

STATI GENERALI DELLA GREEN ECONOMY

November 4, 2015

DUAL CITIZEN



PURPOSE

To share the methodological approach of the Global Green Economy Index (GGEI) and the results and communications insights for Italy

GLOBAL GREEN ECONOMY INDEX™ (GGEI)



- A global index published since 2010 ranking 60 countries and 70 cities in the green economy
- Measures both national performance in the green economy and how expert practitioners perceive it
- Utilized by the public and a diverse range of stakeholders to monitor and improve standing in the green economy

Access the full GGEI report here: <http://bit.ly/1sXxA9u>

PERFORMANCE INDEX



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GGEI PERCEPTION SURVEY



PERFORMANCE INDEX



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RESULTING GAP ANALYSIS

Perception

Germany has aggressively reduced emissions

Nordic countries do not offer much in the way of green investment opportunity

Performance

Germany emissions declined for the first time last year

Nordic countries score well on cleantech innovation and increasingly are hubs for green business development

ADDRESS INVESTOR MISCONCEPTIONS



Investor perceptions of Nordic opportunities consistently lag behind the reality

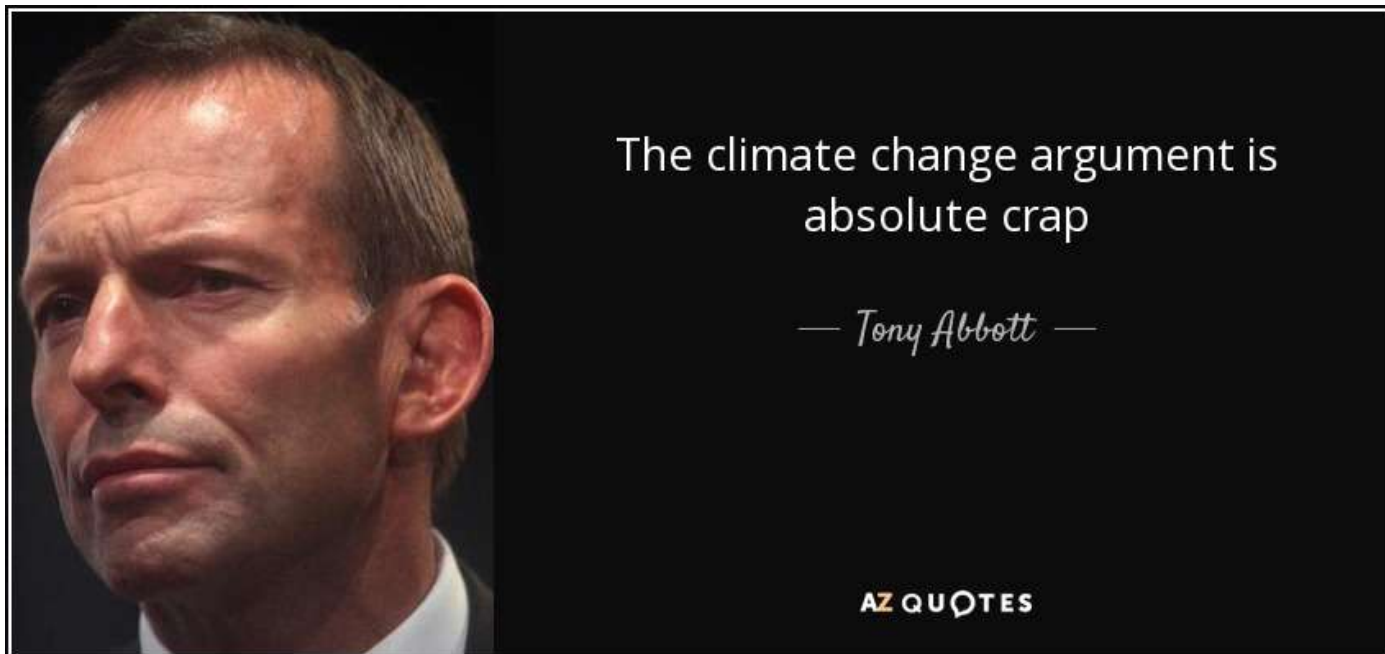
The GGEI is a tool for various stakeholders there to identify these gaps and develop strategies to address them

