



— Redesign —

RE DESIGN



Loop project - National research
INTERVIEWS: Entry # 58



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BY:

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CITY COUNCILOR



Green world, photo by Noah Buscher on unplash, <https://unsplash.com/photos/x8ZStukS2PM>

I was born

on May 15th 1978 in Gela. After graduating from the scientific high school of Gela, I attended the University of Catania and obtained a degree in economics with honors and commendation. Now I am employed as a municipal councilor in the municipality of Gela.

TELL US a little about your business and how the idea of changing the approach for a greater circularity of design was born.

My job is to represent the people who elected me to this role in the municipality. Politics lays important foundations for the future of our environment. I play a very important role, it often happens to see popular initiatives for the environment in the city such as demonstrations, parades, and much more, supporting these activities is very important.

I concentrate my political commitment on current issues, facilitating the development and delivery of circular economy initiatives and business models at the local level.



Compostable shopper, photo by John Cameron on unplash <https://unsplash.com/photos/KENd4EBdqow>



The circular economy redesigns the traditional economic model and represents a fundamental step for business development. My role is to support from a political and administrative point of view those who use alternative production solutions, focused on environmental production, reuse, recovery of materials, and sustainability. I believe that we need to invest in green technologies or redesign the business in order to be competitive in the future market, and we need to increase the number of job opportunities available in rural areas.

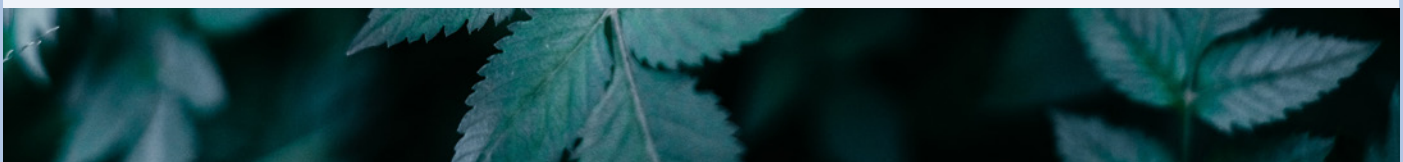


Creative recycling, photo by Bernard Hermant on unsplash <https://unsplash.com/photos/dclIPeTMVdK8>



Creative recycling photo by Bernard Hermant on unsplash <https://unsplash.com/photos/7zocFMzv/bpc>

The idea of changing the approach to the theme was born seeing the popular movements that are moving on a global level to change the climate situation before reaching a point of no return.





WHAT WERE THE MAIN

difficulties you encountered in dealing with processes of change in product (or service) design?

The main problems I have encountered in dealing with the processes of change in the design of products or services are many. First of all, the closed mentality of many citizens who, not respecting the new rules imposed on waste recycling, throw waste in unsuitable bins, causing slowdowns in the recycling circuits. This is a very widespread problem, especially in the older population that does not recognize the risk that it is not addressing any importance to very important issues such as that of money laundering.



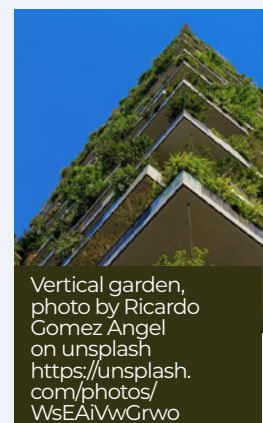
Electric car, photo by Michael Fousert on unsplash <https://unsplash.com/photos/YhXlYJYlr3c>



Organic shopper, photo by Towfiqu barbhuiya on unsplash <https://unsplash.com/photos/xwGtoAY9ZYs>

Raising the awareness of the population on a theme such as that of redesign is very important as it is difficult due to the reluctance caused by consumerism which, with the arrival of plastic and disposable objects, has increasingly increased the production of waste which, in improper disposal or even failure to dispose of them, then they polluted the earth more and more. Another very difficult problem to solve is the orientation of the Italian market towards the use of electric vehicles which reduce environmental pollution by not emitting greenhouse gases and certain smog.

At the beginning it was difficult to accustom citizens to recycle the waste deriving from the main household activities, but in recent years, as the data show, there has been an exponential increase in recycling and reuse, probably also due to climate change that is becoming increasingly evident. to citizens how dangerous the path we are taking is. A further problem that I had to face is the elaboration of innovative and effective ideas for the protection of the environment, in fact to be able to create something effective and innovative it is necessary to obtain from the classic canons of thought to be able to give birth to ideas that can actually be able to to create something effective and innovative so that it is possible to realize them without too high a cost and that would not be covered by a simple municipality.



Vertical garden, photo by Ricardo Gomez Angel on unsplash <https://unsplash.com/photos/WsEAIvWGrwo>

These are the main problems I encountered on the path of change towards the green era.

SPEAKING OF DESIGN: what shape do you think the future of your business could have in terms of circularity and sustainability?

In terms of circularity and sustainability my work in the next few years can grow a lot, until now in most Italian cities it is limited only to the recycling of waste during ordinary activities that are carried out at home (things like organic waste, glass, paper and other materials) while it is also very important to recycle complex waste such as various household appliances that are composed of different materials and which are therefore more complicated to dispose of and, following this process, to recycle.



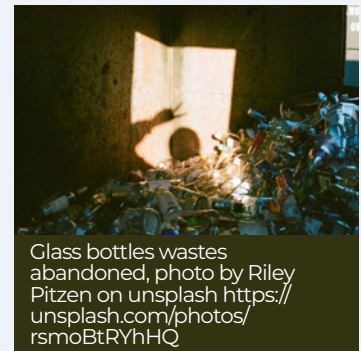
Separate collection bags, photo by Possessed Photography on unsplash <https://unsplash.com/photos/JG80MshfiHo>



Seagull eats plastic, photo by Tim Mossholder on unsplash, <https://unsplash.com/photos/qq-8dplIBsY>

It would be providential to insist companies, for example through the granting of financial bonuses, to start more and more complex waste recycling plants. In the future it would be possible, again in terms of circularity and sustainability, to use recycling machines that collect simple objects such as plastic or glass bottles in exchange for money or rewards of various kinds.

The evolution of my work goes hand in hand with the evolution of the state in which I live, that is Italy, even if thanks to various municipal regulations it is possible to introduce useful measures to the cause. The evolution of technology could help more and more the design of new structures, systems and materials useful for the construction of houses and public works, the use of reusable, biodegradable, recyclable and above all non-toxic materials for the environment is also very important space, designed for use in cities.



Glass bottles wastes abandoned, photo by Riley Pitzen on unsplash <https://unsplash.com/photos/rsmoBtRYhHQ>

QUESTIONNAIRE

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

A	B	C
6	6	8

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

A	B	C
11	11	8

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

A	B	C
6	12	2

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

A	B	C
10	8	12

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

A	B	C
8	3	19

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

A	B	C	D
7	7	5	11

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

A	B	C	D
6	7	5	2

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

A	B	C
13	5	4

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?

A	B	C
11	4	7

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

A	B	C
8	11	6

QUESTIONNAIRE

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

A	B	C
19	1	0

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

A	B	C
0	11	12

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