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 **Promote a post-Covid recovery in a sustainable way**

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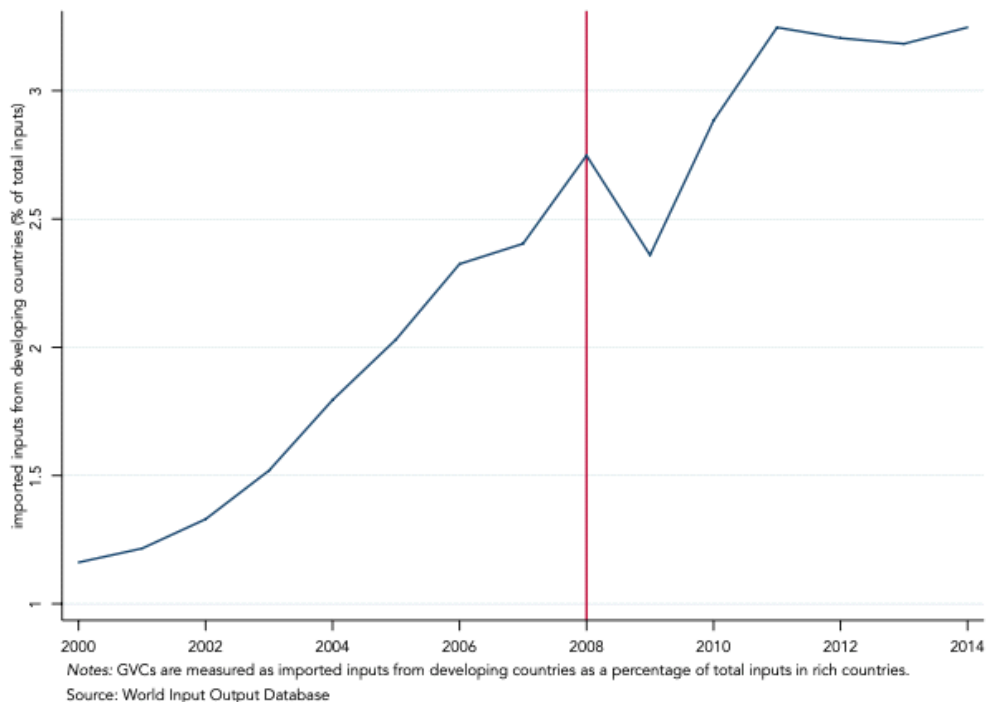


1- Sustainability after the pandemic

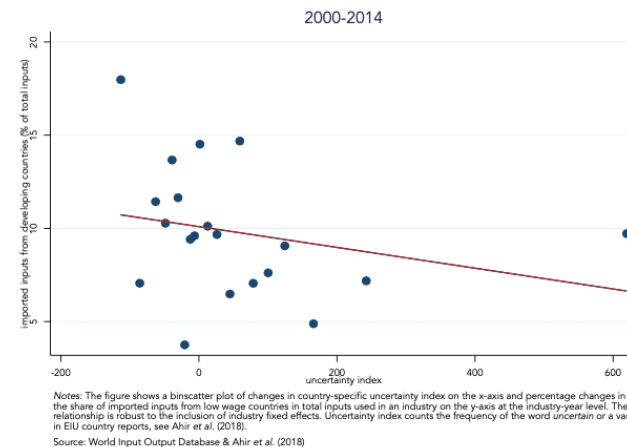


Global value chains (GVC) after the COVID

New turning point in the (recent) history of global value chains



Increased uncertainty



Regionalization of GVC

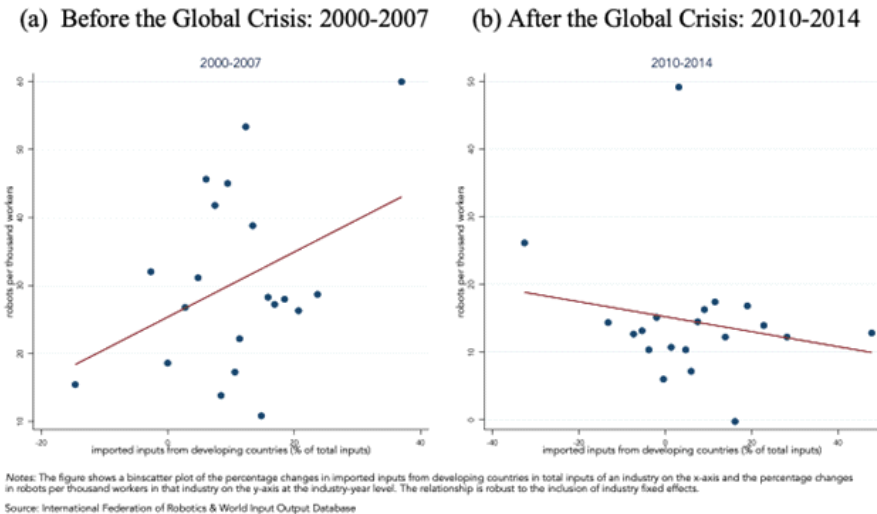
In 2008 the crisis interrupted the golden age of the expansion of GVCs and the first regionalization phenomena developed which led to the affirmation of three major manufacturing platforms “Factory Asia” “Factory North America” “Factory Europe” also through important flows of **reshoring** and **nearshoring**.



