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?
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).

Isaac Cordal – Follow the leader
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?
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 brainstorming, 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.
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".
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

Novamont promotes a bioeconomy model based on the efficient use of resources and on territorial regeneration. Starting from the local areas, we set up biorefineries integrated in the territories and dedicated to the production of bioplastics and bioproducts of renewable origins conceived to protect soil and water, by revitalising decommissioned or no longer competitive industrial sites, respecting local specificities and working together with all the players of the whole value chain.
#GreenHeroes: visionary innovators pioneering new generative paths

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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.