



G7 2017
TAORMINA

Taormina Smart





G7 2017
TAORMINA

Introduzione

Globalization and technological progress are the two forces that can shape the world of today and of tomorrow. Innovation, and more specifically the “Next Production Revolution”, will bring great advances to our companies, our workforces and, more generally, our societies. We are, in fact, in an era of transformation towards a different world that we can still not entirely predict. **The speed of change is increasing exponentially**, and technological revolutions affect different fields. The combined effects of all these changes amplify each other.

The **New Production Revolution** brings the need to foster not only the growth of digital companies but a deep interaction between innovation, technology and traditional sectors. The most creative sectors are, in fact, those who will benefit in the coming years of integration between a human component and a technological component that does not pena-



lize employment, but rather favors their full inclusion within **Global Value Chains**. Italy aims to take up this new opportunity by highlighting the most cutting-edge technology initiatives and by becoming a leader in the integration of professions, trades, traditional sectors and technologies. Over the last few months, the policy framework has favored the strengthening of the **innovative ecosystem** and the contamination between ICT, bio and nano-tech sectors as well as others, such as manufacturing, engineering, design, agriculture, environment and food. This “**responsible contamination**” is what the world wants to see; it is one for which investors and large international companies hope to see significant returns. Based on this awareness, one of the distinctive elements of our **G7 Presidency** – from the start – has been the idea of proposing a complex set of initiatives on the following: production innovation, training, enhancement of scientific



research, **adaptation of labor and social policies**, dissemination of quality, smart, enabling and integrated infrastructures. This path relies upon two considerations. On the one hand, for the first time today, we have the extraordinary opportunity to make innovation a source of **prosperity and well-being for everyone**, starting from less-integrated categories. On the other hand, digitalization and automation force us to stimulate our production systems but also to **rethink the work of the future** so as to extend the benefits of innovation. Efforts aim not only to cover all the geographical areas, but to extend it over several generations. We have to act in the short term, but think in the long term. We also need to **reconsider our welfare and education systems**, because if education does not keep pace with innovation, disparities will only increase. Upon taking into consideration all of the above, the **Italian Presidency launched the "Taormina**

Smart” project. It aims to enhance human capital, education and culture, while highlighting the **transformative power of science**, technological innovation and telecommunications in a context of balanced, inclusive and sustainable growth. It is an experience designed for the guests of the **G7 Summit** to let them be the first to try innovations born from a selection of bold and unique entrepreneurial initiatives. A **“living showcase”**, described in this booklet, should inspire a new generation of leaders and of future consumers, but also of investors who wants to finance concrete opportunities offered by the new paradigm.



Enel



enel

*Fifteen charging stations for electric vehicles
used at the event. Vehicle-to-Grid technology
also deployed, in collaboration with Nissan.*

ENEL BRINGS ELECTRIC MOBILITY TO TAORMINA G7 SUMMIT

Mobility is entering a more **sustainable** and **efficient** era. The maturity of electricity storage technologies, the ever greater spread of renewable energy sources and smart distribution networks, in addition to the goals set by the challenge of climate change, are transforming the electric car into the mobility of the new millennium.

Enel is leveraging an “**Open Power**” approach, where innovation and **sustainability** are key pillars of the Group and its business, to play a leading role in **e-mobility**.

For this reason, Enel is present at the **Taormina G7 Summit** with **two initiatives** in the field of electric mobility: first, the company has installed **15 stations** to recharge small electric vehicles to be used in the historic center of the Sicilian city. Secondly, in Taormina's Piazza 9

Aprile, Enel is presenting its innovative **Vehicle-to-Grid (V2G)** technology that enables electric cars to send the power that they are not using to the grid. Visitors and participants at the G7 meeting have the opportunity to see how the Nissan Leaf, connected to Enel's V2G column, returns its stored and unused power by **lighting up an LED wall**.

Thanks to the V2G charging system, **e-cars** can play a key role in the electrical system. Not only are they charged with the power they need to move, but they also become grid-connected **storage systems**. When parked, cars are available to balance the grid by returning unused power where and when it is needed. V2G technology therefore contributes to the **development of electric mobility** and non-programmable energy flows, i.e. the power produced from renewable sources, which now have a solution for storage and use. The technology benefits the electrical system, the environment and car



owners, who put their **vehicle at the service of the grid**. For the first time in the world, Enel and Nissan are testing the operation of the V2G system with more than 80 chargers installed in Italy, Denmark, the United Kingdom, Germany and France.

For further information, please contact:

Relazioni con i Media

T +39 06 8305 5699

F +39 06 8305 3771

ufficiostampa@enel.com

enel.com



FCA



FCA

FIAT CHRYSLER AUTOMOBILES



FCA'S RESPONSIBLE COMMITMENT TO GENUINELY SUSTAINABLE MOBILITY

Environment-friendly mobility is a major priority for today's automotive industry. Cars must ensure freedom of movement while also protecting the environment.

