



Raimondo Orsini

Sustainable Development
Foundation



- NGO, aiming at developing the green economy, founded in 2008, headquarters in Rome.
- 100 companies/association of companies and 50 experts as founding members.
- Co2 reduction, Renewable energy, sustainable mobility, waste reduction/recycling and sustainability reports as main areas.
- Member of UN Global Compact, Global Reporting Initiative, International Solid Waste Association.
- Cooperates with IEA, UIC, etc.

Examples of lasting innovations



Colonel Albert Hope

**1901:
500 electric cars**



“.....It’s cleaner and less noisy.
Furthermore nobody will willingly sit
atop an explosion”

Green Economy companies can be classified in 2 main groups:

- **Core-green** (che producono beni o servizi di valore ambientale): export, occupati e reddito delle eco-impres e nelle start up green
- **Go-green** (che hanno adottato modelli green di business): % del personale in R&D, che hanno implementato attività per ridurre l'input di materia e/o di energia per unità di prodotto, che hanno un sistema di gestione ambientale certificato



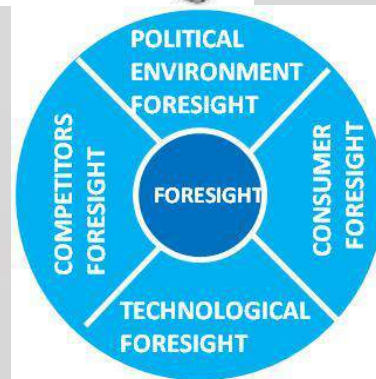
OSSERVATORIO INNOVAZIONE E TECNOLOGIA PER LA GREEN ECONOMY



Watch



Know



Anticipate the future

- 1) General Environmental Management
- 2) Energy Generation From Renewable And Non-Fossil Sources
- 3) Emissions Abatement And Fuel Efficiency In Transportation
- 4) Energy Efficiency In Buildings And Lighting
- 5) Sustainable Chemistry

- *Brevetti*
- *classificazione OCSE*
- *anteriorità a 10 anni*

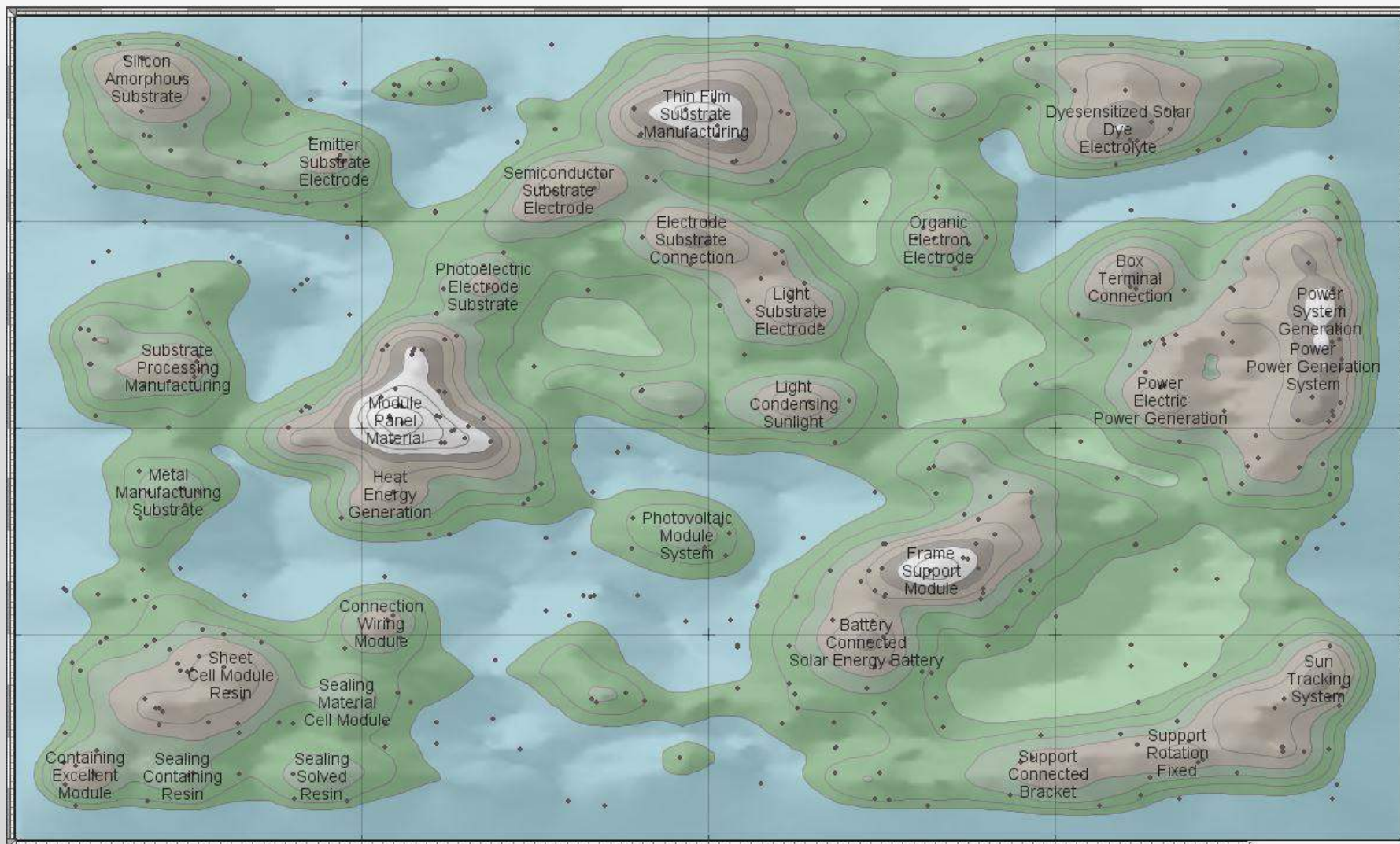
A. Renewable energy generation

- i. Wind energy*
- ii. Solar thermal energy*
- iii. Solar photovoltaic (PV) energy*
- iv. Solar thermal-PV hybrids*
- v. Geothermal energy*
- vi. Marine energy (excluding tidal)*
- vii. Hydro energy - tidal, stream or damless*
- viii. Hydro energy - conventional*