Why after 2008?

Increased risk and favorable conditions for investments have changed the relationship between investments in automation and GVCs.

Before the 2008 crisis the two strategies were complementary, after the crisis they became substitutes. In other words, before the global crisis, companies used both to reduce costs; after the crisis, companies changed course and replaced investments in GVCs with the adoption of robots.



Are there other reasons?

CORPORATE IMAGE AND SUSTAINABILITY

Consumers are increasingly sensitive to these issues and also include the social impact of companies in a given territory in their consumption preferences.

For example, companies that decide to base their production in regions with strict environmental regulations give a positive signal to consumers. This is the case, for example, of the Italian clothing, footwear and fashion industry.



Are there other reasons? (2)

REDUCTION OF CARBON FOOTPRINTING

Consumers are increasingly sensitive to this problem.

In the clothing and fashion industry, ongoing protest movements are signaling this sector is one of the most polluting.

Companies can pollute the environment not only due to the production techniques used in dyeing and coloring materials but also because the products are transported all over the world, producing CO₂ emissions.

The proximity of production facilities to consumers could therefore help to reduce this problem.



Are there other reasons? (3)

TRACEABILITY

A significant driver of reshoring movements is also improved product traceability, which is a particularly relevant topic in the food industry.

The pandemic has, in fact, increased our sensitivity towards the origin and quality of food.



2 - Confindustria Veneto activities



The strategy of Confindustria system

1. Deepen the **KNOWLEDGE FRAMEWORK** to identify the needs of companies
2. Promote **GREEN-RELATED ADVANTAGES AND OPPORTUNITIES** and disseminate projects and initiatives on sustainability
3. **DEAL WITH PUBLIC ADMINISTRATIONS** and control bodies to:
 - **promote the reward** and enhancement of virtuous companies by identifying dedicated actions, simplification and incentive measures
 - **remove non-technological obstacles** (in particular bureaucratic) that prevent, penalize or slow down the investments of companies (e.g. release of authorizations for the completion of works or plants that lead to an improvement in the company impacts)
4. **ASSIST COMPANIES** in the implementation of sustainability paths (territorial of Veneto)



Main activities

1. Working group: Confindustria - Region - ARPAV
2. “Environmental and social sustainability and non-financial reporting” research
3. “Best Circular Economy performers” project
4. “Buygreen - corporate” prize
5. Agreement on the sustainability and competitiveness of enterprises in the circular economy
6. Report “Circular Economy: the role of the industrial sector”
7. Memorandum of understanding “Sustainable Veneto”



Working group: Confindustria - Region - ARPAV

Main goals:

- A) To raise awareness and promote the logic of sustainability and the circular economy in the face of the company (various collaborations started including Memorandum of understanding “Sustainable Veneto”, Interreg Central Europe CircE2020 project, “Buygreen - corporate” prize, etc.
- B) To implement effective and adequate incentive policies for companies that invest in green: tax relief is needed for certain interventions and a massive allocation of (national and European) economic resources to finance eco-design interventions and investments in process and product innovation



- C) To remove the non-technological obstacles that slow down or even prevent companies from investing:
- complex and unclear regulatory and administrative framework (by-products, waste recovery, etc.)
 - presence at local level of interpretations, constraints or limits not provided for by national legislation, unjustified by environmental needs, often in contrast with the principles of the circular economy
 - long, complex and uncertain authorization process (the certainty that the procedures are carried out efficiently and in compliance with the deadlines set by law is an essential requirement to make an investment and / or simply to be able to operate or continue to do so
 - inadequacy of infrastructures, in particular environmental ones (waste disposal and recovery plants) and energetic ones



