



University
of Ferrara



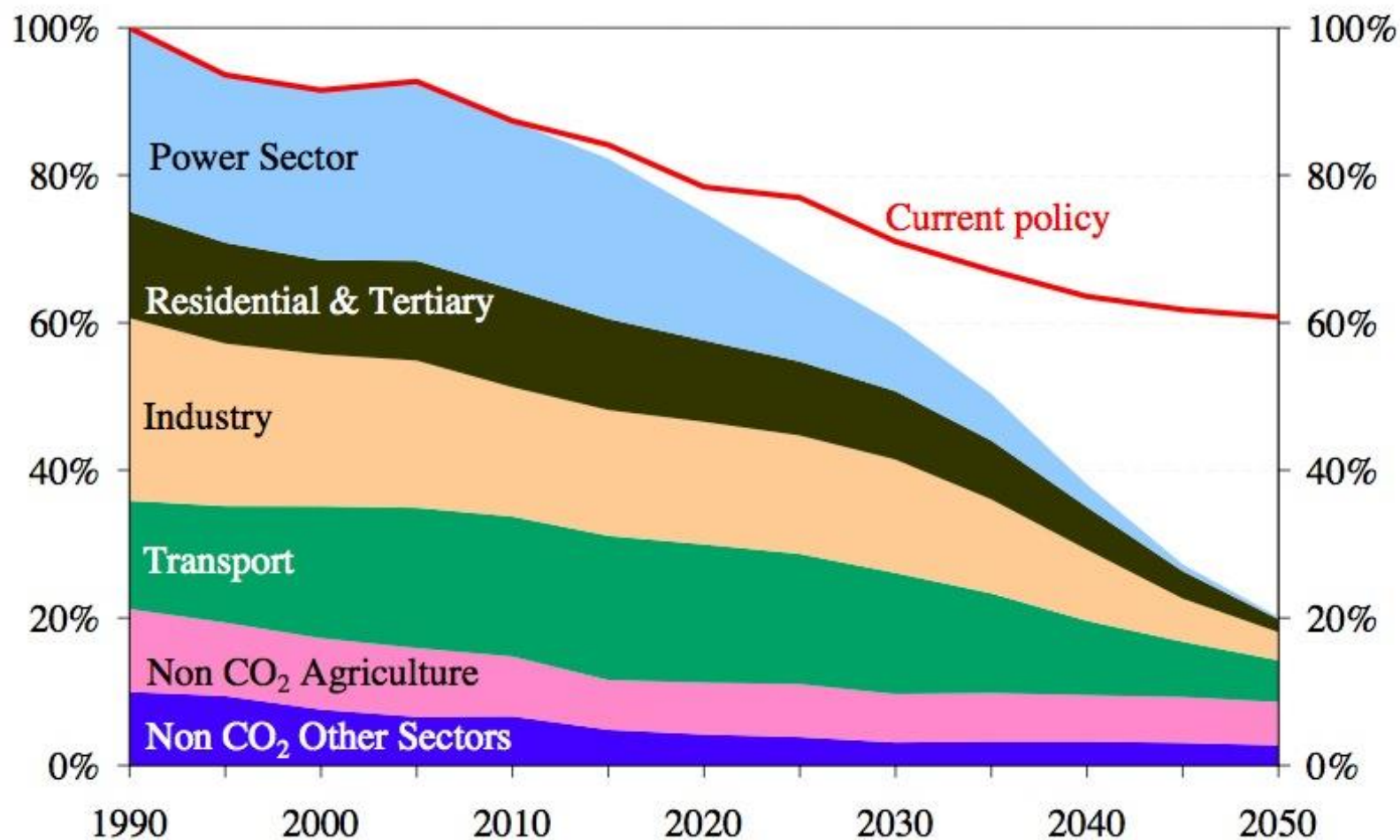
inno4sd.net
Innovation for Sustainable
Development Network

