

Il contributo della Green Economy per la ripresa dell'Italia

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Roma, 13 aprile, 2015

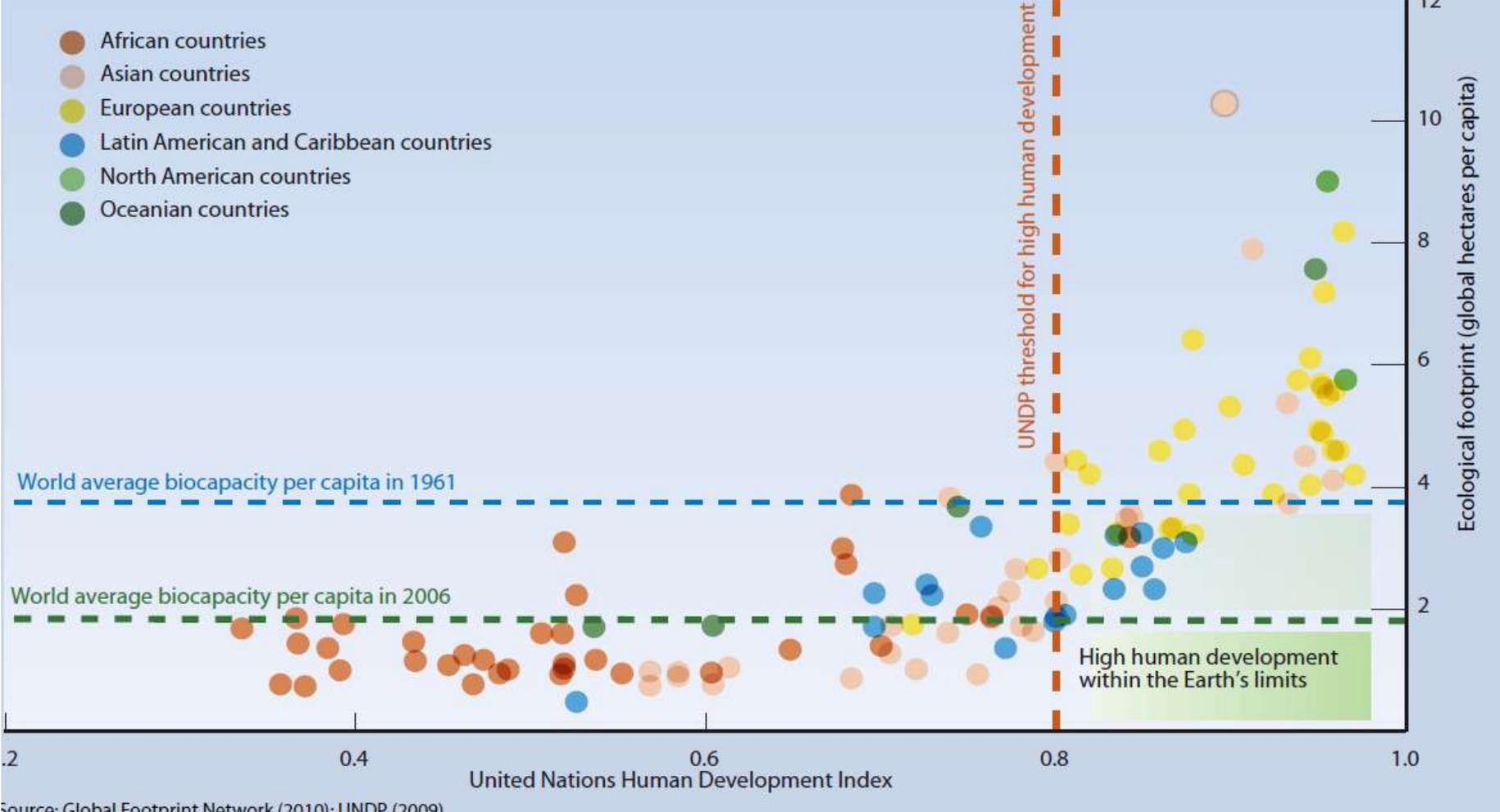


MEETING DI PRIMAVERA

Temi

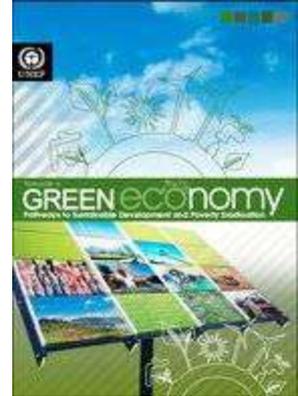
1. L'urgenza di una modifica del modello di sviluppo nella prospettiva della green economy
2. Qualche dato su dove stiamo andando
3. Green, Sostenibilità e performance impresa
4. Nuovi business models

An unsustainable world

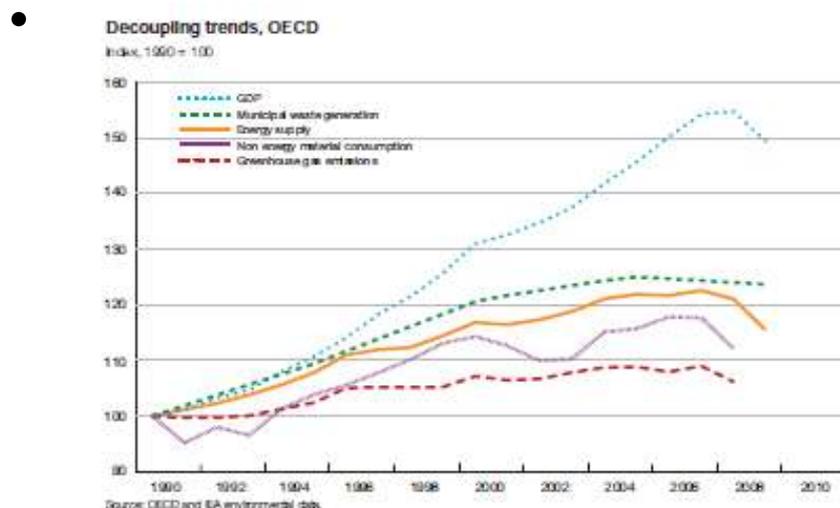


LA GREEN ECONOMY:

