



RÖCK



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 730280.

GREEN OFFICE SUMMIT IN GHENT

OBJECT: bring the University of Bologna Green Office ROCK experience to other European university.

Date: 22/11/2018 – 25/11/2018
University of Ghent



Founding in
2017-18

Let's GOBO

#payed students: 0
#av. duration of stay: 1 year
#paid hours/week: researcher
#unpaid hours/week: all

#staff members: 2
#coordinator = staff?: Y
#y. budget for student fees: 0
#y. working budget: 2000

Period(s) of recruitment: every time
GO embedded in structure? N
GO with (thesis) students? Y
Working with volunteers? Y
Project or Task based responsibility? Project based

Which? Department of Civil, Chemical,
Environmental and of Materials Engineering
Part of GO? N How many? 1



RÖCK
Cultural Heritage
leading urban futures

Members and projects

Pietro, deposit refund system; Sara, Hackathon; Cristal, Chiara, Antonella, Communication; Eleonora; Valeria Andrea;

Website:

E-mail: greenofficebo@gmail.com

ROCK Hackathon

Organize the Hackathon for innovative sustainable ideas in Bologna city center

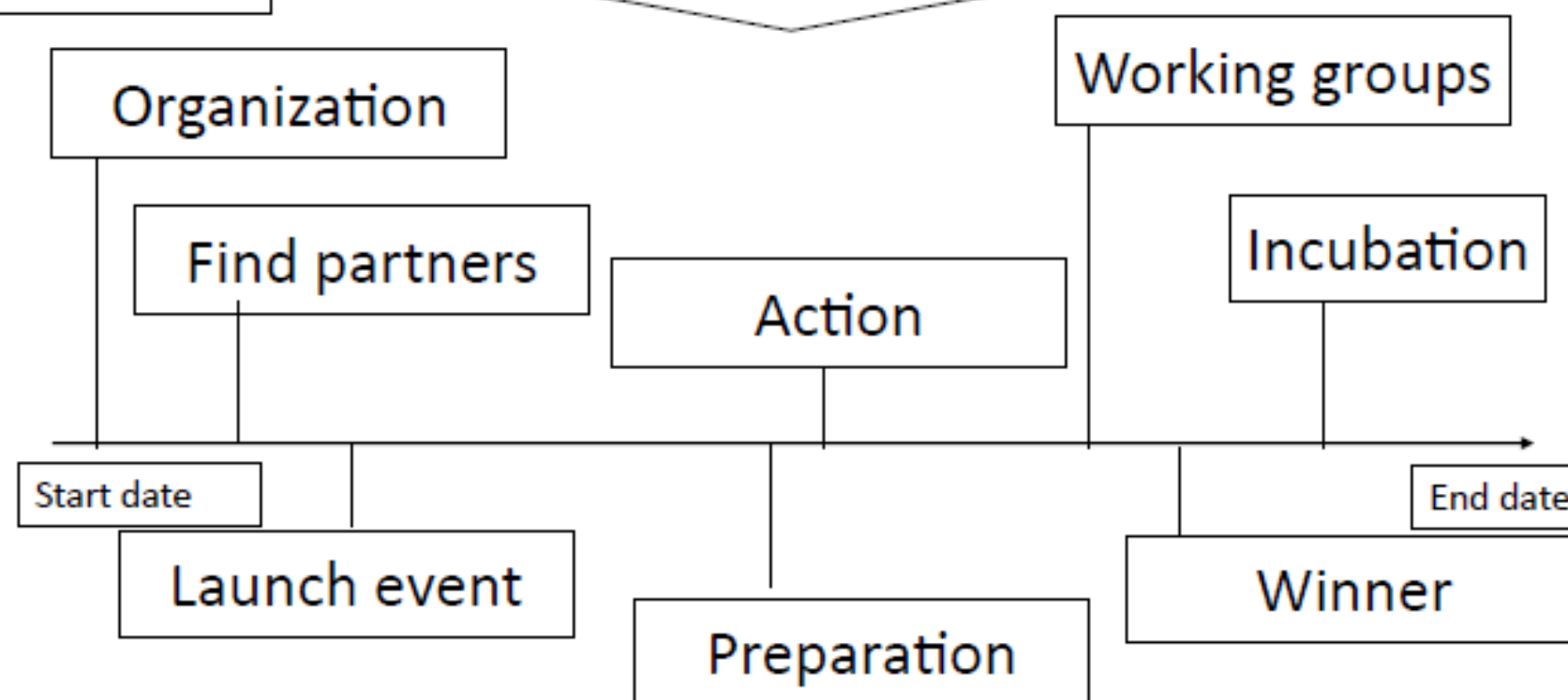


Start incubation program with a startup

Inputs

- 2
- 1
- 2000
- Rooms, writing materials
- Eco4entrepreneurship, Comune di Bologna, ClimateKIC

Timeline



Achievements

A startup is taking part of Cop24 and is developing a system to create plastic lab