Innovazione, brevetti green e performance d'impresa

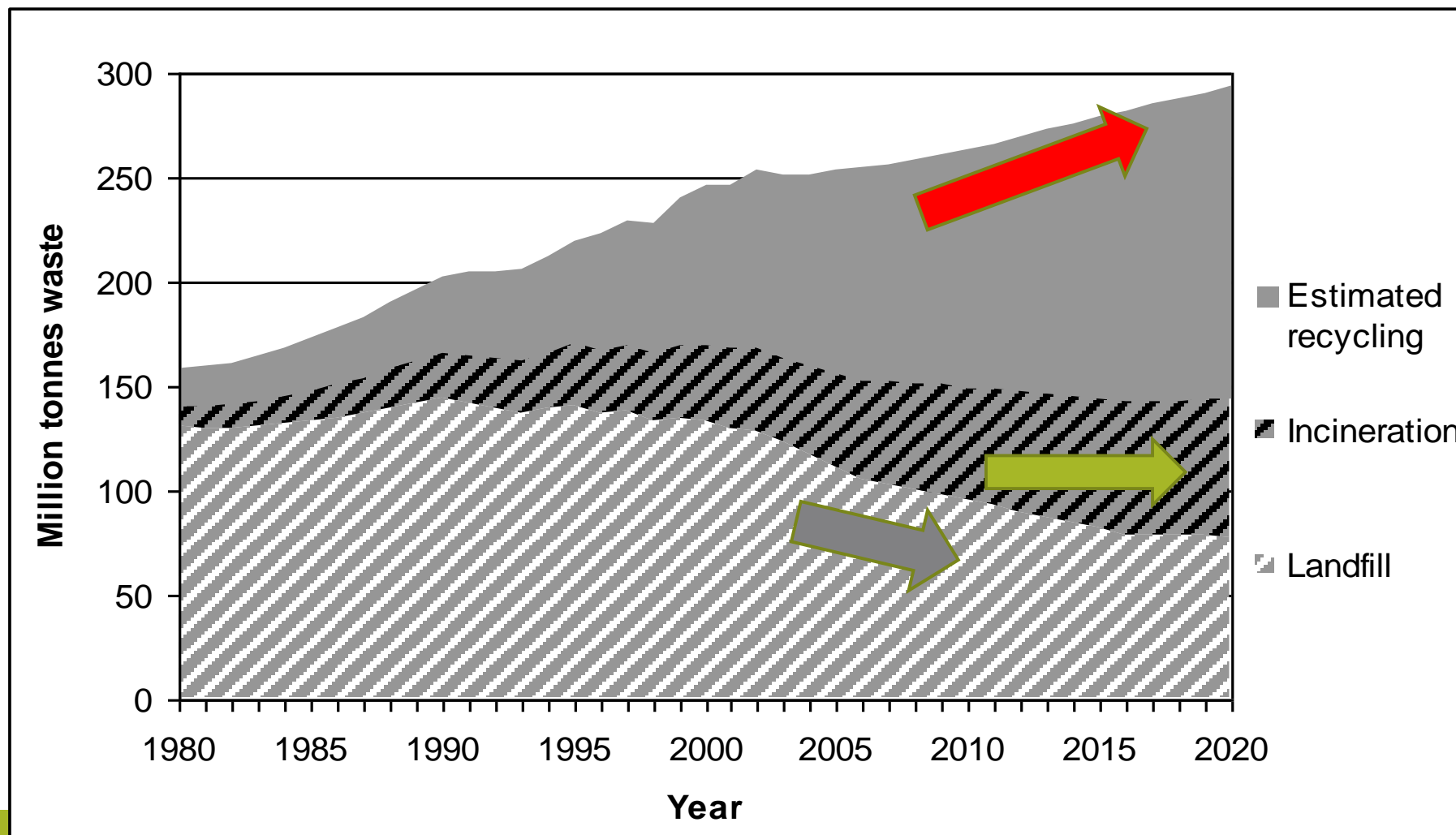
Massimiliano Mazzanti

- Le sfide Innovative Green e le performance delle imprese
- L'Europa e le regioni
- Evidenza sulla manifattura Italiana

Decarbonizzazione: obiettivo (europeo) 50-55% entro 2030, -80-90% entro 2050, al fine di stabilizzare aumento temperature derivanti da gas serra