Fiat Chrysler Automobiles' commitment in this area is founded on the awareness that there is no one-size-fits-all solution for sustainable mobility. While conventional engines will obviously continue to play an important role in coming years, it is equally clear that only by combining these technologies with alternative fuels can tangible, immediate results be achieved.

FCA was the first carmaker to commit to a factory-made methane vehicle (the Marea, in 1997), and it now has the widest methane range on the market, from the small Panda and Ypsilon to the Ducato van. For twenty years, Fiat was the leading European company in **Compressed**

Natural Gas (CNG) car sales and, overall, FCA has sold over 730,000 vehicles powered in this way.

Today, **natural gas** is the cleanest, cheapest fuel on the market and the only real alternative to the use of petrol and diesel. **FCA** is convinced that **sustainability** also implies accessibility: a natural gas vehicle offers the best **cost/environmental protection** ratio compared to the conventional fuel equivalent. As well as encouraging the gradual expansion of sustainable mobility, the natural gas traction sector also generates considerable **benefits for the Italian economy**, employing about 20,000 people in component manufacture, after-market services and filling stations and increasing households' spending power thanks to the savings provided by such vehicles.

Another important factor is **bio-methane**, with exactly the same characteristics as natural gas but made from renewable sources with **no en-**



Environmental impact. An excellent solution for the mobility of the future, it is already available for use today, with even more savings on fuel costs. The difference lies in the environmental impact, especially the **well to wheel** footprint. A Fiat Panda running on natural gas generates 31% **fewer emissions** than the equivalent petrol model; if 40% bio-methane is added to the fuel, this value rises to 57%, reducing pollutant emissions to the level achieved with an electric car charged using today's European energy mix. What's more, if the Fiat Panda is operated on 100% bio-methane, CO2 emissions can be cut by as much as 97%: basically, the same as for an electric car charged only with electricity from renewable sources such as wind power.

This commitment to sustainability, innovation and research for the continual evolution of the commercial mix makes **FCA** fitting **partner** for the **Taormina Summit**. A complete range of cars – **Fiat 500L** that run on natural gas, as

well as electric **Fiat 500e**, **Alfa Romeo Stelvio**, **Giulia** and **Giulietta**, and **Fiat Ducato** models – will provide the **fleet for the Summit** and the subsequent collateral events. These eco-friendly vehicles are capable of responding to all the organizers' needs, just as they satisfy all the requirements of existing or future final customers.

Fiat Chrysler Automobiles is planning a further expansion of its range of natural gas vehicles, already one of the world's most complete. FCA is the **ideal partner** for travelling new roads to more and more sophisticated **intelligent mobility solutions**: cars with **low environmental** impact and high safety technology content lead the way in offering mobility and transport solutions designed today for the needs of tomorrow, at a price accessible to all.

For further information, please contact:

Institutional Communications - FCA Region
EMEA

Corso Agnelli 200 – 10135 Torino (Italy)

+39 011 0035593

emea_ir@fcagroup.com

www.fiatpress.com

IVECO



IVECO

Your partner for sustainable transport



IVECO and **IVECO BUS** – brands of CNH Industrial – design, manufacture and market a wide range of light, medium and heavy commercial vehicles. These include off-road trucks, vehicles for off-road missions, schoolbuses, intercity and tourism coaches, standard and articulated city buses (including BRT dedicated versions), and minibuses for all passenger transport missions.

The brands are driven by their commitment to sustainability. The relentless focus on innovation and new technologies has made these brands leaders on the European market for alternative fuel vehicles. There is currently a running park of **more than 16,000 IVECO alternative traction vehicles**, which include 6,000 dedicated to public transport. In 2016, more than 900 natural gas vehicles were delivered to customers and 25% of low-floor city bus units produced by IVECO BUS in Europe were powered by natural gas.

IVECO is the only manufacturer that offers a full range of natural gas models, from light com-

mercial vehicles to heavy-duty long-haul trucks, as well as buses. IVECO's product strategy aims to provide its customers with vehicles that render them **more sustainable** – both for the environment and for their bottom line.

In the heavy line, the **New Stralis NP** (Natural Power) breaks new ground in long-haul sustainable transport: the first natural gas truck specifically designed for long-haul transport, it delivers the same output and torque as its diesel equivalent, together with low Total Cost of Ownership. With a record **1,500 km autonomy range**, it is made for long distance haulage and, thanks to its quiet engine, has the added advantage of being suitable for night time deliveries in urban locations.

In the medium line, the **Eurocargo NP** is already compliant with Euro VI step C emission requirements, and it can access restricted areas in city centers, a key advantage in multi-drop missions. It is also **extremely quiet**, which makes it perfect for night-time urban services.



In the light line, the **Daily NP** runs on **Compressed Natural Gas**, providing an advantage in urban areas with restricted traffic for its clean and quiet operation, while the Daily Electric offers a silent, zero-emissions solution.

