

SPECIALIZATION TRAINING WORKSHOPS

D.T3.5.1 Italy

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MARKETING OF SUSTAINABILITY

Date: 12th October 2021

Location: Online via Zoom

Project relevance:

COCO4CCI aims to connect CCI and AVM to collaborate with each other. In this context, it is important that both sides know their rights and options. In regard of further activities, we organized, within the piloting activity “#CHALLENGE INNOVAZIONE SOSTENIBILE: Communicating and Enhancing Corporate Sustainability”, a workshop to educate CCIs but also AVMs about the proper and efficient strategy marketing of sustainability.

Participants:

// Number of participants: 18

// Participant structure:

10 AVM

8 CCI

Target groups:

1 Mainetti: International holding company participating with some business units

1 Askoll Group: the group participates with its headquarters and its EVA section on electric mobility

Target Group CCIs:

8 experts in communication, media and digital marketing.

Event

DESCRIPTION

The specialization training workshop “MARKETING OF SUSTAINABILITY”, moderated by facilitator Ada Rosa Balzan, dealt and focused on the following issues:

a) Today's scenario and regulatory references related to sustainability issues: first of all, at EU level, according to the European Green Deal strategy, the circular economy will be used to bridge about 50% of the "gap" between us and the 1.5°C temperature target.

Furthermore, the European Bank Authority EBA, in its "Guidelines for credit origination and monitoring", has included environmental, social and governance ESG risks within the scope of the standards aimed at improving credit granting and monitoring. The European Commission published also a new financial reporting regulation: from non-financial reporting directive to CORPORATE SUSTAINABILITY REPORTING.

At national level, the new "National Strategy for the Circular Economy", focusing on eco-design and



eco-efficiency will also cover the following areas of intervention:

1. eco-design and product innovation,
2. bio-economy,
3. blue economy,
4. critical raw materials.

b) Sustainability requirements: it was emphasized that sustainability is not just about the environment but the three integrated ESG criteria (environmental, social and governance) with the SDGs of the United Nations;

c) Greenwashing, what to avoid: It is easy to run into cases of voluntary or accidental greenwashing, these are the main cases:

1. Sin of lack of evidence (no proof),
2. Sin of vagueness (vagueness),
3. Sin of irrelevance (irrelevance) statements may also be true but irrelevant for choosing a product,
4. Sin of the lesser of two evils when statements are true within a specific product category, but the product nevertheless has a great impact on the environment,
5. Sin of fibbing,
6. Sin of worshipping false labels, committed when through words, pictures or symbols a product gives the false impression of patronage or certification.

d) Guidelines for consistent communication of sustainability: The 5 ii's of marketing were explained and explored:

1. Intuitive: making green alternatives accessible, understandable, normal for consumers understandable and normal for consumers;
2. Integrative: it must combine the ecological with the commercial, technological and social aspects;
3. Innovative: it has to produce real innovation that creates new products and new lifestyles;
4. Inviting: it must emphasize the positive aspect and desirability of green choices, thus of green choices, thus freeing environmentalism from the aura of uncomfortable of inconvenience and sacrifice;
5. Informative, it must stimulate environmental education and the active participation of customers.

e) Marketing strategies: for the adoption of an effective sustainability marketing is crucial to know which are the main marketing strategies, which are essential 4:

1. Product or market strategies: Companies develop new products or convert existing lines into sustainable, environmentally friendly products with a focus on end-of-life disposal (recycling)
2. Process strategies: They consist in the use of green technologies that allow the rational use and saving of raw materials and environmental resources (energy, air, water, soil) and the reduction of emissions, discharges and waste.
3. Image or communication strategies: To increase their brand reputation, improve the relationship with their stakeholders and the territory, create new partnerships. Environmental and sustainability reports and balance sheets play an important role in communication strategies.
4. Alliance strategies: a joint commitment at sectoral level to achieve global protection objectives.

Accordingly, examples and best practices on how properly measuring transparency and communication capacity. As main point reference role is the following: marketing communication that claims or suggests environmental or ecological benefits must be based



on truthful, relevant and scientifically verifiable data, relevant and scientifically verifiable data.

The specialization training workshop concluded with an open and free exchange of experiences, points of views on the various issues dealt related to sustainability marketing and communication.

LESSONS LEARNT

Awareness building in the field of sustainability and related marketing and communication is crucial for future collaborations among creatives and manufacturing companies. Both CCIs and AVMs had gained relevant skills and know-how on: national and European regulatory references related to sustainability issues, sustainability requirements, Greenwashing and indications of how avoid to run into this case, marketing strategies and guidelines for consistent communication of sustainability and indications on measuring transparency and communication capacity.

