannes Film Festival, Best photography and Grand Prix of the Sundance Film Festival 2012 jury

Synopsis: Hushpuppy is six years old and lives alone with his father Wink in the swamps of southern Louisiana, in an area called The Big Tub, due to the flooding it faces during cyclones. While the specter of a terrible hurricane frightens the local community, displacing many, Wink discovers he is seriously ill and having to prepare his daughter to get by on her own. His wish is that Hushpuppy will not abandon his land, but will one day become the king, the strongest creature.

## Saturday, September 14th

3.30 pm



**The 11th Hour** (2007) - 95'

Directed by Nadia Conners and Leila Conners - with Leonardo DiCaprio, Sylvia Earle, Paul Hawken, Stephen Hawking

Synopsis: Through the testimony of numerous scientists and environmental experts the documentary shows the degradation of our ecosystem and proposes some solutions to try to change the course of events that is bringing the Earth towards the 11th hour, or the point of no return to the ruin of our planet.

5.20 pm



**Tomorrow** (2015) - 118'

Directed by Cyril Dion, Mélanie Laurent

Synopsis: Two directors direct an on the road documentary in search of answers to safeguard the environment and future generations. They visit ten countries to meet the advocates of a new eco-sustainable model and a more virtuous vision of the world.

7.40 pm



**An Inconvenient sequel** (2017) - 100'

Directed by Jon Shenk and Bonni Cohen - with Al Gore

Awards: British Academy Film Award for Best Documentary, Empire Award for Best Documentary

Synopsis: Eleven years after the Oscar-winning documentary on global warming, Al Gore returns to the issue in An inconvenient sequel: starting from Trump's energy policy and the cancellation of Obama's agreements on pollution.

9.40 pm



**Food ReLOVution** (2016) - 83'

Directed by Thomas Torelli

Synopsis: A documentary that examines the consequences of the culture of meat in view of the growing concern about health impacts, world hunger, animal welfare and the environment. The goal is to show how these global problems affect everyone and are interrelated. Today even just shopping in a conscious way, knowing what you buy and what you eat, is the first very important step towards a better world.

in collaboration with

**CITY LIFE** Anteo

# International Mail Art Project "EUREKA!"

**EUREKA!**  
**THE GLOBAL GOALS**  
For Sustainable Development



## Themes

The exhibition organized for Milano Green Forum will cover four fundamental elements of the world around us: **Air, Water, Soil and Biodiversity.**

Four themes chosen to talk about the problems, the solutions and the value that these elements have in the lives of us all.

## What is Mail Art?

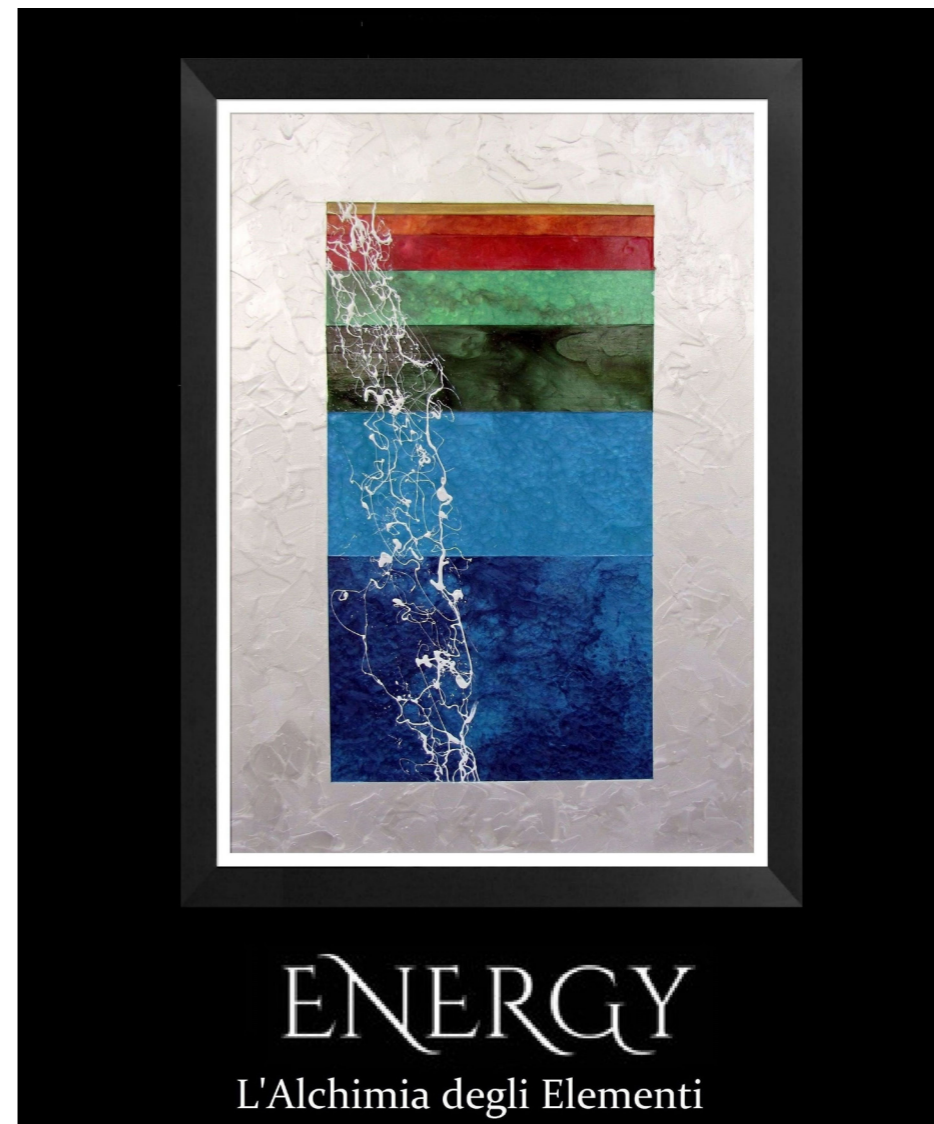
Mail art or postal art is an avant-garde artistic practice which consists in sending postcards, envelopes, and the like by post to one or more recipients, graphically and artistically reworked. It is one of the most long-lived artistic movements in history. A network of Mail artists, composed of thousands of participants from over fifty countries, has evolved since the 1950s, starting with the work of Ray Johnson, who codified it in 1962, in turn influenced by previous groups, primarily Futurism, then Dada and the contemporaries of the Fluxus group and which has spread throughout the world, up to the present day.

