

Milan Recycling City

6.6.2014



Milano mines map

Good morning to all of you, I'm very proud to be here and to participate in this international conference, for which I thank the commissioner Maran for the invitation and his team for the organization of such an interesting meeting.

My name is Donatella Pavan, I'm an environmental journalist, since 20 years my passion, in addition to writing, is to find out products, ideas and best practices to reduce environmental impact on the Earth and to tell about them to my readers.

Until now the most interesting ideas have come from outside Italy, and in particular from the North of Europe, a sort of a 'sustainability lighthouse' for me. Today I'm really happy to be here because Italy too, thanks to Milano, has something to tell; Milano is becoming an important reference for waste management and reduction. And, I am here to tell you about a specific project whose aim is to reduce the waste dumping in Milano and hopefully in the future in other Italian cities.

From last year I collaborate with Cascina Cuccagna, one of the Milano area old farmsteads, the most central of them, reborn thanks to a groups of citizens. I planned and managed 2 exhibitions, connected to European campaigns for the environment: the first one, La potenza di helios, during the European Solar Days; and the second one, Giacimenti Urbani, last November for the European Week for Waste Reduction. The first event name recalls the tradition of the greek name of the sun, the

second one is a quote from an interview with Giancarlo Longhi, former Conai general manager.

It was 2006 when, after a long pursuit, I convinced an important female magazine's editor-in-chief to let me write a story regarding waste value. She believed in this idea so asked me a 4 pages article. My first interview was with Mr. Longhi, and he started telling me something very interesting: "The urban waste materials, my dear lady, are our new 'giacimenti urbani', urban mines". I felt very impressed by this revolutionary statement.

7 years later, looking for the name of the exhibition related to the European Week for Waste Reduction and dedicated to 100% Recycle Design and to compostable products, we decided to use "Giacimenti Urbani". The same name has been given to the association whose main project we're happy to present today: the Giacimenti Urbani (or Urban Mines) Map, which can be accessed at the website www.giacimentiurbani.eu.

The next steps will be at first to have institutional subjects that are already sponsoring our project, as Comune di Milano and AMSA, involved in communication activities to citizens, so that they become aware of the existence of the map tool (our message is: there is always another way to eliminate waste; think it over, have a look at www.giacimentiurbani.eu and by using the map and it's tools, they can find all the participants who can help extend the life of our everyday products – not only new and smart activities (such as the refill and sharing services) but also traditional ones (such as shoemakers, joiners...).

We think our wealth will largely depend on the value we will be able to give to what is inside and immediately outside us... So thank you for listening to this speech, I wonder if all of you could give us feedback for the project and of course participate to the next Giacimenti Urbani issue next November 2014