FEEDBACK

The participating both creative professionals and manufacturing companies' representative were participative and provided very positive feedbacks on the relevance on the dealt sustainability issues, also especially in view of future collaborations

Several CCIs and AVMs participants stated that they would join to more webinars and initiatives focused on sustainability marketing and communication because it is and will increasingly be a competitive factor.

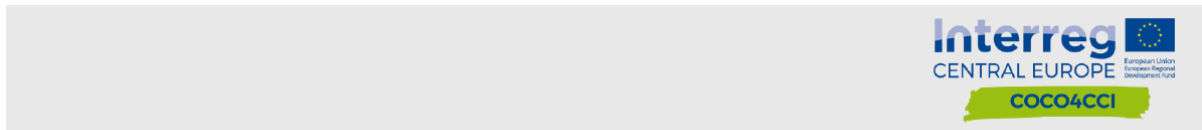
It is therefore important to familiarise oneself with suitable terminology, current European and national regulations, sustainability requirements for access to funding, guidelines and indications on how to carry out a corporate sustainability report and consistent communication based on scientific and verifiable data.

FOLLOW-UP

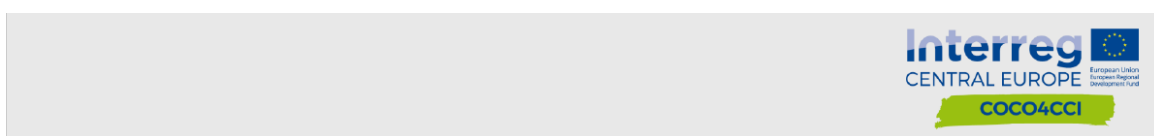
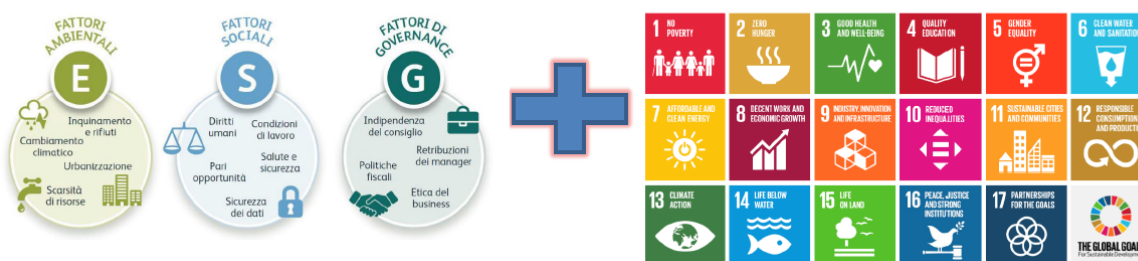
As this specialization workshop was organized within the piloting activity “#CHALLENGE INNOVAZIONE SOSTENIBILE: Communicating and Enhancing Corporate Sustainability”, the competences and know-how acquired by participants represented especially for CCIs and important response to their needs in terms of sustainability issues which are crucial for approaching AVMs and thus the creation of fruitful cross-sectoral cooperation.



PHOTOS



Sostenibilità non è solo ambiente quindi ma i tre criteri integrati tra loro ESG (ambientale, sociale e di governance) con gli SDGs delle Nazioni Unite



Sostenibilità - profittabilità spesso vengono presentati come concetti non conciliabili e distanti.

Nella nuova economia post Covid la sostenibilità deve essere il "core business function" di una azienda per ottenere anche un incremento di profitto. Fondamentale è non solo saper creare la strategia di sostenibilità adeguata ma saper individuare e impostare correttamente un set di indicatori di monitoraggio per le tematiche sia ESG che SDGs.

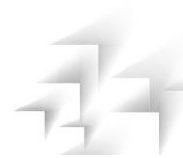
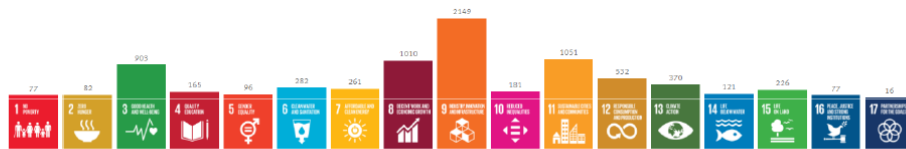




Misurare la Sostenibilità

IMPACT AT A GLANCE

ISO contributes to all of the SDGs. Here you can see the number of ISO standards that are directly applicable to each Goal.





Acqua Alta Valle del Trebbia: best practices



La distribuzione del prodotto avviene in un raggio di 150 km dalla fonte a Rovegno, raggiungendo, le province di Genova, Piacenza, Alessandria, Pavia, Lodi, Cremona e Parma.



