

— Reduce —



**RE  
DUCE**

Loop project - National research  
**INTERVIEWS:** Entry # 46



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**BY:**

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## LAURA ROSSI

Environmental  
engineer



Engineer (cc)  
<https://pxhere.com/it/photo/1575623>

**Hi,**

my name is Laura Rossi, i studied engineering and i work for AmbienTech agency. I'm 32 years old and i live in Italy. I love my job because it makes me happy knowing that what i do is useful to the nature but also to the progress. I will be glad to answer to your question.

## **REDUCING also means wasting less: tell us how you approached this topic both economically and culturally.**

In my economic activity, reduction is the basis of everything: it is necessary both to better manage financial resources and to protect the environment as best as possible. In my business we try first of all not to make unnecessary waste, such as too irresponsible investment of electricity. Furthermore, we avoid causing problems related to the waste of any type of resource, such as water.



Green world (cc), <https://commons.wikimedia.org/wiki/File:Reuse-reduce-recycle.png>

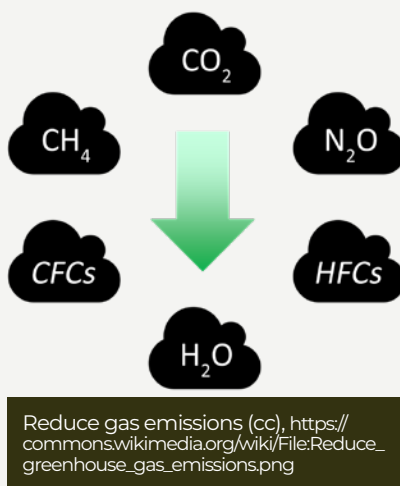
The thing that we most want to underline is that our business is not yet perfectly eco-sustainable, in fact we are facing a long journey towards that destination, but the difficulties are many: in terms of costs, even if eco-sustainable solutions are much cheaper, we have always used some tools that certainly did not reduce the environmental impact on our planet, but which were mainly used to carry out our tasks.

Over time, many companies have realized the importance of eco-sustainability, and so has ours. The Earth is unique, and in its strengths and weaknesses it must be best protected, because it is the only living source of resources that we cannot afford to waste or neglect.



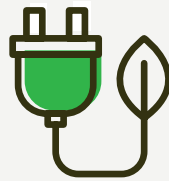
Other important innovations that our economic activity has brought are all those concerning knowing how to adequately exploit nature. Nature is constantly in motion and therefore constantly alive: if you understand this basic concept, you can easily understand how much energy can be obtained from the surrounding world.

This is exactly what my company is about, protecting and exploiting resources to create a cleaner, more sustainable, lasting and healthier way. Examples are the numerous petrochemical plants replaced with enormous structures that exploit the motions of water, of the wind and sometimes also of the earth: it is a different way of indicating a change, which directs our planet in a positive direction for us and for the whole world.



Furthermore, by using renewable resources, there is not even the risk of having to deal with the problem of consumption or lack of material, since nature has already prepared what we need in great abundance and for this reason it is no longer necessary to look for dangerous expedients to achieve a result that does not benefit so much.

In conclusion, I am very satisfied with the solutions chosen by my economic activity, because they finally take into consideration the needs of the planet and its very useful sustainable resources.



# WHAT THE REDUCTION INVOLVES

## in your activity: give us concrete examples.

The first way to reduce and save is to avoid unnecessarily consuming water. Even if the cost of water in Italy is relatively low, compared to other European countries, by saving on daily consumption it is possible to obtain a reduction in the cost of bills.

In fact, the smaller the quantity of water we use every day, the lower the flow rates that will be conveyed to the treatment plants.

By saving water, it will also be possible to avoid that the water we waste, little or not at all polluted, has to mix with the very polluted one and undergo the same purification treatments.

Furthermore, another innovation are thermal solar panels which today represent a valid solution for energy saving, as well as being an ecological and economically convenient choice to increase the value of your home. The installation of a photovoltaic system allows to reduce consumption by accumulating solar energy during the day to exploit it even at night.

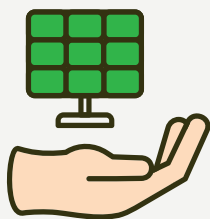


Water saving, Pixabay license, <https://pixabay.com/it/illustrations/bevendo-acqua-acqua-cibo-gocce-597001/>

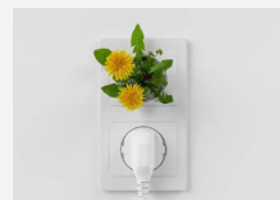


Reduce energy consumption, Pixabay license, <https://pixabay.com/it/illustrations/verde-erba-prato-fill-d-erba-1974056/>

By installing them directly at home, I noticed many advantages linked above all to the environmental, eco-sustainable and economic sphere. Solar energy can be used to produce electricity for your home or to generate heat, which is useful for heating your home or water.