EXERT POLITICAL PRESSURE

Former PM Tony Abbott in Australia

Opposition seized declining climate change performance to criticize his record of climate denial

Concrete data was useful in showing tangible impacts of his policy positions

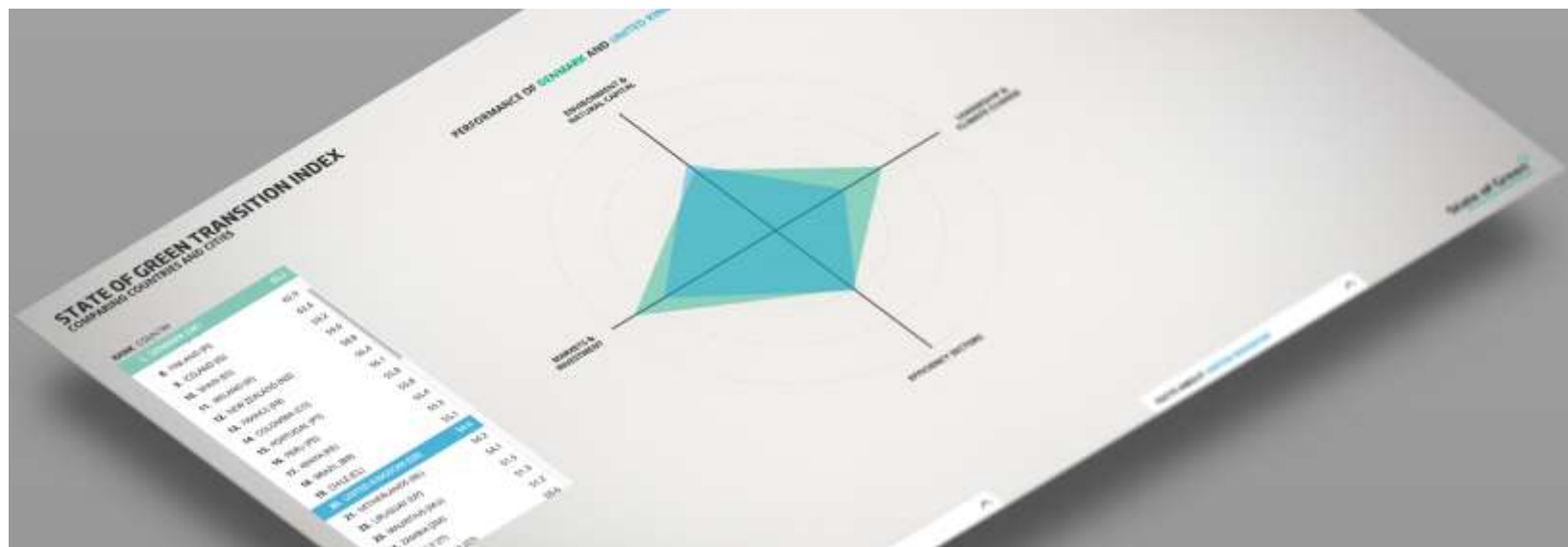


START A CONVERSATION

State of Green in Denmark

Use GGEI data to build an interactive platform for the visualization of country results and competencies