Il PET (PoliEtilene Tereftalato) è un materiale che coniuga sicurezza nella conservazione dell'acqua e sostenibilità, essendo **100% RICICLABILE**. Il **Riciclabottiglie**: <https://youtu.be/5LyYooLmDi4>
Il compattatore ha anche il vantaggio di incentivare le pratiche di raccolta differenziata, dato che al momento dell'inserimento delle bottiglie il consumatore potrà ritirare un buono sconto sull'acquisto di AltaValle

Studio LCA di prodotto da parte dell'Università Cattolica di Piacenza aveva consigliato:

- interventi di sgrammatura
- sostituzione del PET vergine con PET riciclato

CUOA BUSINESS SCHOOL



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ANNEX 1: Agenda



*Opportunità di Collaborazione
tra Aziende manifatturiere
e Imprese culturali e creative*



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di Management

PROGRAMMA

14.30 - 14.35	Saluti e introduzione
14.35 - 14.45	Iniziamo dai riferimenti normativi
14.45 - 15.05	I requisiti di sostenibilità
15.05 - 15.30	Misurare la trasparenza e la capacità comunicativa
15.30 - 15.35	Intervallo
15.35 - 16.05	A proposito di Greenwashing, cosa evitare
16.05 - 16.20	Linee guida per una comunicazione coerente
16.20 - 16.30	Raccolta Feedback e conclusioni

Link di collegamento



► Il Coach

Ada Rosa Balzan
Esperta di Sostenibilità per le aziende e Marketing della Sostenibilità.

Questo documento è stato realizzato con il contributo dell'Unione Europea nell'ambito del progetto di cooperazione COCO4CCI, finanziato dal Programma Interreg Central Europe 2014 - 2020. Il suo contenuto è di esclusiva responsabilità di Confindustria Veneto SIAV e Università Ca' Foscari Venezia Dipartimento di Management.

W: interreg-central.eu/COCO4CCI



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INNOVAZIONE SOSTENIBILE Comunicare e Valorizzare la Sostenibilità Aziendale



Step1

Mindset Workshop

22 settembre 2021 - h. 10.00 - 12.30

Nuove mentalità per la Sostenibilità: un esperto introdurrà alle Aziende ed ai Professionisti "creativi" il tema dell'innovazione sostenibile.



Step2

La #Challenge e la Visita Aziendale

Le Aziende manifatturiere si presenteranno ed esplicheranno la loro esigenza rispetto al tema sostenibilità su cui i professionisti "creativi" elaboreranno idee e/o proposte di comunicazione "innovativa".



I° Presentazione della #Challenge

27 settembre 2021 - h. 10.00 - 12.30

II° Visita virtuale dell'azienda manifatturiera

Data e orario da concordare con l'azienda



Step3

Meet the expert: Training Workshop

Programma accelerato di training online e team work articolato in 3 incontri per i "creativi":

I° Trend Futuri

1 ottobre 2021 - h. 14.30-16.30, Elisa Gritti

II° Nuove Tecnologie

8 ottobre 2021 - h. 14.30-16.30, Giovanni Vaia

III° Marketing della Sostenibilità

12 ottobre 2021 - h. 14.30-16.30, Ada Rosa Balzan



Step4

Solution Pitch: Comunicare la Sostenibilità

19 ottobre 2021 - h. 10.00 - 12.30

Incontro finale in cui i professionisti "creativi" presenteranno un concept di idee personalizzate, in risposta alla challenge delle Aziende.



ANNEX 2: List of participants

Ducoli	Marco	Marco Ducoli Video e Foto
De Pecol	Aldo	Spring Di De Pecol Aldo
Lombardi	Silvia Maria	Across The People Srl
Rampin	Francesca	Across The People Srl
Cavalli	Massimo	Dolp Dove Osano Le Parole S.A.S.
Rabaglio	Elena	Mediatyche
Sara	Poletti	Studio Pasquotto
Zamarian	Giada	Oej Agency - Film E Media Srl
Tasinazzo	Valeria	Askoll
Sperotto	Antonella	Askoll
Boschetto	Monica	Askoll
Scomparin	Rachela	Mainetti
Salzano	Antonio	Mainetti
Sassi	Filippo	Mainetti
Diacci	Paolo	Mainetti
Ceccato	Fosca	Mainetti
Pellicieri	Mariachiara	Mainetti
Zamperetti	Silvia	Mainetti



VIRTUAL REALITY

Date: 21th May, 2021

Location: Online via Zoom

Project relevance:

Within the piloting activity “#CHALLENGE CREATIVE APPLICATION OF VIRTUAL REALITY FOR SUPPLY CHAIN COMMUNICATION”, a specialized workshop aimed to offer technical content on virtual reality tools and applications.

