



Kick-off Conference

“UrbanWins: Urban metabolism accounts for building Waste management Innovative Networks and Strategies”

Programme

Urban_Wins kick-off conference aims to familiarise the EU waste stakeholders with the objectives and approach of the project to create opportunities to debate with the project partners and other participants about the role of urban metabolism and of the participatory approaches in building innovative waste strategies.

Cremona, 27 September 2016

Morning session: Sala Maffei Chamber of Commerce of Cremona, Via Lanaioli 7

9:00 – 9:30 Registration

FIRST SESSION

9:30 Welcome and introduction

By Gianluca Galimberti, Mayor City of Cremona

9:45 Global material flows: what do they tell us about consumption and resource efficiency?

Leonardo Rosado, Chalmers University of Technology

10:15 Strategic planning and waste prevention policies in the framework of urban metabolism

Francesco Musco, Università IUAV di Venezia

10:45 Objectives, overall approach and key actors of Urban_Wins

Mara Pesaro, Managing Director Wide Territory Development and Jobs Department City of Cremona and Urban_Wins co-ordinator

Moderated by: Silvano Falocco, Fondazione Ecosistemi

Coffee break (11.00-11.30)



SECOND SESSION

11:30 **Guided “tour” into Urban_Wins expectations: from the perspective of participants to the view of key stakeholders**

Panelists: Representatives of Linea Gestioni, Region Lombardia, Ecoteca, City of Bucharest, Università Federico II di Napoli, Comune di Torino, SERI

12:30 **Questions and remarks session: the public asks project partners about key topics**

Panelists:

- Frederic Clarens, CTM -Technological Centre of Manresa
- Leonardo Rosado, Chalmers University of Technology
- Silvano Falocco, Fondazione Ecosistemi
- Mara Pesaro, Comune di Cremona
- Lia Vasconcelos, Nova.id.FCT
- Francesco Musco, Università IUAV di Venezia

Moderated by: Philipp Tepper, ICLEI -Local Governments for Sustainability

13:15 **Conclusions**

Mara Pesaro, Managing Director Wide Territory Development and Jobs Department City of Cremona and Urban_Wins co-ordinator

Languages: English/Italian (simultaneous translation will be provided)

Afternoon session: Spazio Comune, Piazza Stradivari 7

Urban_Wins Carousel: EAB members meet with Urban_Wins partners

Reserved to Urban_Wins partners and EAB members

Working language: English

14:30 **Welcome and introduction (*tour de table*)**

A) Urban metabolism and MFA for supporting decision making

Hosted by Leonardo Rosado, Chalmers University

B) The analysis of waste prevention and management policies: from determinants to alternative options

Hosted by Frederic Clarens, CTM

C) Stakeholder engagement and strategic frameworks for urban waste prevention and management

Hosted by Lia Vasconcelos, Nova.id.FCT, and Livia Mazzà, Fondazione Ecosistemi

D) The local strategic action plans and the Urban_Wins toolkit

Hosted by Giulia Lucertini/Maurizio Pioletti, IUAV, and Alexandra Ghenea, Ecoteca

Moderated by: Philipp Tepper, ICLEI

16:15 **Wrap and Closing / next steps**



Urban_Wins (“Urban metabolism accounts for building Waste management Innovative Networks and Strategies”) (project no. 690047) aims to develop and test methods for designing and implementing innovative and sustainable Strategic Plans for Waste Prevention and Management in various urban contexts based on innovative, inter-disciplinary and participatory approaches. These will enhance urban environmental resilience and will guarantee progress towards more sustainable production and consumption patterns together with improvements in the recovery of waste and the use of recovered materials. The development of Strategic Plans will be built on the base of improved knowledge of the factors that influence the metabolism of cities and of a deep understanding of how those factors can be transformed in positive drivers of technological, non-technological and governance changes.

A total of 27 partners from 6 different countries are involved in Urban_Wins (local authorities, research bodies & universities, companies, NGOs), under the coordination of Comune di Cremona (Italy).

Project partners:



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