3- Sustainability in the NorthEast



“Environmental and social sustainability and non-financial reporting” - RESULTS

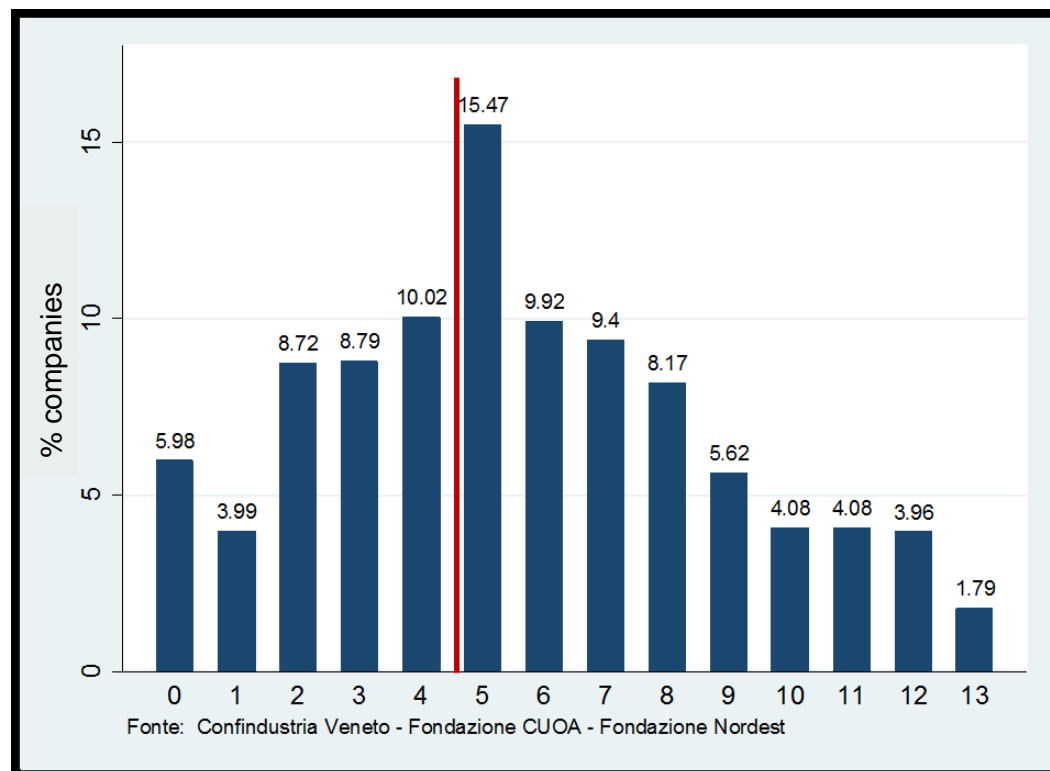
- Research conducted by CUOA Business School and the Fondazione Nord Est to detect the level of diffusion and awareness on the issue of environmental and social sustainability
- Interview with over 400 companies located in Veneto (67%), Friuli Venezia Giulia (21%) e Trentio Alto Adige (12%)



“Environmental and social sustainability and non-financial reporting” - RESULTS

Environmental sustainability: who?

In the last 3 years, 62% of companies have undertaken at least 5 voluntary environmental sustainability policies

