

Sustainability Summit Sessions 2010: A successful second edition sees the launch of new vertical initiatives

Government representatives, industry leaders, luminaries and pioneers convened in Milan on November 16 to 18, 2010 to participate in the cardinal gathering of the year of the world's first cross-industry think-tank on how to create and implement new paradigms for more sustainable development

Milan, November 18, 2010 – Building on last year's successful launch event, this year's *Sustainability Summit Sessions* took place in Milan from November 16 to 18 with invigorated momentum as a result of stronger support received both from the public sector – with the patronage of the Italian Ministry of the Environment adding gravity to the initiative, which is endorsed by the European Commission – and from the private sector. Targeted focus Working Groups were launched on this occasion to drive key industries to change their paradigms for a more sustainable and yet cost-efficient and prosperous future.

Articulating the debate beyond last year's call for action, which saw representatives of the European Commission and UNEP (the United Nations Environment Programme) involved in formulating the framework for the activities of the international think-tank supporting the Sustainability Summit, specific vertical initiatives were created this year with dedicated conferences animate the debate during the three days of the event. Hosted at the annual summit on smart technologies for a better world, the Sustainability Summit Sessions went live on the occasion of the ninth ID WORLD International Congress, and succeeded in setting new milestones in the community's journey as more high profile representatives joined in sharing experiences and ideas and expressing their commitment in terms of a more active engagement to pursue their business objectives while designing a path towards a more sustainable world – both economically and environmentally.

Day One: Future Cities

Day one saw how the sustainability oriented trend is transforming the ways public administrations and citizens envisage all walks of metropolitan life, as well as how private entities are progressively embracing this trend, which is driving urban change. Debate during this future cities session took the concept of sustainability out of its 'green' box and looked at the broader picture of how it can respond to the economic, social and political – as well as environmental – objectives of urban aggregation.

Day Two: Electronics

November 17 saw the launch of the first "Electronics Day", focusing on an industry at the heart of the innovation engine and inviting participants to answer the key question: *'can a cost-driven industry go green?'*

With the Sustainable Electronics Manufacturing (SEM) Working Group engaged on the occasion of the “Electronics Day”, a new working group of thought leaders is created to foster a new philosophy of active support to the issue of sustainability, aiming to drive the electronics manufacturing industry in the direction of eco-friendly measures. The SEM Working Group encourages industry players will be encouraged to embrace green paradigms voluntarily, leading for instance to the reduction of their energy bill for the sake of their own competitiveness and for the sake of the planet. The SEM Working Group is an industry-wide initiative, involving key international publications, events and associations to collaborate on and support a radical change in the paradigms of electronics manufacturing.

Announced during this first “Electronics Day”, the Advisory Board of the SEM Working Group will advocate for a new philosophy where environmental policies are not only adopted passively by the manufacturers to comply with regulations, but embraced actively as a smart instrument for competitiveness. These Advisory Board luminaries will contribute to steering the focus of the SEM Working Group’s initiatives throughout the coming year. The “Electronics Day” will be organised again as an itinerating initiative and the next appointment to build on the valuable discussions held in Milan, is on May 4, 2011, on the occasion of SMT Hybrid Packaging 2011 in Nuremberg.

Day Three: Infrastructures - Oil and Gas

On November 18, discussions were centred around the Oil & Gas industry and how real-time visibility of equipment and components throughout the infrastructure might help prevent the next human-derived catastrophe.

“We are seeing a paradigm shift in the minds of governments, enterprise and individuals to sustain a legacy of environmental stewardship and the Sustainability Summit is the place to share knowledge and build on ideas in order to achieve that goal,” said Sophie B. de la Giroday, President of Wise Media. “In 2011, we look forward to extending a number of appointments to other regions in order to collect valuable input for our Working Groups.”

About the Sustainability Summit Sessions

The Sustainability Summit sessions are held as part of the annual thought leadership symposium on smart technologies for a better world. In 2011, the Sustainability Summit Sessions will take place on the occasion of ID WORLD International Congress in Milan, Italy on November 2 to 4. The Sustainability Summit is a think tank for policy makers and a must attend event for decision makers in both public and private sectors. This includes local government representatives, national and international authorities and regulatory bodies, environment and safety organizations, heads of enterprise and captains of industry, as well as professionals and technologists involved in energy and environmental issues.

For full information visit www.sustainability2015.com

For further media information, please contact:
Pier Costa
pier.costa@wisemedia.com