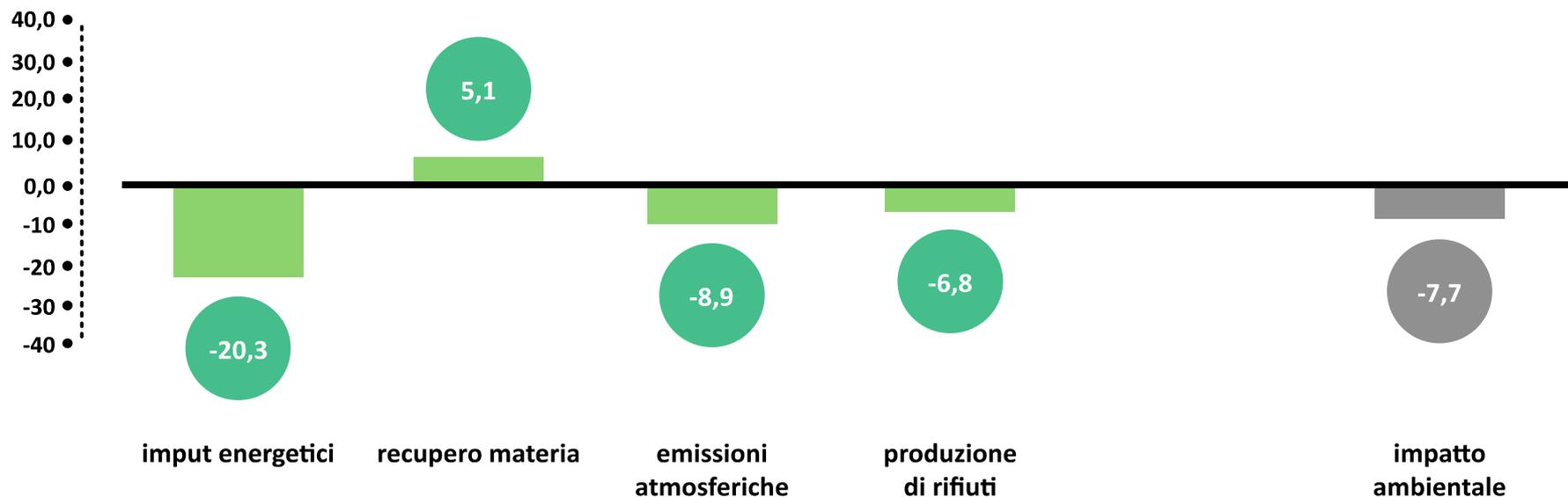
La definizione dell' UNEP e il decoupling dell'OCSE



- Il Rapporto “verso una green economy” del 2011 la definisce “come un’ economia capace di produrre un benessere, di migliore qualità e più equamente esteso, migliorando la qualità dell’ ambiente e salvaguardando il capitale naturale” .

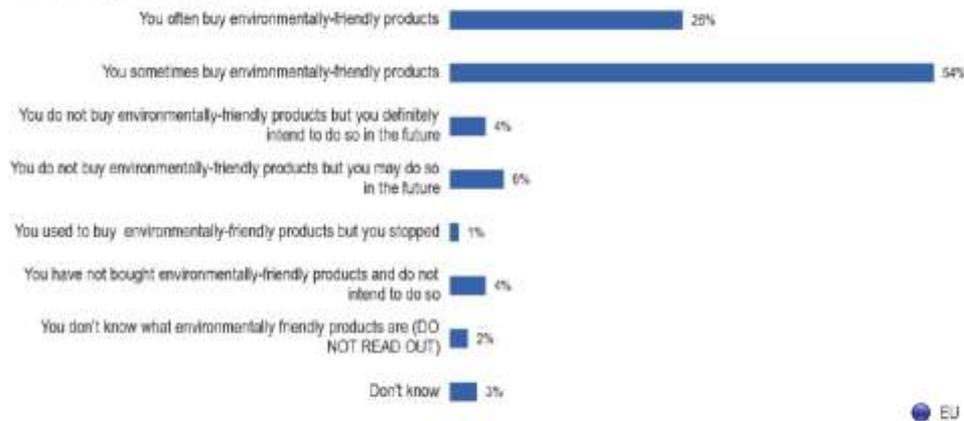


L'ecoeficienza dell'industria italiana (per unità di prodotto) – 2008-2012



Fonte: elaborazioni su dati Eurostat, Ecocerved e Istat

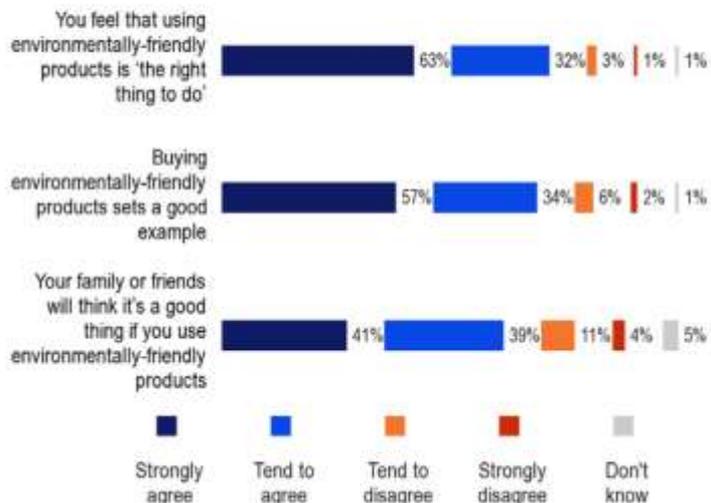
Q3. Here are some statements about environmentally-friendly products. Which of the following statements best describes your behaviour towards these products in general?



