



# **Women's talents for generative economies, in the #GreenHeroes project**

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## Flashes on Italian context (not that virtuous!)

Before the COVID crisis,  
women in employment had laboriously reached 50% of the total, which was already a  
very low percentage (62% is the European average).

At the moment in Italy we are down to **48.5 per cent**.

**Young Italian women have the lowest employment rate in Europe.**

And we are talking about women who are **better educated than men, but whom  
our country is unable to employ.**

Out of 101,000 jobs lost in December 2020 in Italy, **99,000** were women's jobs.

There are more women attending university than men (58.7% of those enrolled  
overall), but **only 18% of girls choose STEM courses.**

Eurostat statistics estimate that the **gender pay gap in Italy is 12%.**

**Although the overall picture is far from being promising, I am really pleased to  
share a virtuous experience, from the world of environmental sustainability.**

# Social awareness and century's challenges

In a social context where there is growing and palpable concern about the acceleration of climate change and the spread of the plague of plastics in the seas, the creation of "sustainable" products/services is both an ethical imperative and an important market lever. It is not always easy to assess: what is really sustainable?





## Politicians discussing Global Warming



*Isaac Cordal – Follow the leader*

Our fossil, centralised, male-driven development model does not seem to be able to respond to the epochal challenges we face (also because it is responsible for it).

## Innovation and environmental sustainability



It is very difficult to make oneself heard when talking about sustainable innovation! Yet **“the stone age did not end because the stones ended”!**

So, the question to answer was:  
How can we spread awareness of the enormous potential (also economic) that the ecological transition actually brings?

## #GreenHeroes campaign: the project's birth

Then one day, on Twitter, I managed to catch the attention of a very popular actor and director, Alessandro Gassmann, who was increasingly sensitive to environmental issues.

After several meetings and brain storming, he decided to use his popularity to tell the stories of Italian companies that have made sustainability their strategic axis, Demonstrating their ability to create shared value, ethic-durable jobs and healthy and generative economies.





## #GreenHeroes: visionary innovators pioneering new generative paths

The project started in February 2019. Since then, every week, thanks to Alessandro Gassmann, we tell the stories of greenheroes, innovators and champions of the circular economy, in a major national media outlet.



## #GreenHeroes: Daniela Ducato and Edizero



120 patents for building industry products and components. Thanks to the combination of intelligence, companies and biotechnology in the EDIZERO supply chain, where agricultural surpluses become architectural excellence, industrial products with very high performance, without oil, without war, for designers and businesses that choose "Peaceful Architecture".





## #GreenHeroes: Cinzia Vaccaneo and her “Negozio Leggero”



Negozio Leggero is the brainchild of 5 partners who have been working for 13 years in the field of reducing waste at source, promoting projects and policies aimed at reducing the waste produced.

The first NegozioLeggero opened its doors in April 2009: a physical place where all products are in bulk or with a returnable vacuum and where all their research projects find a home.

There are currently 16 “Negozio Leggero” in Italy, France and Switzerland.



## #GreenHeroes: Catia Bastioli and Novamont

The Italian woman who  
invented bioplastics





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## Women's talents in #GreenHeroes project



Greenheroes is not officially a “feminist project”. However, the female-greenheroes described are many, with a systemic outlook and a very high propensity for innovation, teamworking and multi-disciplinarity. Without having to resort to “gender quotas”, we realised that, in the field of environmental sustainability, there are many women in the front line! And it quickly became clear to us how crucial women's perspectives, talents and skills are, to overcoming the failed mechanisms of the fossil economy.