



ICSS2010
Piazza S. Pietro in Vincoli Roma
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www.icss2010.net



2nd INTERNATIONAL CONFERENCE ON SUSTAINABILITY SCIENCE

PRESS RELEASE

ICSS 2010

**INTERNATIONAL CONFERENCE ON
SUSTAINABILITY SCIENCE**

**SAPIENZA UNIVERSITY OF ROME
JUNE 23rd-25th 2010**

ICSS 2010 – 2nd DAY RELEASE - INDUSTRY PANEL

The second edition of the International Conference on Sustainability Science at Sapienza University of Rome started with the motto: “Don’t wait, it’s time to act”, coined by Elinor Ostrom, Nobel Prize winner in Economics, Professor of Economic Sciences of the Indiana University, and Director of the Center for the study of Institutional Diversity, Arizona State University. Actually a firm invitation to the scientific community, the institutions and society to talk to one another and collaborate.

**THE MINISTRY FOR THE ENVIRONMENT TAKES UP THE
CHALLENGE FROM MS OSTROM**

The challenge from Ms Ostrom was immediately taken up by Corrado Clini, Director General at the Ministry for the Environment, the Land and the Sea, confirming the “commitment to interact with the scientific community concerned with Sustainability Science, for the implementation of the methodology necessary to carry out the various interdisciplinary actions which are internationally promoted.” An open exchange of viewpoints from tables, once so apart, but now willing to talk to each other to tackle the issue of sustainable development. “We don’t have to get discouraged by failure” was the comment from the Nobel Prize winner. “For such a long time we have been exploiting the environment and draining its resources, – echoed the Youth Minister, Giorgia Meloni – at the moment our main concern is to convert the current system into an alternative one which envisages a new model of development; that entails great responsibility towards the new generations; actually only by promoting new cultural views we’ll manage to get the youth aware of that.”

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MITSUBISHI RESEARCH INSTITUTE: THE FUTURE OF INDIVIDUALS IS RELATED TO THEIR OWN MOBILITY

The global energy requirements, which, however, are bound to increase, represent one of the main issues at the ICSS; a scenario was drawn where the research and development sector is working on many technological sides. The current hybrid and electric technologies are certainly an efficient solution to reduce CO₂ emissions in the short-medium term, but in order to offset the consequences of the increase of the mobility demand concerning 9 billion individuals (an estimate of the world population in 2020), it is necessary to adopt different technologies and tackle the mobility issue in a holistic way. Hiroshi Komiyama, Chairman of the Mitsubishi Research Institute and Emeritus President of the University of Tokyo, claimed that it is possible to reduce cars' CO₂ emissions by 80% thanks to a long-term vision (stretching to 2050), by integrating hybrid, electric systems and non-fossil fuels.

Mr Komiyama pointed out that now "the overall projection of a possible improvement of present energy performance is around 300% by 2015". An estimate deriving from improvements applied to materials, propulsion systems (full electric or hybrid with range extender), bio-fuels and innovative systems of energy efficiency (suffice is to think that a hybrid car itself can guarantee an average fuel consumption of 22 km/l). In addition to that, the Mitsubishi CEO pointed out how important it is to meet the surging energy demand by mapping houses, offices and industrial facilities with innovative systems able to transform each of them in low environmental impact mini electric plants.

ACCORDING TO FIAT CAR DRIVERS LIKE SIMPLE AND AFFORDABLE TECHNOLOGIES

The Industry Panel was the table of confrontation on sustainability for the representatives of the economic world (Unicredit), the energy (Enel, Sapio) and industrial sectors (Fiat Group Automobiles, Salini). "If you want things to happen, you have got to build up lasting and profitable collaboration. The first step in order to talk to one another is to identify the issues, then to find agreements on common challenges; in this way the paths drawn will lead to sustainable solutions" said Fabio Orecchini, scientific coordinator of the Panel. Nevio Di Giusto, CEO of Fiat Research Center and of Elasis, tackles the issue of mobility starting from a winning commitment. He said "The core of our business is research and development, but before that we can't help meeting the consumers' requirements and offering them efficient and affordable solutions." The meaning is clear, without any return the consumer hasn't got any advantage in choosing a solution rather than another.

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The technological scenario of the two research and development departments, which include 900 collaborators across the world and 560 projects approved of only in the EU, is to enable the Italian carmaker to be brand leader in the sale of low-emission cars (127,8 g/km of CO₂ in 2009, the average of sold vehicles in the EU). "Actually aiming only at the development of electric cars in the near future can't be useful for the consumers and it can represent an investment of money that doesn't pay off in terms of sustainability, unless it is matched by the spreading of affordable low-emission cars"; it is a clear reference to the further applications on the infrastructures system necessary for full electric cars. "For this reason over the past few years we have aimed at the EcoDrive system, able to cut consumption by 15%; it affects the driving style and contributes to the creation of a new culture." The launch of a new TwinAir engine for the Fiat 500 is forthcoming; it represents a further step of the development of the "MultiAir" project whose further steps will feature the application of natural gas (Methane) and hybridization able to make the 500 and the next Panda among the most efficient and least polluting cars on the market.

THE ICSS WAS NOT ONLY AN ARRAY OF IDEAS BUT ALSO A SHOWCASE OF SOLUTIONS AVAILABLE FOR BEING ADOPTED

From the good results that pave the way for new technologies to long-term solutions the step is not an easy one. "What can be done to practically gauge the sustainability of a project or of a technology?" asks prof. Orecchini addressing the industry panel. "There are too many markers, mainly on the environmental side, and industry cannot handle all of them; civil society, on the other hand, doesn't learn much about them" answers the CEO of Fiat Research Center, pointing out that it is necessary to have a well-defined number of key markers, that have to be shared by all people as well as by all the markets. Elena Migliorato from ENEL says "the problem does not only consist in identifying what it really counts, but how long it takes to set shared objectives that have a high degree of being met with. Little time is left and there are lots of things to do." Luciana Grimolizzi from Sapio, who has long been committed to research (Premio Sapio per la Ricerca Italiana), goes on "being sustainable means to choose efficient projects leading to tangible advantages for the systems as well as for the individuals; it also means to set up a showcase where to exhibit one's solutions with the achievements carried out by the research; it is a first step for the implementation of integrated objectives with the institutions. "Sapio is a company concerned with sustainable mobility and together with Fiat has developed the methane-hydrogen Panda and again in renewables, is working on projects for the development of hydrogen as a future energy vector. This issue and many more on mobility will be at the centre of H2Roma 2010, the Energy&Mobility Show that will be held in Rome (Eur) at Palazzo delle Fontane from 9th to 11th of November 2010. Its main theme will be: "From now to 2020 ten years that will change cars" (www.h2roma.org).

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