

100 ITALIAN CIRCULAR ECONOMY STORIES

PROMOTED BY THE SYMBOLA FOUNDATION REPORT

In December 2021 the Symbola Foundation presented the second edition of the Report [100 Italian Circular Economy Stories 2021](#) produced in collaboration with ENEL and the Sant'Anna School of Advanced Studies of Pisa.

The Report presents 100 excellences of the Italian circular economy coming from enterprises of the private, public and third sector that have had the ability to adopt virtuous industrial practices and processes. These 100 stories narrate how central the circular economy is to the green economy and fundamental to face the climate crisis, while offering new and better development opportunities. A list of solutions and system transformations that make the economy more competitive, generating commercial and economic opportunities, providing environmental and social benefits at the same time.

In the Report each of the experiences is presented with a factsheet, in Italian and English, describing their main features and referring to the website of the respective authors to deepen the aspects of greater interest to the reader.

The research has focused on different sectors of activity, selected in terms of relevance to the national economic context. The 100 stories collected look at quality and innovation in a circular way in sectors as agri-food, tourism, fashion and textiles, packaging and furniture, mechanics, construction, architecture and eco-design, cosmetics, pharmaceuticals and electronics, among others. The search for energy and material efficiency is common to most of the companies, an aspect that has direct effects on costs, productivity and therefore competition. Many solutions aim to preserve the quality of materials at the end of the product life cycle and other use renewable inputs originating from recovery and recycling processes. However, in all solutions, innovation is present from the first eco-design phases, with approaches aimed at extending the useful life of products and envisioning new consumption models.

In particular, the criterion adopted for the selection on these 100 stories has been based on the following five main business models considered the pillars of the circular economy by the technical literature within the current research:

1. *Circular inputs*: production and use models based on inputs from renewables or from previous lifecycles (reuse and recycle);
2. *Life extension*: an approach to the planning and management of an asset or a product that intends to extend its useful life (for example through modular design, simplification of repairs and predictive maintenance);



3. *Product as a service*: a business model in which the client acquires a service for a limited amount of time, while the company retains its ownership of the product, thereby maximizing both the use factor and its useful life;
4. *Sharing platforms*: shared management systems accessed by multiple users of products, goods or services;
5. *End of life*: in synergy with the other principles, all solutions that aim to preserve the value of a good at the end of its lifecycle through reuse, regeneration, upcycling or recycling.

The introduction of the Report highlights that there is nothing new about the idea of a circular approach in the use of resources. Circularity is the strategy that nature and the human species have refined to efficiently manage scarce resources since ancient times. Italy is a country historically poor in raw materials and numerous practices rooted in the territories form the background of the [Italian circular economy implemented today throughout the country](#). In 2018 the Symbola Foundation published the first Report on 100 Italian Circular Economy Stories and this second edition updates the continuously evolving panorama registering a made up of companies, research centres and associations that are constantly active in order to reduce waste and pollution in production processes, to research and design products that are durable, reusable, repairable or recyclable, searching for a new synthesis between beauty and sustainability.

Since 2005 the [Symbola Foundation](#) has been promoting a quality model of development in which traditions and territories match with innovation, research, culture, social cohesion, respect for the environment and productivity. With its more than hundred members, Symbola is a cultural movement that connects organizations, associations, personalities from the economic and business world, active citizenship, institutional realities from the world of the culture.

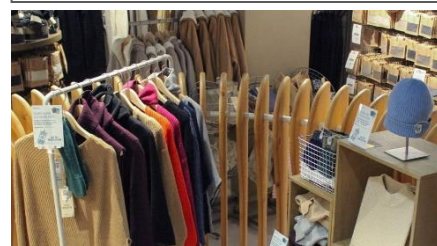
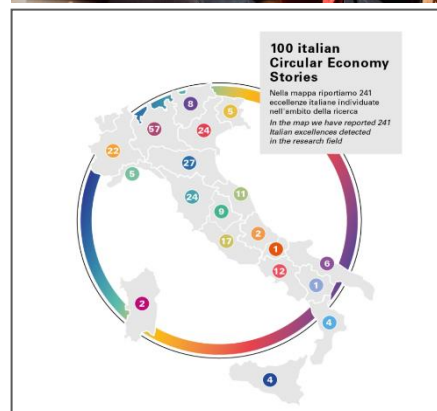
Symbola emphasizes that the quality aspects of development need to be told and valued to continue living, growing and influencing the future of a country. With this approach the Foundation has produced, for example, [reviews and catalogs of excellence on different topics](#) as architectural conservation, e-mobility, cultural enterprises. They also collaborate with the requesting Italian Regions in producing similar reviews for the excellences of their territories in various topics. Any reader can register on the web to download the publications of interest.

The circular economy is currently recognized by the international community as a key strategy to reduce the use of natural resources and to reduce the large amount of waste which generate major environmental and development sustainability problems worldwide. The format chosen by Symbola's National Reports on circular economy, that enhances the best practices already existing, implemented by many companies and actors, can inspire other countries and local governments.

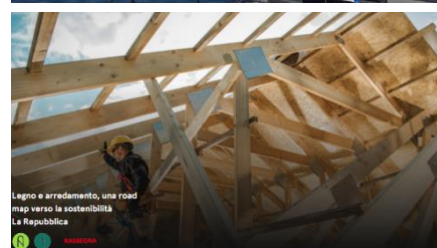
These reports can represent useful instruments not only to create synergies between different supply chains at local or national level, but also to create new employment and development opportunities within territories by encouraging creativity, innovation in products and processes also in partnership with universities. Above all, they can be useful tools to encourage young people to undertake studies and jobs that allow them to contribute as protagonists to the changes necessary to build a new world based on the principles of environmental, economic and social sustainability indicated by the 2030 Agenda.

To know more

[100 Italian Circular Economy Stories 2021](#)



IO SONO CULTURA 2021
 FOCUS LOMBARDIA
 L'ITALIA DELLA QUALITÀ E DELLA BELLEZZA SFIDA LA CRISI
 LUNEDÌ 25 OTTOBRE 2021 ORE 17.00
 LA PRESENTAZIONE PRESSO CASA FORNASETTI A MILANO SARÀ TRASMESSA IN STREAMING SU WWW.SYMBOLA.NET E SUI CANALI SOCIAL DI FONDAZIONE SYMBOLA E FONDAZIONE CARIPLO



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