In the collective passenger transport business, **IVECO BUS** has been investing in hybrid and natural gas technologies for 20 years. As a result, IVECO BUS is firmly in the lead of the CNG bus market. As the industry's energy transition towards alternative traction solutions accelerates, IVECO BUS is meeting fast-growing demand. In 2016, for the second year running, it produced more CNG, biomethane and hybrid buses than diesel units.

IVECO and IVECO BUS are **mobility partners of the Taormina G7 Summit**, under the Italian Presidency. At the event, **IVECO BUS** will provide **three Daily Minibuses**, two **powered by Natural Gas** and one **electric**, for the internal mobility of the delegations during the two days of work.

IVECO BUS designed the "minibus" version of the

Daily to combine the long-recognized qualities of the Daily with all the expertise of a passenger transportation industry leader.

The Daily Minibus offers a wide range of solutions designed for different types of missions: tourist, intercity and school bus. Like the other models of the Daily family, the Minibus is available with diesel Euro VI engines ranging from 146 to 180 hp, a 136 hp natural gas engine, and a fully electric 80 kW motor.

The **Daily Minibus “Natural Power”**, features sustainable **CNG** technology and delivers the same performance and transient response as its diesel equivalent. The 3 liter engine, with its 136 hp and best-in-class 350 Nm torque, meets all needs.

IVECO BUS also has a strong presence in sustainable energy thanks to its **Daily Minibus Electric**. This **“zero emissions”** vehicle is perfect for city center activities and shuttle services. This 16-seater is 7.12 meters in length.

For further information, please contact:

VECO Press Office - EMEA Region

pressoffice@iveco.com

www.ivecopress.com

tel. +39 011 00 72965

Orange Fiber



SUSTAINABLE AND INNOVATIVE FABRICS FROM CITRUS JUICE BY-PRODUCTS

Orange Fiber is the Italian company that has patented and creates **sustainable fabrics** for the Fashion Industry from citrus juice by-products.

The beauty of Mediterranean nature, the creativity of Sicily and the **excellence of Made in Italy** production are the ingredients of this unique silky and soft material, designed to provide innovation and sustainability to fashion.

Following a collaboration with the Politecnico di Milano University which began back in 2012, a process was developed to create an high quality fabric using **leftovers from the citrus** transformation industry. Such leftovers amount to more than 700,000 tons a year in Italy, and would otherwise have to be disposed of, with an environmental and

economic cost.

The innovative process was patented in 2013 and extended in international PCT the following year. In 2014 the first prototypes of the citrus fabric were presented to the public; in **2015 the pilot plant** was opened in **Sicily**, and in **April 2017** the first **fashion collection** made with Orange Fiber was presented by the prestigious fashion house **Salvatore Ferragamo**.

Sicilian roots and **international ambitions** represent the soul of a **young** and determined company. In the last few years, Orange Fiber has been awarded with a **number of prizes** by national and international institutions for its impact and vision, such as the Global Change Award in 2015 by the H&M Foundation, the Prize For Innovation by ADI DESIGN INDEX in 2015 by ADI Associazione per il disegno Industriale, the nomination for Compasso d'Oro in 2016 and the National



Prize for Innovation "**Premio dei Premi**" for **Italian design**, presented by the President of the Italian Republic Sergio Mattarella.

Sustainability and innovation, blended with the quality of **Made in Italy** production, distinguish Orange Fiber products. The textile company has become a **point of reference** for all players in the fashion industry willing to promote environmental sustainability and product exclusivity.

In the unique and fascinating town of **Taormina**, the distinguished **G7 guests** will be guided on a **sensorial journey** through the production process of this unique material, **discovering a different Sicily**, land of tradition, innovation, dreams and spirit.

"Orange Fiber represents our commitment to a green and ethically correct fashion. We dream of making a difference and of contributing to a process of sustainable economic, social and environmental development."

This is how **Adriana Santanocito** and **Enrica Arena** – Sicilian co-founders of Orange Fiber, who have yet to turn 40 – describe their unique and innovative world of Made in Italy, which is appreciated throughout the world.

For further information, please contact:

Founder: Adriana Santanocito, Enrica Arena

Web: www.orangefiber.it

Press: press@orangefiber.it

Energy by O.S.C.A.R.



O S C A R

when you need it

Energy by OSCAR S.r.l. is a start-up founded in 2014 by **four under-30s from Puglia**: Giuseppe Spadone, Joris Gadaleta, Francesco Fusco and Caterina Ranieri.

The company holds **two patents** and is enrolled in the special section of the Innovative Start-up Registry. It has also won a **Smart & Start grant** (launched by the Italian Ministry of Economic Development and Invitalia S.p.A. as an incentive for new hi-tech companies). Furthermore, in **2016**, Energy by OSCAR was a guest of Invitalia at the **Maker Faire Rome**, Europe's largest innovation fair.

