# The GreenWatcher ®

The GreenWatcher® was set up to meet the needs of the *green* market, which is continually growing but increasingly complicated by the numerous standards that define the eco-sustainable nature of production and distribution.

It's the biggest global platform that actively engages users and operators of eco-sustainable businesses open to the public. Through The GreenWatcher® people can choose between thousands of traders and hospitality and foodservice providers assessed on the basis of the same scientific standard. It is useful for consumers but also businesses, which can scientifically measure their environmental performance with flexible and easy to understand tools. The portal is in Italian and English and currently lists over 5,000 companies and thousands of registered users, from Italy to the USA and South America.

The GreenWatcher® is powered by input from users (EcoOpinions), while the measuring of businesses' environmental sustainability (EcoAssessment) is carried out online by the owners/operators of the businesses themselves and then certified.

The platform can also be used from various devices and is mobile-friendly (iOS and Android). The portal also offers The GreenWatcher® App, which rewards eco-sustainable consumers and helps *green* businesses promote themselves using proximity and loyalty marketing thanks to Green Coupons, a system of discounts and promotional offers for the platform's users.

*"We offer companies eco-sustainability tools they can use on on-line, in self-service mode,"* said Duccio Brunelli, CEO and Co-founder of The GreenWatcher®. *"Our service is fast, immediate and low cost, and includes scientific measurement of a business's eco-sustainability (EcoAssessment), eco-sustainability certification, and an app offering green coupons to users of the portal. Further, unlike all the other eco-sustainability measuring and certification services on the market today, The GreenWatcher® provides promotion as an integral part of its offering: we select green-sensitive markets for targeted promotion; we operate engaging, loyalty-generating strategies; we build and consolidate companies' eco-friendly reputations."*

www.thegreenwatcher.com

Different containers, different rules from one town to another, hefty fines, packaging to break down into simpler components: waste sorting could be about to sow panic in the homes of most users, who not only have to understand how to segregate their waste but also fit in with the local authorities' collection schedules. To make life easier for citizens and city administrations there is a new app, **Junker**, that can identify, with one simple click, what we're throwing away, and tell us how to do it in compliance with the regulations where we live. It's so simple it's revolutionary.

Junker reads product or packaging bar codes (thanks to an internal database of over a million products), and tells us how to break things down into raw materials and which bins to put them in. An 'in progress' database is updated everyday, also on the basis of user input. If a scanned product is not recognized, the user can send the App a photo of the product and get an answer in real time, while the product is added to the database. An innovative tool in line with the philosophy of *smart cities*.

While the App is free for users, environmental operators and city administrations can pay a fixed rate subscription fee to communicate a lot of other information to their citizens, such as location of collection points, routes, door-to-door calendars, details about special waste, degradation reporting, etc., so it's also possible to avoid risking fines.

Junker enjoyed remarkable success even in its first month in service, with 6,000 users and 30,000 searches made, and has won numerous awards for innovation throughout the country: from Innovami in 2013 to Call4Ideas at the FORUM PA 2015. HERA, the environmental agency in Emilia Romagna (serving 3.5 million citizens) believed in Junker from the outset and put it on its services platform for the population of that region.

*"Junker was created to reduce the quantity of waste sent to landfills and incinerators and boost recycling of the raw materials it's made of - said Junker founder* **Benedetta De Santis** *- But significant results can only be attained with active engagement of the public, who in the era of mobile applications are not willing to waste time browsing through endless lists or trying to guess what packaging is made of just to do something as simple as slinging it in a bin. So we had the idea of a simple service that identifies products and recognizes packaging materials with a simple click on bar code with a smartphone camera. Our aim is to help the country towards a "pay-per-waste" system that would mean real savings for virtuous citizens who produce less unsorted waste. This already happens in some places, such as Treviso, and we hope it will be followed by many others in Italy".*

www.junkerlife.com

www.giunko.it

**Hangreen** is a start-up formed by a team of young *green lovers* to make automated vertical garden modules. The modules are made with eco-sustainable materials that enable users to cultivate their own plants with no worries, since the main parameters are monitored by special sensors and managed by a microchip linked to a smartphone app.

It has already won numerous awards and mentions, including "First Prize Startup Digital Media", "Special Prize Sardegna Ricerche", "Special Prize Make a Cube", "Special Prize DoveConviene.it" and top ranking in the Startup Weekend Cagliari 2015 initiative.

There are currently four people in the team at Hangreen: Giulio Andrea Pischedda (co-founder & CEO), Giuseppe Corda (co-founder, chemist), Davide Mainas (co-founder, developer) and Marco Cherchi (advisor).

*"We think that green can contribute towards the wellbeing of people and communities and that urban gardening is a growing phenomenon despite various negative factors like lack of space, time and know-how,"* said **Giulio Andrea Pischedda** (co-Founder & CEO). *"We firmly believe in technological tools that can offer solutions accessible to everyone and at sustainable costs. Helping to create sustainable urban spaces, starting with our own flats, and exploiting all the dimensions of green, is our vision".*

http://www.hangreen.it

**OrtiAlti** is a social venture that produces kitchen gardens on rooftops and involves the occupiers/users of the buildings in their design and management. "OrtiAlti" products are urban and social regeneration devices that employ hanging green technologies to insulate buildings (contributing to energy saving), control rain water run-off and lower urban heat island temperatures. Kitchen gardening produces fresh vegetables (km0) whilst recycling domestic waste as compost and above all activating new centres of social interaction and sharing of practices by citizens.

OrtiAlti was set up in 2010 following the creation of the first condominium hanging kitchen garden, Oursecretgarden, on the top of the building where the company is now based. The business idea has been taken up by prestigious institutions in Italy and other European countries (Social Innovation Tournament, European Investment Bank, Startup Initiative, Intesa San Paolo) and has received major awards and acknowledgements: Premio Innovation Amica dell'Ambiente (Legambiente Italia); first prize in the "A New Social Wave II" competition (Fondazione Accenture and Iris Network); first prize in the We-Women for Expo competition (Fondazione Expo Milano).

The OrtiAlti gardens on the roofs of Casa Ozanam – a former factory in Turin, now a restaurant and hostel run by a co-operative that works with the underprivileged - and at Carrefour's new "I Viali" shopping centre in Nichelino (Turin) are just two of the most significant applications to date.

OrtiAlti is headed by architects Elena Carmagnani (CEO) and Emanuela Saportito (COO). The company grew out of collaboration with STUDIO999 and draws on the know-how and experience of companies like Harpo Verde Pensile, a leading producer of hanging garden technology, and Agridea Cooperativa sociale, which has been active in green maintenance, urban furnishing and environmental care for 20 years.

*"The OrtiAlti garden is a device that regenerates cities by acting on unused rooftops, which account for over 20% of urban surfaces,"* explained OrtiAlti CEO **Elena Carmagnani**. *"It's a new space for producing food and for social interaction that improves the environment and helps us save at the same time. The engagement of local communities in the design and management of the gardens and of social co-operatives working with underprivileged people in the building of them is central to our venture. The OrtiAlti garden thus becomes a very special sort of hanging garden, of great environmental and social value."*

www.ortialti.com