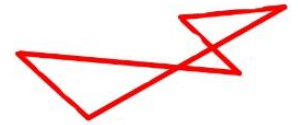


## **Monitoring and Evaluating Sustainability: a partnership between a Multiutility Foundation (FAP) and Sinopsis Lab**

**Provincia di Bologna – Progetto DESUR  
25 settembre 2013**



Sinopsis Lab is a private research center based in Mantova and Bologna.

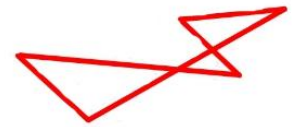
What's the meaning of Sinopsis?

- 1) Sinopsis comes from Latin "Synopsis" that comes from greek; the meaning is Sinossi = Summary/Join);
- 2) Sinopia is the red clay from Sinope island (known in ancient Rome as Sinopsis) that needs to prepare murals painting, to trace the outlines exactly.

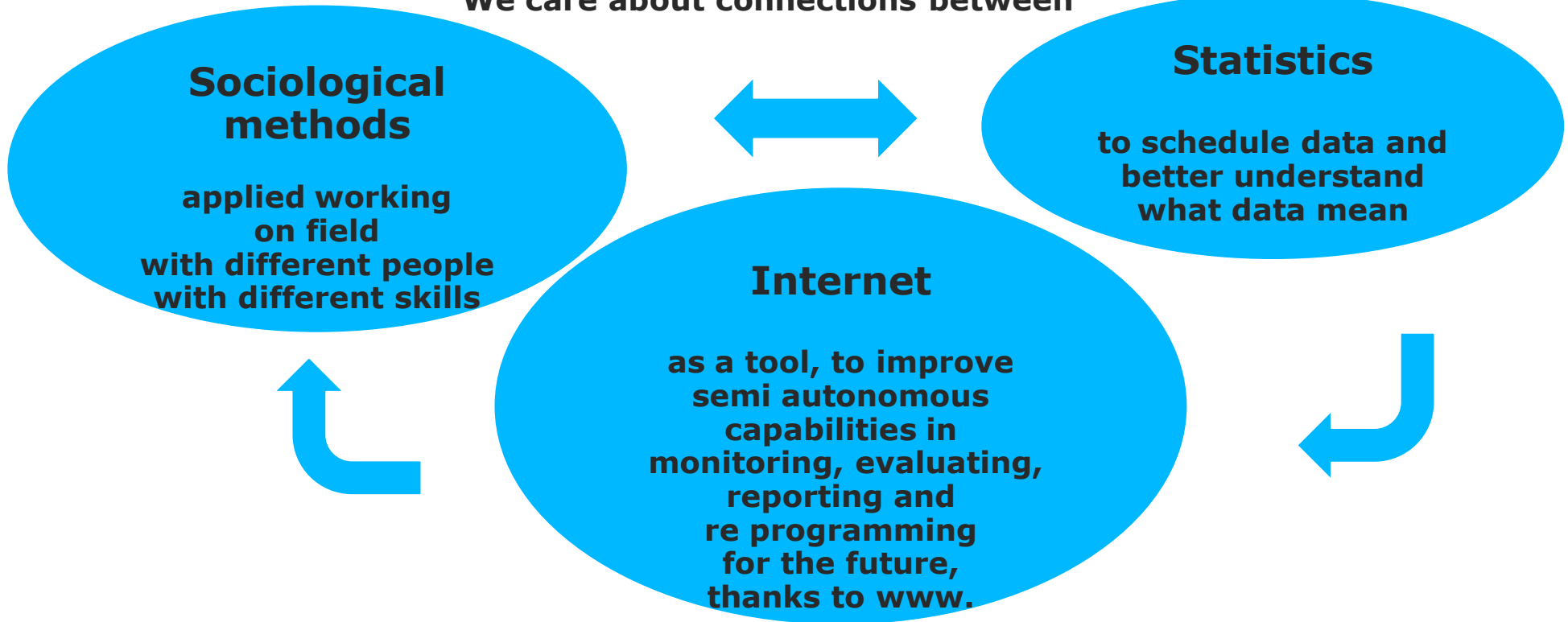
Our team was born here in Bologna at Fondazione Nomisma, 10 years ago; Nomisma means "the real value of things".

**So... our "mantra" is:**

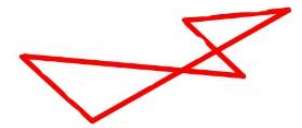
**"Joining competence and knowledge reveals exactly outlines of things, for monitoring, evaluating and reporting about their real value, to organizations and people".**



We care about connections between



We do it to empower the capacity of our customers in analyzing, scheduling, operating, monitoring, evaluating and reporting. This is our business in every economic sector, public or private: Cultural, Social, Healthcare, Environmental etc.



