

Ali Sayigh *Editor*

Renewable Energy in the Service of Mankind Vol I

Selected Topics from the World
Renewable Energy Congress WREC 2014

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Chapter 64

Enable Environmental Policies for Eco-Industrial Growth: A Voluntary Government Tool for Local Productive Areas in Tuscany (Italy)

Paola Gallo

Abstract The Regional Government of Tuscany in Italy, approved a regional regulation to establish a new voluntary approach at the regional level for the development of “industrial parks.” For the first time in European environmental and industrial policies, the “industrial ecology” principles are applied with an approach that allows an area to achieve an official environmental certification. In the literature, we find mainly experiences that rely on command and control policies to implement industrial symbiosis concepts. As opposed to those practices, this chapter presents and analyzes a new method to stimulate the creation and dissemination of eco-industrial parks based on a voluntary approach.

The “ecologically equipped productive area” has been introduced in the Italian Legislative Order by the D.Lgs. n. 112/1998, Bassanini law, which expects that “Italian Regions discipline, with their own laws, industrial areas and ecologically equipped areas, provided with infrastructures and systems necessary to ensure the protection of the health, safety and environment”.

Ecologically equipped productive areas have to be planned, realized, and managed on the basis of “ecoefficiency” criteria, in order to ensure an integrated system of management of environmental aspects, reduction and prevention of air, water, and soil pollution, the protection of the health and safety as well as a widespread environmental improvement of territory. The question is to organize the productive site so as to favor the individual settled firms on realizing their own environmental objectives, both economically and technically.

In the case under discussion, the certification scheme is fully voluntary and the certification process is coordinated by a Regional Authority; Regional law of Tuscany (L.R. Toscana n. 61 22/12/2003) establishes priority objective to develop a new concept of industrial areas, characterized by quality management systems and infrastructures for protection of health, safety, and environment, obtained by local authorities assessment methods that integrate economical, social, and environmental issues.

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This chapter describes the criteria and requirements that an area must meet in order to obtain the qualification, and the roles and responsibilities of all involved actors. The criteria, inspired by industrial symbiosis concepts, are related to planning, infrastructure, and management-related issues.

Keywords Environmental policy · Eco-industrial parks · Voluntary environmental certification

64.1 Introduction

An appropriate change in industrial policy is required in order to respect and protect the environment and the welfare and that still need to ensure economic growth. The European concept of new industrial competitiveness is expressed in the economic abilities on a sustainable basis to ensure its population living standards and high growth and high employment rates (Lisbon 2000).

The eco-efficient industrial area is made by technical and management requirements that aim to minimize and manage, in integrated way, ecological footprint in order to start a knowledge process about legislation, economic and social aspects, and technical and planning requirements, in order to identify a model of sustainable productive area compatible with the local industrial reality. It is believed that such eco-efficient industrial area initiatives could bring great environmental, economic, and social benefits as a contribution to ecologically sustainable industrial local development.

According to Italian law, in force since 1998, an industrial ecology seeks to find the appropriate balance between environmental, economic, and social needs of a system, so some regions have disciplined on that meaning the ecologically equipped industrial area (APEA—Aree Produttive Ecologicamente Attrezzate), it is an innovative productive area developed and managed as a real estate development enterprise and seeking high environmental, economic, and social benefits as well as business excellence.

Below, we describe the key component of APEA model in Tuscany Region, including information about planning, the main environmental challenges, creation of resources management plans, and provision of supporting policies. Moreover, the document provides details on, which industrial areas should be called APEA, with description of indicators and criteria to reach the Regional qualify of APEA.

64.2 APEA: Description and Features of New Model

APEA is an acronym that means ecologically equipped industrial areas, and it expresses public administrations' purpose to join environmental policy and economical aspects.

The APEA has been introduced in the Italian Legislative Order by D.Lgs. n. 112/1998, Bassanini law, which expects that Italian Regions discipline, with their own laws, industrial areas and ecologically equipped areas, provided with infrastructures and systems necessary to ensure the protection of the health, safety, and environment.

Industrial areas ecologically equipped have to be planned, realized, and managed on the basis of “eco-efficiency” criteria, in order to ensure an integrated system of environmental aspects management, reduction and prevention of air, water, and soil pollution, the protection of the health and safety as well as a widespread environmental improvement of territory. The question is to organize the productive site so as to favor the individual settled firms on realizing their own environmental objectives, both economically and technically.

