



# MEET ITALIAN MUNICIPALITIES: CIRCULAR ECONOMY AND WASTE

## Create relations to Italian Municipalities in need of building new waste recycling sites and identifying new solutions and technologies within waste management

In uncertain times, you have a certain opportunity to initiate a potentially valuable dialogue with relevant decision makers and officials.

Italy produces more waste than the local municipalities are capable of recycling and processing. Despite being one of the countries that is closest to reach EU 2030 targets for waste management, there still are many barriers to tackle to transform the problem into an actual resource for the Country. The greatest challenge for Italian municipalities is now to identify new solutions and technologies, whereas Danish companies are invited to present their strongholds within waste management.

### WHY JOIN?

As a response to the financial consequences COVID-19 has caused for Danish companies, the organizers attempt to set up the digital framework for the companies to boost their exports. By participating in this meeting, you will get

- To meet relevant actors and decision-makers within waste management from Italian municipalities: Florence (More municipalities TBC)
- To introduce your company to municipalities in need of new technologies and solutions
- To be a part of an aggregate effort to showcase and substantiate that Danish strongholds within the industry are world-class
- To be featured in export catalogue
- Insights into the waste challenges from the municipalities who is responsible of the waste management in Italy

### WHEN AND WHERE?

24 September 2020, 10.00-12.00

Online meeting

Participate from your own office or by using online meeting facilities at DI

### SIGN UP

You can sign up by following [this link](#).

Deadline: 10 September 2020

### WHO SHOULD JOIN?

The Italian municipalities are looking for ways to rethink and optimize the waste management in terms of new technologies and solutions. Thus, the meeting is relevant for companies within all parts of the supply chain:

- Reuse and Recycle sites
- Waste monitoring technologies
- Reuse and Recycle technologies
- Incinerator builders
- Architectural consulting
- Engineering consulting
- Waste collection, analysis, IT tracking, and sorting

# MEET ITALIAN MUNICIPALITIES: CIRCULAR ECONOMY AND WASTE

With the purpose of initiating the contact to relevant actors and decision-makers within waste, the digital meeting is organized by the Confederation of Danish Industry in cooperation with the Royal Danish Embassy in Rome. During the meeting, State of Green will give a brief introduction to Danish strongholds within circular economy and waste management. Moreover, a Danish user of a relevant solutions will present how they are used in the real world, while the Italian municipalities will present their challenges. Eventually, the Danish companies will present their solutions in relation to the Italian challenges.

## PROGRAM

10:00

### Welcome and moderation

Jens Holst Nielsen, Director, Global Market Development at the Confederation of Danish Industry

10:05

### Introduction to Danish strongholds within circular economy and waste

Malene Bering Beitzel, Project Manager, State of Green

10:20

### An example from the real world: Amager Ressourcecenter

Jacob H. Simonsen, CEO, Amager Ressourcecenter (Amager Bakke)

10:35

### Presentation of the Italian Municipalities and their challenges

The Municipality of Florence. More municipalities are TBC.

11:00

### Roundtable with the participating Danish companies

Each company provides a short presentation

11:50

### Open dialogue

Possibility to ask further questions

## CONTACT

The Confederation of Danish Industry  
Nicolai Frank Reinholdt  
Global Market Advisor  
[nifr@di.dk](mailto:nifr@di.dk)  
+45 3377 4936

The Royal Danish Embassy in Rome  
Jørn Bang Andersen  
Trade Commissioner  
[Joband@um.dk](mailto:Joband@um.dk)  
+39 06 9763 9814

## PRICE

2.125 DKK excl. VAT

## POSSIBILITIES AFTER THE MEETING

- An aggregate export delegation in 2021
- A Strategic Business Alliance
- Services by request for each individual participating company

# MEET ITALIAN MUNICIPALITIES: CIRCULAR ECONOMY AND WASTE

## **The Italian waste challenge rests among the municipalities: New recycling sites and identification of new technologies and solutions needed**

Italy produces approx. 30mil tons waste every year of which 58% is recycled. This means that the country produces much more than it can recycle.

Waste management in Italy is a controversial issue due to the disparity across the country; some cities experience urban waste monitoring and removal as a problem, while others have transformed waste management into a resource for the individual municipality and the development of a circular economy due to the use of new technologies.

Italian Municipalities are responsible for waste management throughout the country and therefore represent the main interlocutors for all companies wishing to present their solutions and access the market.

A great challenge in the market is represented by the great difference in numbers between disposal plants and recycling facilities. As a matter of fact, in 2017 there were 383 landfills and incinerators for hazardous and urban waste while recycling plants are 1.700 (including storage platforms and waste selection and treatment plants). These numbers are inadequate to the circular economy goals of the country. The greatest need in the Italian market of waste management is in fact the building of new recycling sites and the identification of new technologies and solutions to make the whole process easier and more in line with circularity standards from the monitoring of urban waste to selections and disposal/recycling.

This means there is plenty of market potential for Danish companies in Italy as a large established economy with more than 60 million inhabitants and a GDP of 2.000 billion US\$ in 2019.

## THE FINE PRINT

The price is calculated on a fixed number of companies and a 75 per cent subsidy from the Danish Trade Council. If the number of participating companies changes or if the support from the Trade Council is not approved, we reserve the right to offer participation at a different price. Should this result in a higher price than the one quoted you have the right to cancel your participation.

Registration is in accordance with the General Terms and Conditions for participation in Export Promotion Events of the Confederation of Danish Industry. [Read more.](#)

*Co-financed by*



**MINISTRY OF  
FOREIGN AFFAIRS  
OF DENMARK**  
*The Trade Council*