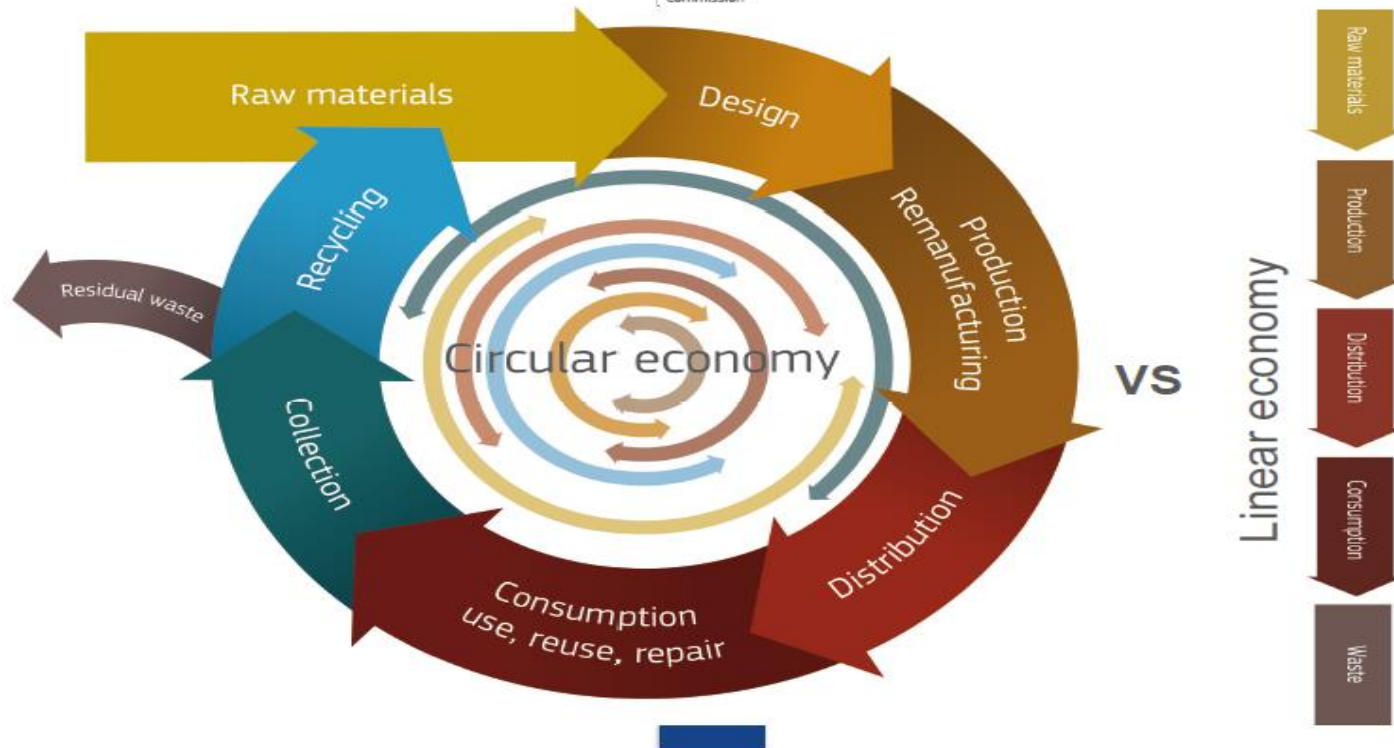
RIDUZIONE DEI RIFIUTI



- “The Circular economy offers an opportunity to reinvent our economy, making it more sustainable and competitive”
- “This will bring benefits for European businesses, industries, and citizens alike”

(European Commission, December 2015)