The goal of an APEA is to improve the economic performance of the participating companies while minimizing their environmental impacts. Components of this approach include green design of area infrastructure and plants (new or retrofitted); cleaner production, pollution prevention; energy efficiency and inter-company partnering. An APEA also seeks benefits for neighboring communities to assure that the net impact of its development is positive.

Some regions together with planners and local communities have used the term APEA in a relatively loose fashion. To be a real industrial area ecologically equipped a development must be more than:

- A single by-product exchange or network of exchanges;
- A recycling business cluster;
- A collection of environmental technology companies;
- A collection of companies making “green” products;
- An industrial area designed around a single environmental theme (i.e., a solar energy driven area);
- An area with environmentally friendly infrastructure or construction.

Although many of these concepts may be included within an APEA, the vision for a fully developed of this model needs to be more comprehensive.

The main objectives of APEA model are as follows:

1. The planning of new industrial estates, technologically and environmentally equipped in order to represent a strategic asset for local development.
2. The transformation and conversion of existing industrial estates, through technological and management’s actions. This will contribute toward ongoing business efforts to increase competitiveness in these areas.

Traditionally, industrial settlement developers consider environmental factors only as required by regulations and permitting requirements. Developers of an APEA have to make a deeper assessment of potential sites in locating the area. It is important to consider the characteristics of the local and regional ecosystem, the site’s suitability for industrial development, and potential constraints on the pattern of development. This ecological evaluation complements the usual evaluation of transportation, infrastructure, zoning, and other human systems.

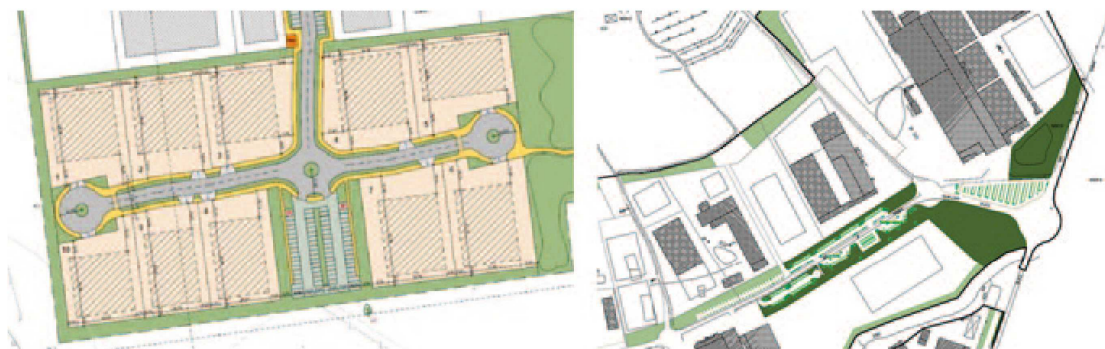


Fig. 64.1 Examples of projects of APEA

The industrial area ecologically equipped is characterized by common infrastructures and services, managed by a single entity that pursues environmental performances that positively influences final quality of total area. This new perspective, activated through cluster typical mechanism, allows combining a sustainable productive development with enterprise competitiveness improvement (Fig. 64.1).

In this way the APEA concept enable real estate developers, industrialists, policy makers, regulators, investors, and communities to collaborate in the vital search for sustainable development.

APEA is intended to reduce their environmental impact and their consumption of resources for industrial production to a minimum.

The ecological and environmental development of APEA areas are accompanied by growth in the competitiveness of the production system, offering the companies which locate here economies of scale, jointly-used infrastructure and services, shared environmental management, and a reduction in the costs of water and energy supplies.

The “APEA” will be entrusted to a managerial company responsible not only for planning the integrated services and improving production cycles, but also for the planning and development of avant-garde systems and infrastructure, for the right environmental management of the area, with the involvement of all the companies operating here to assist in the attaining of the objectives and, finally, a dialogue with local bodies and communities.

