

Sustainable strategies and programmes for energy and environmental management

A training community for European managers operating in the public and private sectors



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An initiative of The Ministry for the environment and land protection

In cooperation with:

Fondazione
Politecnico
di Milano


il Borgo della Conoscenza


MIP
POLITECNICO DI MILANO
SCHOOL OF MANAGEMENT


*Ministero dell'Ambiente
e della Tutela del Territorio*


TILS
INNOVATIVI PER TRADIZIONE

The Partners



FONDAZIONE POLITECNICO

Fondazione Politecnico di Milano is a versatile operating tool set up by the Politecnico di Milano and important "Founders" to contribute to economic and cultural growth, capable of drafting plans, of stimulating and supporting the development of structures and skills of excellence and of opening the doors of advanced research to businesspeople and public administrations.

Its strengths:

- the location within a favourable local and economic context;
- a university facility, the Politecnico which, since its establishment in 1863, has maintained close contact with manufacturing activities;
- the presence in the area of various qualified research and training facilities;
- the relationship mode with the local area.



il Borgo della Conoscenza

IL BORGO DELLA CONOSCENZA

Il Borgo della Conoscenza is a product of Camporlecchio Educational, a subsidiary of SDI-Sentieri di Innovazione Srl, a leading company making technology innovation systems for public and private organizations. It makes programmes to accompany change for human resources in an organization that is developing innovation: in terms of product, process, structure.

Its strengths:

- it stems from diverse professional and expertise experiences in the field of HR, training systems, knowledge and change management, communication and media relation, project management and international relations;
- its projects follow an innovative training paradigm: research activities; events on current policies; targeted knowledge actions on niche themes and consulting activities.



MIP - Consortium for Innovation in Management

MIP is a consortium set up by and between Politecnico di Milano and some of the main Italian companies and institutions. Its mission is innovation in company and Public Administration management, thanks to the post-degree and post-experience training programmes, as well as applied research on all management issues, with particular focus on technology as an essential tool to innovate and manage a company.

Its strengths:

- constant innovation in its training programmes in response to market evolution;
- integration with the School of Management of the Politecnico di Milano as well as the established experience and prestige of its Faculty;
- flexibility and dynamism supported by the authority and scientific rigour of Politecnico di Milano.

TILS



Until July 2006 TILS - formerly Telecom Italia Learning Services- has been the Learning and Knowledge company of the Telecom Italia (TI) Group. From July 2006 TILS is a privately held company maintaining the role of TI Group Learning & Knowledge main provider. Tils at a glance: 30 years of experience; 200 employees; 160 of which professionals.

Its strengths:

- telecommunications & networking;
- information technology;
- business management;
- personal development;
- facility management and physical security.

Presentation

Goals and Mission

Awareness towards energy saving and the use of alternative sources has grown in the world thanks to the **Kyoto Protocol**, the response of industrialized countries to irresponsible management of natural resources. The rationalization and reduction of energy consumption, the use of clean and renewable resources, environmental enhancement and recovery require a new pact between man and nature. The need to adopt increasingly effective actions for environmental protection obliges organizations, businesses and public administrations, to re-plan their strategies and coordinate complex relationships.

Setting up a **community of professionals**, able to understand and manage quick changes of open social-economic scenarios, of recent environmental and energy policies, is the objective of the specialist programme of "Sustainable strategies and programmes for energy and environmental management". The Ministry for the environment and land protection, in collaboration with the Fondazione Politecnico di Milano, the Borgo della Conoscenza and MIP, makes available to Italy and Europe a highly skilled team of resources to train managers able to take hold of complex situations and assess the various levels of action: economic, technical and industrial, and administrative.

Objectives:

- update skilled professional profiles in the field of environment and sustainable development;
- train public and private managers on the critical issues of environmental management and "energy" and "high consumer" businesses;
- set up and enhance a community of professionals to establish long-lasting relations and synergies.

The training programme envisages the following:

- organising a series of specialist meetings;
- devising a virtual environment based on a system of online "cooperative working" that gives participants the opportunity to interact with industry experts, to send and receive scientific and didactic material, to consolidate a network of operators and professionals;
- developing a virtual environment for constant updating by means of e-learning.