Concept

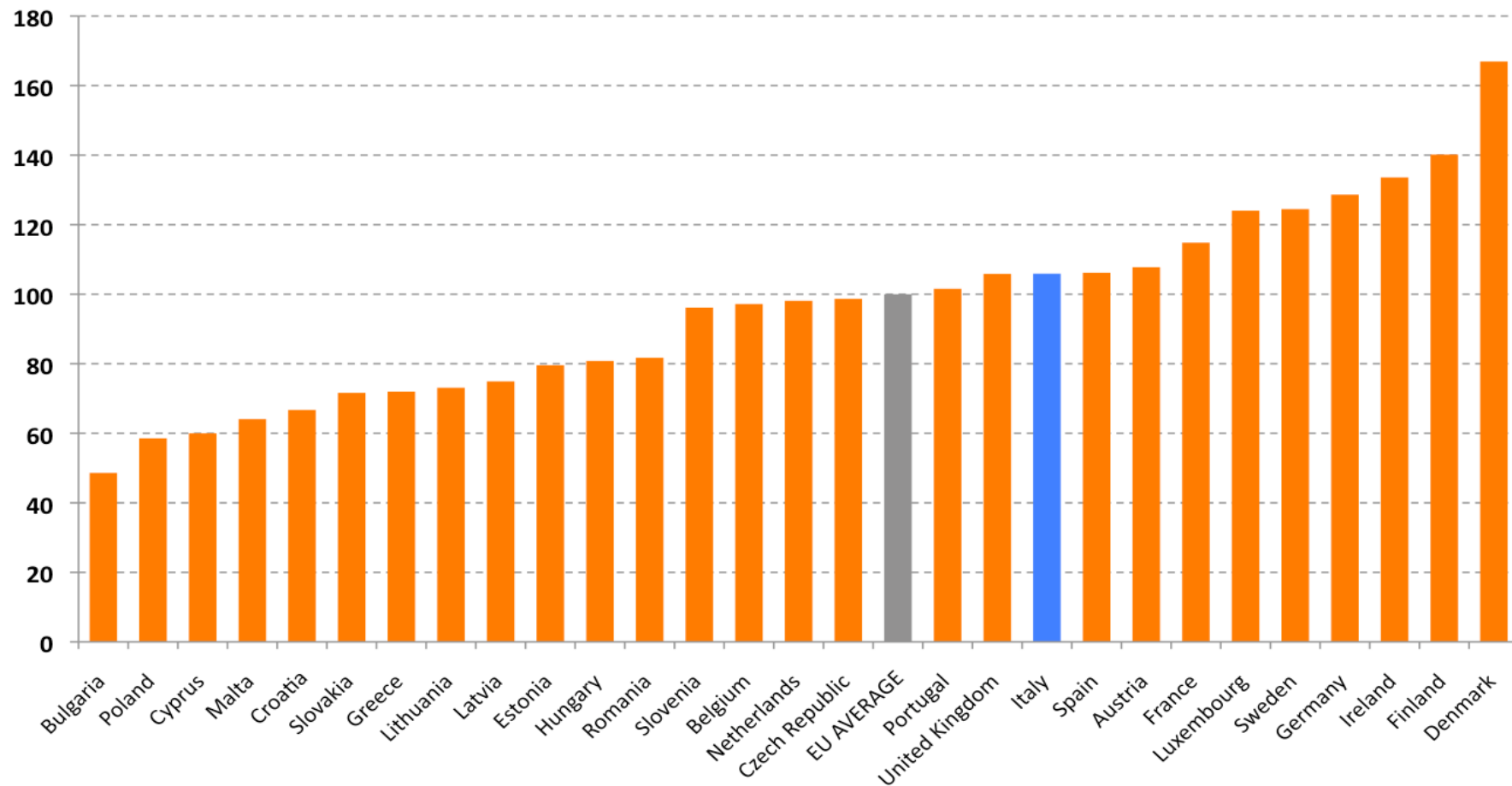


**Ampio Focus su
Innovazione:
prodotto, processo,
marketing, etc..**

Eco Innovation scoreboard

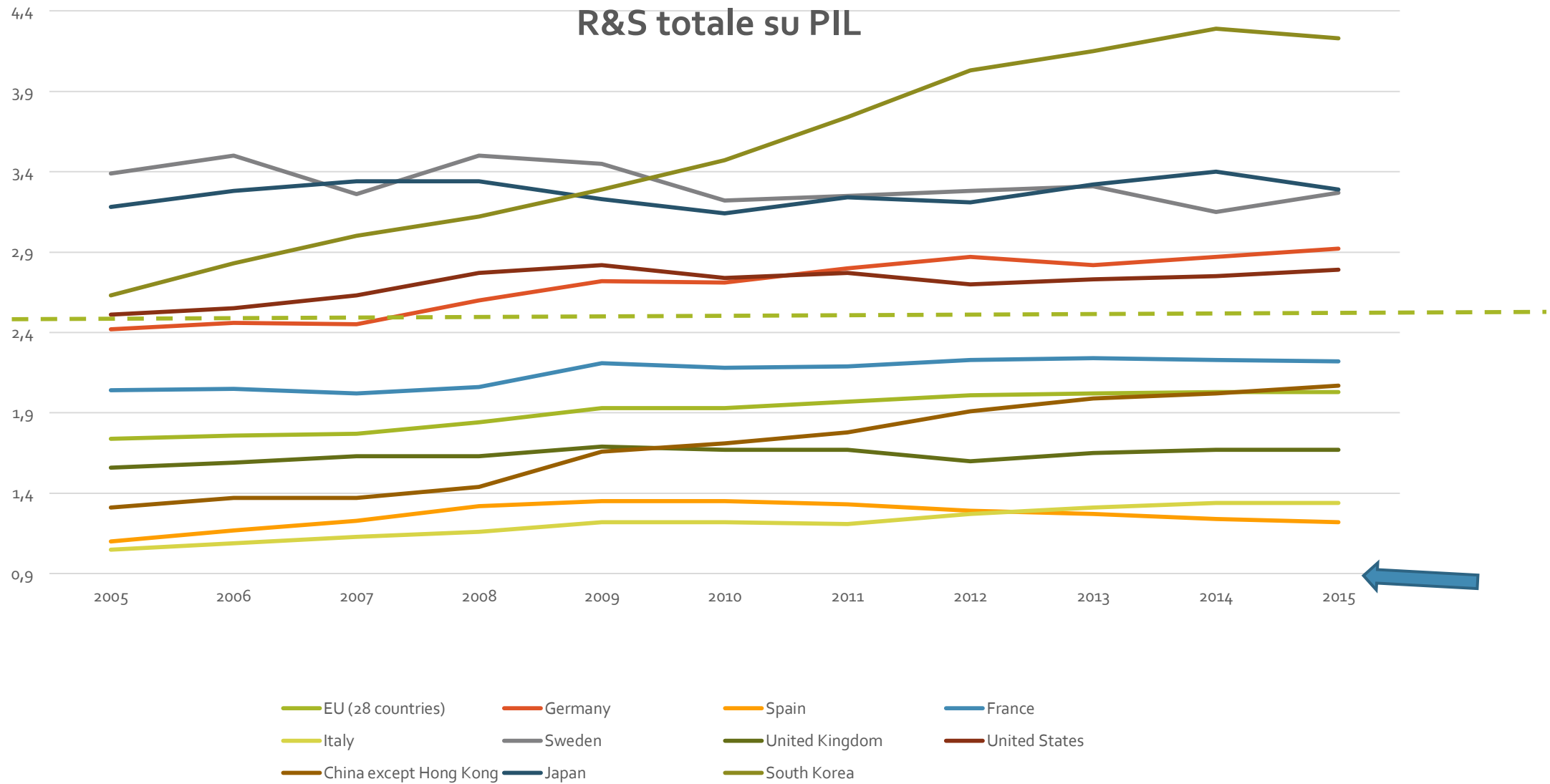
L'Italia ha performance eco Innovative medio alte su cui basare una strategia verso l'economia circolare

Composite EI Scoreboard 2015



Gap investimenti in R&S e education da colmare.....

Obiettivo EU Agenda di Lisbona



The sustainability transition in Europe in an age of demographic and technological change