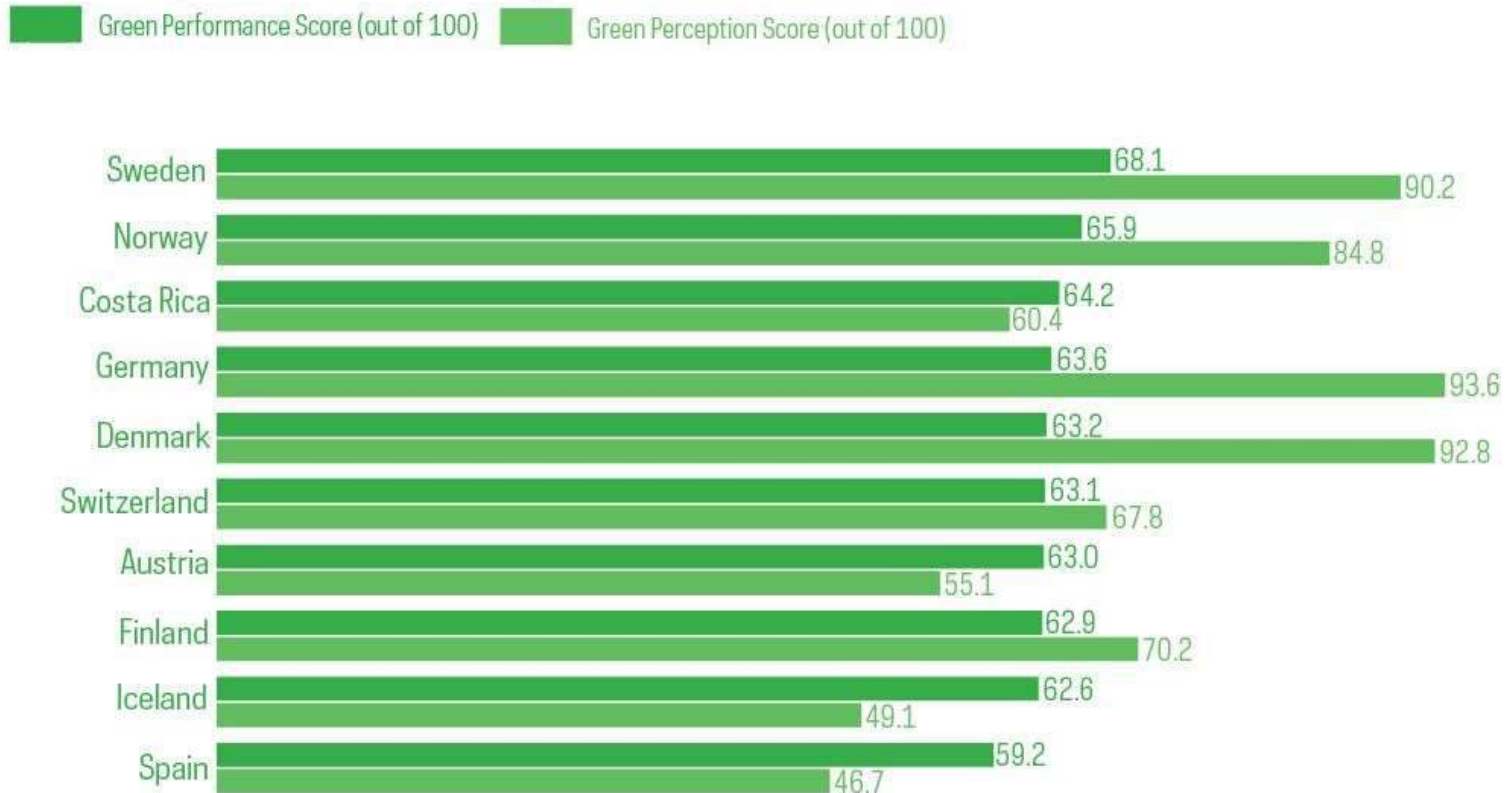
Contributes to greater understanding of green economy and components



