



# UrbanWINS Kick-off Conference gathers more than 50 stakeholders

- The members of the European Advisory Board get to learn more about the objectives and expectations of UrbanWINS
- “Speaking about waste doesn’t only mean speaking about waste, but to also speak of who we are, what we produce, what we consume and to ask ourselves about our economic model and coexistence,” remarks Gianluca Galimberti, Mayor of Cremona

*Cremona, Italy, 30 September 2016.* - UrbanWINS is a three-year EU-funded project that will develop and test eco-innovative strategies for waste prevention and management in eight pilot cities in Italy, Portugal, Romania and Spain.

On 27th September over fifty participants - policy-makers, industry representatives, public authorities, educational centres, local businesses and city-dwellers, amongst others - from all six countries represented in the project (Austria, Italy, Portugal, Romania, Spain and Sweden) attended the Kick-off Conference taking place in Cremona, Italy.

Representatives of cities and towns that have joined the European Advisory Board of UrbanWINS, such as Gothenburg and Santiago de Compostela, as well of cities that will take part in the piloting and study phases of UrbanWINS attended the meeting.

The Mayor of Cremona, Gianluca Galimberti, opened the conference and stressed the importance of co-operation among cities at European, national and regional level. “Today, we live in a complicated time for Europe. We need to build relations between European countries and territories on future projects. This is what we are doing, starting from our city, with the UrbanWINS project. We would need to imagine our cities as large social, cultural and economic laboratories, and this is what also happens thanks to UrbanWIN. The project’s scopes indeed are research, data analysis and choices. UrbanWINS project’s theme is crucial. Speaking about waste doesn’t only mean speaking about waste, but to also speak of who we are, what we produce, what we consume and to ask ourselves about our economic model and coexistence,” he said.

The members of the UrbanWINS European Advisory Board - a group of 20 representatives that will contribute by providing feedback on the technical developments of the project and in disseminating the project outcomes - had the opportunity to familiarise with the objectives of the project and the





concept behind it. Leonardo Rosado, from Chalmers Technology University, explained how cities represent the key drivers of the economy and sustainable development in the future. He added that cities are the places where consumption happens: “they “eat” resources, that’s why we need to look at them as living organisms and to work on changing urban lifestyles and closing material loops.” Giulia Lucertini. From Università di Venezia, explained how strategic planning allows to overcome sector features and to develop general measures and programmes which is the only way we have to reduce waste at source. Mara Pesaro, project co-ordinator from the Municipality of Cremona, explained the challenges of UrbanWINS and highlighted the importance of reaching a wide range of stakeholders and get them engaged.

In a dedicated interactive session, the European Advisory Board members, among which representatives of the Waste Catalan Agency, the Portuguese Environment Agency, the Romanian Ministry of Environment, had the first occasion to meet project partners and get an insight of UrbanWINS activities.

Thanks to the participation of a representative from the Technology University of Delft, first synergies were established with the project REPAiR - Resource Management in Peri-urban Areas: Going Beyond Urban Metabolism, also funded within Horizon 2020.

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