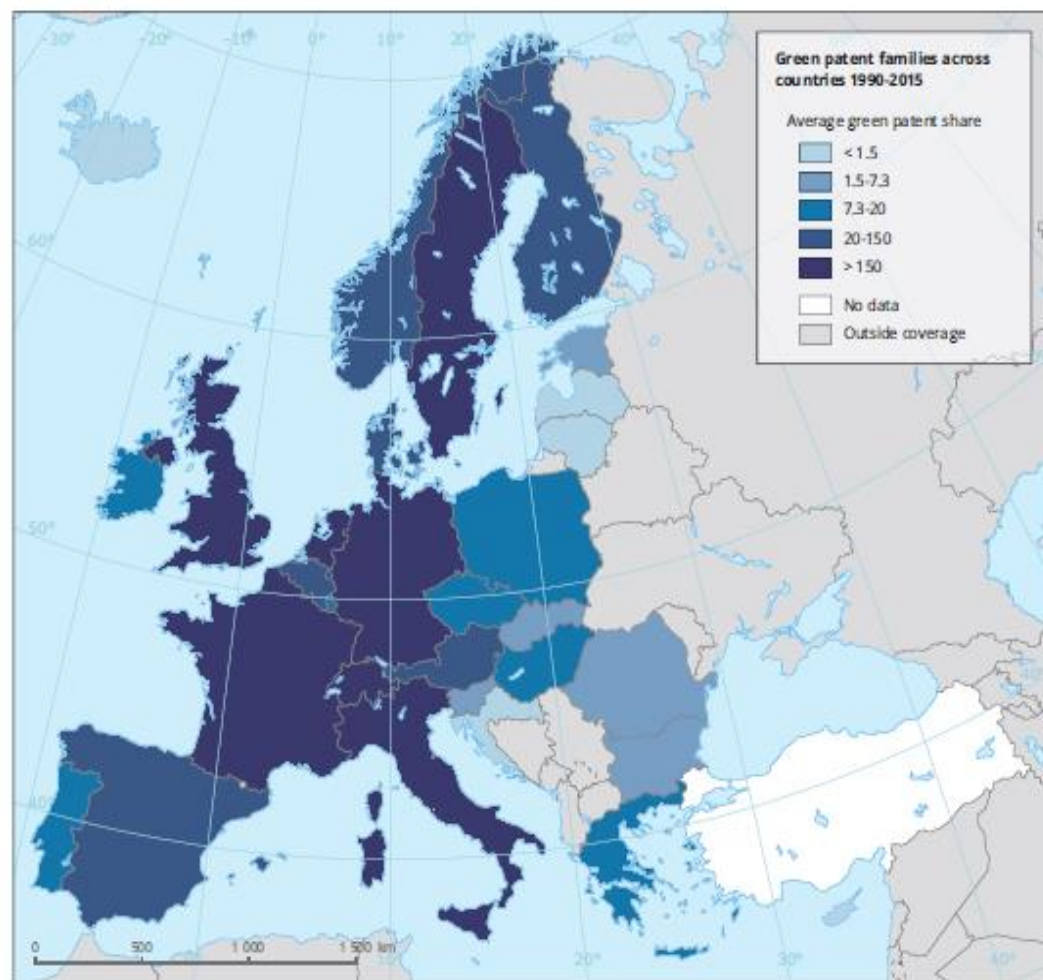
An exploration of implications for fiscal and financial strategies