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OVERALL GGEI RESULT

2014 Top 10 Countries by Green Performance



Source: Dual Citizen LLC, Global Green Economy Index, October 2014

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OVERALL GGEI RESULT - ITALY

Perception

#1 Germany

#8 United Kingdom

#10 Switzerland

#17 Austria

#20 France

#21 Spain

#29 Italy 

Performance

#4 Germany

#6 Switzerland

#7 Austria

#10 Spain

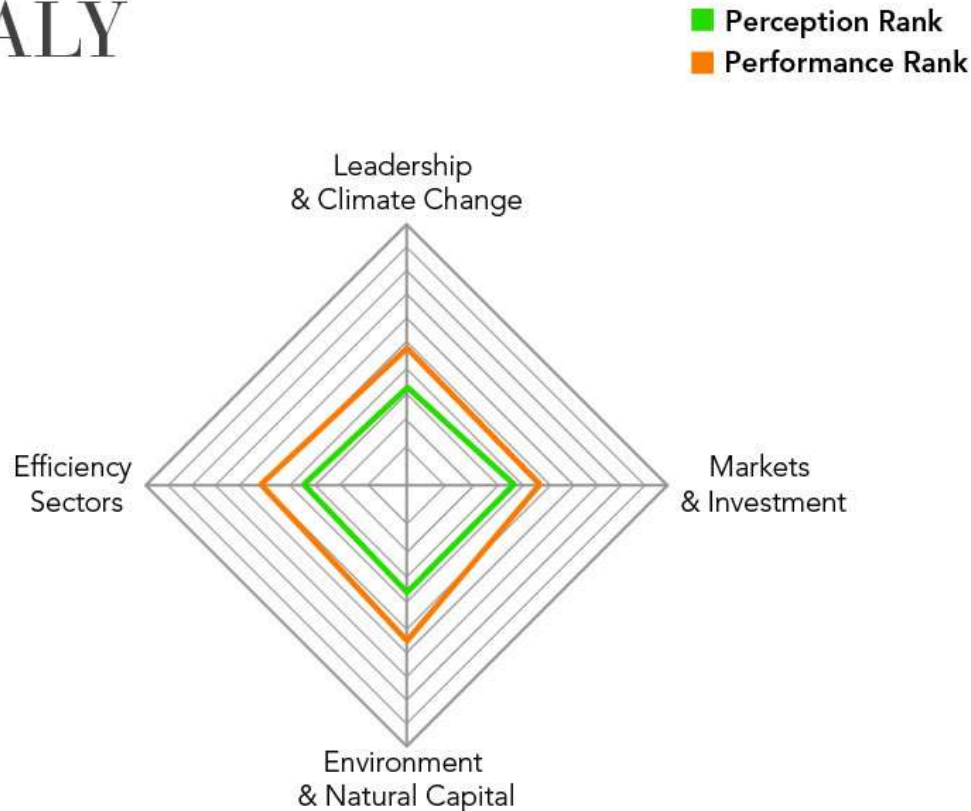
#13 France

#20 United Kingdom

#25 Italy 

TELLING ITALY'S GREEN ECONOMY STORY

ITALY



- Italy's GE Performance > Perceptions of it
- Italy is working to reorient future growth on greener pathways
- But don't forget to tell a compelling story about Italy's green economy, to Italians and globally

GREEN PRODUCT INNOVATION



- Product development and craftsmanship are Italian qualities
- “Brand Italy” has strong connection with products made in Italy, but this has not extended to the green economy yet
- Sustainability in new product development is a compelling story for Italy to tell