Tips

Place
Partners
objective

Let's GO BO



Contact person **Sara Pennellini**

Contact details greenofficebo@gmail.com



Plastic scenario in Europe

40 % recycled
30% incinerated
30% put into landfill

Increase in environmental
(marine litter) and climate
pollution

CO2 emissions
(production + recovery)
132 Mt today
233 Mt in 2050

Consumption increases:
49 Mt today
62 Mt in 2050



The problems of **disposable** packaging

Urban decay
Pollution
No incentive collection system
Lack of awareness

40% of total demand of plastic is composed by **single use packaging**



Our solution

Use less and use better

We want develop a **circollaborative hub** to value disposable packaging in a circular perspective, from **single-use** to **use- and-reuse**

Collection

Disposable packaging is given in urban hubs through an incentive system for the citizens

Design

Coworking spaces to rethink the single-use products and integrate them in a circular context

Processing

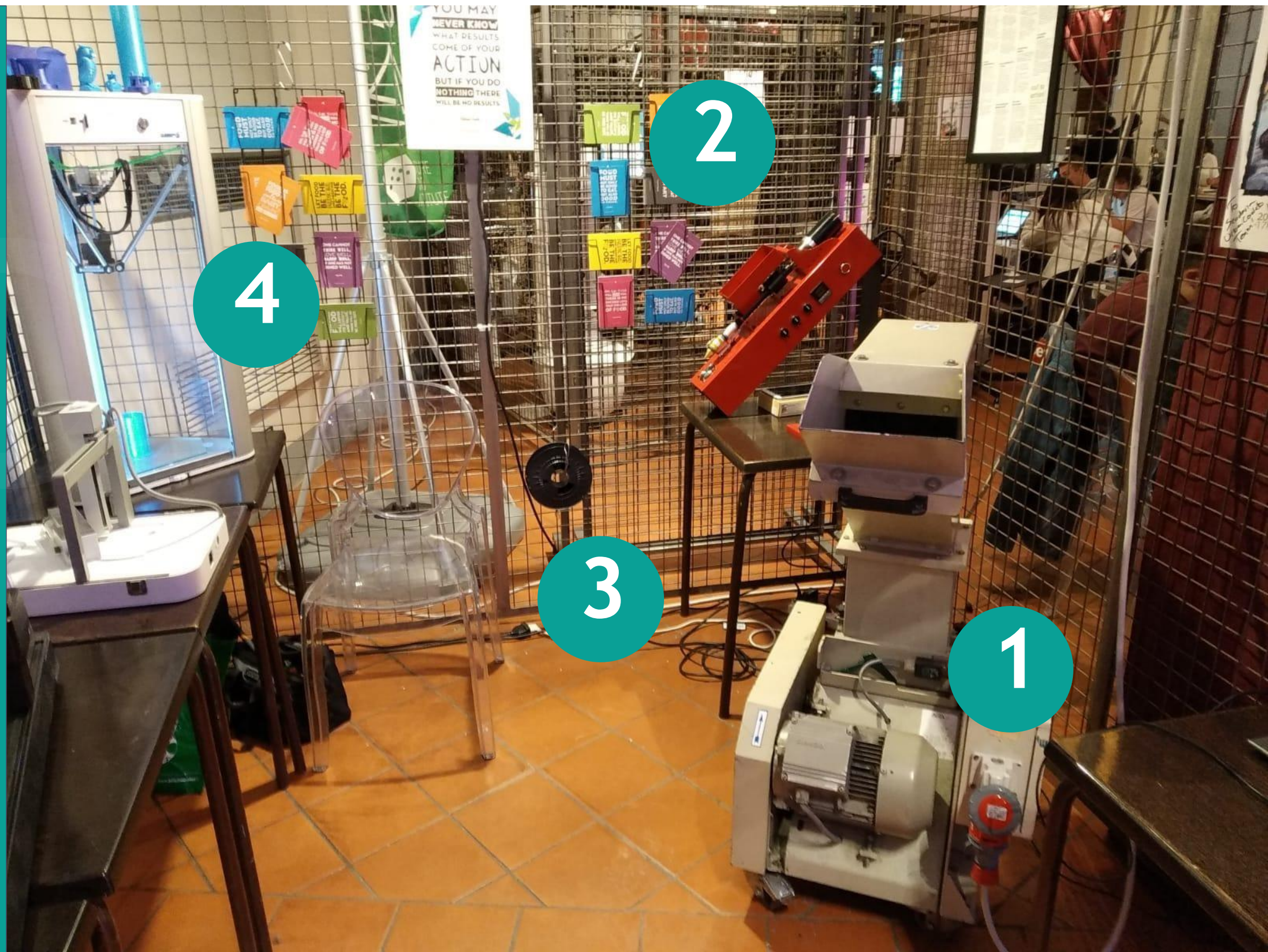
The materials are processed in labs, turning them into new reusable products



We want start from demand side

**a bottom-up approach to
involve citizens
and make sustainable
innovation**

Our first hub
@Scuderia
Future Food
Urban Lab



Why Scuderia?

