

THE CIRCULAR ECONOMY IS AN ECONOMY OF RESPECT



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Sustainability is a word now present in everyone's daily lexicon, used and abused in advertising contexts, but what exactly does sustainability mean? Let's start by saying what it isn't. It's not just environment. That is, it is not limited only to environmental aspects, while most people associate it only with "green", environmental issues. Sustainability is so much more. This term contains in itself social and economic aspects of governance that make it an unbreakable unicum. On the contrary, we must start with people, their behaviours and how they manage an organisation, because they are the anthropic activities that impact on the environment. Nothing is zero impact. We must be aware that our choices and actions have an impact, not only on nature but also on people. Sustainability is not an abstract principle, but a very concrete way of managing the company in everyday life, according to the key issues of the centrality of people, the circular economy and a finance that becomes value for the community. Here the very aspect of profit turns into prosperity. The concept of profit is closely connected and limited to the perimeter of the company, while prosperity goes beyond those borders, it goes to all stakeholders. Kofi

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Annan, former Secretary-General of the United Nations, often said that he had a mission that he entrusted to each of us as a legacy and objective: to make the concept of sustainable development a concrete element. To give concreteness to something, you have to be able to measure it. What I can measure I can know and improve. Sustainability is a management tool that requires measurement, data. Sustainability is not just marketing and sustainability marketing must be based on objective evidence so as not to fall into cases of green and social washing. The principle of transparency and respect are two pillars of sustainable business management. Transparency passes from data, from sharing them and from the respect that guides the choices to reduce environmental impacts, to protecting people, respecting differences for ourselves and for future generations. The circular economy is an economy of respect for the planet, of people with the aim of producing not only goods and services but prosperity.

On the website of the European Parliament the figure that every year we produce more than 2.5 billion tonnes of waste on the territory of the European Union is immense. The planet is a finite system and the challenge today is to become as circular as possible, reducing the waste produced and considering it a value from which to become protagonists and actors of new more sustainable products that guarantee a better future for all.