## Our partnership with Multiutility spa and FAP

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**Multiutility spa** (<http://www.multiutility.it/content/>) sells energy; their first Asset is “Green energy 100%” for big privat and public customers.

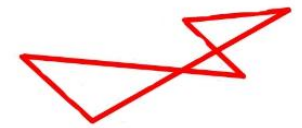
They produce green energy too. Multiutility is based in Verona, and they are part of the “Dolomiti Energia Group” the majority shareholder.

**Fondazione Ambiente Pulito - FAP** (<http://www.ambientepulito.org>) is a no profit organization with the goal to promote environmental culture. They do it with specific cultural projects. Multiutility is actually the first lender of FAP activity, but they are trying to build some new partnerships, with public and private entities, to work together for the common goals about Sustainability.

Sinopsis Lab and Multiutility work together since 2011, and we want (even today) to promote FAP like an italian important no profit organization that can take part in some projects, for example like Desur or others similar, in the next 2014/2020 EU period.

FAP’s got the mission, the vision and the cultural and operative background that comes from Multiutility’s business experience to be a real interesting partner.

What do you think about it?



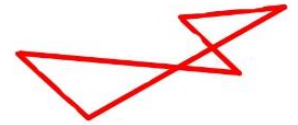
## Our partnership with Multiutility spa and FAP

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Multiutility has got a lot of Municipality (local authorities) as customers, that buy green energy even because they are engaged by sustainability politiques/programs/projects.

Some of that Municipality/customer realized SEAP (Sustainable Energy Action Plan) being part of the Covenant of Mayors. This is SEAP definition:

*“After the adoption, in 2008, of the EU Climate and Energy Package, the European Commission launched the Covenant of Mayors to endorse and support the efforts deployed by local authorities in the implementation of sustainable energy policies. Indeed, local governments play a crucial role in mitigating the effects of climate change, all the more so when considering that 80% of energy consumption and CO2 emissions is associated with urban activity. For its unique characteristics - being the only movement of its kind mobilising local and regional actors around the fulfilment of EU objectives – the Covenant of Mayors has been portrayed by European institutions as an exceptional model of multi-level governance”.*([www.covenantofmayors.eu](http://www.covenantofmayors.eu)).



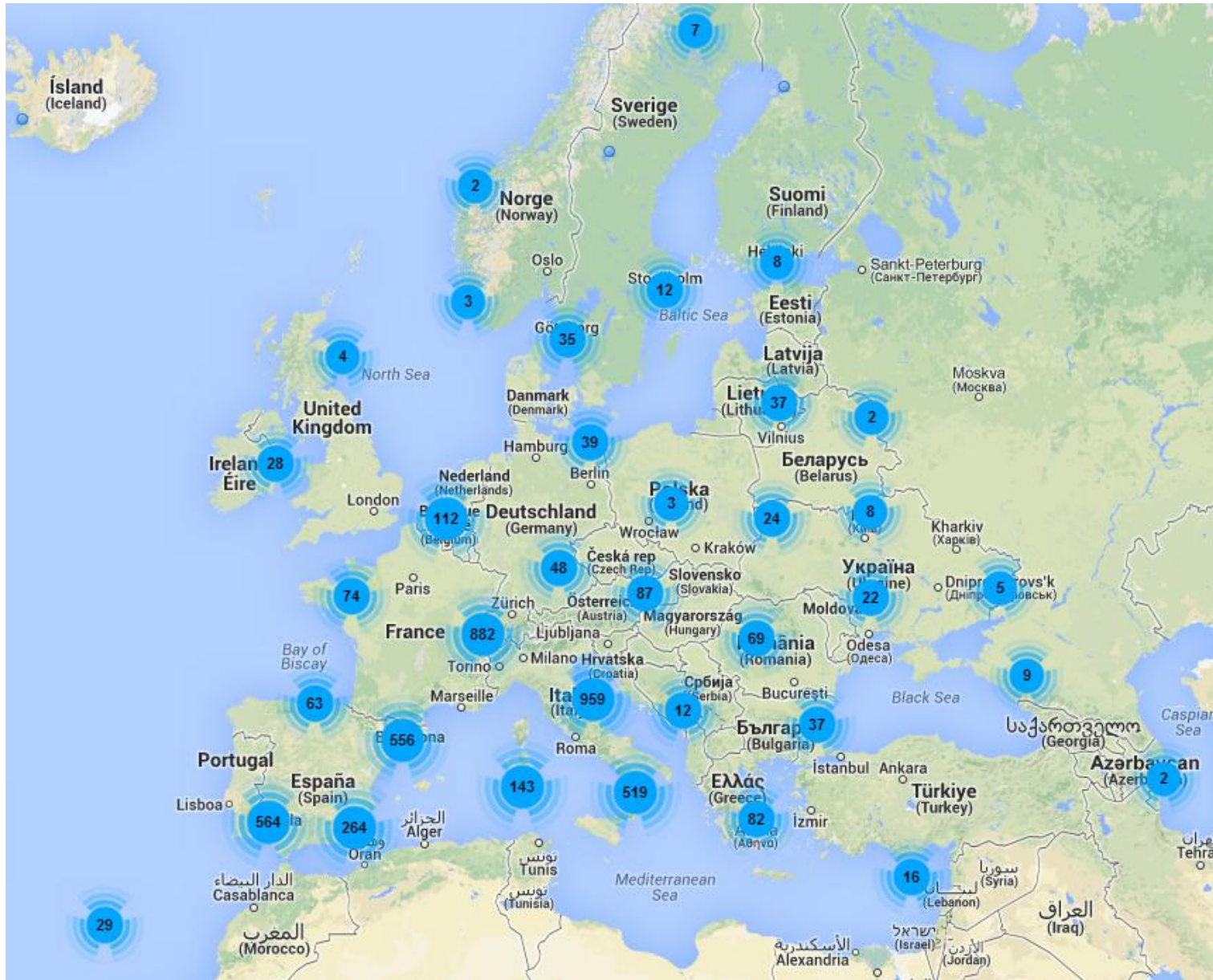
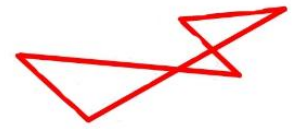
*“In order to translate their political commitment into concrete measures and projects, Covenant signatories notably undertake to prepare a Baseline Emission Inventory and submit, within the year following their signature, a Sustainable Energy Action Plan outlining the key actions they plan to undertake.*