Receivers

Profiles and Needs



Receivers

The programme is aimed at **managers and experts in the field of environment** and sustainable development interested in the improvement of their education, besides setting up and enhancing an international community of professionals. A response to the needs of businesses and public administrations that take choices connected to programming, planning and management of natural resources, and that are now called to reformulate strategies and actions that reduce energy consumption and environmental impact while complying with specific technical, legislation and economic parameters.

The programme, with a specific number of participants and which is entirely held in **English**, is open to **foreign candidates** - with particular attention to Eastern European Countries (Czech Republic, Slovak Republic, Hungary and Poland) - to facilitate their meeting with Italian colleagues.

Before the admission there will be an online assessment of all participants to scrutinize their skills and shape adequate profiles according to their competences and needs.

Teachers

University professors from the Politecnico di Milano will teach together with managers from significant Italian and international businesses in the energy and environmental industry.



Programme

Modules and Topics



The programme is divided into **modules**, each of them including:

- the analysis and further study of the main themes regarding environmental and energy management with the contribution of businesses' and public administrations' testimonials;
- workshops based on "real case studies", where application cases will be analysed, with the help of Italian and international experts.

Module 1: **Impacts of activities on the ecosystem**

- Regulatory issues in Europe
- Impacts of industrial activities on the ecosystem (gaseous, liquid and solid emissions)
- The consequences of relevant industrial incidents on the environment
- Impacts of non industrial activities on the ecosystem: solid urban waste treatment, urban refluents treatment, heating systems

Module 2: **Economy of electrical power**

- Energy sources and sustainability
- Power production: technical and economic issues and environmental impact factors
- Power transportation and environmental impact
- Power market and the Kyoto Protocol

Module 3: **The response of businesses**

- Environment and its implication on the business world
- The role of eco-efficient innovation
- Economic effect of environmental services tools
- Voluntary tools for business environmental management (product and process certifications, Life Cycle Assessment, reporting)
- Corporate social responsibility: new prospects and applications

Module 4: **The response of local governments**

- Sustainable land management
- Some voluntary tools: main features and applications
 - Local Agenda 21 processes
 - strategic environmental assessment
 - environmental impact assessment
 - green Public Procurement
 - territorial marketing
- Participated management of an area and stakeholder engagement



Educational Structure

Time Schedule and Method



Structure

The programme will be for **180 hours**, and will be divided into

- 4 **residential sessions**, at Il Borgo della Conoscenza (Camporlecchio, Siena), of **40 hours** each, from Monday to Friday
- **20 hours** of **e-learning**

Duration of the programme: **March – July 2007**

In addition to educational activities, **voluntary cultural pastimes** will also be organised. The splendid framework of Tuscany, where the programme is going to be hosted, will be the background for some entertainment favouring participants' knowledge and integration. The participants can take part free of charge in:

- visits to exhibitions or events held in Tuscany;
- cultural visits of the most important art cities organised at week-ends;
- tasting sessions and cultural events during the programme weeks.

Educational method

A- CLASS MEETINGS

- Classic and interactive teaching
- Case study
- Group analysis
- Brainstorming and free discussion
- Simulations, Role playing

B- VIRTUAL RESIDENCE

The participants will also have access to a web environment for remote learning and collaboration that enables:

- the interaction between participants and experts and the exchange of information and materials;
- the consolidation of a network of specialists that can continue to exist even after the course.

Community activities related to the project will be moderated by *experts* in charge of the theme areas developed during the training programme.





The Venue

Location and Activities

Il Borgo della Conoscenza is located in the Camporlecchio estate, in the heart of the hills around Siena in Tuscany. A splendid 18th century borough that has regained its fascination thanks to the conservative recovery of architect Paolo Portoghesi. An ideal place for training. A prestige location for events and meetings. A space rich with additional opportunities. The participants will stay at hotels or other facilities near the programme venue. Food, accommodation and excursions are included in the admission fee. At week-ends, at the end of each training session, voluntary visits will be organised to the main tourist and cultural sites in Tuscany.

www.ilborgodellaconoscenza.it



Conference Room

180 seats, video conference and simultaneous translation facilities



Library

with fireplace, ideal for conversation and "club" evenings



Restaurant

and corners for tastings



4 Classes

with 30 seats each, ideal for lessons and workshops, and that can also be adapted as exhibition rooms

7 small classes with 10 seats each for work meetings in subgroups
Areas that can be equipped for outdoor training

How to reach us

FROM ROME: Motorway A1, VALDICHIANA-BETTOLLE exit. After the toll, turn right towards SIENA. Take the SIENA-BETTOLLE junction, until ASCIANO-SAN GIMINIANELLO exit. Turn right and right again on the viaduct, continue until the following crossing and turn left towards TREQUANDA. Follow the signs for BORGO DELLA CONOSCENZA.