## The exhibition

The artist **Diego Racconi** is the creator and organizer of an international project of mail art, with works from the five continents, on the theme of environmental relevance: **"How can art save the planet?"**

Many artists have responded to this call and on this theme, with a series of works with a heterogeneous and varied stylistic code, proposed with a specific exhibition organized during the traveling exhibitions.

# Art exhibition - Diego Racconi



The works want to represent the interaction between the different natural elements and they want to investigate the relationships between contemporary man and the environment in which he lives, leading to reflect and to be aware of the mutual and delicate interconnection between Man and Nature that the surrounds.

A particular series of works is inspired by the "Fibonacci numbers"

# Workshop

## The sustainability of a shot



The professor of the *Canon Academy*, **Alessandro Tiraboschi**, will hold a workshop aimed at young people. A photographic experience whose approach is the appreciation of a place, the search for the location for the realization of the photographic shot in respect of nature and the environment.

Location: **Sala TURQUOISE 2**

Time: **2.00 pm - 5.00 pm**

For info write to [workshop@milanogreenforum.com](mailto:workshop@milanogreenforum.com)

[Registrations via EVENTBRITE](#)

### Premise

Our life in the digital age has become hectic and exhausting. Every day we are inundated with content and virtual stimuli that we are no longer able to manage, so many people begin to turn their attention to lifestyles that simplify and improve their quality of life.

A true philosophy of thought whose goal is to recover one's personal spaces, living experiences, carving out more free time and favoring relationships and ties with people and the natural environment that surrounds us.

A philosophy that emphasizes the concept of quality and respect in relationships between people and with nature, a movement in contrast to the current concept of "multitasking" of speed and quantity.

This concept is applicable to the world of photography, where the right attitude of research, study and preparation of the shot can lead to particularly interesting, constructive and satisfying experiences, producing images of undoubted quality.

### Who is the Workshop for?

To all photography enthusiasts, from the novice to the amateur photographer. No particular level of preparation is required but only a great desire to confront, learn and share experiences on the subject of photography and the environment.

### Program

#### Theoretical session in the classroom

- Canon's commitment to the environment.
- The photographic experience as an approach to the appreciation of a place, from the search for the location to the realization of the photo shoot.
- How to enjoy photographic passion with the utmost respect for nature and the environment that hosts us.
- Tools and techniques for photographing with a more reflective and qualitative approach, the indispensable and superfluous technology.
- Let's focus on the quality of the shot rather than the quantity, how to improve our photographs in just a few steps.
- We store our shots, store and print our photographs.