In fact APEA model permits environmental and economic advantages for enterprises, through adoption of common infrastructures (collective waste platform, energy production plant from renewable fonts, collective water treatment plant, collection of rain water, landscape mitigations) and management solutions (common emergency management, centralized management of green areas and common spaces, purchase groups for energy supply, waste recycle stock exchange, centralized logistics, environmental training area Environmental Management System). Advantages are as follows:

- Energy and water consumption reduction
- Waste treatment costs reduction
- Costs reduction (energy, water, matter)
- Maintenance costs reduction

- Administrative simplifications and incentives for enterprises
- Safety conditions improvement
- Image improvement

In addition, some common business services may be shared by firms in industrial areas ecologically equipped: these may include shared waste management, training, purchasing, emergency management teams, environmental information systems, and other support services. Such industrial cost sharing could help APEA members achieve greater economic efficiency through their collaboration.

Small and medium size firms often have a problem in gaining access to information, consultation, and know-how. This integrative approach can support such enterprises in overcoming these barriers and gaining access to investments they may require to improve performance.

64.3 An Innovative Model for the Planning of Industrial Areas in Tuscany

Tuscan Region intend the APEA as an innovative productive area developed and managed as a real estate development enterprise and seeking high environmental, economic, and social benefits as well as business excellence.

The Tuscan Region is an important stakeholder in this commitment and plays a key role in promoting APEA development in its territory, through more aspects like decision making, creating policies, issuing laws and regulations, organizing pilot activities, providing financial incentives, encouraging innovations in technology and systems, fostering new markets, and promoting both education and academic research partnership.

After national guideline, the regional law of Tuscany (since L.R. Toscana n. 61 22/12/2003) establishes as priority objective to develop a new concept of industrial areas, characterized by quality management systems and infrastructures for protection of health, safety, and environment, obtained by local authorities assessment methods that integrate economical, social, and environmental issues.

On the basis of these law information, a new Regulation (R.T. 2 dicembre 2009, n. 74) clarifies and updates the APEA concept as: “an industrial, craft and mixed use areas, included in multifunctional contests, equipped with pollution and emission control system; APEA are characterized by an integrated and unitary management of infrastructure, services to protect environment, security and health of operators and communities” (Art. 2).

In this way, the region promotes, through this new regulation, an innovative model in relation to planning, design and promotion of industrial areas equipped with innovative technological infrastructure, which conform to current and future expected environmental standards.

This legislative document, realized in scientific collaboration with the University of Florence, Architecture Technology Department (TAeD) and S.Anna Superior

School of Pisa (SSSUP), enhances the relationships between different actors—including municipalities, businesses, and the local community—and aims to optimize the sustainable use of resources in industrial areas.

The work, lasted 3 years, aims first of all to define the main features of APEA as follow:

- Sustainable urban planning and design of technological and mobility networks.
- Implementation of synergies between enterprises, through a unit management of centralized technological systems, common spaces, and common services.
- Closed production cycle that aims at the reuse of waste streams and industrial symbiosis.
- Provision of barriers and other systems for the reduction of any kind of pollution.
- Use of renewable or low impact energy sources.
- Setting up of ecological platforms for waste collection, for water treatment, etc.

The Regulation makes difference between new industrial areas and restoration of existing ones, and gives to decision making bodies (Region, Provinces, and Municipalities) specific skills in APEA planning and management, including regional financings to promote APEA diffusion on the Tuscany territory.

The Regulation explores strategies and method through which managers of existing. Productive areas can gain the right to call their properties APEA. A complex vision of area and a strategic planning process, drive site managers and their tenants to evaluate the benefits of participating in a regional APEA network and by product exchange as well as other means of improving their performance.

The team has elaborated guidelines of these processes and resources to support new industrial areas and existing ones, improving the environmental, social and economic performance of companies at each scale, through new services offered by APEA management, like:

- An integrated resource recovery system
- A system for encouraging and managing the exchange of by-product between companies
- Training and services in all aspects of eco-industrial development
- A single management/coordinating unit
- Public sector support in R&D, policy development, access to investment, and information management.

Moreover, the document also explains procedures for checks and acceptance and for performance assessment.

This Regulation, in detail, offers a rich menu of individual facilities, and shared support services, design options, including ideas for site and infrastructure design; moreover, also covers strategies for achieving environmental performance and management.

Several basic strategies are fundamental to developing an APEA, therefore, the Tuscany Regulament identifies the following as key strategies:

Management Entity APEA members will need a management system that maintains their cohesiveness without compromising their autonomy. Except where external regulation or property covenants are involved, the community will depend on voluntary participation in any common initiatives.

