ITALIAN WASTE ECONOMY 2027

2^ EDITION

24 ORE Eventi



EVENT PRESENTATION

7 APRIL | **ROME** | **LIVE AND DIGITAL**

The event of Il Sole 24 Ore dedicated to the **circular economy** is back, an increasingly crucial driver of the country's competitiveness. Turning waste into a resource is no longer merely a sustainable choice: it is an **industrial strategy**.
Material recovery, recycling and innovation in production processes are now key factors in reducing dependence on raw materials and strengthening Italian businesses in international markets.

At the **second edition of Italian Waste Economy**, institutions, companies and experts will discuss **regulations, investments, technologies and practical experiences**.
Because the future of Italian growth depends on what we are able to regenerate.



TARGET

CHIEF EXECUTIVE OFFICER (CEO), MANAGING DIRECTOR, SALES DIRECTORS, HEAD OF STRATEGIC PLANNING, HEAD OF BUSINESS DEVELOPMENT, ENERGY MANAGER

2026 EDITION
THE NUMBERS

19	SPEAKERS
10	SPONSORS
710	REGISTERED USERS
920	ATTENDEES



GENDER EQUALITY

We are the first Italian publishing group to have obtained **Gender Equality certification** in accordance with **UNI/PdR 125:2022**.

This milestone was achieved in **2026** thanks to a significant shift in our corporate culture towards a more sustainable and inclusive approach.

This commitment is reflected in the way we organise the programmes for all our events.

25% WOMEN SPEAKERS

10% UNDER 50 SPEAKERS







CONCEPT & FORMAT

Event with a **live audience** and broadcast **live via streaming**.
Individual speeches, study presentations, round table discussions, remote or recorded speeches are alternated.
A **Q&A session** may be scheduled.

LIVE & DIGITAL

Live & Digital Event: participate in-person or via the platform.
User registration required.
It is possible to watch the event on demand on the dedicated landing page.

Duration: 3 hours



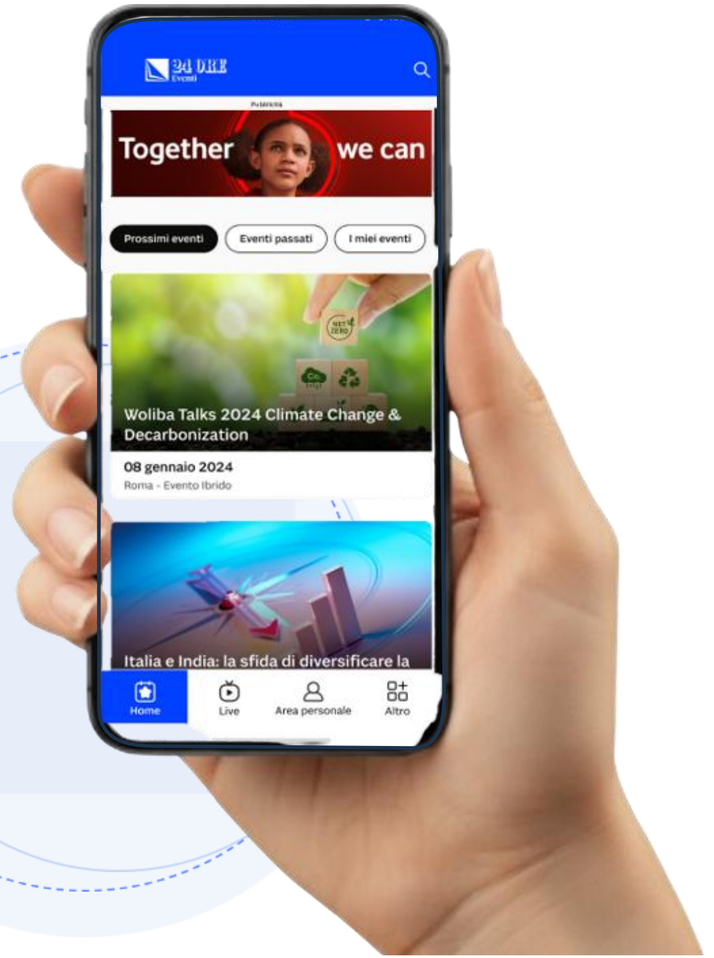
AN INTERACTIVE EXPERIENCE

Through streaming digitisation and with a director coordinating the speeches, live events can be **transformed into interactive streaming events.**

Event registrants will have access to a section/entry page with a customised player to enjoy a cross-screen and cross-device video stream, with real-time optimisation on the content display.

