

## Al lettore

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Il primo numero di «Equilibri» arriva quest'anno a giugno. E questo, i nostri lettori l'avranno capito, perché la periodicità della rivista è cambiata: non più quadrimestrale ma semestrale. Lo spirito critico con cui affronterà i temi scelti resta però invariato. Nuova serie significa maggiore attenzione ai temi di ricerca della nostra Fondazione e la partecipazione ampia dei ricercatori interni e di quelli coinvolti nel suo network internazionale. Data la nuova periodicità, il tema di ogni numero sarà specifico e, al contempo, articolato con differenti punti di vista. Siamo persuasi che questa formula ci permetterà di mantenere con i lettori una proficua e aperta collaborazione.

Questo numero è dedicato agli Obiettivi di Sviluppo Sostenibile (SDGs), contenuti nell'Agenda 2030 approvata lo scorso anno dalle Nazioni Unite, che sono stati presentati a marzo a Milano in concomitanza con il lancio di SDSN Italia, l'hub italiano dell'UN Sustainable Development Solutions Network (UN SDSN). L'hub svolge la sua attività per conto delle Nazioni Unite. SDSN Italia ha come istituzione ospitante la Fondazione ENI Enrico Mattei e opera sotto l'egida di SDSN Mediterranean.

Degli Obiettivi della nuova Agenda e dell'importanza di mobilitare per la sua promozione non solo le forze politiche, ma anche quelle culturali, imprenditoriali, finanziarie e i cittadini attivi tratta *Jeffrey D. Sachs*, direttore dell'UN SDSN, mentre *Fabio Eboli* si sofferma sulla posizione dell'Italia in riferimento a ciascuno degli indicatori contemplati. L'approfondimento successivo riguarda alcuni obiettivi di particolare importanza a cominciare da quello «metropolitano». L'urbanizzazione del Pianeta aprirà alle persone nuove opportunità lavorative e permetterà di migliorare le condizioni sanitarie e di accoglienza. *Roberta Giacconi* intervista *John Thwaites*, uno dei membri del Gruppo Sustainable Cities che ha partecipato all'elaborazione dell'Agenda; *Andrea Zucca* ed *Elena De Nictolis* volgono lo sguardo a ciò che è possibile fare, e in alcuni casi già si fa, nelle nostre città, perché gli Obiettivi 2030 riguardano tutti, e quindi le città dei ricchi e le città dei poveri. Da Washington *Tiziana Panizza Kassahun* ci regala una storia esemplare: l'uso pubblico – cioè aperto a tutti – della più famosa biblioteca della città. Pro-

segue *Marco Frey*, che argomenta su come le imprese possano contribuire a creare valore e a realizzare questi obiettivi e *Mauro Del Barba* ci illustra la legge appena approvata dal Parlamento sulle Società Benefit: un modello d'impresa che persegue finalità di business e internalizza principi di utilità sociale nei confronti di persone, comunità, territori. *Enrico Giovannini* si sofferma invece sull'importanza dei dati – raccolta, analisi, interpretazione – come risorsa imprescindibile per monitorare, conoscere e poi decidere. *Alessandro Rosina*, *Annibale D'Elia* e *Daniele Bucci* assumono come tema di riflessione il fatto che saranno soprattutto le nuove generazioni a farsi carico della realizzazione degli Obiettivi in Agenda. *Francesco Casetti* chiude la sezione invitandoci a ragionare su come l'immaginario cinematografico dialoghi in permanenza con l'immaginario collettivo.