An effective management entity covers a role of primary importance in every productive industrial environment so, the Tuscan Regulation provides for the identification of a Legal Entity (named in the Regulation as *Soggetto Gestore*) with specific role and functions for the improvement of productive areas, intend as organisms that can grow with the needs and developments decided and implemented with the actors involved: users, operators of the settlement, local government, businesses, and service of the municipality.

Infrastructural Envelope The companies in APEA need a range of general services indirectly related to their production systems. These include governmental relations, dining facilities, purchasing of common supplies, information access, and many others. By acting in common to procure these services, they can reduce indirect operation costs (especially important for smaller companies). By coordinating satisfaction of these tenant needs, the APEA management company can increase its revenues. Sharing services will increase opportunities for communication among employees of different companies and build the community spirit of APEA.

64.4 The Qualification of APEA: The Criteria

A full evaluation framework for an ecologically equipped area combines economic, technical, social, and environmental objectives into a whole system. This means that APEA project can seek a design that optimizes objectives in these four domains as a whole, not separately. Clearly articulated objectives in each area, agreed by project stakeholders, will be essential. With this clarity, site managers and public administrations will be better able to determine the trade-offs among the objectives in all four domains, economic and environmental objectives, social and environmental, or any other pair of domains.

The Tuscany Regulation establishes requirements to qualify industrial area environmentally equipped and foresee a score system points in order to evaluate them: each criteria have a specific score to add in order to reach the APEA qualify. There are two kinds of requirements and they are as follows:

1. Minimum requirements: their satisfaction is necessary to obtain APEA status;
2. Flexible requirements: it is possible to choose requirements that are functional and compatible with the territory, to obtain threshold necessary to obtain APEA status.

Several basic strategies are fundamental to developing an APEA; individually, each adds value and together they form a whole greater than the sum of its parts so, the

criteria of Tuscany Regulation to satisfy in order to reach APEA status are articulated in:

- Urban, about planning and design of industrial areas ecologically equipped
- Infrastructural, about innovative technologies and services
- Management, about organizational requirements.

In detail, urban and infrastructural criteria provides with technical requirements directed to diminish and to manage the pressures on environment in an integrated way, applied to buildings, industrial facilities and common areas, bought in, have the ambition and the aim of transforming the entire area in a body to serve its users. A body, which is in its integration, becomes a tool for its users by creating and providing content for environmental sustainability: living healthy, active safety, passive safety, comfort, but also socialization and connection services. Infrastructures (for sustainable mobility, energy saving and production, for water management, lighting, waste management, access control, the web server, WiFi access points, video surveillance, irrigation, etc.) will be centralized, and they are characterized by simplicity available to all actors involved. The APEA planning aims that buildings and infrastructure are designed optimizing the efficient use of resources and minimizing pollution generation. It is essential to minimize ecosystem impacts by careful site preparation and environmentally sensitive construction practices. The whole area will be designed to be durable, maintainable, and readily reconfigured to adapt to change. At the end of its life, materials and systems can be easily reused or recycled.

The realization of industrial areas ecologically equipped will be a tool for local governments and for the entire areas to support the economic and social development, which, since the implementation phases will generate jobs, and opportunities for the construction industry, and support socioeconomic area.

64.4.1 APEA Qualify Criteria

An APEA planning, calls for asking new questions within the context of traditional industrial development processes. Developing any industrial areas ecologically equipped requires several rounds of planning and design. The team should test project feasibility in greater detail with each stage. The project must satisfy financial, economic development, public planning/zoning, environmental, and technical criteria at each step. The APEA team will follow the traditional process, while considering new design options in each phase of project planning.

64.4.1.1 Urban Criteria

Criteria for the APEA localization, are finalized to warrant a complete efficiency of urban and environmental systems, and they must (Fig. 64.2):