#### Outdoor practice session

- Practical demonstration of the teacher on the research, the choice of the subject and the shooting technique to realize the desired image.
- Practical test carried out by the participants with equipment supplied by Canon and / or owned by the participants themselves.
- Selection and selection of images, made by the participants, for printing with Canon Selphy printers.

### What will you learn?

A new approach to digital photography, an alternative to fully enjoy your passion.

# Photo exhibition - Franco Banfi

In collaboration with **Canon Italia**, there is a photographic exhibition by **Franco Banfi** dedicated to nature photography in aquatic environments. The photos represent marine biodiversity and highlight the effects of climate change on nature.

#### GROUP OF CARANGIDS (CARANX)

Parco Nazionale di Cabo Pulmo, Messico, Mare di Cortés, Oceano Pacifico

Canon EOS 5DS, EF8-15mm, f/4L, FISHEYE USM, ISO 320, f 11, 1/160 sec



#### WALRUS (ODOBENUS ROSMARUS)

Svalbard Archipelago, Arctic Ocean

Canon EOS D Mark III, EF-mm, f/2.8, Fisheye, ISO 1250, f 8, 1/500 sec

#### SUBAQUEOUS EXPLORE ANGELITA CENOTE

Quintana Roo, Yucatan Peninsula, Mexico

Canon EOS 5DS, EF8-15mm, f/4L, FISHEYE USM, ISO 640, f 5.6, 1/60 sec



#### PUPPY OF CAPODOGLIO (PHYSETER MACROCEPHALUS)

Island of Dominica, Caribbean Sea

Canon EOS 5DS R, EF-15mm, f/2.8, Fisheye, ISO 640, f 7.1, 1/1000 sec

# q - HACK 4.0 - IAIA Italia

## "Co-designing Sustainability 4.0"

Milan Green Forum hosts the first edition of "q-HACK4.0" on a regional scale, organized by IAIA Italia

12th September 2019

Reception and training of co-planning groups 12:30 am

Start of work **2.00 pm**

End of work **5.00 pm**

Location: **Room q-Hack**

In 2015, the United Nations approved the 2030 Agenda for Sustainable Development, identifying 17 main objectives (Sustainable Development Goals - SDGs) that represent the direction towards which every public / private organization will have to direct its efforts to improve its social responsibility and credibility towards stakeholders, exploiting the potential of new digital technologies in a systemic logic of participation and active citizenship.

The q-HACK4.0 event on a regional scale is part of the activities of the q-City 4.0 national project promoted by UNICEF Italia and IAIA Italia, which provides for the activation of strategies and digital tools of Governance 4.0 able to improve the level of environmental and social sustainability with respect to the SDGs, with particular reference to the quality of life and well-being of girls, children and adolescents in Italian cities.

### Why "q"?

Because the project involves the use of a specific module of q-City Platform 4.0: digital platform for co-planning and managing the sustainability of smart cities & communities, with the contribution of all stakeholders: institutions, businesses, citizens, professionals, educators, students.

### Why "Hack"?

Because the event aims to compare (as happens in a hackathon) groups of students, who with the platform and new instruments of observation and "reading" of the territory, activate paths of research and co-planning of solutions "Smart" for your city.

### Why "4.0"?

The project applies the "4.0" concept of computerization and digitalisation of industrial processes in the paths of education to environmental sustainability and active citizenship, as it involves the use of IoT social engagement tools to support sustainable choices.

The q-HACK4.0 project is aimed at university students and aims to transmit their skills and operational tools of active citizenship, based on the use of artificial intelligence, to build an effectively sustainable city for all stakeholders. Students will confront each other in the territorial co-planning of "smart" solutions for the city, with the support of the digital platform q-City4.0 assessing the environmental sustainability of the entire complex of processes that characterize a city.

•6 themes: Smart City Items (EU) - Smart Governance, Smart People, Smart Living, Smart Mobility, Smart Economy and Smart Environment

•5 hours to co-design "smart" solutions for the city and the communities

•1 chance to be able to realize it together with the main technological partners

For registrations:

[Eventbrite](#)