Base: All respondents = 25568

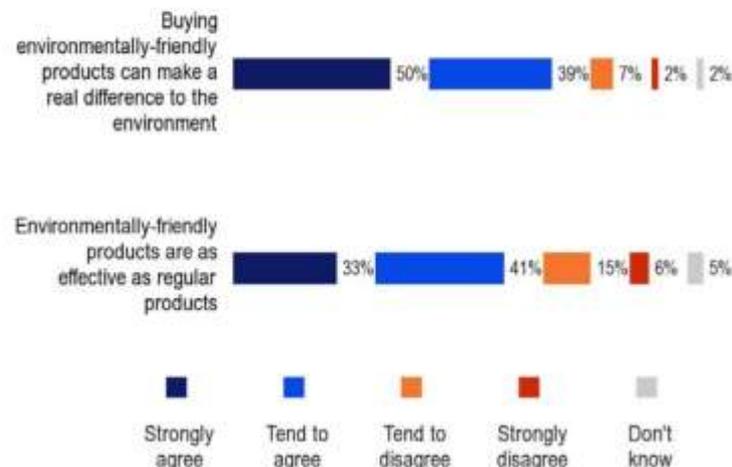


Q4. Here are some statements about the environment and environmentally-friendly products. For each one please indicate if you agree or not.



I consumatori

Q4. Here are some statements about the environment and environmentally-friendly products. For each one please indicate if you agree or not.

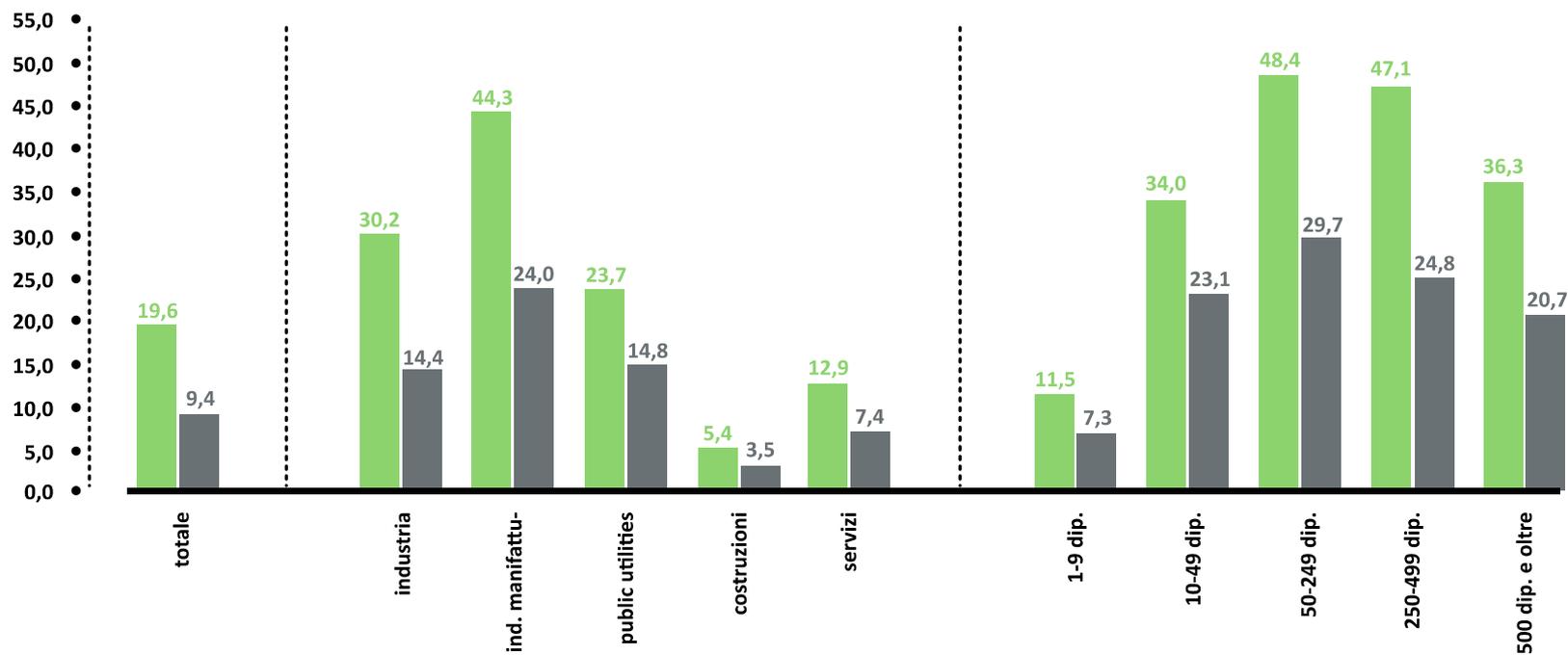


Q6. How much more, if anything, would you be willing to pay for products if you were confident that they were more environmentally friendly?