Ma qual è il contesto in cui i vari attori invitati a realizzare gli Obiettivi dell'Agenda 2030 si trovano ad agire? I conflitti del Novecento e la successiva «pace dei cinquant'anni» hanno modellato l'attuale mondo occidentale, consolidato la sua forza economica e informato il suo rapporto con il «resto» del Pianeta. Ma quest'incanto si è via via spezzato e i conflitti, migrando in altre aree del mondo, stanno definendo un nuovo ordine geopolitico. Delle disuguaglianze di genere scrivono *Marta Dassù* e *Nicoletta Ferro*, del rapporto tra migrazione e cambiamento climatico *Cristina Cattaneo*, dell'accesso all'energia in un mondo sempre più diviso tra povertà e ricchezza energetica *Marinella Davide* e *Lorenza Campagnolo* e, infine, del ritorno del «religioso» *Paolo Sorbi*. La grande assente dall'Agenda è la questione demografica, che tratteremo in uno dei prossimi numeri di «Equilibri» per riportarla al centro del dibattito.

A caratterizzare il contesto in cui la grande mobilitazione per realizzare gli Obiettivi dell'Agenda dello sviluppo post 2015 deve accadere è anche la crisi economica mondiale. L'incapacità da parte dei più di vedere arrivare questa crisi economica da cui non siamo ancora venuti fuori, è anche dipesa dalla mancanza di pluralismo che oggi regna in economia e dal fatto che l'ortodossia neoclassica sia dominante non solo nel mondo accademico, ma anche nelle istituzioni internazionali, sia economiche (Fondo Moneta-

rio Internazionale, OMC ecc.), finanziarie, politiche e nei media. Una bella potenza di fuoco. Ma riemergono, anche se a volte in forme ancora abbozzate, alla ricerca di una formulazione più adeguata al mondo di oggi, riflessioni e critiche al paradigma utilitaristico. *Ilaria Lenzi* e *Ilaria Pais* illustrano in un appassionante *excursus* la vitalità del dibattito intorno alla società a costo marginale zero e all'economia collaborativa, per una transizione dolce verso un'economia che generi valore sociale traendo forza dalla reciprocità e dalla partecipazione. *Angelo Rindone* racconta una particolare esperienza di crowdfunding lanciata dagli alunni della scuola media di una piccola città, mentre *Peter Lacy* e *Jakob Rutqvist* descrivono i vantaggi del modello di economia circolare – e della cooperazione che ne è il principio – rispetto a quello lineare, che distrugge risorse, e *Veronica Ronchi* ci introduce all'economia del dono. *Giulio Sapelli*, infine, si è fatto intervistare sulla poligamia delle forme di scambio e di proprietà.

Le teorie del *care* e dello *slow*, della condivisione e della convivialità, del dono e dell'economia morale, dei beni comuni e del mutuo aiuto dialogano tra loro, contribuendo alla costruzione dell'immaginario sociale e favorendo l'azione collettiva. A teatro, con una *pièce* di *Alain Caillé*.



# EQUILIBRI

1/2016 RIVISTA PER LO SVILUPPO SOSTENIBILE

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### 2030 AGENDA FOR SUSTAINABLE DEVELOPMENT

#### **Purpose of the Goals, by Jeffrey D. Sachs**

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2015 has been a vital year for sustainable development: the United Nations have approved the new 2030 Agenda and the Sustainable Development Goals (SDGs). The semester of Milan Expo has focused attention on sustainability and food. A historical agreement was reached in December at the Paris Conference of the Parties on climate change. The heritage of this extraordinary year is the need to analyze, foster and put into practice the commitments made by all the parties, including Italy. UN SDSN Director, Professor Jeffrey D. Sachs discusses the SDGs, the importance of changing the trajectory of the world economy and the role of Italy.

**Keywords:** Sustainable Development, SDGs

#### **Post 2015 Italy: Goals and Challenges, by Fabio Eboli**

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The article provides a quick overview of how Italy is currently performing across the different Sustainable Development Goals (SDGs) as well as future challenges and opportunities. Main concerns are related to Education (SDG 4), Unemployment (SDG 8), R&D (SDG 9), Urban Pollution (SDG 11) and Corruption (SDG 16), while Human Health (SDG 3), Energy- and Eco-Efficiency (SDG 7 and 8) show the best scores connected to UN targets and compared to developed countries. The article concludes by describing several suggestions to concretely promote sustainable development in Italy over the next years.