# Green Experience

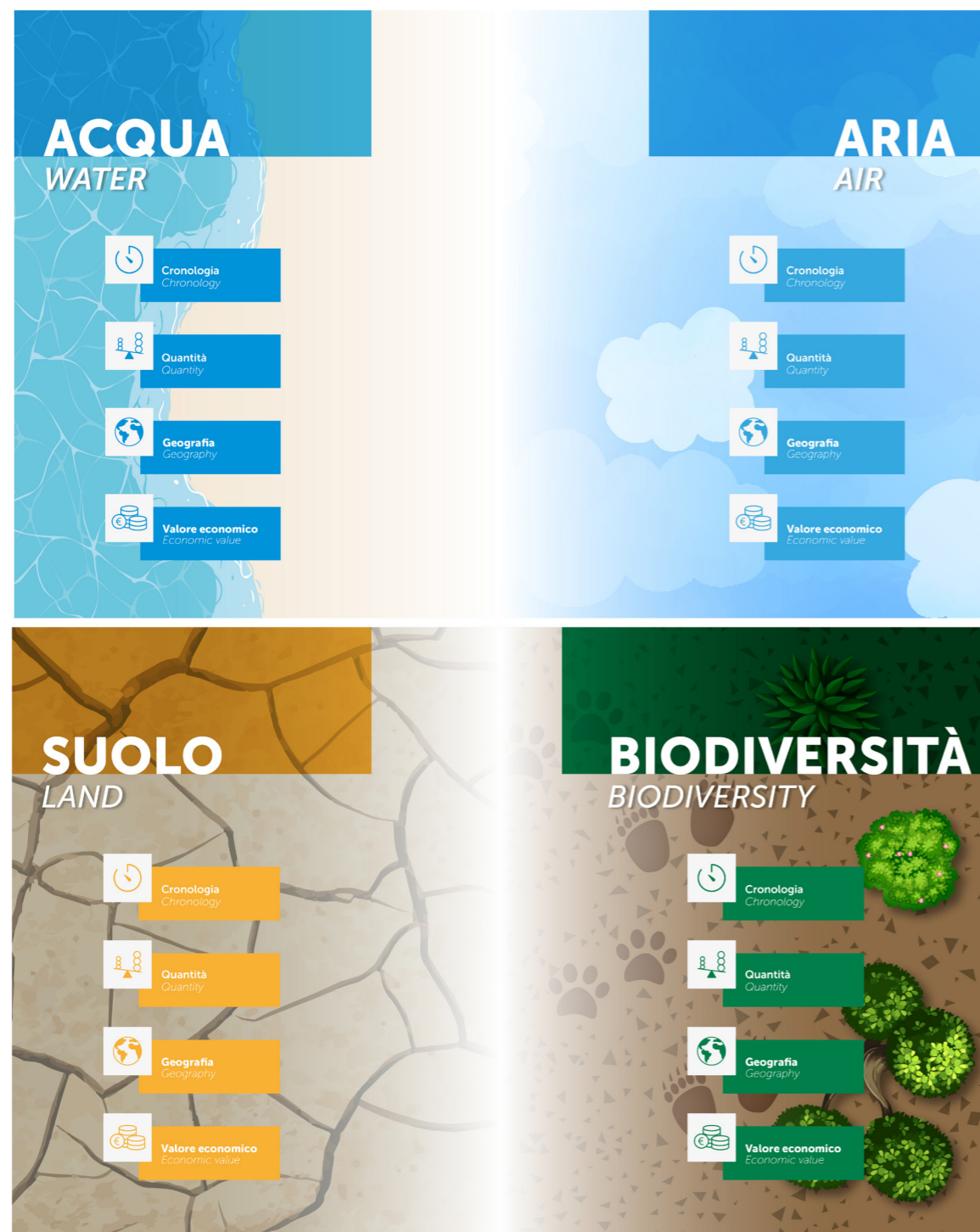
## Air, Water, Soil and Biodiversity

Four walls to tell problems, solutions and value of these four elements through an intuitive and immediate technology.

In the narration of **problems**, the Green Experience analyzes for each of the four elements different but related categories of analysis. To facilitate the understanding of the impact that these elements bring to the whole of humanity, the analyzes carried out are: **Temporal, Quantitative, Geographical, Economic**. Each of the analyzes will be illustrated by a different animation with which the user will be able to interact and discover the message.

The **solutions** want to briefly present some important innovations and initiatives that can provide concrete help in solving the problems that have been previously highlighted and many others. Among them there will be startup projects, political and cultural initiatives, associations and much more, showing a whole network of actors and ideas that can bring a concrete improvement in the lives of all of us.

**The Green Experience is the most direct way to show you that the problem exists, but there are different solutions to solve it.**



THE RENEWABLE MATERIALS COMPANY

# Maximising the potential of biomass for a sustainable future

The Biomaterials division offers a variety of pulp grades to meet the demands of paper, board, tissue, textile and hygiene product producers. We are maximising the business potential of biochemicals, such as tall oil and turpentine extracted in our processes from biomass. Based on our strong innovation approach, all fractions of biomass, like sugars and lignin, hold potential for use in various applications.



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