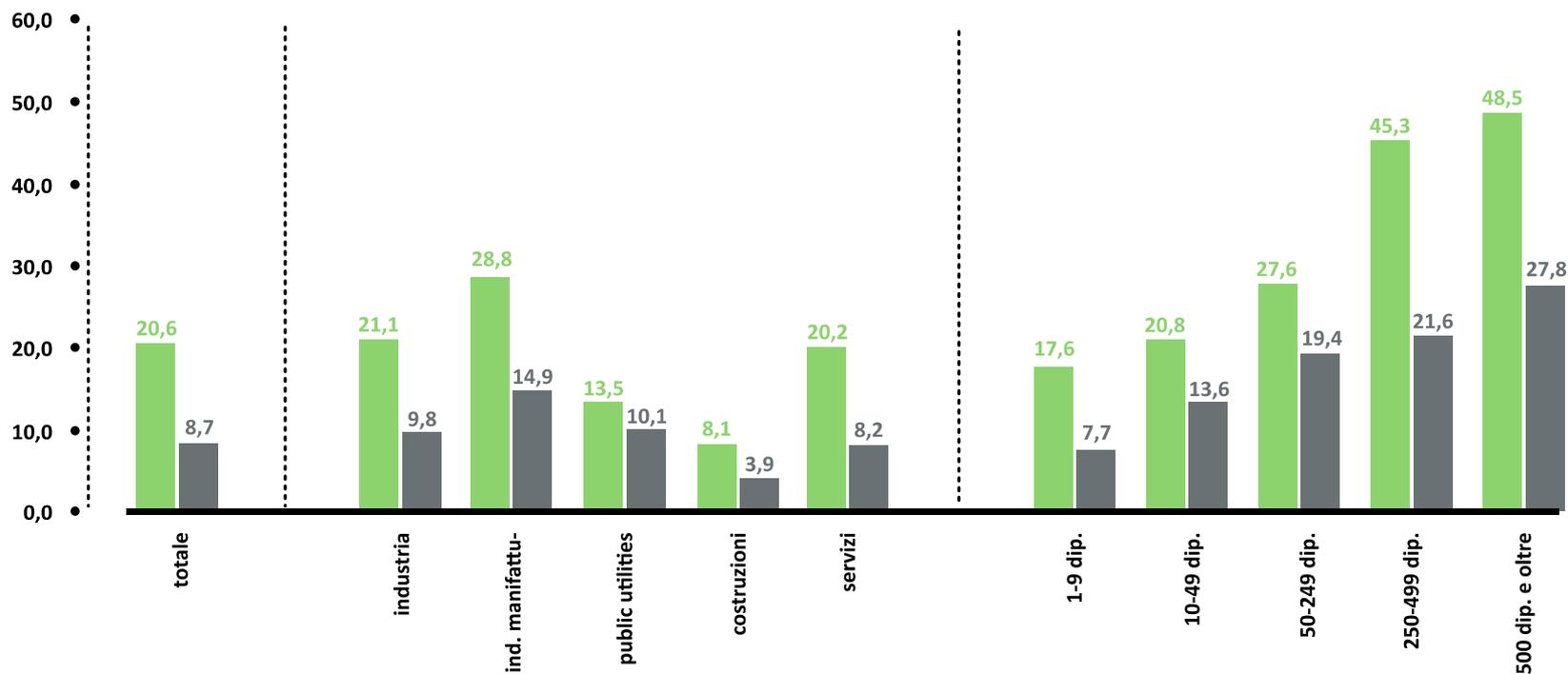
Source: Attitudes of Europeans towards building the single market for green products – Eurobarometer 2013

Incidenza percentuale delle imprese esportatrici tra le imprese che investono in prodotti e tecnologie green, a confronto con quelle che non investono, per settore di attività e classe dimensionale



- imprese che investono nel green
- imprese che non investono nel green

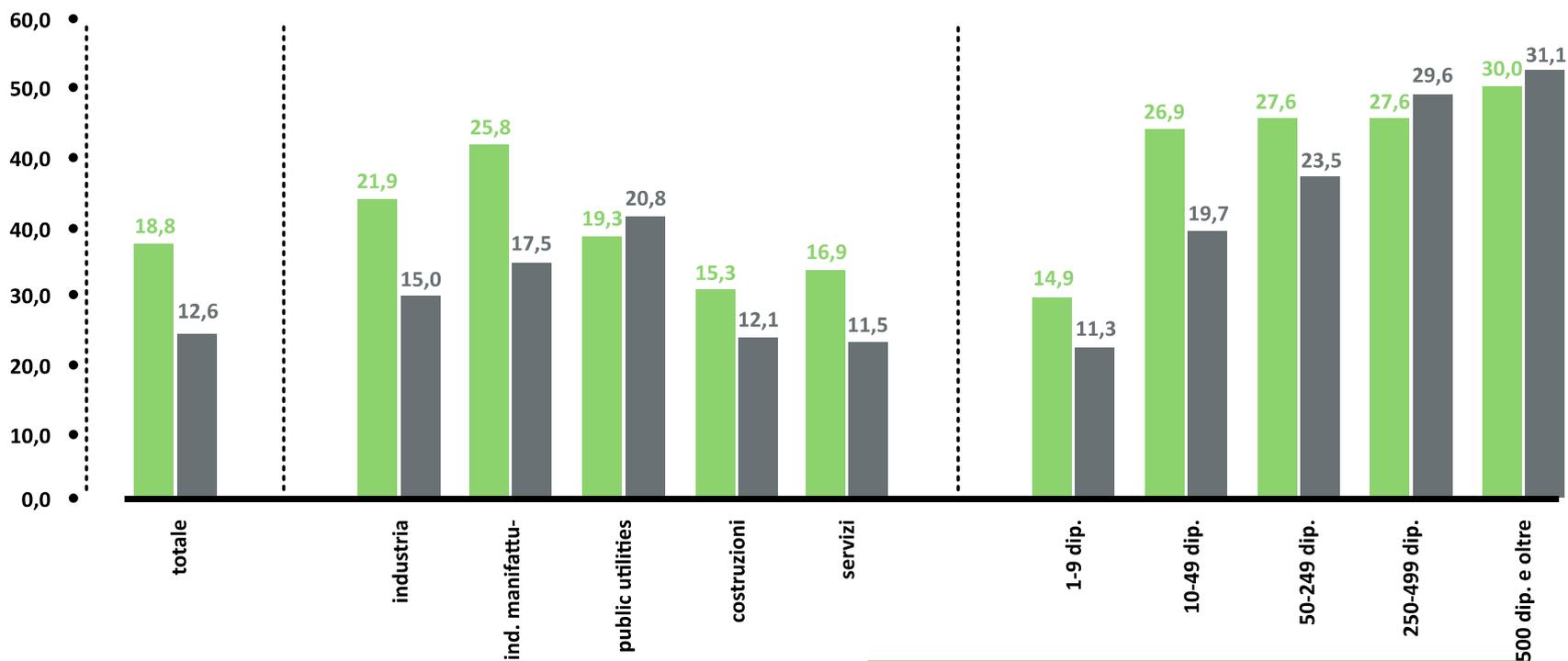
Incidenza percentuale delle imprese che hanno sviluppato nuovi prodotti o servizi tra le imprese che investono in prodotti e tecnologie green, a confronto con quelle che non investono, per settore di attività e classe dimensionale



