



Sosteniamo il futuro.
www.regione.piemonte.it/energia



Uniamo le Energie
Torino Esposizioni, October 7-13 2009





The event

It is a high profile international initiative launched by Piedmont Region to present its **action strategies** and **take stock of the measures** adopted for **energy efficiency, consumption rationalization and reduction of CO₂ emissions**, as well as incentives to renewable energy.



The message

As President Bresso said: "It is a general mobilization to save energy, boost the economy and create new jobs, improve the environment and become as independent as possible from oil. It is a major vision that acts as a multiplier of innovation in a number of diverse sectors: from building to domotics, from mechanics to information technology and chemistry. And it is important to act in more than one sector in parallel: legislation, training for designers and installers, research, production of the required technologies and components. Because of all these reasons, we are already investing to improve the yield and economic viability of materials, support public demand (hospitals, schools, social housing) and support business and family demand. More specifically, we have decided to focus primarily on solar energy, without neglecting hydrogen and wind energy, because we are thinking of building a network similar to the Internet, a network made of people, companies and public organizations that produce, consume and exchange energy at the same time; the same as happens in the IT network where they produce, consume and exchange information and multimedia products".



The format

Uniamo le Energie 2009 develops through a series of **meetings, events and spaces** devoted to initiatives and programmes on energy mobilization supported and promoted by the community with all its actors: local authorities, businesses, researchers, craftsmen, students and citizens, all united for energy.

The event is indeed meant to be a frame for initiatives of **scientific popularization, information, in-depth study and community involvement**, and moreover **entertainment as well as educational** initiatives addressed to the **citizens** and in particular to **young people**



TORINO ESPOSIZIONI 7-13 october 2009					
STATI GENERALI SULL'ENERGIA					
<p>Conferences Energy Forum Open day 20-20-20 goals Thematic Workshops Futura: "dialoghi intorno all'uomo" Exhibitions, performances and entertainings</p>			<p>Expository spaces Uniamo le Energie Institutional stand Stand of the Innovation Poster session about best practices, projects and Piedmont Region intervent on structural funds</p>		
SCIENTIFIC, CULTURAL AND ENTERTAINING INITIATIVES					
World Political Forum	Environment Park S.p.A.	Società Nuova Orticola	Museo del Cinema	Scientific committee Rivoluzione Vegetale	Museo A come Ambiente Esperimenta
8 october	7-11 october	9-11 october	8-13 october	7-11 october	7-11 october
"Energy for a Sustainable Future", presided by M. Gorbachev, will deal the important role of energy resources in international politics and global governance.	For the first time in Italy an event completely dedicated to eco-efficiency's promotion through: • congresses, meetings and workshops; • entertainings dedicated to mass audience and hydrogen go-kart contest	International flower exhibition, as a tribute to historic edition of 1961, to whom are invited farmers, booksellers concerned with gardening topics, merchants of gardening tools, craftsman and small farmers of typical Piedmontese vegetables.	A film festival entirely dedicated to environment topics that offers an occasion of cultural reflection on world conditions through the best films of the year dealing with environmental topics, debates, analysis of the ecological problem, exhibitions and meetings with directors, experts, writers and ecologists.	Futuristic project on environment, urban habitat and its changes. Cyclic video-projection scenography will be the background of interviews to important personalities.	An interactive and multimedial way of communication with every age audience through an exhibition that deals with the future of energy in our society for our every day needs as well as for transports.



The Programme

The **States General on Energy** will open the event on October 7 with the Energy Forum, a permanent concertation table with public and private stakeholders who are involved in the development and implementation of a regional energy plan.

On October 8, the **World Political Forum** chaired by Michael Gorbachev will convene the conference “Energy for a Sustainable Future”, with the participation of other experts of international renown. The main focus will concern the role and importance of energy resources in the scenario of international politics and global *governance*.

During the week, a series of **conferences and thematic workshops** will then illustrate the various action frameworks where the Piedmont Region allocated strategic investments to attain the 20-20-20 targets.

The event will be completed by a **round table on sustainable mobility** with the aim of illustrating a number of core initiatives launched by the local authorities, by businesses and research institutions for innovation and in the automotive field.

The closing meeting during the week-end will be **Futura: Dialogues around man and the planet**. Five meetings on economics, ecology, energy, climate, technology through the voice of ten authoritative experts.



Key Events

World Political Forum on: **“Energy for a Sustainable Future” Bioedilizia Italia** Third Bio-Housing National Congress

Hysydays Third *International Youth Congress on Hydrogen*

UNEP Conference (*UN Environmental Programme*) on Sustainable Cities

Scenographic Conference by **Rivoluzione Vegetale**

Didactic exhibit of Museo A come Ambiente – Experimenta

SPREADING ENERGY, “Energy under your nose” and “The car of the near future. Innovation and Environment”

Cultural events and entertainment for the public at large

Futura: Cultural week-end programme. Five meetings on economics, ecology, energy, climate, technology, through the voices of ten distinguished experts.

Sustainable Dance Floor: the very first eco-sustainable disco with a special platform that will be “re-charged” by the pressure produced by the dancers’ feet.



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Uniamo le Energie Recap

Goal: 20/20/20

Reduce primary energy consumption by 20%,
reduce greenhouse gas levels by 20% vs 1990 and meet at least 20% of
the requirement through renewable energy sources

Uniamo le energie 2, October 7-13 '09

Location: Torino Esposizioni

First event in Italy devoted to energy mobilization at all levels

Zero impact event

An **innovative format** : meeting, happening, exhibition

International and multidimensional event : + locations, +targets,
+appointments

Side events: **World Political Forum, Eco-Efficiency Biennial, Cinemambiente, Flor09, Rivoluzione Vegetale Project, didactic format by Museo A come Ambiente and Experimenta** and many more initiatives



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Uniamo le Energie 09

Initiative promoted by

Regione Piemonte

Department for University, Research, Policies
for Innovation, Industry and Energy

Organizational secretariat

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