A **sustainable community** in the middle of Bologna,
where **innovation** and **city life** come together



Output



What are our offer?

single-use packaging are **transformed** into products that can be **reused**
we create a scalable and repeatable model



SERVICE



rewarding
collection for
disposable
packaging

WORKSHOP



create workshops
to raise awareness
to and stimulate
sustainable
innovation

PRODUCT



manufacturing of
reusable products
in a co-working lab

Why do we want to do it?

To activate a social and cooperative **transition** towards the SDGs



Our path through the time



ALMA MATER STUDIORUM
UNIVERSITÀ DI BOLOGNA



ASSOCIAZIONE DEI
COMUNI VIRTUOSI



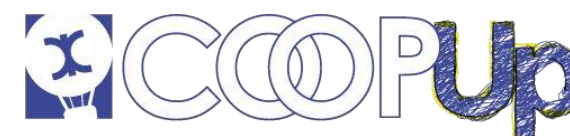
ALMACUBE
EMPOWERING INNOVATORS
Alma Mater Studiorum - Università di Bologna



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KILOMATT



Climate-KIC

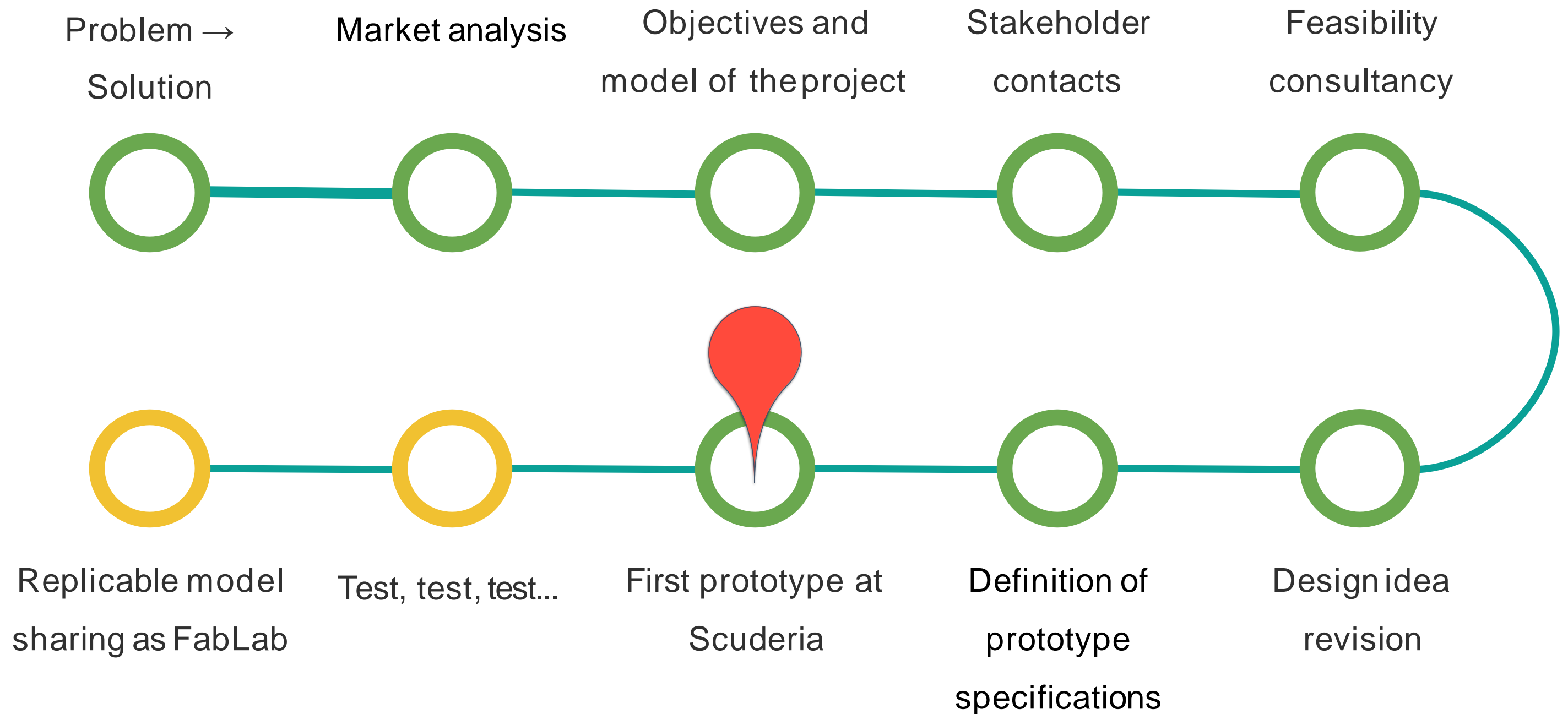
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Cultural Heritage
leading urban futures

**COOP
START
UP**



Where are we?





Thank you for your attention!

We want to transform **single-**
use culture into **use**
and reuse one



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