

Chapter 6

Country Level Analysis

Italy

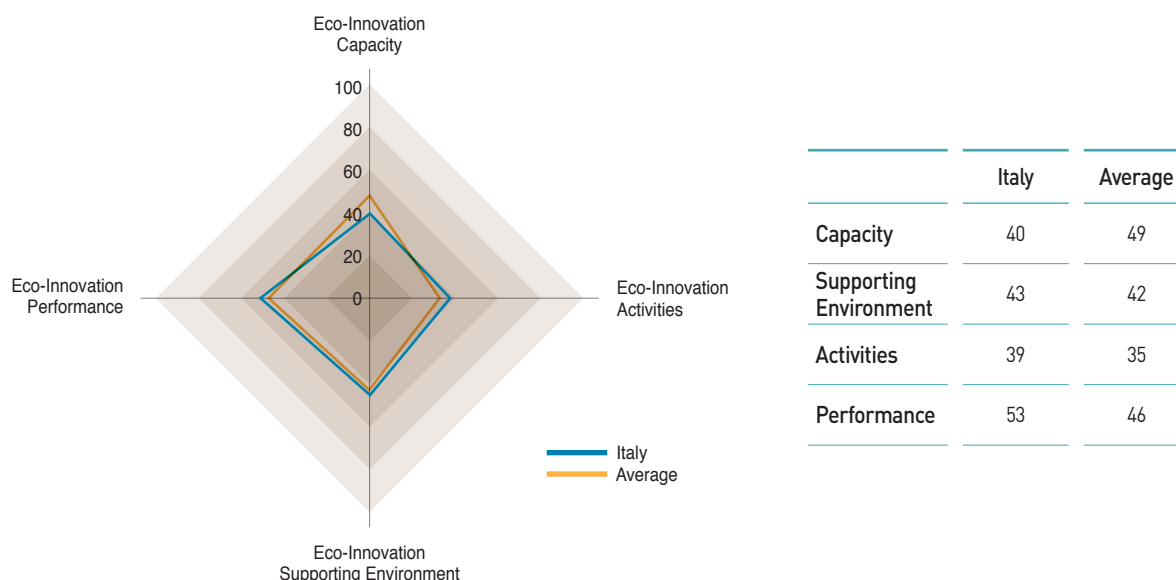





Fig 26. ASEI Result: Italy


Italy's Eco-Innovation Quantitative Analysis

According to the ASEI 2013, Italy's overall score falls into the average level (Italy: 44/100, Average: 43/100) when compared to other twenty four ASEM member countries evaluated by the ASEI.

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"Eco-Innovation Capacity" criteria score is below average: Country's Economic Competitiveness, Green Technology R&D Institution Capacity, and Green Technology possessed/acquired Firms are significantly below the average.
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"Eco-Innovation Supporting Environment" criteria indicates an average figure: Government's R&D Expenditure in Green Industry and Investment Scale towards Green Technology SMEs indicators show high score yet, Implementation of Environmental Regulations and Maturity of Investment Setting for Green Technology Industry indicator scores demonstrate low scores.
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"Eco-Innovation Activities" criteria score is above average: Commercialization Level of Green Technology, Green Patents, and Activeness of Renewable Energy Utilization indicators show lower scores, yet Firms' Participation on Environmental Management System and Economic Influence of Leading Environmentally Responsive Firms indicator scores represent higher than the average.
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"Eco-Innovation Performance" criteria show above average score: Level of Environmental Impact on Society and CO₂ Emission Intensity indicator shows similar score to the top-tier group.

Italy's Eco-Innovation Supporting Environment: Qualitative Research

	National Vision & Strategy	National Policy & Programmes	Network, Partnership & Organizations
Eco-Innovation		<ul style="list-style-type: none"> ■ Italia degli Innovatori - an initiative sponsored by the Agency for Innovation for the diffusion of technology innovation, in collaboration with the Department of digitization and technological innovation, which aims to bring out the best examples of innovation and Italian technological excellence ■ The Zero Energy House in Friuli Venezia-Giulia Region ■ Leadership in Energy and Environmental Design scheme(LEED) ■ Programme "Industria 2015" ■ Italian National Energy Efficiency Action Plan (2007) - approximately 9.6% energy savings target by 2016 ■ Italian National Renewable Energy Action Plan (2010) ■ The National Plan for the Integrated Management of Water Resources(2012) 	<ul style="list-style-type: none"> ■ The national network of scientific and technological parks (PSTs); a number of PSTs have areas that are focused on eco-innovation ■ Prato⁵⁸⁾
Sustainable Development	<ul style="list-style-type: none"> ■ Environmental Action Strategy for Sustainable Development(EASSD) (2002) 	<ul style="list-style-type: none"> ■ ROP (Regional Operational Programme)⁵⁹⁾ ■ Italian National Action Plan on Green Public Procurement (2008) 	<ul style="list-style-type: none"> ■ The Italian National Agency for New Technologies, Energy and Sustainable Economic Development(ENEA)
SMEs		<ul style="list-style-type: none"> ■ Toscana Innovazione⁶⁰⁾ 	<ul style="list-style-type: none"> ■ eLCA project(EcoSMEs) - a European project that has involved 45 experts from the United Kingdom, Germany, Italy, Spain and Greece who have combined their knowledge of IPP, Information & Communication Technologies, Management & Marketing and Training ■ The Pratese Industrial Union ■ Network contracts (NET) (2009)

Table 21. Italy's Eco-innovation Supporting Environment Qualitative Research Table

58) Greenovate, (2011), *Eco-innovation in cluster organizations in the chemical and textile-clothing-leather sectors*

Confartigianato Prato is a public organisation set up to promote regional industry through support services to SMEs. Though the Confartigianato Prato does not identify environmental challenges or eco-innovative practices within its objectives or targets, the organisation is aware of its Growing significance. At this point, no fundamental plans to tackle these issues have been developed but the organisation hopes to implement more solid plans in the future.

59) ERDF, DISTRICT+ _Component 3_Good Practice description_ "Fondo Toscana Innovazione"

"Fondo Toscana Innovazione", active from the 1st June 2008 with a budget of 44.4 million Euro, aims to invest in small and medium enterprises that have identified a business idea or have been recently started and that are in the so-called early stage phase (from seed to start-up), but it also aims to invest in already existing firms that want to grow up and to set up new industrial developments (expansion). Fund main activity sectors are: renewable energy, robotics, ICT, biotechnology and life sciences.

60) ERDF, 2007-2013 Emilia-romagna ERDF Rop Networking Resources

The 2007-2013 Regional Operational Programme of the European Regional Development Fund, approved by the European Commission on 7th August 2007, has allocated 347 million euro funds. These financial resources are mainly intended to support the Emilia-Romagna Region to reach the outstanding Lisbon and Göteborg objectives of growth in research and development expenditure, creation of the knowledge society and dissemination of sustainable development.

Major Organizations of Eco-Innovation in Italy

- Italian National Agency for New Technologies, Energy and Sustainable Economic Development(ENEA)
- Inter-ministerial Committee for Economic Planning (CIPE)

Overall Comments for Italy

- Italy's eco-innovation activities mainly focused on renewable energy, yet due to the recent European financial crisis, the renewable energy industry in Italy is in a period of stagnation. For example, solar energy industry⁶¹⁾, which is the second largest after Germany, is facing a slow move in the market.
- Italy is known to have strong SMEs, clusters and cooperatives, like other European countries, this is seen as eco-innovation potential that Italy and other European countries possess.

61) EPIA, *Global Market Outlook For Photovoltaics 2013-2017*