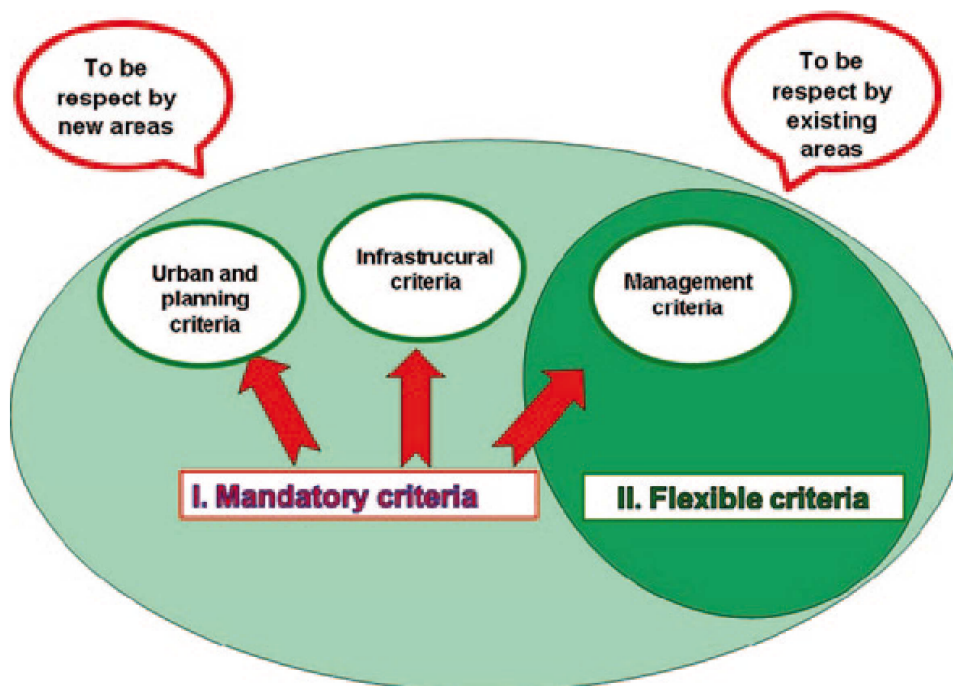


Fig. 64.2 Choice of criteria

- Privilege reuse and fulfillment of existing industrial areas and buildings;
- Evaluate insediative system efficiency and functionality, about standard infrastructures, social and economical local factors that can warrant actual and future stability of enterprises;
- Evaluate accessibility to major communication routes, fostering rail transport and transport intermodality;
- Realize urban area programs in spite of single isolated initiatives;
- Assess the presence of environmental, historical, and urban bond, monumental, archeological, geological constraints, protected areas like natural parks, etc.
- Evaluate environment quality and liveability and promote innovative instruments.

64.4.1.2 Infrastructural Criteria

APEA promotes environmentally improved performance, concerning industrial ecology and environmental sustainability.

In respect of energy and environmental aspects, APEA are:

- Equipped with infrastructures and networks coordinating system, to improve integrated prevention by air, water, and soil pollution, and suitable instruments to make a constant emission monitoring;
- Realized in geological and environmental safety;
- Provided with system to maximize energy efficiency (cogeneration systems, renewable energies use, heat waste recovery, etc.);

- Equipped by the presence of:
 - a. Environmental data station detection
 - b. Waste management systems
 - c. Water safe management systems
 - d. Collecting and treatment waste water system
 - e. Collecting and treatment emission system
 - f. Production and distribution energy system.

64.4.1.3 Management Criteria

The management of an APEA entails both traditional and innovative responsibilities and generates potential new revenue streams for the property manager.

It is an APEA priority, accordance with regulations of Tuscany Region, the creation of a single entity, who represent complex industrial settlement enterprises, able to act as interface with Municipal Entity and other public stakeholders, to arrange operative planning program, to promote contracted formulas with Municipality, to manage action settlement through infrastructural and services creation, and to arrange for maintenance and management of common services and facilities. Management entity can be represented by Municipal Entity, Industrial Development Unions, mixed public-private societies, etc.

64.5 Conclusion

APEA model allows organizing productive settlements to facilitate single enterprises, economically and technically to reach their environmental goals, both prescriptive ones (emission control, energy safe, reduction of their own pollution, etc.) and voluntaries ones (Emas or other environmental management systems adherence).

APEA model is compatible with Tuscan Region productive and industrial structure, characterized by local systems highly specialized in production sector (paper mills, tanneries, steel, textile) and by small and medium enterprises presence. In fact the model:

- Facilitates SME to reach an improvement of their own environmental performance, through common infrastructural and services equipment, characterized by high quality, impossible to achieve and to manage individually
- Allows control and reduction of cumulative environmental impact, generated by all the enterprises of the settlement
- Facilitates and exempts enterprise by obtaining environmental permission when issuing and renewing
- Applies postulate of pollution prevention, precaution, and reduction

The work is the result of a synergy between University, enterprises, and public entity: this cooperation allows to demonstrate how scientific research contribution is necessary to definition of new models and mode of contemporary and future of lifestyle.

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