- imprese che investono nel green
- imprese che non investono nel green

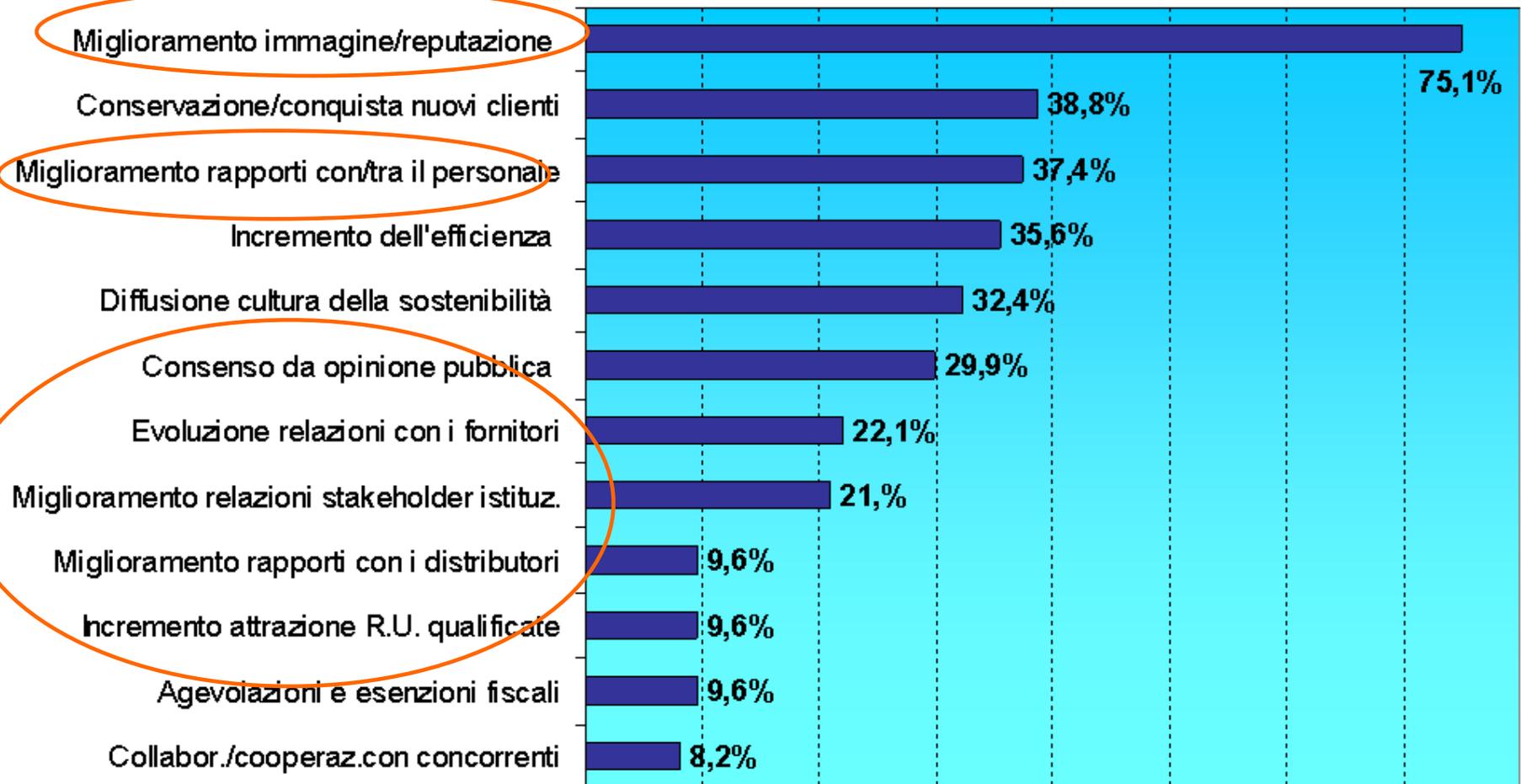
Fonte: Centro Studi Unioncamere

Incidenza percentuale delle imprese con fatturato in aumento nel 2013, rispetto al 2012, tra le imprese che investono in tecnologie green, a confronto con quelle che non investono, per settore di attività e classe dimensionale



- imprese che investono nel green
- imprese che non investono nel green

Quali sono i vantaggi competitivi conseguiti dalla Sua azienda (Indagine SIM)?



Focalizzando l'attenzione su specifici strumenti lo studio EVER (2006) ha evidenziato che il principale vantaggio competitivo ottenuto dall'adesione ad EMAS riguarda l'incremento degli intangible assets in particolare la corporate reputation. Meno rilevanti appaiono invece i benefici in termini di performance economiche e incremento dell'efficienza.