Another advantage of not having to incur huge expenses for the maintenance of the system and saving on the bill; and the latest benefits brought to our planet in terms of reducing environmental impact and atmospheric pollution.



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### **DID your choice also involve raising awareness among collaborators, or the supply chain? Tell us how you handled these instances.**

Our business is very concerned with reducing raw materials in such a way as to make them more eco-sustainable than before, but it is fair to specify that if we have reached this goal it is certainly because we collaborators are able to interact better and have a common goal.

Our company has invested in a positive future for the environment in which we firmly believe, and we try every day to commit ourselves to making this elusive dream a reality. As for the supply chain, I can say that the processing of raw materials takes place in an absolutely sustainable way. We are trying new cheaper and more useful machines: waste has not been our prerogative since the advent of our business.



An initially very simple material is worked with care by our machines: however, remember that behind the machines there are hours and hours of work of our workers and engineers, who dedicate themselves body and soul to achieving sustainable production. Furthermore, I can say that in principle it is quite easy to realize how many advantages the company itself obtains with a renewal of the principles of responsible consumption and production.



In addition, our business offers a very extensive renewal plan, we do not stay focused too long on a certain way of working, but we tend to constantly improve, while obviously keeping an ambitious goal as our final goal.

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# QUESTIONNAIRE

## 1. What is the so-called “circular economy”?

A	B	C
A nonlinear economic approach based on recycling, reuse, reduce and redesign		

## 2. Do you believe that a more sustainable economic system can be equally productive than the current one?

A	B	C
	It will be theoretically more productive, because more efficient	

## 3. Which of these consumer choices have you decided to implement in the last 10 years to protect the environment?

A	B	C
		I search for goods that are, or at least look, more durable

## 4. How will the so-called “circular economy” affect the job market?

A	B	C
	A lot of new job opportunities will be created	

## 5. In your work, how many strategic choices related to sustainability have been made in the last 10 years?

A	B	C
More than 3		

**6. Which of these 4 “Rs” is more important to ensure a better future for humanity?**

<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>
Reuse			

**7. Which of these 4 “Rs” is most present in your family’s daily life?**

<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>
	Reduce		

**8. In your opinion, what link is there between technology and the “circular economy”?**

<b>A</b>	<b>B</b>	<b>C</b>
Technology can help the system to be more “circular”		

**9. Do you think we will be able to change the way we consume so as not to affect the environment and its limited resources?**

<b>A</b>	<b>B</b>	<b>C</b>
	Yes	

**10. Are you familiar with the UN 2030 Agenda or have you ever heard of SDGs?**

<b>A</b>	<b>B</b>	<b>C</b>
		I am not sure

## QUESTIONNAIRE



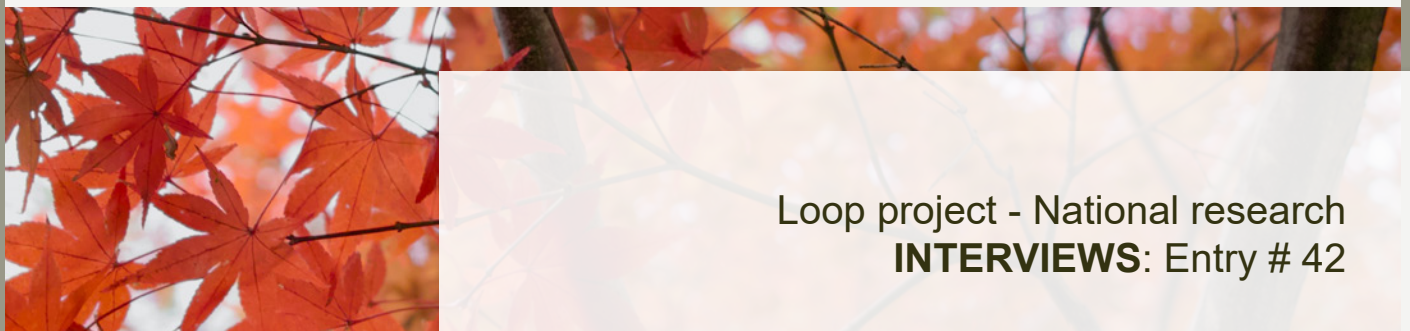
# QUESTIONNAIRE

**11. Do you think that the economy in the past was more sustainable than it is today?**

A	B	C
No, it was just smaller		

**12. Which of these 3 statements do you consider the most true and important?**

A	B	C
	Knowledge and values can bring to a consistent change	



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