**Keywords:** Sustainable Development, SDGs, Italy

#### **The Future City. Roberta Giaconi interviews John Thwaites**

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It is in cities that the battle for sustainable development will be won or lost. Projections indicate that almost two thirds of the global population

will live in urban areas by 2050, and about 60 per cent of the area expected to be urban in the next decades has not yet been built. What should our future cities be like, according to Goal 11 of the 2030 Agenda for Sustainable Development? We asked Professor John Thwaites, the Australian member of the UN Sustainable Development Solutions Network, the network that helped design and now supports the goals and targets to be achieved in order to make cities more sustainable.

**Keywords:** Sustainable development, SDGs, Cities

### **Sustainable Cities: a New Urban Agenda, by Andrea Zucca**

The Sustainable Development of the world's population and the preservation of the planet cannot ignore the construction of sustainable, resilient and inclusive urban environments. The United Nations will present the new Urban Agenda for the sustainable development of cities at the International Conference on Housing and Sustainable Urban Development to be held in Quito in October 2016.

**Keywords:** Sustainable Development, Urban Agenda

### **Bologna: a Model of Cooperation between Administration, Associations, Citizens, by Elena De Nictolis and Christian Iaione**

In 2014 Bologna adopted the «Regulation on the cooperation between citizens and the administration for the maintenance and regeneration of urban common goods», which has become an administrative good practice at the national and international level. In the meantime a collaborative model called «Collaborare è Bologna» was established. An important part of this model is «CO-Bologna», which is focused on supporting the administration's efforts to promote civic cooperation and develop a methodology whose aim is to encourage local public authorities to be inspired by citizens' imagination. This contribution will focus on the CO-Bologna

process and on the methodological aspects related to the applied research project «CO-città».

**Keywords:** Bologna, Cooperation, Administrations, Citizens

### **Human Rights in a Library. A Story that Sets an Example, *by Tiziana Panizza Kassahun***

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The Martin Luther King Memorial Library has been designed by the legendary modernist Ludwig Mies van der Rohe. In 2001 it lost a lawsuit brought by a homeless man, who had been excluded based on his «objectionable appearance». His exclusion from the public library was a violation of his human rights. Freedom of expression is not just limited to freedom of speech, but also includes the right to free access to information. The article reports on the ongoing architectural renovation of the library and reflects on the challenge of architecture to make information physically accessible for all, regardless of age, race, sex, religion, nationality, language or social status.

**Keywords:** Human Rights, Architecture

### **Contributing to the SDGs to Create Corporate Value, *by Marco Frey***

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The importance of the corporate world's contribution to sustainable development dates back to the early 1990s. This article focuses on the history and evolution of this contribution, from the concept of Corporate Social Responsibility to Corporate Sustainability and Responsibility.

**Keywords:** Sustainable Development, SDGs, Corporate Sustainability and Responsibility

### **Benefit Corporations in Italy, *by Mauro Del Barba***

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The B Corp legislation has recently entered into force in Italy. What are B Corps and how are they different from traditional for-profit companies?

The article answers this question, specifying that the proposed law allows for profit companies to develop activities for the environment, sustainability and social cohesion.

**Keywords:** Benefit Corporations, Italy

### ***The Big Data Revolution for the 2030 Agenda, by Enrico Giovannini***

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Data represent a new type of asset, used by a multiplicity of economic agents, not only to monitor economic, social and environmental trends, but also to make development happen. The so called «data revolution» is already under way and a lot of new sources (satellites, sensors, Internet, etc.) are being exploited to develop new datasets and provide new types of services and products. They could be used to orient policies and individual choices toward the achievement of the Sustainable Development Goals agreed at the UN in September 2015. But a lot of challenges need to be faced, that could make the «data revolution» cause increasing inequalities.