RBV e Risorse Fisiche

Le imprese eccellenti sotto il profilo socio-ambientale sono in grado di migliorare la propria capacità di utilizzare le risorse utilizzate come input nei propri processi produttivi

Q

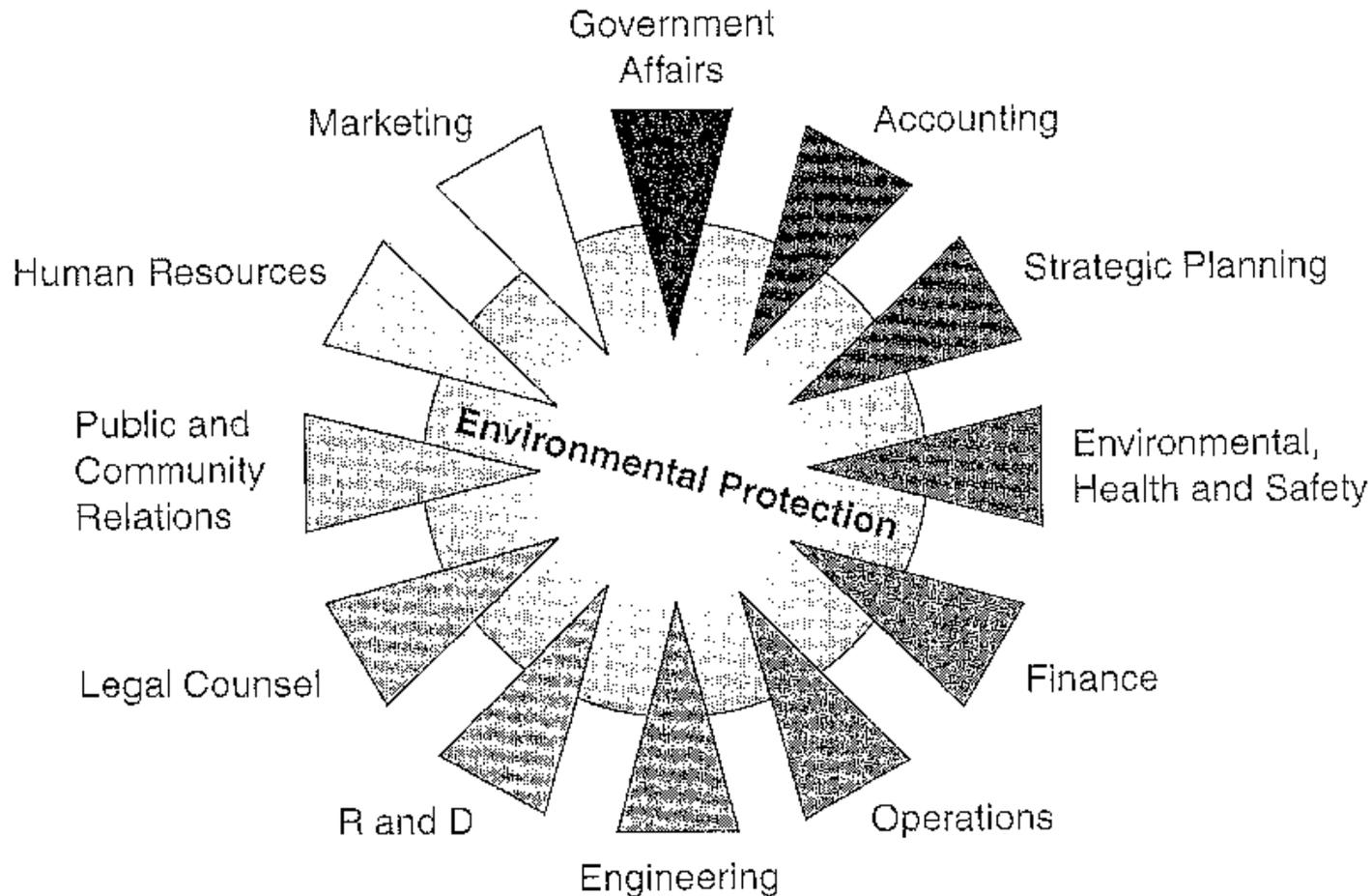
Table 5
Estimation result of performance equations.

Dependent variable	Use of natural resources		Wastewater effluent		Risk of environmental severe accidents		Environmental agreement	
	Coefficient (1)	Marginal effect (2)	Coefficient (3)	Marginal effect (4)	Coefficient (5)	Marginal effect (6)	Coefficient (7)	Marginal effect (8)
Impact of environmental agreement	1.35***	0.49**	1.48***	0.49***	1.58***	0.51***	–	–
EMS	0.28***	0.11**	0.05	0.02	0.12**	0.04**	0.21***	0.08***
Facility size	0.01**	0.01**	0.01*	0.01	–0.01	–0.01	0.01***	0.01***
Facility belongs to publicly traded firm	–0.08	–0.32	–0.02	–0.01	–0.01	–0.01	0.05	0.02
Market concentration	0.01	0.01	0.19	0.11	0.06**	0.02**	–0.03	–0.01
Primary customer is wholesaler	0.14	–0.05	–0.02	–0.01	0.04	0.02	–0.03	–0.01
Primary customer is household consumers	0.10	–0.04	–0.01	–0.01	–0.03	–0.01	0.03	0.01
Primary customer is other facility within own firm	0.24**	–0.11**	–0.10	–0.03	–0.14	–0.05	0.11	0.04
USA	–0.06***	0.12***	0.17*	0.69	0.24**	0.10	–0.01	–0.01
Germany	0.24**	0.09**	–0.07	–0.27	–0.03	–0.04	0.06	0.02
Hungary	–0.04	–0.02	–0.47***	–0.17***	–0.21**	–0.08**	0.57***	0.18***
Japan	0.14	0.05	–0.11	–0.04	–0.13	–0.05	–0.20*	–0.07**
Norway	0.25	0.09	0.05	0.02	0.45***	0.17***	–0.28**	–0.11**
France	0.34***	0.13***	0.32***	0.12	0.34***	0.13***	0.48***	–0.19***
CONS	–1.09***		–1.24***		–1.53***		0.40***	
Wald chi ²	936.47***		1614.14***		2020.70***			
No of observations	2832		2832		2832			

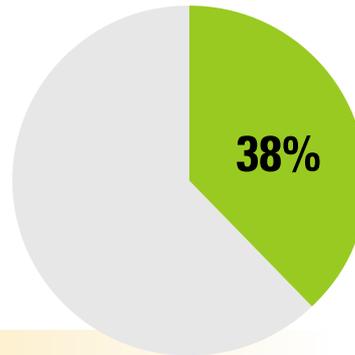
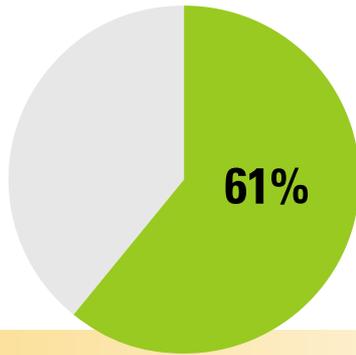
* **, and *** indicate the significance at the 10%, 5%, and 1% levels, respectively.