GREEN INITIATIVES IN ESTABLISHED COMPANIES

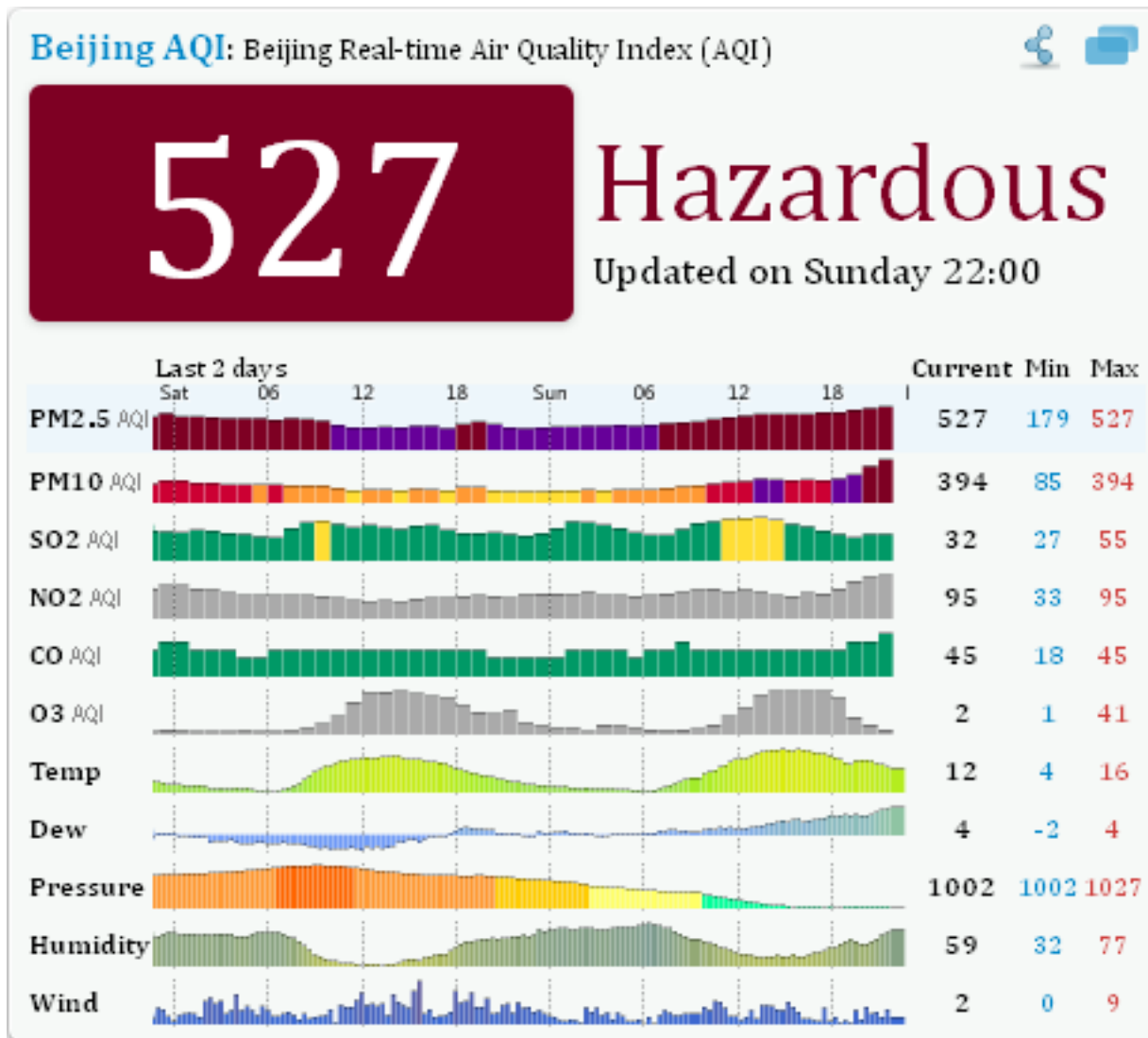


Barilla
Center
FOR FOOD
& NUTRITION



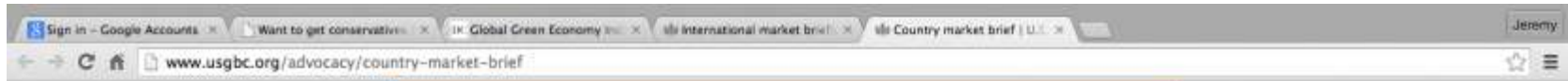
- Established companies are equally important to the GE story
- Often, consumers don't know the "green" activities of companies that are not explicitly defined as such
- This helps to connect broad concept of GE with pre-established brands and services