**Keywords:** 2030 Agenda, SDGs, Big Data

### ***Dreaming about Others as They are not Today, by Alessandro Rosina and Annibale D'Elia***

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Dreaming about others as they are not today: the new generations who are the protagonists of a sustainable future. The massive challenge of making our society fairer and more sustainable in 2030 inevitably relies on those who today are aged between 20 and 30. What kind of strategies can we imagine to free the potential energies of the younger generations and to allow them to actively contribute to building a sustainable future? Results from the latest research on youth and the observation of emerging experiences of innovation from the bottom up, give some indications of a possible answer. When they are put in a position to act, the young

demonstrate to be the best actors in the change they want to see happen in the world.

**Keywords:** 2030 Agenda, Young Generations

### ***2030 Generation, by Daniele Bucci***

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Millennials, scattered organizations and the self-employed: how can cooperation be achieved to cope with the crisis? The answer lies in the integration of the top-down and bottom-up approaches to overcome the challenges of the near future.

**Keywords:** 2030 Generation

### ***UN Goals: Collective Imagination and Political Agenda, by Francesco Casetti***

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The 2030 Sustainable Development Goals are not just part of a political agenda, they belong to a well-defined collective imagination. The analysis of three «climate fiction» films – *Waterfront*, *The Day After Tomorrow*, *Interstellar* – shows how imagination and government policy are intertwined. Collective imagination raises the issues while the task of policy makers is to solve them.

**Keywords:** SDGs, Climate Fiction Films, Government Policy

## **THE CONTEXT**

### ***The Increasingly Unequal Women's World, by Marta Dassù and Nicoletta Ferro***

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Twenty-one years have passed since the launch of the Beijing Declaration and Platform for Action, and still concepts such as *women's empower-*

*ment and gender mainstreaming*, remain goals to be met rather than realities. The article strongly makes the point that the gender gap, in its economic and job related dimensions, not only damages millions of people worldwide, but it also paralyses the economic growth of both developed and developing nations. Only a stronger commitment and a holistic approach that sees women on the front line, such as that provided by the 2030 Agenda, can make the difference in building a more equal world for future generations.

**Keywords:** 2030 Agenda, Gender Inequality

### ***Climate Change and Migration, by Cristina Cattaneo***

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Climate change will make some areas less habitable. Therefore new factors, such as the destruction of living habitat, droughts, desertification, floods and other manifestations of climate change are becoming important push drivers of human migration. This article shortly analyzes the connection between a changing climate and migration and discusses some implications of climate-induced migration for the achievement of the sustainable development goals.

**Keywords:** SDGs, Climate Change, Migration

### ***Energy Access, Poverty and Wealth, by Marinella Davide and Lorenza Campagnolo***

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In spite of the abundance of primary energy resources, the African continent is still plagued by low levels of energy consumption and limited access to final energy. The article provides an overview of the drivers and implications of energy poverty in Africa. An in depth focus on countries' experience also shows how the same problem can be tackled in very different ways. The analysis concludes that achieving universal energy access by 2030 is still possible under political willingness, public and private

investments in productive and transmission infrastructures, and community engagement.

**Keywords:** 2030 Agenda, Energy Access

### **The Return of Religions, by Paolo Sorbi**

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The acceleration of time, achieved through technological and scientific progress, is one of the most pervasive, and thus significant, changes that has affected our way of life in the last decades. The future is increasingly short term and the sociological approach, that used to be focused on anticipating events, must now try to keep up the pace of change. This article analyses the vitality of the religions that proclaim themselves to be the heirs of Abraham: Judaism, Christianity, Islam, because the conduct and approaches of believers affect their daily lives and actions.

