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LOCAL  
NETWORKS  
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# PUBLIC-PRIVATE JOINT EFFORTS TOWARDS RIO+20

ROME, 27 OCTOBER 2011

**European Local Networks Representatives and Contact  
Points Meeting**

Vittorio Biondi, Secretary of the Green Economy Network  
Assolombarda



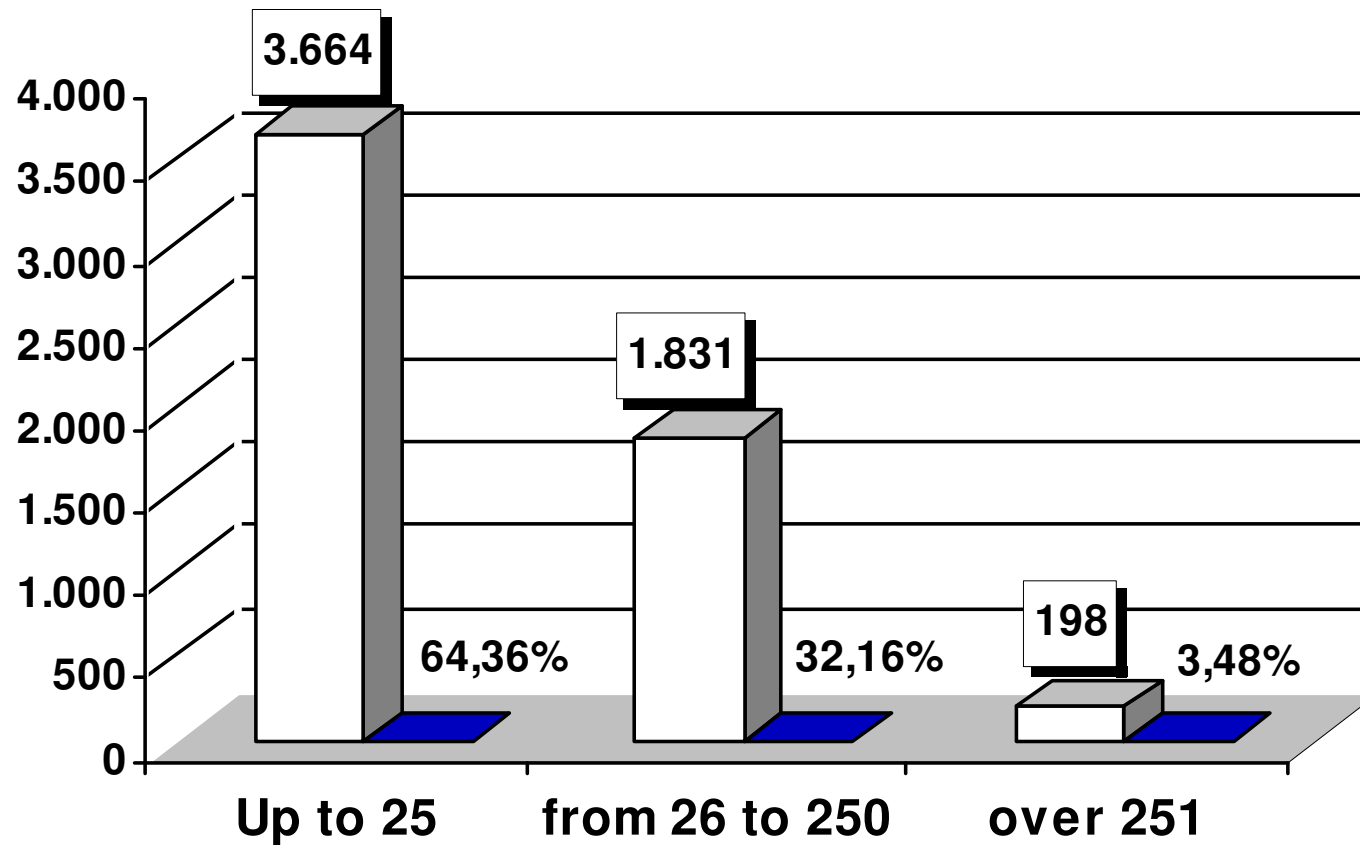
GLOBAL  
COMPACT  
LOCAL  
NETWORKS  
MEETING

## Assolombarda

- Assolombarda is a voluntary association of businesses in the area of Milan, the largest local association within Confindustria (Italian Entrepreneurial Association).
- About 6.000 small, medium and large sized firms located in the Province of Milan are associated to Assolombarda, which is the largest territorial association of the entire entrepreneurial system in the country, employing more than 311,000 workers.
- Its main goal is to foster the development of local industry by promoting solidarity and cooperation among member firms, and by protecting their interests regarding industrial, social, economic or cultural matters.
- Provides its associated firms with a great variety of services. Assistance, advice and practical handbooks on many management and strategy aspects are supplied.
- Firms of every size and belonging to every industrial sector, producing services, goods or both are members of Assolombarda.