The unique strength of this start-up is its strong connection with Southern Italy, and with the city of Bari in particular. **Collaborations** have focused on the **Puglia region**, a land rich in opportunity. From the outset, Energy by OSCAR has taken advantage of the experience of **local compa-**

nies already strategically structured on the market (above all, Stamplast Group S.r.l., which is specialized in thermoforming and injection).

The returns on the **courageous choice** to stay connected with Puglia have been more than positive: just over one year after hitting the market, Energy by OSCAR can already **boast partnerships** with Aeroporti di Puglia S.p.A., Ferrovie Appulo Lucane S.r.l., Bifest - Bari International Film Festival, Giffoni Film Festival, Samsung, and the **G7 Finance Minister Meeting** in Bari. The development of Energy by OSCAR is also strongly connected to the academic environment: the start-up collaborates with the Future Lab - BaLab contamination lab, promoted by the **University of Bari** - Aldo Moro and the Polytechnic University of Bari.

OSCAR is a **multifunctional** armored to-



tem that allows users to **recharge** and **disinfect** portable electronic devices in public places for free and in total safety. Each totem is composed of **eight armored cases**, inside which are allocated **charging connectors** for the most commonly used devices and a schuko socket. Access is controlled by each user's biometric fingerprint recognition. Users interact with the system through a 23 inch **interactive touch screen**, useful also for transmitting various types of digital content and applications as well as customizable questionnaires. In addition to safely recharging devices, **OSCAR disinfects** them with UV lamps, whose cold light cleans exposed surfaces.

Energy by OSCAR, in collaboration with the 2017 Italian G7 Presidency and within the **Taormina Smart project**, will install **10 totems around Taormina**, to be operatio-

nal on May 26 and 27. Thanks to OSCAR, delegates and journalists will be able to recharge their devices and consult the web app "G7 Experience" as well as the Italian Presidency's web site, through custom software, designed specifically for the Summit.

For further information, please contact:

Joris Gadaleta

+39 333 8633876

www.energybyoscar.com

FacilityLive



Web App **G7** Experience

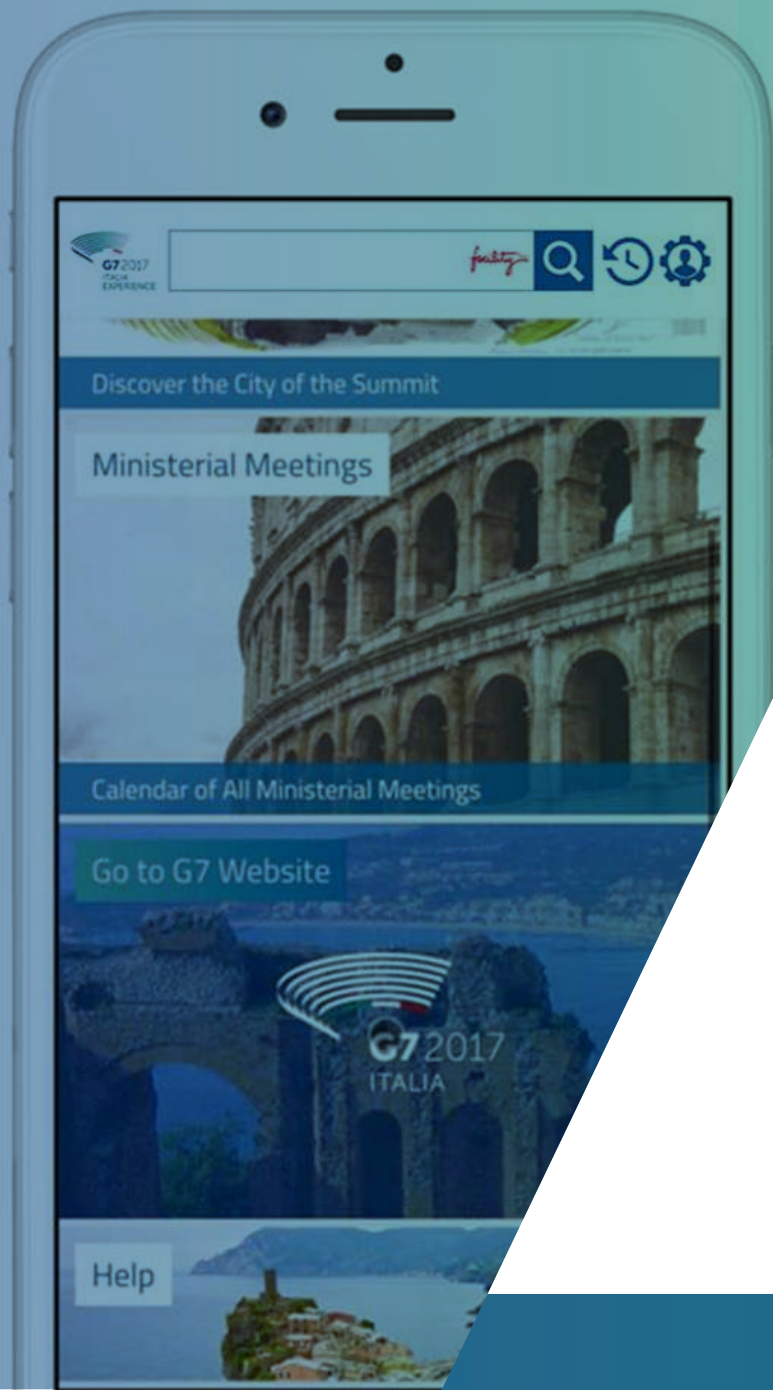
Powered by *facility* live

FacilityLive is an **Italian hi-tech startup** founded in 2010 by **Gianpiero Lotito** and **Mariuccia Teroni**, two Italian innovators with extensive careers in pioneering digital technologies for the publishing world. FacilityLive is a **“Made in Italy”** software platform that includes a **next generation search engine**. FacilityLive has raised more than 30 million euro in private capital from 84 shareholders including the University of Pavia; it has a current company valuation of 225 million euro and boasts **patents granted in 44 countries** of the world, including the USA, Europe, Canada, Japan, Korea, Russia, Israel and South Africa. Furthermore, it is the first non-UK company to have been admitted to the London Stock Exchange ELITE Programme, based in London, and it is a founding member of the European Tech Alliance (the Association of “Made in Europe” Companies that supports the development of European startups). With its innovative technology for the manage-

ment, search and organization of information, FacilityLive is one of the **European software platforms of the future**. It is used by Institutions and leading companies in Europe and around the world. In addition to being one of the most renowned **European startups**, above all **FacilityLive is an Italian center of excellence**, and is considered a leading example of innovation in the digital world. It is a new enterprise and cultural model, champion of the change that the digital transformation is bringing to every aspect of our lives.

The company strongly believes in creating a digital ecosystem in Europe to foster the growth of a new European digital hi-tech industry, starting from Italy. For this reason, within the G7 Presidency, FacilityLive created a **Web App*** with an intuitive and simple interface tuned for the user experience. Its innovative technology allows it to return pertinent and organized search results by activating complex searches for

*: sponsorship in the process of refinement.



each request. **"G7 Experience"** helps delegates and journalists from all over the world access information about the Summit. With a simple tap on the screen, the **G7-authorized participants** can browse official password-protected documents, read the latest news, explore gastronomical and must-see cultural sites, and discover all the events and side events that will be taking place in the city that is hosting the meeting.

"Italy has the capacity to build, fabricate, manage, and invent things that then become the aspiration of the entire world. In the next 5 to 10 years Italy will have the extraordinary chance to open up global competition scenarios that were unheard of before in the high-end software environment, which is one of the main industries of the future. We need to believe in it, and we do believe in it." These are the words of **Gianpiero Lotito, Founder & CEO**

of FacilityLive. He is the innovative entrepreneur who was chosen by the Italian Minister for Economic Development to represent Italy at the European Council for Competitiveness in Amsterdam in 2016.

For further information, please contact:

