



# Di cosa parleremo?

# Ruolo del cittadino

Come aiutare la trasformazione

Cittadino nell'economia circolare in confronto al cittadino tradizionale

"The lazy person guide to save the world"

Sostenibilità potenziale

Casi studio e azioni in prima persona

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01

## Superstar del Divano

THINGS YOU CAN DO FROM YOUR COUCH



02

## Eroe della casa

THINGS YOU CAN DO FROM HOME



03

## Gentile vicino

THINGS YOU CAN DO IN YOUR  
NEIGHBOURHOOD



## THINGS YOU CAN DO FROM YOUR COUCH

- Save electricity by plugging appliances into a power strip and turning them off completely when not in use, including your computer.
- Stop paper bank statements and pay your bills online or via mobile.
- Speak up! Ask your local and national authorities to engage in initiatives that don't harm people or the planet. You can also voice your support for the Paris Agreement and ask your country to ratify it or sign it if it hasn't yet.
- Turn off the lights. Your TV or computer screen provides a cosy glow, so turn off other lights if you don't need them.

Vampiri energetici

Risparmio di carta



Carta ≠ Legna

## THINGS YOU CAN DO FROM YOUR COUCH

- Do a bit of online research and buy only from companies that you know have sustainable practices and don't harm the environment.
- Report online bullies. If you notice harassment on a message board or in a chat room, flag that person.
- In addition to the above, offset your remaining carbon emissions! You can calculate your carbon footprint and purchase climate credits from Climate Neutral Now. In this way, you help reduce global emissions faster!"

Consumo consapevole

Speak up!



## THINGS YOU CAN DO FROM HOME

- Air dry. Let your hair and clothes dry naturally instead of running a machine. If you do wash your clothes, make sure the load is full.
- Take short showers. Bathtubs require gallons more water than a 5-10 minute shower.
- Eat less meat, poultry, and fish. More resources are used to provide meat than plants
- Compost—composting food scraps can reduce climate impact while also recycling nutrients.

Evitare gli sprechi

## THINGS YOU CAN DO FROM HOME

- Recycling paper, plastic, glass & aluminium keeps landfills from growing.
- Buy minimally packaged goods.
- Plug air leaks in windows and doors to increase energy efficiency
- Adjust your thermostat, lower in winter, higher in summer
- Replace old appliances with energy efficient models and light bulbs

1.1 ≠ 1

## THINGS YOU CAN DO IN YOUR NEIGHBOURHOOD

- Shop local. Supporting neighbourhood businesses keeps people employed and helps prevent trucks from driving far distances.
- Let your favourite businesses know that ocean-friendly seafood is on your shopping list.
- Shop only for sustainable seafood. There are now many apps that will tell you what is safe to consume.
- Bike, walk or take public transport. Save the car trips for when you've got a big group.
- Use a refillable water bottle and coffee cup. Cut down on waste and maybe even save money at the coffee shop.
- Bring your own bag when you shop. Pass on the plastic bag and start carrying your own reusable totes.
- Take fewer napkins. You don't need a handful of napkins to eat your take-out. Take just what you need.
- Shop vintage. Brand-new isn't necessarily best. See what you can repurpose from second-hand shops.
- Donate what you don't use. Local charities will give your gently used clothes, books and furniture a new life.
- Take advantage of your right to elect the leaders in your country and local community



LA RETE ITALIANA DI CHI VIVE (QUASI) SENZA RIFIUTI



## THINGS YOU COULD DO AT WORK

- Give fruits or snacks that you don't want to someone who needs and is asking for help.
- Does everyone at work have access to healthcare? Find out what your rights are to work. Fight against inequality.
- Mentor young people. It's a thoughtful, inspiring and a powerful way to guide someone towards a better future.
- Voice your support for equal pay for equal work.
- Lend your voice to talk about the lack of toilets in many communities around the world!
- Make sure your company uses energy efficient heating and cooling technology.
- Raise your voice against any type of discrimination in your office. Everyone is equal regardless of their gender, race, sexual orientation, social background and physical abilities.
- Bike, walk or take public transport to work. Save the car trips for when you've got a big group.
- Organize a No Impact Week at work. Learn to live more sustainably for at least a week: [un.org/sustainabledevelopment/be-the-change](https://un.org/sustainabledevelopment/be-the-change).