Gusmerotti et al., The role of negotiating tools in the environmental policy mix instruments: determinants and effects of the Environmental Agreement, Journal of Cleaner Production (2012),

Le strategie green coinvolgono l'intera organizzazione



**Percent saying
sustainability
added profit**

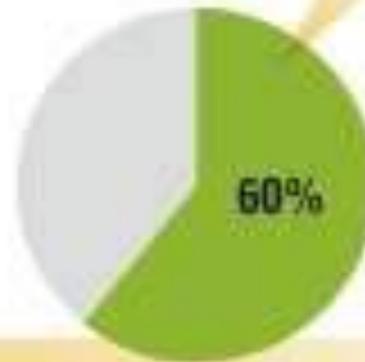


Is sustainability
on the agenda of
top management?

Yes

No

**Percent saying
sustainability
added profit**



**200%
increase**



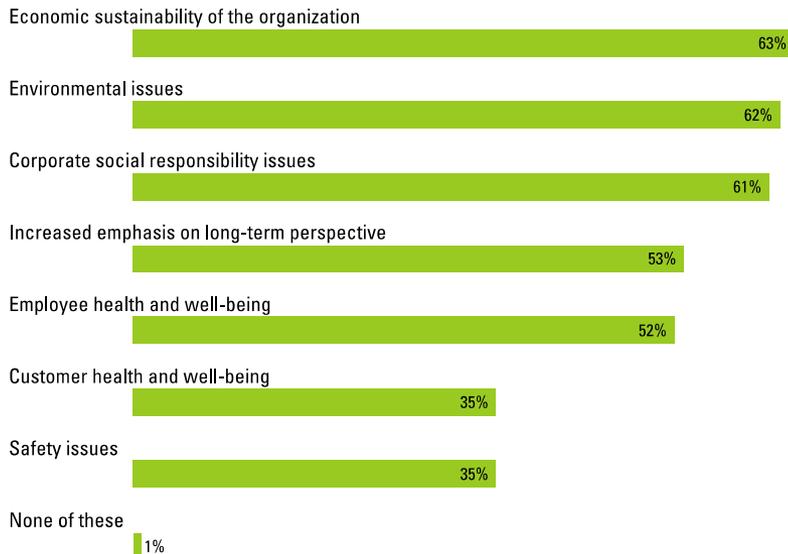
Is there a
business case for
sustainability?

Yes

No

Alcune risposte

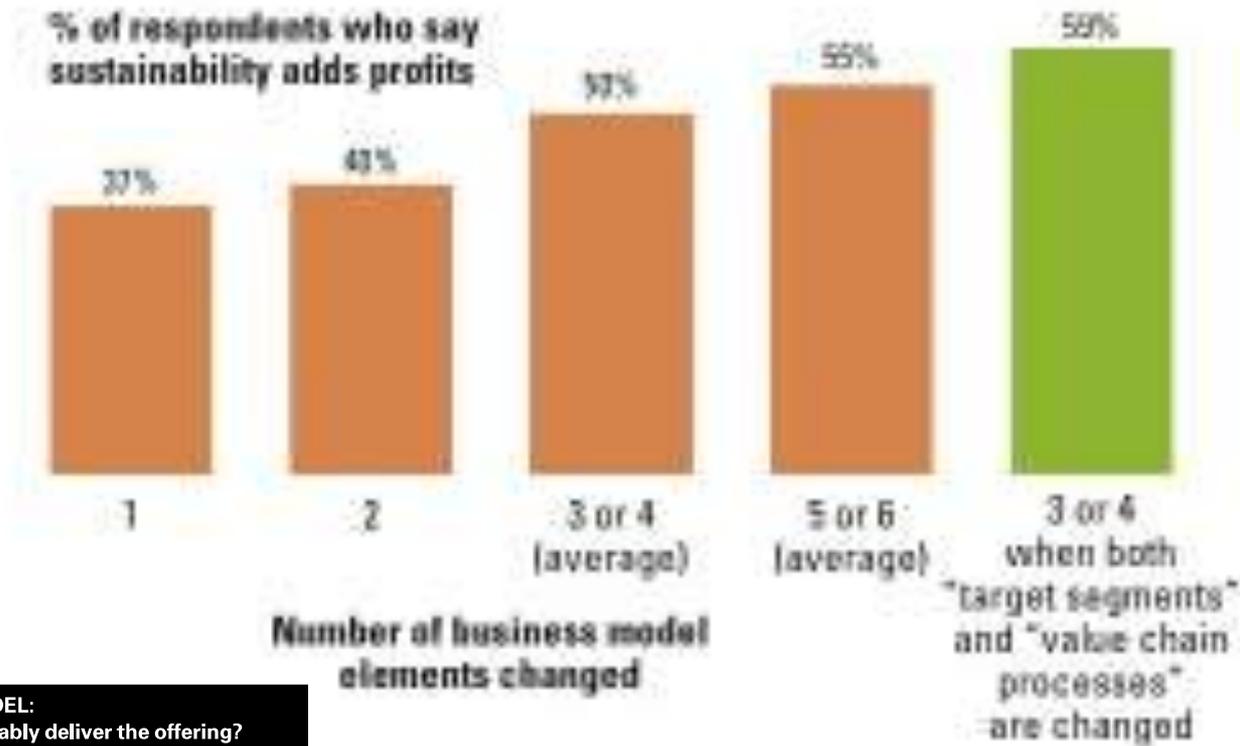
2: Which of the following does your organization associate with sustainability? (Please choose all that apply.)