**Keywords:** Technological and Scientific Progress, Religions

## **ECONOMY AND SOCIETY**

### **If Innovation is Sustainability (and vice versa): Doing Business between Pirates and the Navy, by Ilaria Lenzi and Ilaria Pais**

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What we are experiencing is a period of transition for sustainable development. Meeting the needs of the present without compromising the ability of future generations to meet their own needs is an urgency confirmed by the international community in 2015 on several occasions and through the voice of different opinion leaders: in the words of the United Nations General Secretary Ban Ki-moon, «*the challenges and commitments are interrelated and call for integrated solutions*». In this context all the social actors are called to rethink their role and prerogatives. For many of them, especially for businesses, the moment is very difficult and rich of opportunities at the same time. The ar-

ticle highlights the need to find a «way» to turn these indications and these pervasive signals into a constant action towards sustainable development. What is needed is a method indeed, that is not only a tool, but a way of structuring a process that addresses the fundamental reasons (why), the aims and the resources (what) and the methodology (how).

**Keywords:** SDGs, Zero Cost Marginal Society, Collaborative Economy

### **The Island of Budelli. A Small School in the Alps Launches a Crowdfunding Initiative, *by Angelo Rindone***

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A New Zealand millionaire, Mark Harte, tries to buy a tiny uncontaminated Italian paradise: Budelli, an uninhabited island between Sardinia and Corsica. The negotiation fails after years of litigation against him and the responsible authority. So, a classroom of schoolchildren from Mosso, a little hamlet in the Piedmontese Alps, inspired by their science teacher, starts to work on an ambitious crowdfunding campaign in order to «buy» the island and preserve it. They calculate everything: the reachable sum, a social media strategy based on a Facebook page, and they open a bank account. Their story goes viral in a very short time: a lot of people from all over the world start to send money. Then they choose a historical Italian crowdfunding platform: «Produzioni dal Basso». With its help they open their own platform, «Non si s-Budelli l'Italia». On the same day the Court decides to assign Budelli to the authority of the nearby Parco della Maddalena. This decision doesn't stop the classroom's efforts: they continue to work with the authority, trying to plan the island's future.

**Keywords:** Island of Budelli, Crowdfunding

### **Waste to Wealth. The Circular Economy Advantage, *by Peter Lacy and Jakob Rutqvist. A Review by Andrea Zucca***

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*Waste to Wealth* is about disruptive strategies that contribute to both planet and profit through the circular economy. Five new business models



that promote circular growth are examined alongside the technologies and capabilities required to turn them into competitive advantage – from developing sustainable resources to the sharing economy. Readers are given case studies that illustrate each model and learn the key challenges for scaling their own efforts.

**Keywords:** Waste, Wealth, Circular Economy

### **Beyond Utilitarianism. The Gift in Opulent Societies, by Veronica Ronchi**

The gift economy is an individual and collective manifestation of non utilitarian behaviour that questions all that is related to self-appropriation. Within the market exchange context, an individual is free from social bonds. The gift changes this perspective. It is an integral and essential part of a debate on our model of development, having made its way into the mind of the *homo oeconomicus*.

**Keywords:** Utilitarianism, Gift Economy

### **The Civilisation of the Economy. Pasquale Alferj interviews Giulio Sapelli**

The world economy is going through a greatly unstable period. It's a new world that requires new types of thinking, where a pluralistic and critical approach are important. The current economic debate should focus on the forms of exchange and on the different forms of allocation of ownership rights. This type of approach, however, is not found in the current debate on the different forms of sharing economy that consider material and immaterial consumer goods, but do not question production principles.

**Keywords:** Instability, Sharing Economy, New Thinking

## ECONOMIC TALE

**«Once upon a time... the convivialist wish», by Alain Caillé. Translation by Laura Gherardi**

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This «tale» is the Italian translation of a text written by Alain Caillé upon request of Dany-Robert Dufour. It was read at the Théâtre de la Tempête on June 18, 19 and 20 together with a traditional story adapted by François Flahault and two dialogues by Dany-Robert and Jean-Pierre Le Brun. The topic was the same: are wishes convivial?

**Keywords:** Convivialist Wish