

## GREEN TALK 2021

### The debate on sustainable mobility signed by 1000 Miglia

**Brescia, June 15, 2021** – The third edition of the “Green Talk”, the conference organized by 1000 Miglia in collaboration with Symbola Foundation, took place today.

The event, which was streamed live on the official website [1000migliagreen.it](http://1000migliagreen.it), has turned the spotlight on the topic of sustainable mobility.

The event entitled "**Green Talk: The Challenge for the New Era**", was attended by important exponents of the automotive industry, academia, institutions, associations and energy industry. The debate proposed a reflection on smart cities, a topic which shows more and more connections and analogies with the world of mobility, also in terms of technological development.

In particular, the conference, which was moderated by **Massimiliano Del Barba, journalist of the daily Italian newspaper Corriere della Sera**, consisted of two discussion sessions: the first was named “Smart city” and the second “Go Green: time to market”.

The first moment of discussion was dedicated to the concept of smart city as an idea of a city where sustainability meets the digital aspect, focusing particularly on the Brescia system, which has been active for some time to guide the sector towards a new green paradigm. This is a reference asset of the European Union for the post-pandemic recovery, which we also find as a paradigm for the development of many Italian excellences that have already started a reconversion for some time, moving towards circular models.

At the opening of the session, an introductory report was presented by **Maurizio Tira, Dean of the University of Brescia**. The document highlighted how the integration between companies and universities is a fundamental for the development of technologies and innovations, especially in those areas where the exchange of skills has generated real production districts. This is true for Brescia, where the companies of the automotive sector have contributed to the development of the supply chain with relationships and projects, thanks also to teachers and researchers from the local university.

The debate has started with **Francesco Bettoni, President of A35 Brebemi Aleatica**, discussing the conditions for the development of an innovative system for the mobility of people and goods.

**Anna Tripoli, President of Young Entrepreneurs Confindustria Brescia** continued, underlining the importance of declining the concept of sustainability in all its aspects, through projects and actions of a social, environmental and economic nature to increase the common good.

**Paola Pierotti, Co-founder of PPAN**, gave a precious contribution on the smart city topic, talking also about suburbs, urban regeneration, internal areas, followed by the intervention of **Alberto Piglia, Head of e-Mobility Enel X**, discussing about the topic of infrastructures at the service of new forms of mobility. According to Mr. Piglia, the intelligent city has the characteristics to become, thanks to the central role of mobility, the place where the ecological transition can be fully fulfilled, allowing the achievement of the ever more ambitious European emission reduction standards. In this vision, the smart city represents a perfect synthesis to enhance the aspects of sustainability that affect every area of citizens' life: from sociability to inclusion, from education to education, from mobility to the workplace.

**Dario Mancini, Waze Regional Manager, Italy & EMEA Emerging Markets** and **Federico Parolotto, Co-founder and senior partner of MIC - Mobility in Chain** continued the panel, highlighting the need to formulate innovative and sustainable design responses, aimed at improving people's quality of life, empowering communities and preserving the environment around us.

The second session explored the topic of the sustainable mobility market and the leading role that Italy can play in this area by having a wide spectrum of skills and technologies in every sector of the supply chain. With an introductory speech at the beginning of the new session, **Domenico Sturabotti, Director of Symbola Foundation**, started the discussion pointing out how much the electric car is now an established reality, already fully entered into our daily life.

**Paolo Scudieri, President of ANFIA**, spoke then about electrification as an established and irreversible trend. Mr. Scudieri also discussed the market uptake of electric vehicles, a factor that is conditioned by crucial elements: first of all, the number and distribution on the territory of public recharging points to which the PNRR should give impetus.

The discussion on this topic was also animated by **Sergio Metelli, CEO of Metelli Group** and **Paolo Streparava, CEO of the Streparava Group**, both highlighting the strategic role of companies in devising technologies capable of accelerating the transition to sustainable mobility.

**Roberto Vavassori, Brembo Business Development Director**, continued the session. According to Mr. Vavassori, sustainability is configured as a way of thinking that also finds substance in Research & Development, contributing to the reduction of CO2 and fine dust emissions. The talk was concluded by **Sergio Vergalli, Professor of the Department of Economics of Brescia University**, who has talked about the importance of raising awareness and improving the impact of entrepreneurial realities in terms of society and sustainability.

*"The stories of companies, associations and research centers represent the Italian excellence of electric mobility - says **Ermete Realacci, president of Symbola Foundation** - and tell us that Italy is well positioned in the mobility of the future. Our country has the energy to overcome the crisis and this is already happening in some production districts, such as in the Brescia system where different realities collaborate to accelerate the introduction of technologies and innovations in the market, driven by the common goal of leading the ecological transition. It is no coincidence that for the third consecutive year the Green Talk, an initiative created by 1000 Miglia in collaboration with Symbola Foundation, was born in this area to represent the Italian supply chain of sustainable mobility. As we affirm in the "Manifesto of Assisi", it is necessary to build together - with the contribution of the best technological, institutional, political, social, and cultural energies - an economy and a society which are on a more human scale and therefore more capable of the future, more attentive to climate crisis, more fair, resilient, competitive. A path to overcome the crisis generated by the pandemic, which sees sustainability and the challenge to climate change as the way to restart the economy, orienting it towards a new future"*

In addition to the Green Talk, the vocation towards sustainable mobility of 1000 Miglia comes to life with the 1000 Miglia Green, the competition which will follow the official route of the 39th historical re-enactment of the Red Arrow. The Participants of the 1000 Miglia Green will have the opportunity to experience the most beautiful race in the world alongside classic cars, crossing the most suggestive Italian territories and promoting the concept of alternative mobility in a unique context in the world.

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