



THEME WORK

SUB THEME:

Zero Waste Design

TITLE OF WORKSHOP:

Keyword Design, Waste Prevention, Innovation



(WHAT) PROPOSAL (IDEA OR PROJECT) FOR DEGROWTH

TO REALIZE ☐ [BEST PRACTICE ☐ / RESEARCH ☐] [NEW ☐ / REVISED ☐]

TO REPLICATE X

TO RE-ACTIVATE ☐

(BRIEF DESCRIPTION) Elaborate management of the organic eater (bio-wastes) starting from the separate collection of the waste to entire process takes laces in the municipality including the use of compost by local farmers, with the help of farmers and the school, the dustcart team, several associations and the council.

(WHY) RELEVANCE OF THE PROPOSAL TO THE NEEDS AND CONSTRAINTS OF THE DEGROWTH

(KEY WORDS) The objective is bio-wastes km 0

(WHERE) AREA OF APPLICATION: Villages and cities

(WHEN) PERIOD OF APPLICATION: SHORT TERM X LONG TERM X YEAR

(WHO) PROPONENTS AND PARTNERS (CONTACT NAME & E-MAIL ADDRESS)

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(WHAT) PROPOSAL (IDEA OR PROJECT) FOR DEGROWTH Laboratorio Palazzo Verde (Genova, Italy)

TO REALIZE X [BEST PRACTICE ☐ / RESEARCH ☐] [NEW ☐ / REVISED ☐] TO REPLICATE
X as a network TO RE-ACTIVATE ☐

(BRIEF DESCRIPTION) A waste management laboratory network explains and promotes informal and interactive way waste prevention focusing on sustainable management of waste “considering waste as a resource”. A network of waste museums will developed environmental education organized on a national international level.

(WHY) RELEVANCE OF THE PROPOSAL TO THE NEEDS AND CONSTRAINTS OF THE DEGROWTH
(KEY WORDS) National-International network for environmental education

(WHERE) AREA OF APPLICATION: Italy and Firenze

(WHEN) PERIOD OF APPLICATION: SHORT TERM ☐ LONG TERM X YEAR

(WHO) PROPONENTS AND PARTNERS (CONTACT NAME & E-MAIL ADDRESS)

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Create a A network of Museum and Laboratories to explain and promote the concepts of “Waste Prevention” and “Waste as Resource”.

Target: **Public Administrations (P.A.)**, responsible for the management of waste, and its associated public companies / **Green Economy**, based on Life Cycle thinking — consortia and companies



which apply E.P.R. (Extended Producer Responsibility): *not green washing & attention to WORK FOR COMMON UTILITY* — the world of re-use / **Universities**, for researcher relating to sustainable **Genoa (first implementation)**

Candidates: Turin — The A come Ambiente Museum, The Province of Reggio Emilia and University (UniMore), The Municipality of Capannori, Apulia Region

A modern museum of communication and scientific information must be based on interactivity:

Implementation of technologies that allow the visitor to interact with exhibits and obtain answers to question, technological and sensory stimuli used to ensure that the visitor is immersed in an emotional experience. Presence of guides to coordinate the interactivity and answer any questions. The projects needs a coordinate image: Trashosaurus: an image of the weight of waste that each of us produces every year — a monster hanging over our heads OR Recyclosaurus: an image representing the reduction of waste and the growth of recycling schemes- the trend toward “zero waste”.

The heart of the WML system: an interactive exhibition space focusing on the sustainable management of resources and waste.

Part I introduces historical and anthropological concepts which are explained by means of texts, images, music and dialogue.

Industrial production takes resources from the “natural capital” but does not reinstate them. In economic terms waste was considered to be an “externality”, to eliminate in the cheapest way.

Now, with E.P.R., the produced has to consider each and every cost connected to the production of goods, including those of reuse / recycling and disposal.

We must stop the cycle of production / consumption / scrap and return to zero-waste system

The survival of a “squandered” economy is now linked to its capacity for de-growth.



The word “refuse” has negative connotations. When it refers to the social quality of thing, a person, or a situation, it suggests the desire to exclude or eliminate something because it is superfluous, unacceptable, morally reprehensible. Disapproval and fear make it easier to say “ Not In My Back Yard” than to discuss the nature of waste and ways of preventing it.