6: What factors have led to changes in your business model? (Please choose all that apply.) (Only those who answered "Yes" on Question 4 are considered)



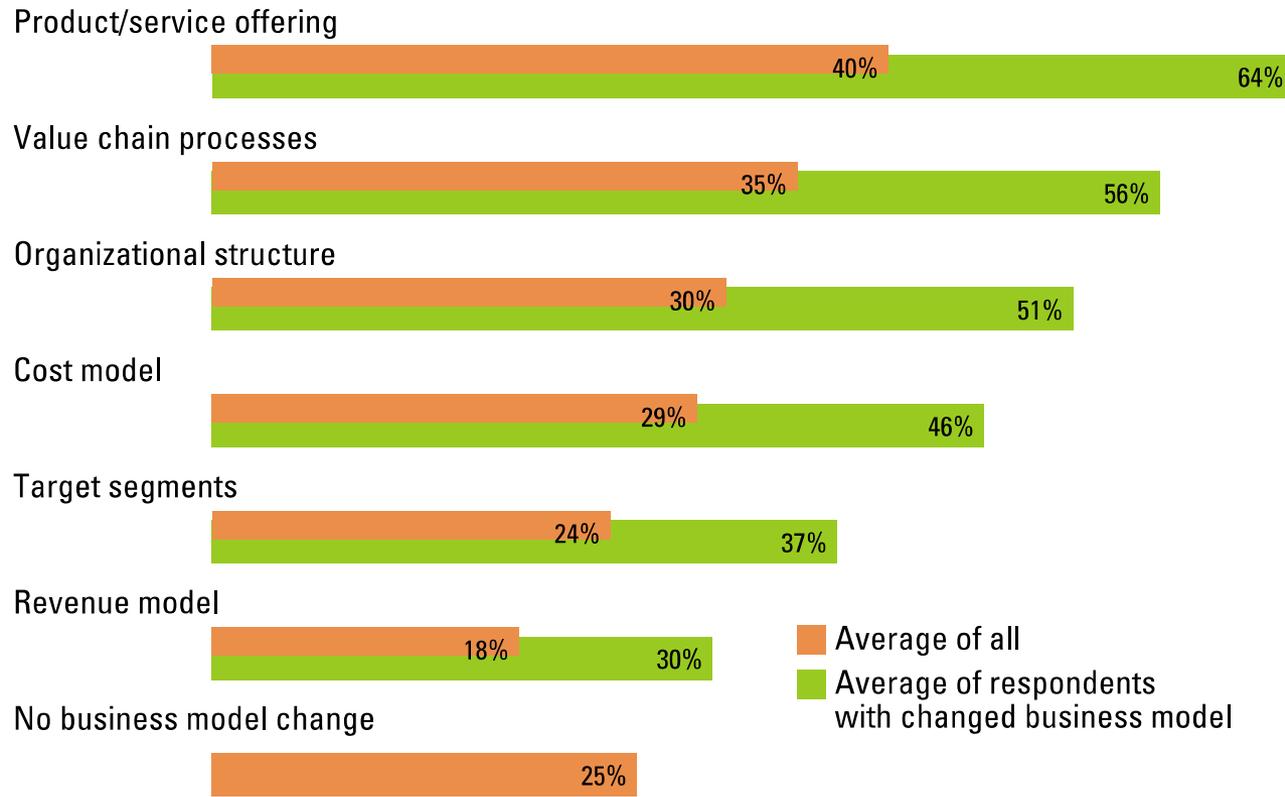
Elementi del business model



VALUE PROPOSITION: What are we offering to whom?	OPERATING MODEL: How do we profitably deliver the offering?
TARGET SEGMENTS: Which customers do we choose to serve? Which of their needs do we seek to address?	VALUE CHAIN: How are we configured to deliver on customer demand? What do we do in-house? What do we outsource?
PRODUCT OR SERVICE OFFERING: What are we offering customers to satisfy their needs?	COST MODEL: How do we configure our assets to deliver on our value proposition profitably?
REVENUE MODEL: How are we compensated for our offering?	ORGANIZATIONAL CHANGE: How do we deploy and develop our people to sustain and enhance our competitive advantage?

Cambiamenti

5: What elements of the business model has your company changed in connection with sustainability? (Please choose all that apply.)



The screenshot shows the website for Global Compact Network Italia. At the top, there is a navigation menu with links for Home, About Us, Services, News, Publications, FAQ, Contact, and Sign Up. Below the navigation, there is a main banner with the text: "Alfondo ad orientamento sostenibile" and "Insieme per costruire la economia sostenibile ed inclusiva, vantaggio per le persone, prosperità e i mercati". The banner features two hands made of colorful fingers, one blue and one red, with a globe icon. Below the banner, there are four circular icons representing different themes: a hand (Human Rights), a person (Human Resources), a globe (Sustainability), and a scale (Legality). The text "DIRITTI UMANI" is written below the first icon. Below the icons, there is a section titled "FORNITORI E PARTECIPANTI" with logos for a2a, Ansaldo STS, and Ferrovie Emilia Romagna. The next section is "GRUPPI DI LAVORO" with five colored boxes: "DIRITTI UMANI" (orange), "AMBIENTE" (green), "LOTTA ALLA CORRUZIONE" (red), "SUPPLY CHAIN" (blue), and "REPORTING" (yellow). Below this, there is a "CALENDARIO" section with dates 07 SET 2014 and 25 SET 2014, and a "NOTIZIE" section with three news items. At the bottom, there is a "I DIECI PRINCIPI" section with ten colored boxes labeled I through X, and a "REPORTING" section with a colorful graphic.

PRINCIPALI AMBITI DI AZIONE

TEN-P Sostenibilità nella supply chain

Servizi Ecosistemici (Stati generali ad Ecomondo)

Rating di legalità

Human rights

Reporting (materialità, SDG's e nuova direttiva)