ISSN 1977-8449

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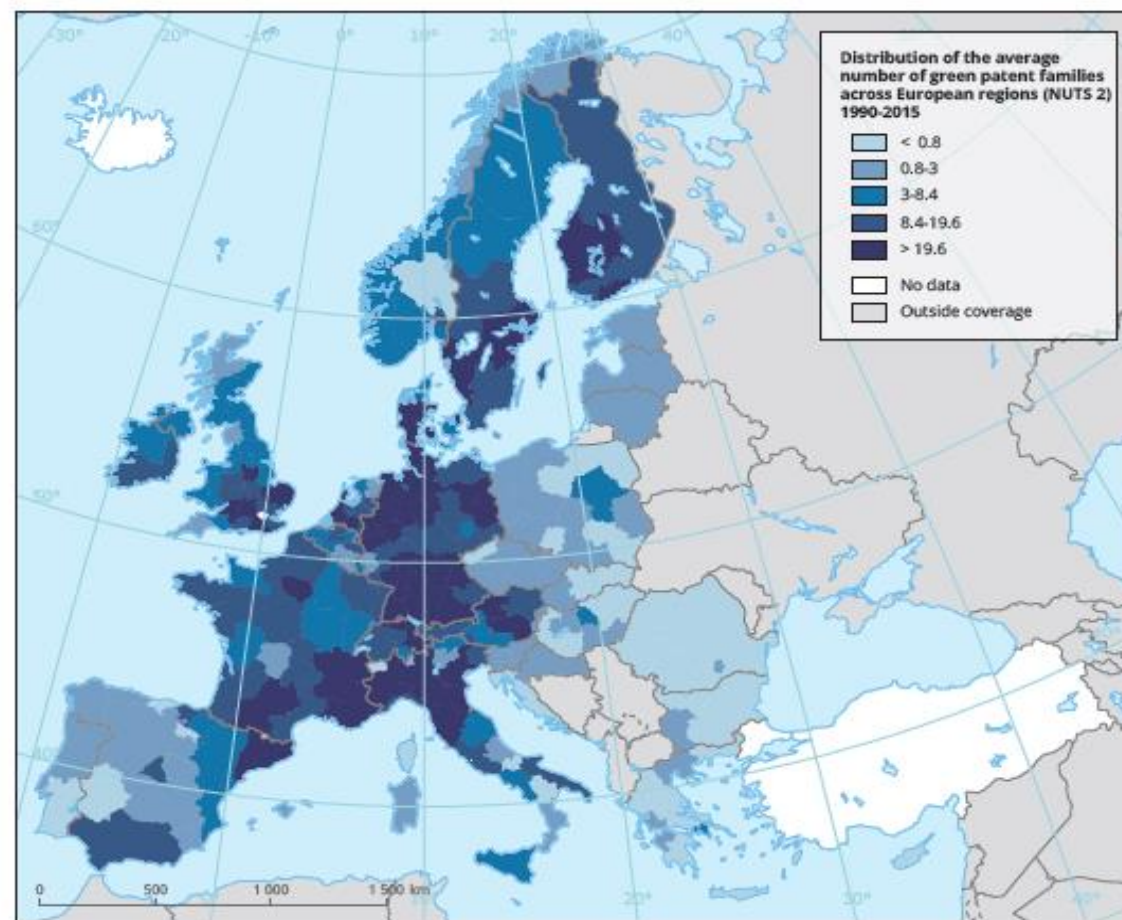


Figure 3.7 Distribution of average number of green patent families in the EU, Iceland and Norway, 1990-2015



Source: Authors' compilation using data from OECD Regpat version 2019 (OECD, 2020a; see also Maraut et al., 2008) and Patstat version 2019 (EPO, 2020). The technological domains are from the OECD Env-Tech report (Haščič and Migotto, 2015), updated in 2016 (OECD, 2020b).