## Member companies distribution by workforce

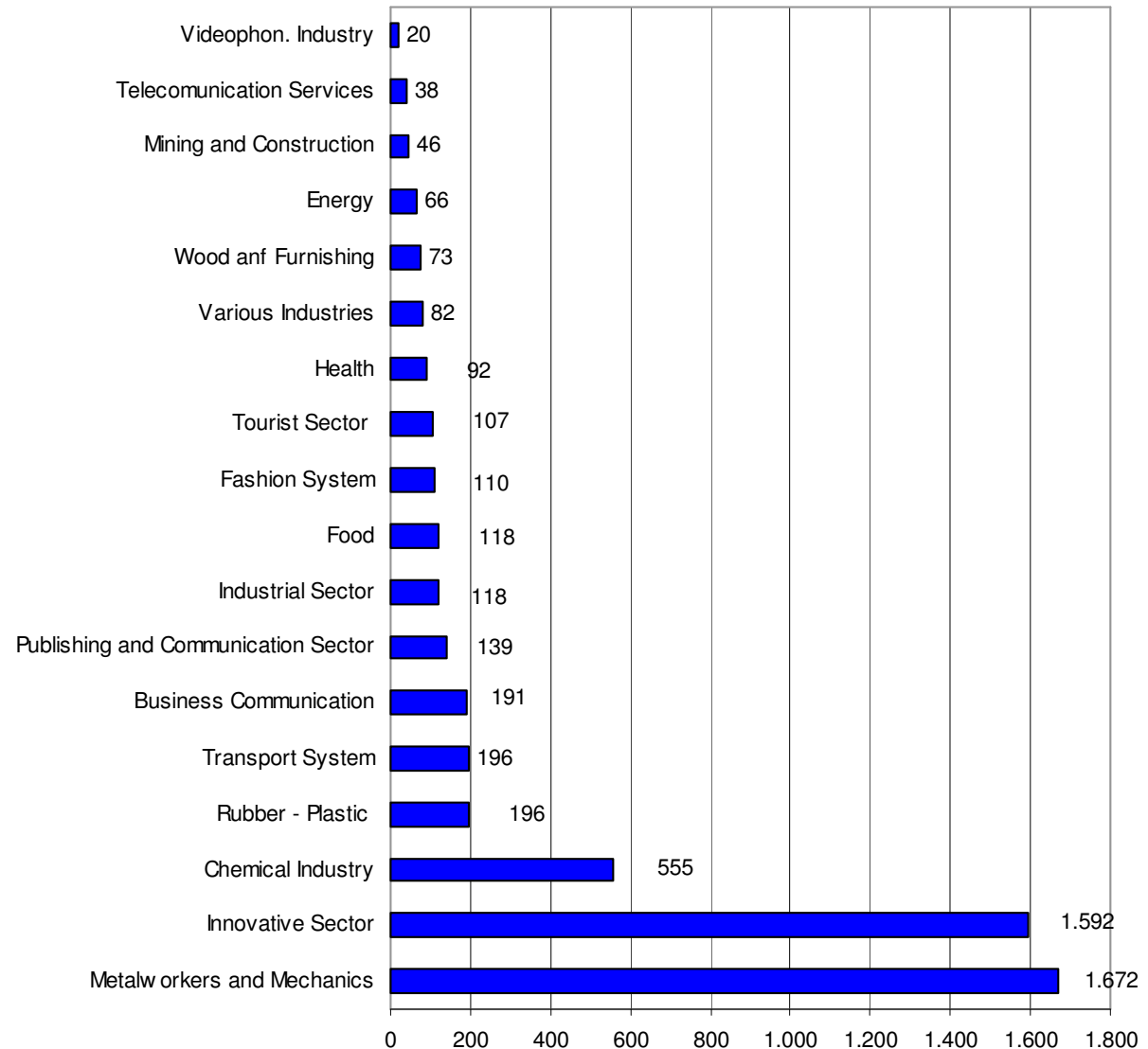


Update: April 2011



Assolombarda has about 6000 associated members, ranging from small companies to large ones.

They can be classified as follows:



*Update: April 2011*



GLOBAL  
COMPACT  
LOCAL  
NETWORKS  
MEETING

## Confindustria: institutional outline

Confindustria is the main organization representing Italian manufacturing and services companies, 146.046 companies of all sizes - employing a total of 5.439.195 workers - are voluntary members of the organization.

Companies can become members of the Confederation through **local associations** or **trade associations** and sector federations that are Confindustria members:

- 103 local associations: consisting of companies established in the same provincial area, from different production sectors
- 97 trade associations: consisting of companies from all over Italy that operate in similar and related production activities
- 21 sector federations: consisting of trade associations, directly or indirectly affiliated with Confindustria, with a shared mission of dealing with common problems or interests (economic, technical, trade union and employment related, market and promotional)
- 18 regional Confindustria branches, consisting only of local associations.