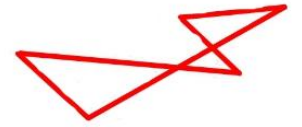
*Beyond energy savings, the results of signatories’ actions are manifold: creation of skilled and stable jobs, not subject to delocalisation; healthier environment and quality of life; enhanced economic competitiveness and greater energy independence”.*

In Europe the signatories are now more than 5.000 Covenant of Municipality with about 171.000.000 citizens.

Look at the map: [http://www.covenantofmayors.eu/partecipation/covenant\\_map\\_en.html](http://www.covenantofmayors.eu/partecipation/covenant_map_en.html)

# Our partnership with Multiutility spa and FAP





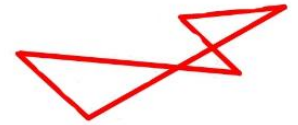
These concrete actions in over 5.000 SEAP involve a lot of SME's in Europe, as providers of useful products that Municipality (local authorities) buy to break down CO2 emissions, for example green energy, solar panels, hybrid cars, low energy light bulbs, recycled products etc .

During the years FAP, with sensitive Municipality, did a lot of projects (particularly with schools) to increase citizen's and local SME's culture about Sustainability. Together, with Multiutility and FAP, we want to increase the number of that initiatives trying to join national and european groups who develop programmes about Sustainability.



## Our partnership with Multiutility spa and FAP

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Togheter, with Multiutility and FAP, we can offer to sensitive Municipality business and cultural experience linked with Sociological/Statistics/Internet TOOLS for monitoring, evaluating and better communicate output and outcome realized by their SEAP or other programms/projects, to EU and to their citizens and local communities.

Together, a private seller of green energy, a private Foundation, a private research center are trying to do some things useful for Business, Citizen Culture, Environment, all together.

We are trying to help in linking business, concrete actions/programms/politics and Knoledge for Sustainability.

We are happy about it!

Business as usual (BAU) is not good anymore..... What do you think about it?

Sinopsis Lab

Laboratorio di Innovazione e Reti Territoriali

Sede operativa di Mantova

Via Montanara e Curtatone 99, 46100 Mantova

Sede operativa di Bologna

Via Santa Croce 13/5 - 40100

+39.0376.320028 (*tel.*)

+39.0376.318930 (*fax*)

[sinopsislab@sinopsislab.it](mailto:sinopsislab@sinopsislab.it)

[www.sinopsislab.it](http://www.sinopsislab.it)