The streaming format will allow the scheduled insertion of video material and detailed images of the speakers' speeches.

Added to this is the possibility of introducing **live surveys**: the audience will be able to participate in real time and answer directly through the dedicated app, making the**experience even more dynamic and engaging**.



KEY BENEFITS

Simultaneous connection of **thousands of users**

Connection for **remote speakers** wherever they are (Italy/abroad)

inclusion of **Q&A sessions** (moderated chat)

WE MAKE EVERY EVENT UNIQUE

Filming with **HD cameras, guaranteed by the director**

Opportunity for **interaction with both in-person and remote audiences** (e.g. polls)



Possibility to connect **guests remotely** via a platform

Guests accompanied on stage by **graphics** and background music

Opening **theme** song of the programme

Partner logo video displayed in the waiting room

Setting up a **set** at the chosen location

COMMUNICATION CAMPAIGN

WEB & DIRECT MARKETING*

Dedicated **landing page** on the website
24oreventi.ilsole24ore.com

No. 3 Direct E-Mail Marketing (DEM) with a profiled target from the Il Sole 24 Ore database

BANNER CAMPAIGN*

MPU Box on the website
www.ilsole24ore.com
Box Format (300x250)
Duration: **1 week before the event**

ON SITE*

Venue and foyer design
Set design
Opening sequence

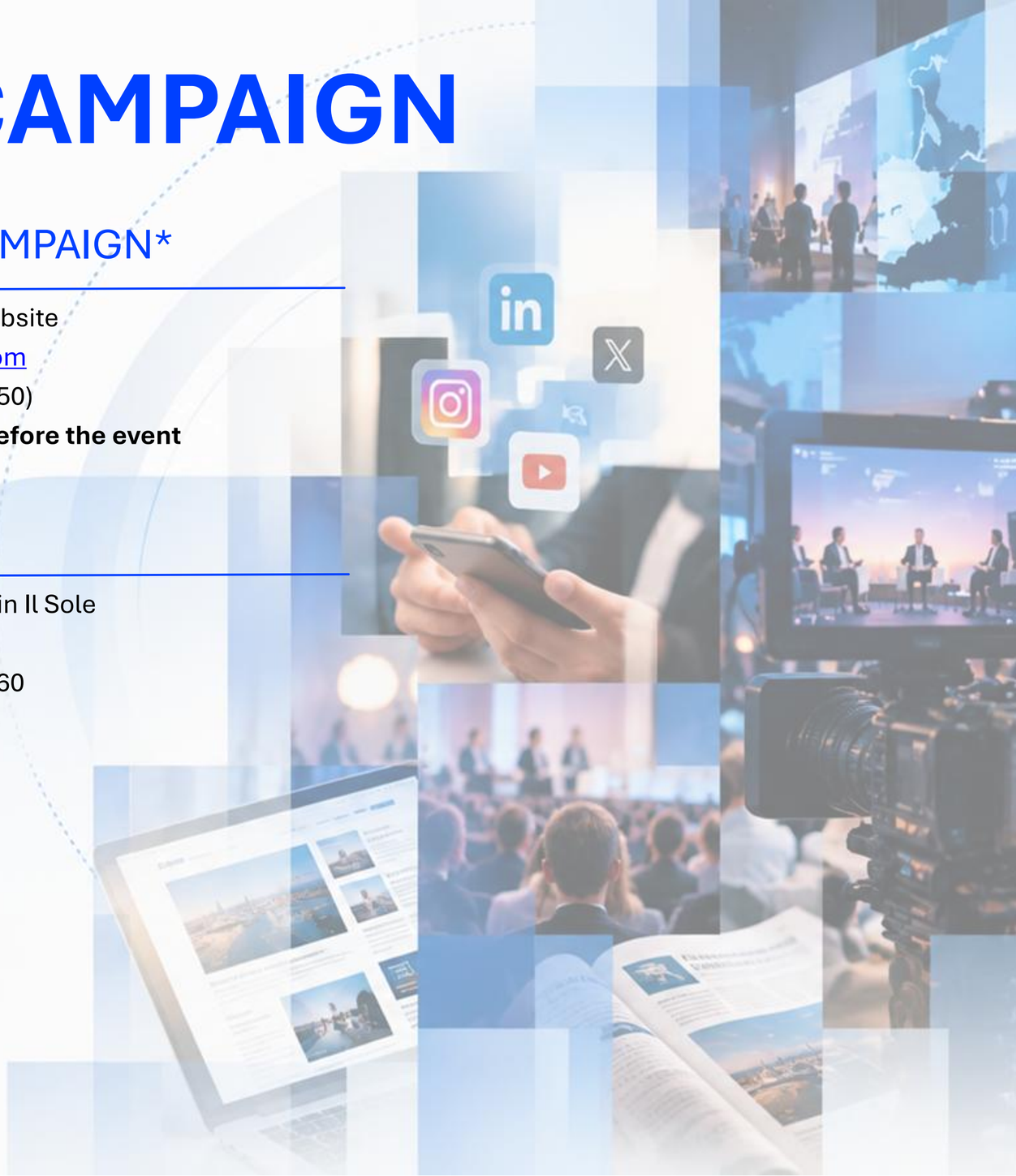
PRESS*

2 advertisements in Il Sole 24 Ore
Half-page format (60 modules, 312x222)