GLOBAL  
COMPACT  
LOCAL  
NETWORKS  
MEETING

## The **GREEN ECONOMY NETWORK**

is a project promoted by Assolombarda and by a group of enterprises operating in the green economy. It was launched in May 2011.

The Green Economy Network stimulates new alliances amongst enterprises offering products, technologies and services for environmental and energy sustainability, in order to offer greater visibility to their specific competences.

In the upcoming four years, Milan will be at the centre of worldwide attention as regards its capacity to offer visions, projects, products and services that can match the challenges posed by the sustainable development.

The objective is to put forward our territory as a benchmark for the domestic and international market in the lead up to Expo 2015 where sustainability will be one of the central issues.



GLOBAL  
COMPACT  
LOCAL  
NETWORKS  
MEETING

## The activities of the Green Economy Network

- Development of joint industrial projects for internationalisation growth and innovation.
- Sharing of experience, know-how, scenarios and prospects in different supply chain.
- Training courses for personnel of involved enterprises
- Point of reference for business operators as regard as Expo 2015 and for the foreign delegations.
- Promotion of initiatives aimed at fostering international competitiveness of participating enterprises through the monitoring of tenders and early warning.
- Attraction of investments to the territory in the various supply chains of environment and energy.

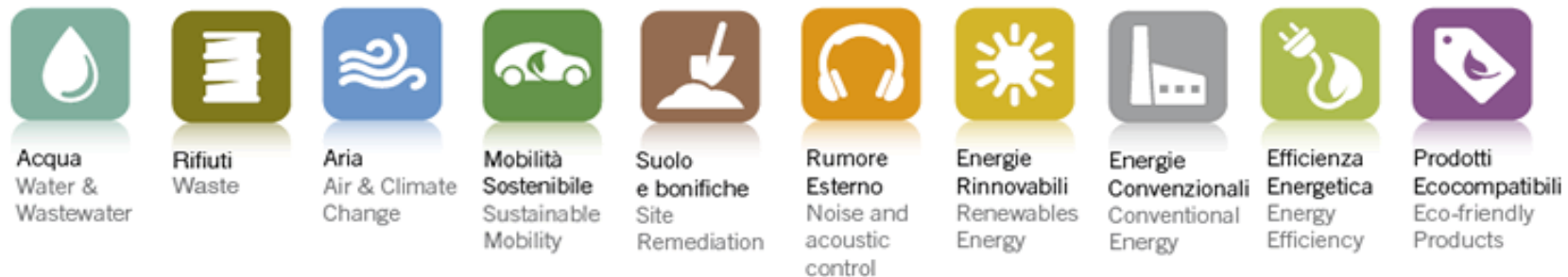


GLOBAL  
COMPACT  
LOCAL  
NETWORKS  
MEETING

## The online Directory

An online Directory gives space and visibility to companies operating in the green economy field.

This is a constantly updated tool, which serve for operators in these sectors to promote themselves within the market and to find new, qualified partners. It also represent an important instruments for anyone sourcing environmental and energy products, technologies and services.



The Directory of green economy companies is freely accessible and open to participation by all companies associated within the "confindustria" industrial association.

At the moment the Directory includes 250 companies.



GLOBAL  
COMPACT  
LOCAL  
NETWORKS  
MEETING

## About sustainable cities

The Green Economy Network has promoted the constitution of a working group on smart cities.

Assolombarda promotes the birth of local (universities, chambers of commerce, charities, banks, etc.) networking to be a point of reference for business operators.

The association represents the companies in the dialogue with all public agencies, with the aim to simplify the administrative processes.

We develop relationships with universities and research centers to:

- safeguard and improve the social sustainability of the Milan territory
- increase economic processes and development
- support the companies' international expansion



GLOBAL  
COMPACT  
LOCAL  
NETWORKS  
MEETING

## About sustainable cities (example)

Smart Cities Initiative is a project within the Seventh Framework Programme of the European Community, that will provide about 10 billions of euro, available from beginning 2014 and aiming at catching the objectives previewed for 2020.

Smart Cities Initiative's target is to support cities and regions to adoption of measures to reduce about 40% greenhouse gas emissions applying sustainable concept for production and for energy's use.

It is an integrated approach and organization innovation for: energetic efficiency, technologies low carbon and smart demand/supply's management.

Three points to improve the management of the city processes and the quality of the life of the citizens: buildings, transports, urban energy networks.

Cities and industrial partners will be able to demand financings for the management of integrated energy systems of cities sustainable mobility solutions, waters and waste management of cities.



GLOBAL  
COMPACT  
LOCAL  
NETWORKS  
MEETING

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