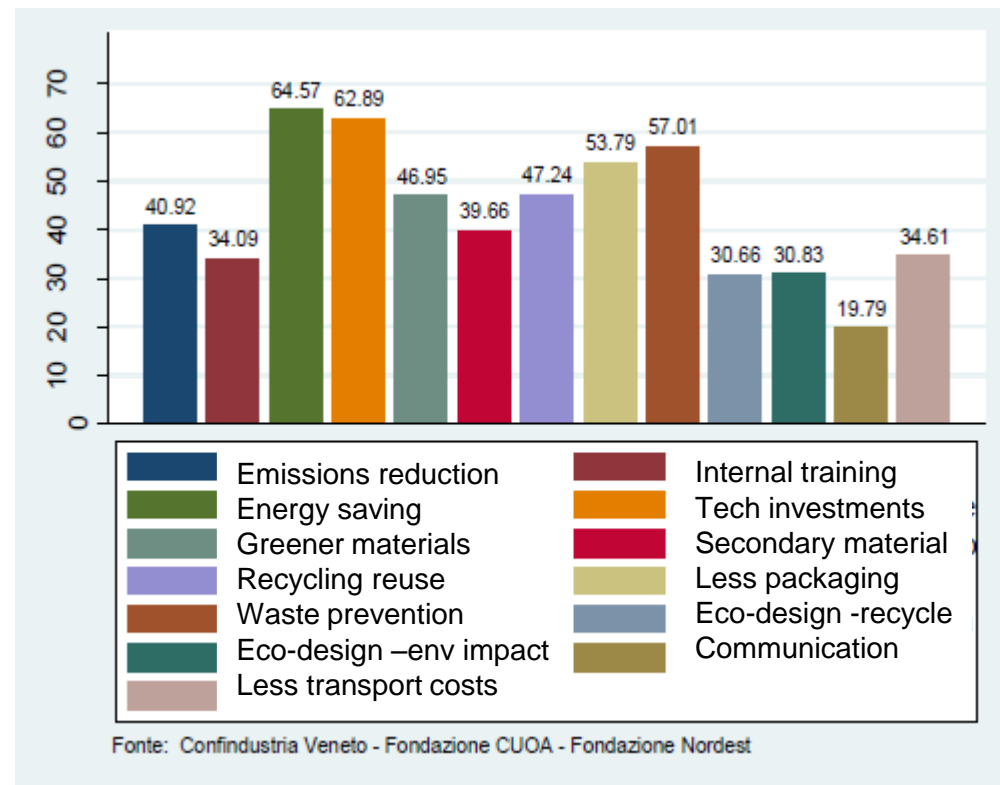


“Environmental and social sustainability and non-financial reporting” - RESULTS

Environmental sustainability: what?

The actions taken more frequently are attributable to

- energy savings and consumption reductions (65%)
- investments in environmentally friendly technologies and equipment (63%)
- reduction of packaging (54%)
- waste reduction (57%)

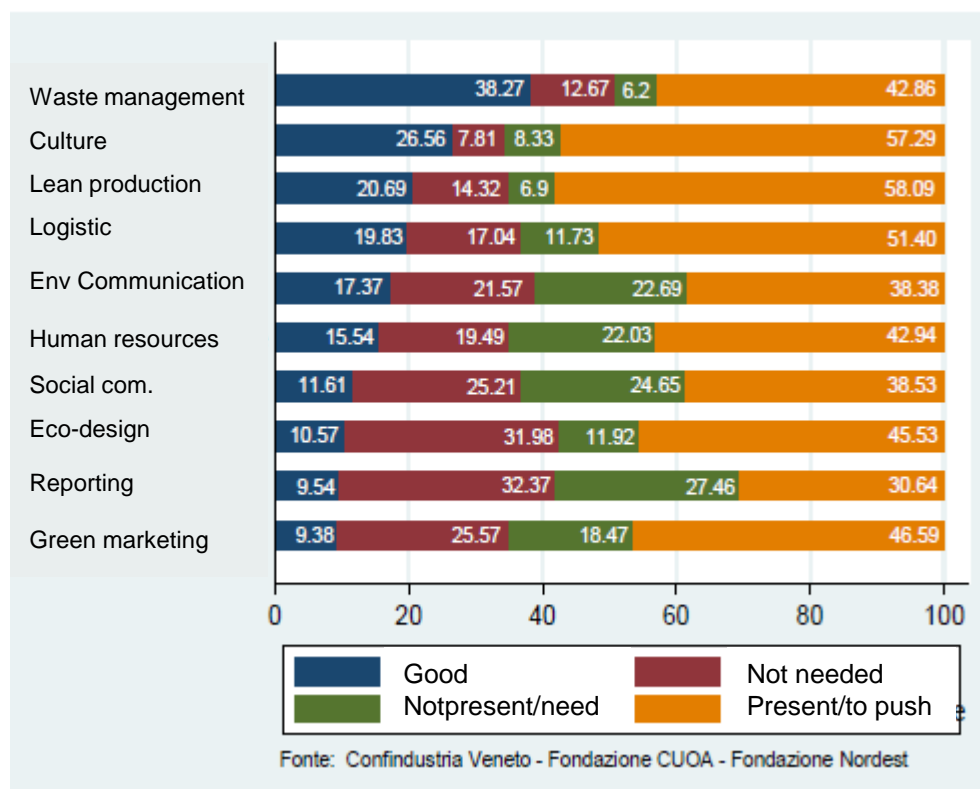


“Environmental and social sustainability and non-financial reporting” - RESULTS

Skills

Satisfactory skills

- waste management 38.8%, but present <to be upgraded> 42.8%
- absent but <necessary>: Reporting 27.5%



“Environmental and social sustainability and non-financial reporting” - RESULTS

Solidity and profitability

More environmental and social policies, greater capital solidity and greater profitability