PERMANENT POSITIONS ON .COM

Leaderboard GIF or JPEG format (728x90)
ROS on the website www.ilsole24ore.com

Manchette on the homepage
www.ilsole24ore.com



*Materials where the partner logo will be displayed

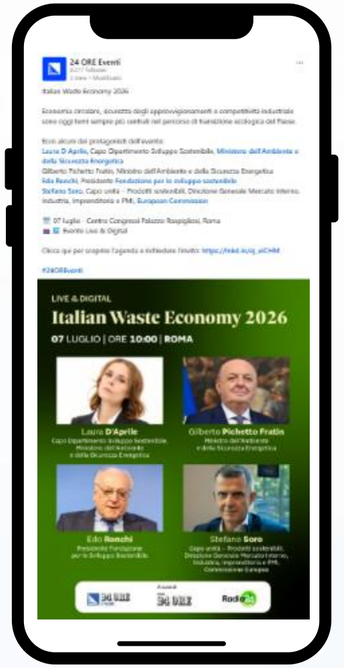
SOCIAL MEDIA COMMUNICATION

A four-week organic and sponsored campaign, featuring a strategic selection of the social media channels best suited to the event's target audience, to maximise the visibility of the message and optimise its reach and effectiveness

LAUNCHES
PRE-EVENT

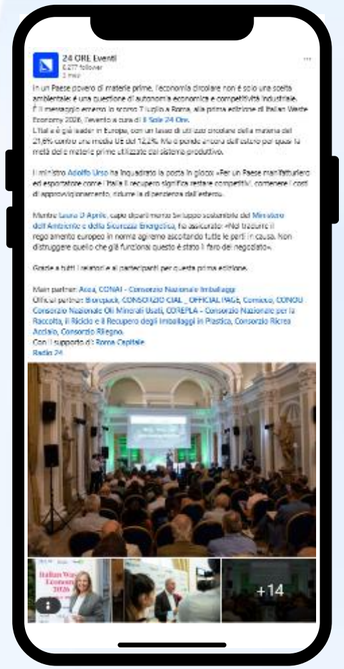


FURTHER INFORMATION
On TOPICS and SPEAKERS





GALLERY
POST-EVENT



2026 EDITION
EDITORIAL FOOTAGE



Debutta l'evento sulla circolarità Italian Waste Economy

Ambiente

Appuntamento a Roma il 7 luglio con i ministri Pichetto Fratin e Urso

L'economia circolare non è solo gestione e riciclo degli scarti, ma un modello economico rigenerativo che interviene a monte, prima ancora che il rifiuto venga prodotto. In quest'ottica, la gestione dei rifiuti rappresenta una sfida ben più ampia che in passato e particolarmente rilevante per la transizione ecologica, diventando un fattore chiave per la competitività delle imprese, la sicurezza nell'approvvigionamento delle materie prime e la resilienza del sistema produttivo italiano ed europeo. In questo contesto, riduzione degli scarti, riciclo, recupero di materie e innovazione tecnologica diventano elementi strategici per coniugare sostenibilità ambientale e crescita economica.