B. Energy generation from fuels of non-fossil origin

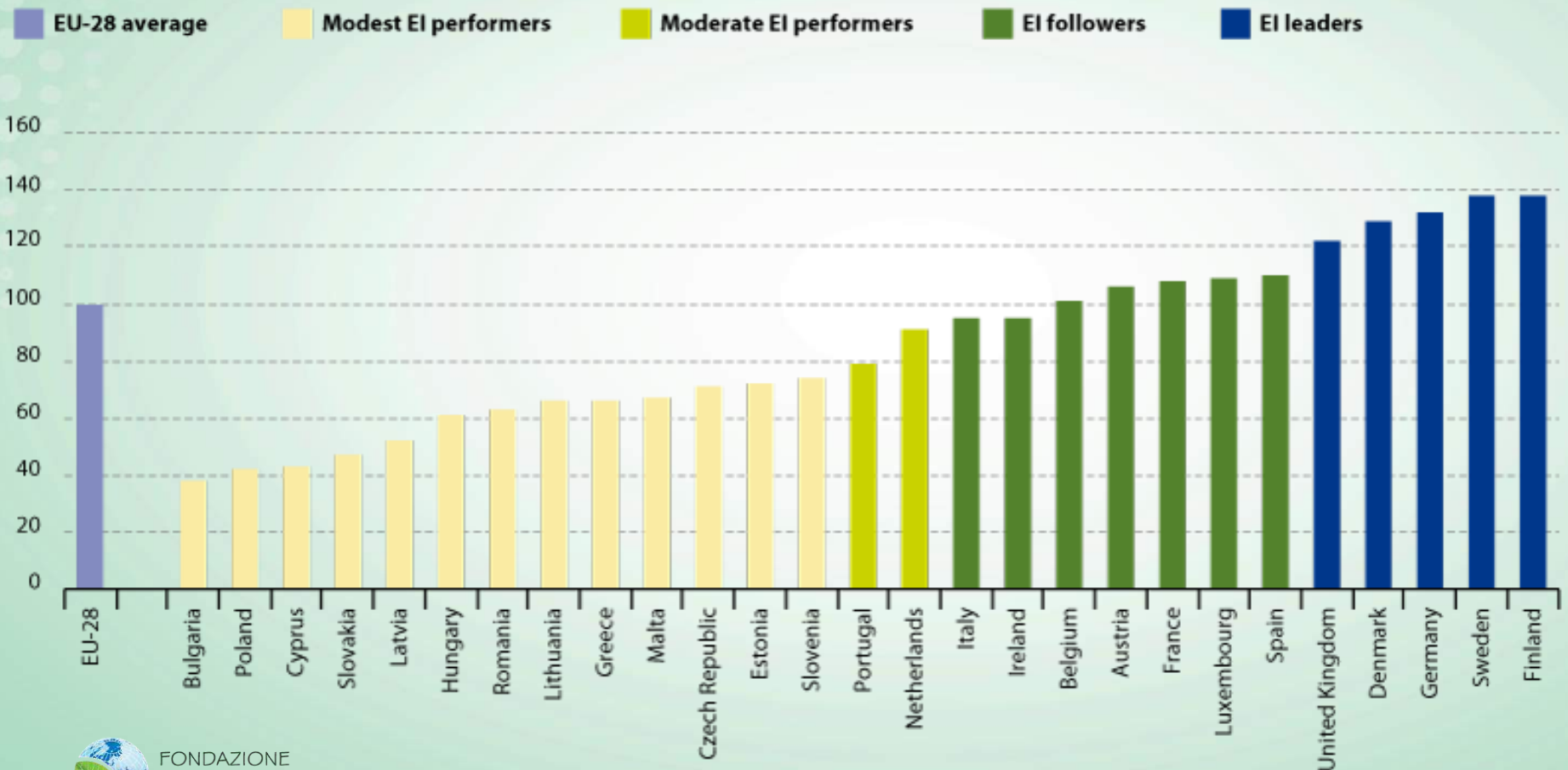
- i. Biofuels*
- ii. Fuel from waste (e.g. methane)*

ESEMPIO - brevetti della classe IPC H01L 31/042 (anni 2008-2013) "PV modules or arrays of single PV" - 22000 famiglie brevettuali



Ecoinnovation index in Europe

Eco-innovation index, by country, 2013 (Index EU-28 =100)



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All 5 eco-innovation leaders in ecoinnovation have an higher GDP/per capita and lower employment rate than EU-average. Italy has a lower eco-innovation index, lower GDP per capita and lower employment rate than EU average.

Fonte: elaborazione di dati Eurostat e Osservatorio eco-innovazione

anno 2013 media UE-28 indice 100