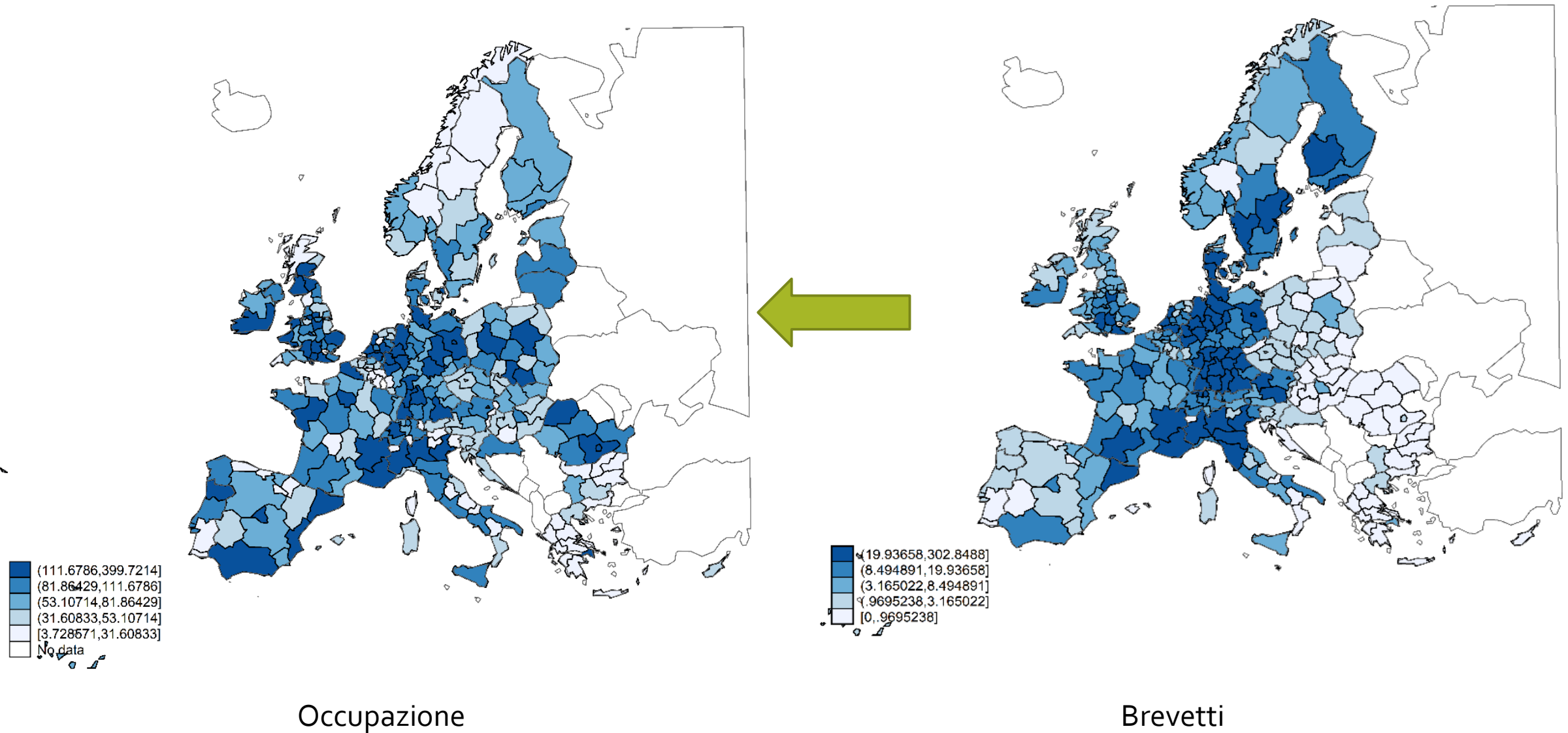
Figure 3.9 Distribution of the average number of green patent families across European regions (NUTS 2), 1990-2015



Source: Authors' compilation using data from OECD Regpat version 2019 (OECD, 2020a; see also Maraut et al., 2008) and Patstat version 2019 (EPO, 2020). The technological domains are from the OECD Env-Tech report (Haščič and Migotto, 2015), updated in 2016 (OECD, 2020b).

Brevetti Verdi

• Indici medi occupazionali Innovazione Verde, (NUTS2)



fonte: REGPAT, PATSTAT (2019) and Eurostat database (2018)



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Indagine sulla manifattura Italiana (in fieri)

4500 imprese

**Indagine su manifattura Emilia Romagna
(1500 imprese) in corso..**

Adozione innovazione su economia circolare, energia (indagine CERCIS su PMI Italiane)

Tipo Innovazione	% innovatori
Riduzione uso acqua	8.05%
Riduzione flusso materiali	16.47%
Rinnovabili	14.93%
energy savings	22.77%
Riduzione produzione rifiuti	19.33%
Riutilizzo materiali	10.98%
Flussi di materiali forniti ad altre imprese	16.62%
Eco design	8.78%
Design for recycling	7.76%
CO2 reduction	8.13%

Fonti di finanziamento....

Risorse interne e fonti bancarie tradizionali sono al 70% e 15% del totale

Innovazioni sono possibili anche sul lato del supporto finanziario (crowdfunding, non banking, green bonds)

Brevetti e SMEs

Number of patent (per firm)	Number of firms
0	1297
1	39
2	13
3	4
4	4
5	1
7	1
8	1
10	4
11	1
15	1

Number of green patent (per firm)	Number of firms
0	1351
1	8
2	4
3	2
10	1

- Rendere le politiche ambientali maggiormente orientate a supportare Innovazione
- Creare reti di impresa per diffusione innovazione, creare filiere, per aumentare le performance della singola impresa e del territorio (vantaggio competitivo)
- Estendere Brevetti anche nel panorama PMI