Per approfondire questi temi, martedì 7 luglio, dalle ore 10 alle 13 presso il Centro Congressi Rospigliosi di Roma, Il Sole 24 Ore organizza la prima edizione di Italian Waste Economy, evento che riunirà rappresentanti delle istituzioni nazionali ed europee, imprese, enti locali, operatori

A confronti istituzioni e principali rappresentati della filiera e delle associazioni

della filiera e mondo della ricerca per un confronto sulle prospettive dell'economia circolare e sulle politiche necessarie ad accelerarne lo sviluppo.

Ad aprire i lavori saranno Maria Carmela Colaiacovo, presidente del Gruppo Il Sole 24 ORE, e Fabio Tamburini, direttore Il Sole 24 Ore. Seguiranno i keynote speech di Gilberto Pichetto Fratin, ministro dell'Ambiente e della Sicurezza Energetica, e di Adolfo Urso, ministro delle Imprese e del Made in Italy.

Il quadro europeo sarà al centro dell'intervento di scenario "L'economia circolare come strategia ambientale e pilastro della geopolitica e della sovranità europea", affidato a Stefano Soro, capo unità Prodotti sostenibili, Direzione Generale Mercato Interno, Industria, Imprenditoria e Pmi della Commissione Europea.

I riflessi economici e occupazionali ad ampio raggio della circular economy saranno approfonditi nella tavola rotonda "Da scarto a risorsa: gli impatti economiche occupazionali della waste economy", con la partecipazione di Laura D'Aprile, capo dipartimento Sviluppo Sostenibile del ministero dell'Ambiente e della Sicurezza Energetica, Simona Fontana, direttrice generale Conai, ed Edo Ronchi, presidente della Fondazione per lo Sviluppo Sostenibile.

A seguire i principali rappresentanti della filiera e delle associazioni si confronteranno sulle principali sfide - dalla prevenzione alla raccolta, dalla tracciabilità all'innovazione tecnologica - con l'obiettivo di individuare le politiche e le tecnologie più efficaci da applicare al settore.

Main Partner di Italian Waste Economy sono Aces e Conai. Official Partner sono Conou, Ricrea, Corepla, Biorcpack, Cial, Comieco, Rilegno. Con il supporto di Roma Capitale.

Per informazione e per iscriversi gratuitamente all'evento: 24oreventi.com/wasteconomy2026.



Gli Eventi del Sole
Le sfide della transizione green

Imballaggi, regole Ue in arrivo ma servono ulteriori protezioni

Operatori e consorzi
Focus su costi e pallet

L'economia circolare come leva strategica per la competitività

Italian Waste Economy 2026. Istituzioni, imprese, enti locali e mondo della ricerca a confronto su target e politiche necessarie per accelerarne lo sviluppo. Il governo: «Così ridurre la dipendenza dall'estero»

900

I PARTECIPANTI

2026 EDITION
THE PARTNERS



POST-EVENT VISIBILITY /1

The full video of the event will be available:

- within the **events area** in the video section on the website ilsole24ore.com
- on the event landing page on the website **24oreventi.ilsole24ore.com**
- inside the event page, in the **‘videos and photos’ section** of our **24 ORE Eventi app**



POST-EVENT VISIBILITY /2

THANK YOU EMAIL MARKETING

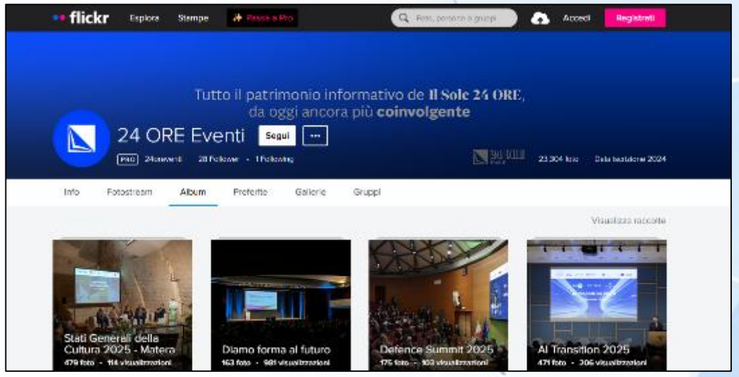


POST-EVENT SOCIAL RECAP



FLICKR

On the event page, in the **“videos and images” section**, the link to the Flickr platform with all the photos will be available.