Participants:

// Number of participants: 11

// Participant structure:

11 CCIs

Target Group CCIs:

5 experts in communication and marketing

2 experts social media communication

2 experts in virtual reality application

2 tourism expert

Event

DESCRIPTION

The specialized training workshop has been the final module of the 4 workshops dedicated to CCIs within the piloting proposal. The format consisted of one and a half hours of technical content on virtual reality tools and 45 minutes on practical case studies.

The aim of this activity was to offer to CCIs professional to provide a technical knowledge base concerning the main tools, software and design methodologies for the application of communicative projects using virtual reality. The workshop continued with the presentation of case studies of projects already used by well-known companies in the field of corporate storytelling through virtual reality, with the aim of practical visualisation of the methodologies presented by the expert.

part 1: main tools for virtual reality application

part 2: main softwares for virtual reality project

part 3: main method for virtual reality project

part 4: case studies: Barilla and other companies



LESSONS LEARNT

The topic interested the CCI s because of its potential for future development and innovation.

Virtual reality as a new digital technology is part of the fast growing sector with digitisation, accentuated also in the year of the pandemic. Little is known about the cross-sectoral collaboration potential of the tool, which not only requires strong digital and technical expertise but also an important creative application to make all new communications with this tool effective and value-creating for the enterprise.

FEEDBACK

The creative professional is not required to know the technicalities of the tools, but the offer of basic elements can help them to better understand the world of virtual reality in future application. The content was difficult for some participants, but for others it was a good basis for developing in-depth knowledge of the tools.

FOLLOW-UP

As this specialization workshop was organized within the piloting activity “#CHALLENGE CREATIVE APPLICATION OF VIRTUAL REALITY FOR SUPPLY CHAIN COMMUNICATION”, the competences and know-how acquired by participants represented especially for CCIs and important response to their needs in terms of virtual reality tools application which are crucial for approaching AVMs and thus the creation of fruitful cross-sectoral cooperation.



ANNEX 1: Agenda



PROGRAMMA

Mindset Workshop 6 maggio 2021 - h. 11.00 - 13.00 <i>Workshop di presentazione del percorso e degli obiettivi. Best practices di collaborazione tra AVM e CCI. Syllabus attività. Partecipazione di Amadori. Per es. Inviare set di Lego Serious Play e convergenza di idee in Mural.</i>	Meet the expert <i>Veranno offerti 3 workshop per approfondimenti tecnici sul tema della challenge per professionisti creativi. 1 h formazione + 1 h attività su TREND, TECHNOLOGY, SPECIALIZED.</i> 11 maggio 2021 - h. 14.00 - 16.00 14 maggio 2021 - h. 14.00 - 16.00 21 maggio 2021 - h. 14.00 - 16.00
Company Visit e Challenge Pitch 7 maggio 2021 - h. 11.00 - 13.00 <i>I creativi visiteranno l'azienda manifatturiera per conoscere il contesto aziendale e l'ambito specifico della challenge, svelandola ufficialmente.</i>	Solution Pitch 28 maggio 2021 - h. 11.00 - 13.00 <i>I creativi presentano le soluzioni innovative all'azienda manifatturiera.</i>
Individual match- making visits <i>da concordare</i> <i>Incontri individuali per approfondire il tema della sfida.</i>	Vai al sito del progetto



ANNEX 2: List of participants

First Name	Last Name	Email	Registration Time	Approval Status
Filippo	Dalla Villa	info@freskiz.com	21/05/2021 13:46	approved
Vittorio	Lauro	vittorio.lauro@googlemail.com	21/05/2021 13:56	approved
Michele	Zavarise	info@progettoark.com	21/05/2021 13:57	approved
Stefano	Bergonzini	info@stefanobergonzini.it	21/05/2021 13:57	approved
Matteo	Troiani	mat.troiani@gmail.com	21/05/2021 14:00	approved
Alvise	Busetto	abusetto@lagoon.agency	21/05/2021 14:01	approved
Sara	Bonandini	sara.bonandini27@gmail.com	21/05/2021 14:01	approved
Silvia	Meleddu	meleddusilvia.venezia@gmail.com	21/05/2021 14:01	approved
Marzia	Micelisopo	marziamicelisopo@gmail.com	21/05/2021 14:14	approved
Flavio	Galdi	flaviogaldi89@gmail.com	21/05/2021 14:14	approved
Simona	Falco	Simonafalcoadv@gmail.com	21/05/2021 14:54	approved
Arnaldo	Uccella	ing.uccella@gmail.com	21/05/2021 15:09	approved