FROM SIENA: Take the SIENA-BETTOLLE junction towards PERUGIA-ROMA. Exit at SERRE DI RAPOLANO. Cross the SENTINO industrial area. Continue towards the SAN GIMINIANELLO castle. At the following crossing turn left towards TREQUANDA. Follow the signs for BORGO DELLA CONOSCENZA.

For information: Il Borgo della Conoscenza, km 32- S.S 326 Lauretana
Podere di Camporlecchio - Rapolano Terme (SI) - tel: + 39 0577 705070 - fax: +39 0577 705075
www.ilborgodellaconoscenza.it



How to participate

Application and Fee

How to apply

The programme is reserved to a maximum number of **25 applicants**.

To join in, send your data through the registration sheet (following page), with a *curriculum vitae*, to the organising secretariat at **fax number +39 02 2399 9155** by **15 February 2007**.

Registration fee

The registration fee is **€ 3,500 + 20% VAT** (if applicable), and includes teaching materials, food, accommodation and cultural activities.

How to pay

It is possible to pay as follows

- bank or bank guaranteed check to the benefit of Fondazione Politecnico di Milano
- bank transfer to the benefit of
Banca INTESA SpA
Branch 2100
Via Verdi, 8
20121 Milan
ABI: 03069 CAB: 09400 Bank account: 000049783556 CIN: E
European code (IBAN) IT98 E030 6909 4000 0004 9783 556
BIC: BCITIT33100

For further information

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Registration form

The registration sheet must be sent to the fax number +39 02 2399 9155, completely filled and signed. The approval is subduced to a confirmation letter mailed to the candidate's address, as indicated below. The procedure is completed only after the payment of the participation fee – € 3,500 + 20% VAT, if applicable – which must be done within 5 days from the acceptance notice.

First name	Family name
Place	and date of birth
Education level	Function.....
Nationality	
Company	Sector
Address	
City	Province
Tel.	Post Code
E-mail	Mobile
	Fax

Invoicing Data

Invoice name
VAT no. or Taxpayers' Code
Address
City
Province.....
Post Code

Mode of payment:

Bank Transfer Bank cheque Bankers' draft

How to cancel:

Each participant has the right to cancel, by sending his/her cancellation by fax to number +39 02 2399 9155 at the following terms:

- within 10 workdays from the date of sending the registration form, and the whole registration fee will be reimbursed, if it has already been paid;
- after the deadline above and until the first day of the programme, the participant can cancel by paying an amount equal to 25% of the registration fee, that can be kept directly, if the amount has already been paid. A relevant invoice will be issued.

I expressly approve the conditions of payment.

Signature

THE INTERNET

Information according to Law Decree no. 196/03 – Privacy protection.

The personal data gathered by means of this form are used for the registration to the programme, for statistical calculations, and to send, if you wish, information about the activities and services of Fondazione Politecnico di Milano, with even automatic modes strictly necessary for these purposes. Giving your data is voluntary, but it is useful to provide the service which includes, at your discretion, the sending of further information. The owner of data treatment is Fondazione Politecnico di Milano, Piazza Leonardo da Vinci 32, 20133 Milan. You can exercise your rights as per article 7 of Law Decree no. 196/03 (access, integration, correction, opposition, cancellation) by writing to Fondazione Politecnico di Milano, Via Garofalo 39, 20133 Milan (operating offices). The data will be used, on behalf of Fondazione Politecnico di Milano, by people in charge of managing the programme, of marketing and administration.

Having read the information,

- by delivering the form I accept that my personal data are used under the modes and for the purposes mentioned in this information;
- by giving my e-mail address, telefax number and/or telephone number (totally voluntarily) I accept that these tools are used to send information and communication about the activities of Fondazione Politecnico di Milano.

Signature