VIDEO INTERVIEWS

Single video interviews by a journalist from Il Sole 24 Ore Radiocor and filmed during the event with **a crew** of **one cameraman** and **one video camera**, amplifying the topics discussed at the event.

Each video interview will last **2 to 3 minutes** and, in addition to being sent to the client to share on their own channels, it will be:

- Published on **the sole24ore.com website** in the Radiocor section, at the discretion of the Editorial Team
- Re-launched on the Il Sole 24 ORE Radiocor **Linkedin** profile (160,000 followers)
- Published on the **24 ORE Eventi website**







MAIN PARTNER

CREATION OF AN AD HOC FOCUS

INVESTMENT REQUIRED

€36.000 net with video interview

€30.000 net without video interview

SPEECH

ad hoc focus by a representative of the partner + 2 case history representatives from client companies

TICKER

insertion of 1 promotional pop-up at the bottom of the screen during the broadcast
(728x90mm, static png)

INFORMATION MATERIAL

download of partner material from the event landing page

LEAD GENERATION

delivery of a file containing the names of the registered users on the platform, in compliance with GDPR regulations

PROMOTIONAL VIDEO

possibility of broadcasting a video of up to 30 seconds in the waiting room before the beginning of the activities

LOGO VISIBILITY

on all promotional material for the event (ADV, DEM, banners, landing pages) and on the opening and closing theme

POST-EVENT REPORT

provided to the partner, with the following KPIs: subscribers, participants, leads

MAIN PARTNER

ONE TO ONE SESSION

INVESTMENT REQUIRED

€31.000 net with video interview

€25.000 net without video interview



SPEECH

one-to-one session by a partner representative



TICKER

insertion of 1 promotional pop-up at the bottom of the screen during the broadcast
(728x90mm, static png)



INFORMATION MATERIAL

download of partner material from the event landing page



LEAD GENERATION

delivery of a file containing the names of the registered users on the platform, in compliance with GDPR regulations



PROMOTIONAL VIDEO

possibility of broadcasting a video of up to 30 seconds in the waiting room before the beginning of the activities



LOGO VISIBILITY

on all promotional material for the event (ADV, DEM, banners, landing pages) and on the opening and closing theme



POST-EVENT REPORT

provided to the partner, with the following KPIs: subscribers, participants, leads

OFFICIAL PARTNER

SPEECH AS PART OF A ROUNDTABLE DISCUSSION

INVESTMENT REQUIRED

€21.000 net with video interview

€15.000 net without video interview

SPEECH
speech in a roundtable discussion on agreed-upon topics

TICKER
insertion of 1 promotional pop-up at the bottom of the screen during the broadcast (728x90mm, static png)

INFORMATION MATERIAL
download of partner material from the event landing page

LEAD GENERATION
delivery of a file containing the names of the registered users on the platform, in compliance with GDPR regulations

PROMOTIONAL VIDEO
possibility of broadcasting a video of up to 30 seconds in the waiting room before the beginning of the activities

LOGO VISIBILITY
on all promotional material for the event (ADV, DEM, banners, landing pages) and on the opening and closing theme

POST-EVENT REPORT
provided to the partner, with the following KPIs: subscribers, participants, leads

EVENT PARTNER

VISIBILITY ON EVENT COMMUNICATION

INVESTMENT REQUIRED

€12.000 net with video interview

PROMOTIONAL VIDEO

possibility of broadcasting a video of up to 30 seconds in the waiting room before the beginning of the activities

LOGO VISIBILITY

on all promotional material for the event (ADV, DEM, banners, landing pages) and on the opening and closing theme

INFORMATION MATERIAL

download of partner material from the event landing page

POST-EVENT REPORT

provided to the partner, with the following KPIs: subscribers, participants, leads

LEAD GENERATION

delivery of a file containing the names of the registered users on the platform, in compliance with GDPR regulations

KEY PERFORMANCE INDICATORS



SUBSCRIBERS

Number of **users subscribed** at the event



PARTICIPANTS

Number of **users connected** during the event



LEAD

File containing the **leads** that gave consent to the transfer of data to the event partner