


MINISTERO DELL'AMBIENTE
E DELLA TUTELA DEL TERRITORIO E DEL MARE

Italian Program for the Evaluation of the Environmental Footprint



Roberta Ianna
*Expert of the TASK FORCE for the “Environmental Footprint”
Ministry for the Environment, Land and Sea
Department of Sustainable Development, Climate and Energy*

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Italian Task Force

The Task Force for the “Environmental Footprint” has been established by the Italian Ministry for The Environment, in the framework of the *Europe’s sustainable & low carbon growth strategies Europe 2020-2050*.

Its main task is the promotion of voluntary actions for the evaluation of the environmental footprint in the private sector in partnership with public institutions, integrating the mandatory commitments of the emissions reduction.

The aim is to identify procedures of **carbon management** and support the implementation of **low-carbon technologies** and **best practices** in the production process and in the life cycle of goods/services.



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Methodology and sustainability indicators

Life Cycle Assessment

(UNI EN ISO 14040, UNI EN ISO 14044)



Carbon Footprint

(UNI ISO/DIS 14067)



Water Footprint

(ISO/CD 14046)



Italian Environmental Footprint Program

Voluntary agreements with private companies: The Ministry started an intensive program with the Italian productive sector in order to test and promote different methodologies on the environmental impact assessment of production and consumption patterns.

Open competitions: On 2012, to increase the investments for sustainability in the SME sector, the Ministry co-financed 22 through an open competition. On 2013, a new call has been launched and about 100 companies will start the program on September 2013.

International cooperation: The Ministry drives projects involving Italian companies that work in developing countries and promotes sustainable initiatives in cooperation with developing countries.

Italian figures

Partners of the Ministry:
more than **200 companies**
4 universities
6 municipalities



Results of Analysis:
Carbon footprint of **143 products**
GHG inventory of **21 organizations**
Water footprint of **18 products**
Other LCA impacts of **33 products**
More than **30 certifications** by third parties

Working plan

ANALYSIS

Carbon footprint analysis of **consumer goods** during their life cycle.

MITIGATION

Identification of possible measures able to reduce the emissions in the life cycle of selected goods.

COMPENSATION

Identification of possible measures for the neutralization of the residual carbon footprint.

COMMUNICATION

Strategies to communicate the carbon footprint analysis results.



Voluntary agreements: some partners

San Benedetto
Ca' Foscari
Osklen (Brazilian)
Pirelli
Illy
Benetton
Lamborghini
A model of sustainable island
Italian Sustainable Wine



San Benedetto: "easy" bottle

- The new bottle is made of **30% recycled PET**
 - Sales increased: + **78%**
 - Energy consumption: - **30%**
 - Results: - **30.000 t CO₂e**
- Domino effect:** San Benedetto, in collaboration with COOP (Italian food retailer) and Regione Veneto launched a project supporting PET recycling.



Carbon Footprint of the **new** one liter bottle - 2011 production: **173 g CO₂e**



Totally neutralized: the bottle is *carbon neutral*

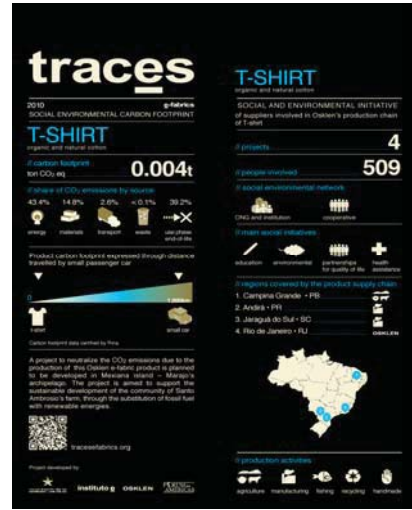


Traces, an Italian-Brazilian Project

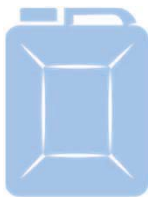
Carbon footprint: In the framework of the Italian-Brazilian cooperation, the carbon footprint of 6 Osklen products have been realized with a mitigation project in Mexiana Island

The social-environmental label: The label traces the whole process of production, from the raw material to the end of life of the product, as well as the social aspects of the production.

Water Traces: The second step of the project is the water footprint assessment on 4 products, already finalized and certified. The result will be presented in Sao Paolo in October 2013.



Mitigation project in Mexiana Island



80.000 liters of diesel used each year to generate electricity



Project results:

- ✓ 100 workers involved
- ✓ From diesel to biogas
- ✓ Installation of the solar panels
- ✓ New houses
- ✓ Gardens with medicinal plants



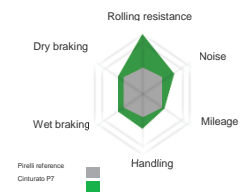
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Pirelli: beyond national boundaries

Carbon footprint analysis of the Cinturato P7 has been completed.

The agreement undersigned in January 2013 starts the second step for reducing the impact on climate.

Planned actions: realisation of Solar Thermal Energy plants in Campinas and Bahia (Brazil).



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Outcomes and follow up

Emissions reduction: Applying carbon footprint assessment and/or GHG inventories help companies to identify and implement voluntary measures of emissions reductions i.e. choosing clean energy sources.



- ✓ **Implementing renewable energy and energy efficiency**
- ✓ **Improving production process**
- ✓ **Choosing innovative technology**
- ✓ **Promoting recycling system**
- ✓ **Participating in the voluntary carbon market**



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Recommendations

Harmonised CF methodology: The European Commission developed the **Product Environmental Footprint-PEF**, aimed at a harmonized environmental footprinting methodology. The three-year testing period was launched through an open call for volunteers on July 2013.

In this context, the Italian program involving many sectors, is building innovative methodologies and best practices, in order to share them with the International community, contributing to the policy making process in adopting harmonised procedures for environmental footprinting.

Public-Private partnership: encouraging and implementing voluntary commitment on environmental footprint and emissions reduction is a driver of economic development towards a more sustainable growth.



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Contacts

Task Force for the environmental and carbon footprint
Department of Sustainable Development, Climate and Energy

Italian Ministry for the Environment Land and Sea

44, Via Cristoforo Colombo
00147 – Rome
Phone: (+39) 0657221

ianna.roberta@minambiente.it

carbonfootprint@pec.minambiente.it

www.minambiente.it

PROGRAMMA PER LA VALUTAZIONE
DELL'IMPRONTA AMBIENTALE



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