www.facilitylive.com

www.facilitylive.com/media/

marketing@facilitylive.com

ISCLEANAIR



olivetti



QpQ
Technology by ISCLeANA



ISCLEANAIR
BREATHE YOUR LIFE



**AIR POLLUTION
ABATEMENT**

olivetti

SOMETIMES WE FORGET HOW IMPORTANT THE MERE ACT OF BREATHING IS

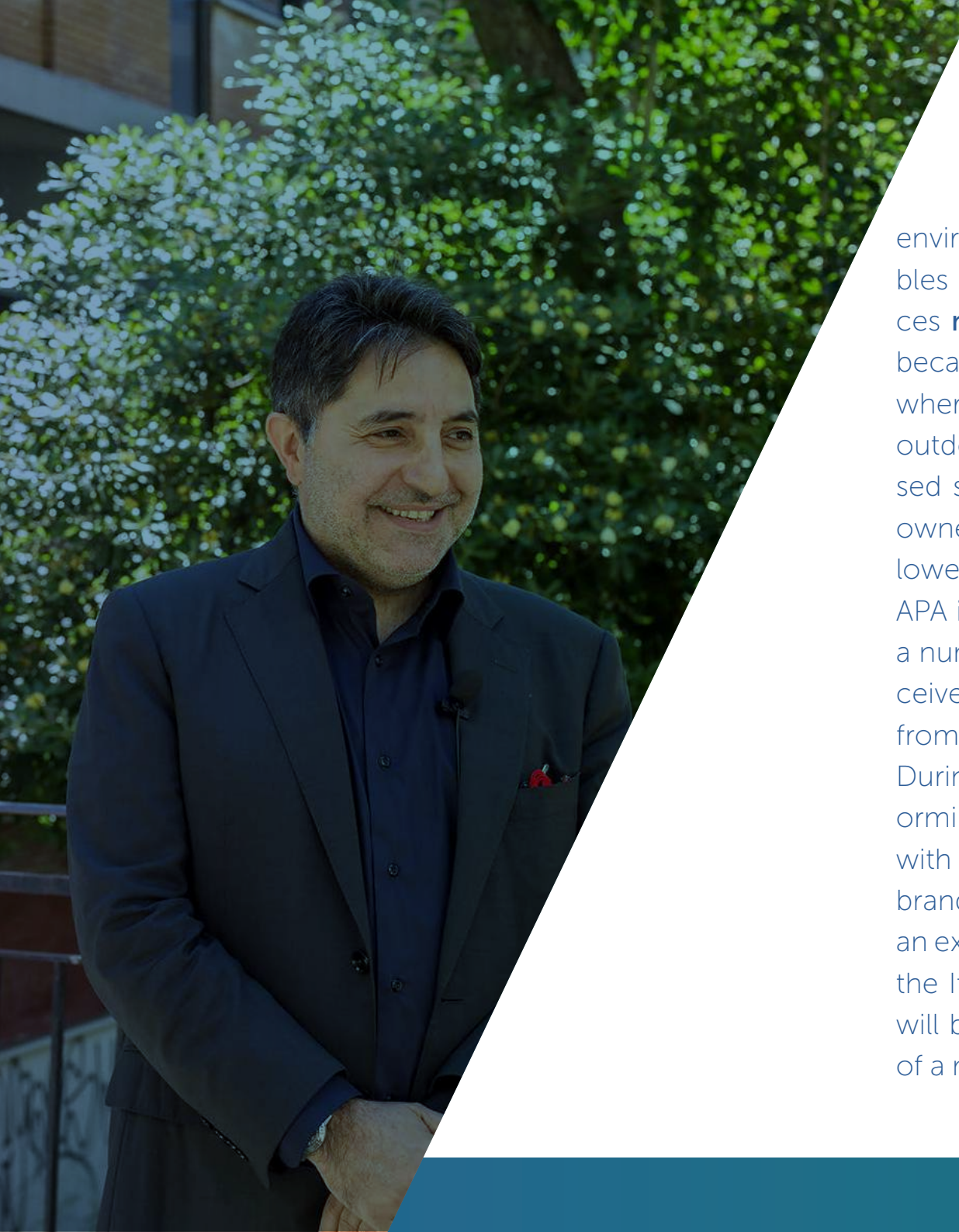
Breathing clean air is life. It is everything, for today and for tomorrow. The environment in which we live depends on it. For this reason, **ISCLEANAIR** acts to protect the environment and to improve the air quality around us. “**Made in Italy**” science, creativity, innovation and genius promote the “Clean Air” culture. They allow us to **rethink and redesign industrial and working places** and urban spaces to spread the benefits of clean air and to make the environments in which we live and work healthier in order to guarantee an adequate quality of life.

With this vision and aim, and after decades of technological development focused mainly on emission sources or on the source of the effluents, in 2010 **Giuseppe Spanto** and **Paolo Tripodi** created the **APA** (Air Pollution Abate-

ment). This new system and innovative philosophy aims to abate atmospheric pollution of anthropogenic origin and to deliver tangible answers for emerging energy efficiency needs – with regards to both social and economic aspects – at a global level.

APA fosters the creation of urban regeneration and requalification projects, in order to provide responses to society’s needs. Through **specific analyses of pollution trends**, energy consumption and climate change, in real time, environmental remediation is assured and further **corrective actions** and decisions encouraged. Once air quality is improved, the device is turned off.

APA is all of the following: **filter-less**, because it uses only simple water and mechanical processes to abate a wide range of harmful pollutants; **modular**, as it adapts to the specific site and installation requirements; **intelligent**, because it has a sensorial structure to analyze



environmental elements. Furthermore, it enables Internet of Things services. APA produces **no waste**. It is **scalable** and **economical**, because it is designed to be used efficiently wherever needed (it works both indoors and outdoors, abating 99.7% of pollutants in a closed space and 90% outside). Its total cost of ownership is also as much as 7 to 10 times lower than other existing technologies.

APA is **100% "Made in Italy"**. It is protected by a number of international patents, and has received several awards as well as recognition from peers, in Italy and abroad.

During the **G7 Summit**, and as part of the Taormina Smart framework (and in cooperation with **Olivetti S.p.A.**, one of the most famous brands in the world), **ISCLEANAIR** will arrange an experimentation and demonstration site for the Italian G7 Presidency. Three APA systems will be installed, with the design and features of a multimedia totem. **These 3 totems** will be

placed close to removable structures and take the shape of a “bus stop”. The aim is to create a **hub at Giardini Naxos’ “Le Ninfe”** parking lot, where journalists and delegates will be coming and going throughout the event.