DATA + GREEN ECONOMY



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DATA + GREEN ECONOMY

SIEMENS



- Company-led indices can improve both perceptions and performance
- *Siemens* and *Arcadis* developed Green City indices to promote product awareness and development

CONCLUSIONS

- The Global Green Economy Index is a new type of index in that it overlays survey-based data on GE variables measured through quantitative sources
- According to the GGEI, Italy currently lags behind northern European countries in terms of both GE performance and perceptions of it
- Italy has a communications deficit around green economy and could tell the story of Italy more creatively
- Companies – both start-up and established players – have a central role to play in this communications challenge
- Data and the technologies linked to it are new communications opportunities in the GE that should be considered

THANK YOU



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here: <http://bit.ly/1sXxA9u>

INDICATORS AND DATA SOURCES

DIMENSION	INDICATOR	TYPE	WEIGHTING	DESCRIPTION	SOURCE(S)
Leadership & Climate Change	Head of State	Qualitative	20%	Head of State's advocacy for green economy	Google Analysis scored by Dual Citizen LLC on scale of 0-10
	Media Coverage	Qualitative	10%	Positive media coverage of national green economy	Google Analysis scored by Dual Citizen LLC on scale of 0-10
	International Forums	Qualitative	20%	National positions & statements in international forums	Climate Action Network (ECO) reporting scored by Dual Citizen LLC on scale of 0-10
	Climate Change Performance	Quantitative	50%	CO2 emissions per capita CO2 emissions per unit of gross domestic product (GDP) CO2 emissions per unit of primary energy use	International Energy Agency (IEA), Climate Change Performance Index (CCPI)
Efficiency Sectors	Buildings	Quantitative	25%	LEED certification of building construction	LEED certification as reported by the U.S. Green Building Council (USGBC)
	Energy	Quantitative	25%	Renewable electricity as a percentage of national total	International Energy Agency (IEA)
	Tourism	Qualitative	25%	Ranking of national tourism ministry efforts	Scored by Dual Citizen LLC on scale of 0-10
	Transport	Quantitative	25%	Emissions from transport and 10-year trend	International Energy Agency (IEA)

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Markets & Investment	Renewable Energy Investment Attractiveness	Quantitative	25%	Country attractiveness for RE investment	Renewable Energy Country Attractiveness Index (RECA), Ernst & Young
	Cleantech Innovation	Quantitative	30%	Business climate for cleantech innovation	Global Innovation Index (INSEAD), Cleantech Group, Heslin, Rothenberg, Farley & Mesiti p.c.
	Cleantech Commercialization	Quantitative	20%	Business climate for cleantech commercialization	WWF Cleantech Group Global Cleantech Innovation Index 2014
	Green Investment Facilitation	Qualitative	25%	National efforts to facilitate green investment	Scored by Dual Citizen LLC on scale of 0-10
Environment & Natural Capital	Agriculture	Quantitative	17%	Assesses policies related to the effects of intensive agriculture, specifically farm subsidies and pesticide regulations	Environmental Performance Index 2014 (Yale University)
	Air Quality	Quantitative	17%	Measures population-weighted exposure to fine particulate matter and percentage of the population burning solid fuel for cooking	Environmental Performance Index 2014 (Yale University)
	Water	Quantitative	17%	Tracks how well countries treat wastewater from households and industrial sources before releasing it back into the environment	Environmental Performance Index 2014 (Yale University)
	Biodiversity & Habitat	Quantitative	17%	Tracks the protection of terrestrial and marine areas as well as threatened or endangered species	Environmental Performance Index 2014 (Yale University)
	Fisheries	Quantitative	17%	Assesses countries' fishing practices - both the use of heavy equipment and the size of the catch	Environmental Performance Index 2014 (Yale University)
	Forests	Quantitative	17%	Measures the loss in forest area from 2000 to 2012 using satellite-derived data	Environmental Performance Index 2014 (Yale University)

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