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# Engaging the citizen in the circular economy: Transcending the passive consumer role

Leonidas Milios\*

International Institute for Industrial Environmental Economics (IIIEE), Lund University, Lund, Sweden

The transition to a resource-efficient and effective circular economy (CE) requires the active engagement of all societal and economic actors, including business, civic society, and political actors. **Research, so far, has mainly focused on business solutions and policy approaches that enable these solutions.** However, very little knowledge has been developed regarding the **role of citizens in the CE** (e.g., sharer, repairer, or buyer of quality products or second-hand products) and the transformations to everyday life that circularity may require. Therefore, there is an imperative to fill this knowledge gap and provide the insights needed to drive the adoption and upscale of circular practices in the everyday life of citizens. To go beyond existing approaches of consumer research, this contribution proposes the expansion of the methodological arena by integrating theories of socio-cultural (e.g., practice theory, consumption work) and psycho-social (e.g., peer-influence, social proof) nature to complement existing approaches of “behavioral” scope, which have been widely used in economics and policy studies. **By identifying the way people relate to CE in their everyday life and the conscious and unconscious actions they are likely to take toward a CE transformation, it is possible to complement the existing knowledge on CE business model innovation and policy interventions so that the “consumer” aspect is better incorporated and not taken simply for granted, as a CE adopter.**



## Arriverà mercoledì

In transito



Jabra Elite 45h Cuffie On-Ear Wireless, Cuffie sovraurali solide, pieghevoli e con autonomia della batteria pari a 50 ore, 2 microfoni per le chiamate

Venduto da: Amazon EU S.a.r.L.

EUR 74,24

**Condizione: Usato - Come nuovo** - L'articolo verrà fornito nell'imballaggio originale.



Compralo di nuovo

Traccia il mio pacco

Ricevi assistenza prodotto

Restituisci articoli

Condividi ricevuta regalo

Archivia ordine

Citizen role	Related CE activities
Beyond the traditional consumer role as a product buyer	<ul style="list-style-type: none"><li>■ Avoiding superfluous or unnecessary purchases</li><li>■ Preferring products and services from circular business models</li><li>■ Appreciate product labels, information and looking after missing information in products</li><li>■ Purchasing re-used and second-hand products as alternatives to new products</li><li>■ Leasing instead of buying products and services</li><li>■ Preferring to focus on the services instead of the products</li><li>■ Buying durable, high-quality products</li><li>■ Buying products for which spare parts are available and repair information are widely accessible</li></ul>

Product holder/value maintainer	<ul style="list-style-type: none"><li>■ Avoiding the replacement of functional products</li><li>■ Prolonging the life of products (proper use; maintenance; updates)</li></ul>
Repairer/DIY activist	<ul style="list-style-type: none"><li>■ Preferring to repair malfunctioning products instead of buying new</li><li>■ Engaging with own repairs, when possible (DIY), and/or communities of repair activities (for example, repair cafés)</li><li>■ Actively share knowledge, participate, or host repair workshops etc.</li></ul>
Community actor/sharer	<ul style="list-style-type: none"><li>■ Prioritize sharing schemes over commercial leasing or buying of products</li><li>■ Engage with Peer-to-Peer (P2P) schemes, enabling sharing of knowledge and resources</li></ul>
Engaged waste manager/re-user	<ul style="list-style-type: none"><li>■ Redirecting End-of-Life (EOL) products for direct re-use or preparation for re-use rather than recycling or disposal.</li><li>■ Ensuring waste is properly sorted and collected for their intended purpose (e.g., for re-use or recycling)</li></ul>

Milios L (2022) Engaging the citizen in the circular economy: Transcending the passive consumer role. Front. Sustain. 3:980047. doi: 10.3389/frsus.2022.980047

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Sii il cambiamento che vuoi vedere nel  
mondo.

# Ruolo dell'economia

Economia avente come scopo ultimo il benessere dell'individuo

Focus sulla situazione nel territorio dei Castelli Romani

Quali società si occupano di riciclo e/o riuso, quanto viene scartato in discarica?

Mostrare quanto l'impegno verso i principi delle 3R possa cambiare una comunità

Casi studio e azioni in prima persona

# Bi(o)sogno



**Coltiva  
il tuo  
futuro**





# Qualche numero

Su 7,91 miliardi di persone , 4,95 mld hanno accesso ad internet.

5,3 mld possiedono un telefono cellulare.

il 58,4% della popolazione poolazione mondiale utilizza i social, ovvero 4,62 mld di persone.

**In Italia, su una popolazione di 60.32 milioni:** quasi 51 milioni di persone possiedono una connessione internet.

**6 ore e 9 minuti è il tempo speso dagli italiani online: il 97,3% possiede uno smartphone e oltre il 75% un computer desktop o laptop.**



01

## Market Analysis

Turismo Globale  
Turismo italiano  
Come va il turismo in Italia?  
Il Turismo Digitale in Italia

02

## Market Analysis

Users: i viaggiatori  
Creators: travel blogger e influencer  
Perché i millennial?

03

## Competitor Analysis

Pollon  
Pollon  
Pollon  
Pollon

**Questo blocco di testo prevede un massimo di 10 righe, se il testo da inserire supera questo limite cercare un'altra slide con diverso layout.**

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