For further information, please contact:

EXTRA Comunicazione e Marketing

Serena Ferretti

s.ferretti@extracomunicazione.it

M.: 3464182567

ISTEHPOT

Daniele Vincenzoni

dvincenzoni@istechpot.com

M.: 3406642535

Canon



Canon

CPS.
Canon Professional Services

**CANON EXPERIENCE AND ECOSYSTEM
AT THE G7 SUMMIT IN TAORMINA :
#LIVEFORTHESTORY**

During Taormina Summit, Canon Italia will offer its support through the most innovative photo/video and printing technologies acting as Digital Imaging Partner. Canon will deliver its imaging expertise in the different Taormina venues, offering accredited photographers full technical support in the Canon Professional Service (CPS) area. Each of them will be assisted by dedicated technicians and specialist to check their equipment, camera bodies and lenses, guaranteeing the highest efficiency. Ministries and Institutions staff can also test the latest professional photo and video products, including Canon EOS 5D Mark IV and Canon EOS 1D X Mark II. With the support of local Partners, Canon will support organizers and accredited journalists offering a fully customized document print service which ensures reliability,

production capacity and high quality.

Canon Italia **CEO Massimo Macarti** said: *"We are very proud to support such an important international event in our Country. This Summit plays a significant role in global economic policies and strategies. This year is even more important for companies like Canon, given the rising importance of Innovation and Competencies in the new production revolution age."*

For further information, please contact:

Media relations

+39 02 82482259

+39 02 82482207

corporate.communications@canon.it

canon.it

Microsoft Italia



Microsoft Italia is an active party in Microsoft's Western Europe area. Founded in 1985, the company's subsidiary is present on the local territory with two main offices in Milan and Rome, and with more than 850 employees with an average age of 38 years and 9,000 partner firms. During the Summit of the Heads of State and of Government, Microsoft will provide representatives with sixteen Surface Pro 3 and four Surface Pro 4 laptops, allowing them to experience Windows 10 and use the full Microsoft Office suite, thereby ensuring maximum productivity during the day and fast access to all necessary information.

For further information, please contact:

Burson-Marsteller – Ufficio Stampa Microsoft
microsoft.pr@bm.com

The eco-friendly G7 Welcome kit



In recent years – as people have become more keenly aware of the environment and effective at promoting the development of new, **eco-friendly production models** – products, commodities and technologies have undergone a transformation in accordance with environmentally sustainable principles. Among the solutions available on the Italian market that pursue the main goal of environmental protection, the G7 Presidency has chosen the eco-friendly products provided by **GGM Business Promotion S.r.l.** and **Alisea - SU S.r.l.**, thereby reiterating the Italian Presidency's commitment to adopt new models of consumption and development, fostering economic and environmental sustainability.

The “**Welcome kit**” for each G7 delegate contains a recycled plastic **folder** manufactured from recycled PET drink bottles in a process certified by the quality brand **Remade in Italy** – the first eco-label accredited to verify the “cir-

cularity” of products made from secondary raw materials. The folder contains a **pen**, also made of recycled plastic, and a recycled **pad** manufactured from selected waste paper, bleached without any chlorine or chlorine derivatives.

The welcome kit also contains a **Perpetua pencil** set, produced by Alisea. This is made in **Zan-tech®**, an innovative material of 80% graphite – a waste of the Italian industrial production of electrodes for the electro-erosion process – combined with a chemical compound, with no protective varnishes, glues or additional processing. The pencils, distributed in the three colors of the Italian flag and in a recycled paper packaging, combine recycled graphite and natural rubber treated without industrial dyes, in a process made entirely in Italy, registered under European Patent.

The main characteristic **that distinguishes these products** is the reduction in consumption of energy and raw materials. They do their part in



supporting low-environmental-impact practices. The current socioeconomic situation requires an appropriate organizational restructuring in the use of increasingly scarce resources. This is a key dynamic in the development of technological innovation and in the consolidation of a common **environmental awareness**. Making the production processes “green” means accepting the crucial challenge of the green economy.

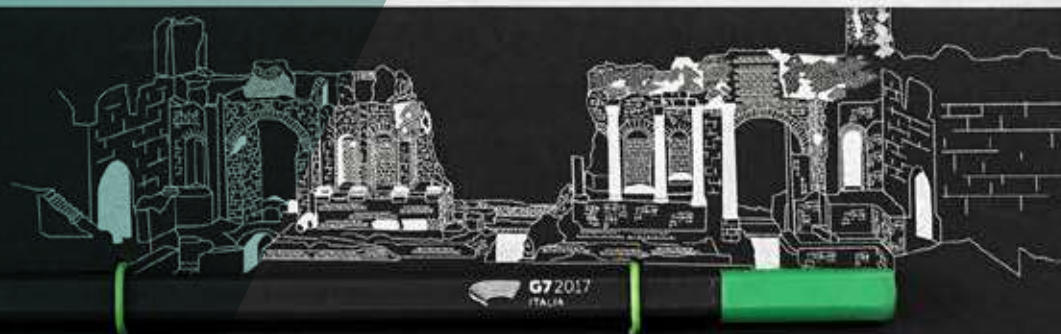
For further information, please contact:

www.alisea.it

www.perpetua.it

commerciale@alisea.it

G7 2017
ITALIA

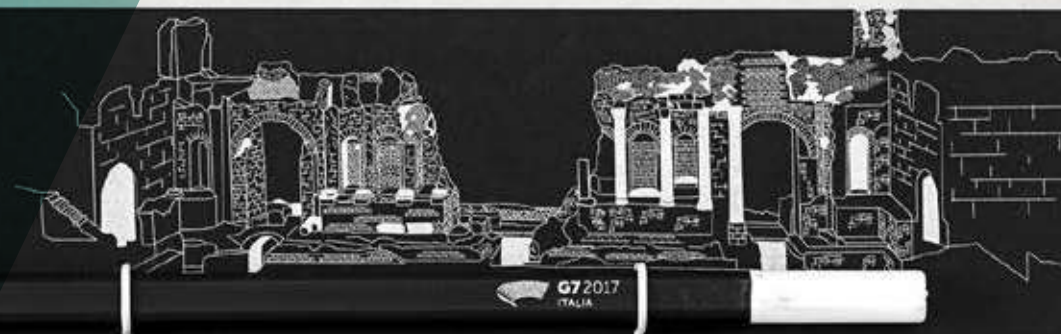


perpetua®
we had to invent it

Perpetua is different from other pencils: made with recycled graphite, an industrial waste product, it is non-toxic. It doesn't dirty your hands, if it falls on the floor it doesn't break. It can be sharpened but even writes when blunt or cut in half. It has its very own coloured rubber. This is Perpetua, the first pencil made from recycled graphite, made in Italy. Patented. www.perpetua.it

Honorable Mention
Compasso d'Oro ADI
Alfasud Recycling Project
Design: Mario Gandini

G7 2017
ITALIA

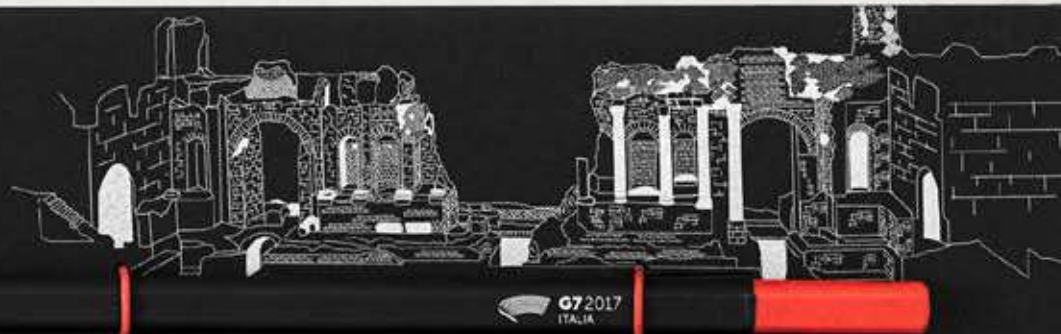


perpetua®
we had to invent it

Perpetua is different from other pencils: made with recycled graphite, an industrial waste product, it is non-toxic. It doesn't dirty your hands, if it falls on the floor it doesn't break. It can be sharpened but even writes when blunt or cut in half. It has its very own coloured rubber. This is Perpetua, the first pencil made from recycled graphite, made in Italy. Patented. www.perpetua.it

Honorable Mention
Compasso d'Oro ADI
Alfasud Recycling Project
Design: Mario Gandini

G7 2017
ITALIA



perpetua®
we had to invent it

Perpetua is different from other pencils: made with recycled graphite, an industrial waste product, it is non-toxic. It doesn't dirty your hands, if it falls on the floor it doesn't break. It can be sharpened but even writes when blunt or cut in half. It has its very own coloured rubber. This is Perpetua, the first pencil made from recycled graphite, made in Italy. Patented. www.perpetua.it

Honorable Mention
Compasso d'Oro ADI
Alfasud Recycling Project
Design: Mario Gandini

Colophon

Cover image

Parco Archeologico Naxos/Taormina

Page 5:

Fabrice Moireau

Palazzo Biscar, Taormina

"Sicilia, il Grand Tour", 2027

Page 6:

Fabrice Moireau

Teatro di Taormina

"Sicilia, il Grand Tour", 2017

Editorial coordination

G7 Sherpa Office, Presidency of the Council of Ministers

Progetto grafico

Riccardo Casinelli

Martina Tariciotti

Taormina Smart is an initiative launched by the Delegation for the Organization of the Italian G7 Presidency, a Mission Structure of the Presidency of the Council of Ministers. Each example of technology described in this booklet has been selected through a public tender held by the Italian government. For more information visit: [Public tender for sponsors with innovative products to offer during the 2017 Italian G7 Presidency's official events.](#)

