

## **SIENA PROVINCE, ITALY** (inhabitants 270.000)

### **PROJECT SIENA CARBON FREE 2015**

The territory of Siena Province is in Italy, Tuscany, and extends for 3.821 kms with 270.000 inhabitants and 36 Municipalities. The provincial territory boasts a very important History and Culture (Medieval and Renaissance ages in particular), counts many artistic sites with important artistic treasures. The cities of Siena, San Gimignano, Pienza and the Valdorcia Park are UNESCO sites. The natural landscape is know all over the word for its beauty and valorisation. The climate of the Province of Siena is typical of Tyrrhenian regions: Autumn and spring are rainy, winter is variable, and summer is dry.



Siena Province actived the *Siena Carbon Free 2015* project. The goals of the project are going on zero CO<sub>2</sub> emissions for whole territory of Siena Province through the development of different actions coordinated: increasing energy production from renewable sources, energy saving, best practices dissemination, citizens sensitization to reduce atmosphere pollution, facing climate change and exhaustible natural resources of the Planet.

The achieved goal is going to give benefits to the local population of the sienese territory and the model can be exported to other populations.

The environmental and territorial significance is going to concern the improvement of air quality, mitigation of climate change, safeguard of exhaustible natural resources, of biodiversity and landscape but population health too.

By this project the landscape is going to be implemented through forest implementation to reabsorb CO<sub>2</sub> and with reduction of CO<sub>2</sub> all biodiversity is going to be safeguarded. This is very important for Siena Province because its landscape is an important resource not only

for the biodiversity and for quality air and then quality of life and health but for the economics activities based on tourism and in particular on sustainable tourism.

Siena Province life and economy is historically matched to its landscape and rural culture. By the project its life quality is going to be improved because the reduction of CO<sub>2</sub> emissions means preservation of landscape and then of agriculture that is the big economic and cultural sector.



In particular the project takes part of the climate change, energy saving and renewable energy sources planning and actions.

Inside the project there are many actions through these Siena Province is going to be the first Province in Europe with a certified emissions balance and with zero emissions, first of all the communication action to involve all public and private subjects to commit actively to reduce CO<sub>2</sub> emissions.

The most important Environmental Best Practices are:

- Balance of green gases emissions
- new Provincial Energy Plan
- Energy front office
- Thermal plants cleaned and safe project
- Energy efficiency on real estate of Siena Province
- Incentives to realize photovoltaic plants
- Incentives for energy diagnosis on real estate of Municipalities for energy requalification
- Survey of energy potential of public sites of territory of Siena Province
- Multichannel format for communication
- Scientific and technologic pole of renewable energies
- Brand Siena Carbon Free 2015

By the brand *Siena Carbon Free* for subjects and companies that contribute to reduce CO<sub>2</sub> with their activities, all territory will be involved to improve environment and life quality.

