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## **EDILTECO AT THE SUSTAINABILITY FESTIVAL IN MODENA**

Edilteco introduces the EN-ROADS role-playing game: an ideal tool to engage and inspire young people to become key players in building a more sustainable world.

### **The contribution of EN-ROADS**

"When I first met Dr. Andrea Baldi," recounts Dr. Elisa Stabellini, Edilteco's Human Resources Manager, "he introduced me to the EN-ROADS tool developed by the Massachusetts Institute of Technology (MIT). I immediately recognized its potential as an ideal instrument to raise public awareness about the multifaceted nature of managing climate change. This advanced role-playing game highlights the importance of dialogue and scientifically grounded negotiations, aiming not only to moderate ongoing climate change but also to foster a hopeful vision of the future and actionable possibilities.

I found it to be an ideal conclusion to the Civic Education Project carried out by the Association in collaboration with several local schools. The concluding event will take place in Modena during the Sustainability Festival, where, on May 7th, Climate Ambassador Dr. Andrea Baldi will guide high school and middle school students in negotiating economic policy decisions to limit global temperature rise to +1.5°C by 2100.

At Edilteco, we believe we have a responsibility toward future generations: building a more sustainable civilization. We are firmly convinced of the importance of educating and raising awareness within the community to achieve this goal."

### **A Hands-On experience with EN-ROADS**

The EN-ROADS role-playing game begins with an overview of the current context and the ever-evolving energy landscape. Using various graphs, it illustrates energy production and CO2 emissions, showcasing how market dynamics influence energy choices. A cursor challenges participants to reconsider daily habits, highlighting the significant environmental impact of common actions, such as individual meat consumption.

Participants are divided into various groups: government bodies, climate activists, renewable technology advocates, fossil fuel lobbyists, and, depending on the number of participants, representatives of small and medium-sized enterprises (SMEs). The objective is for the groups to

immerse themselves in their assigned roles and collaborate to reach a winning solution. Depending on the number of participants, groups representing developed, developing, and emerging countries may also be included.

## **Andrea Baldi: towards a more sustainable future**

Dr. Andrea Baldi, a Climate Ambassador with a degree in chemistry and a PhD in Environmental Sustainability and Wellbeing, is deeply committed to promoting environmental awareness and concrete action. In an exclusive interview, he shared his journey as a climate ambassador, the challenges faced, and the successes achieved in engaging communities in the fight against climate change.

"I face a significant challenge," Dr. Baldi explains. "Interest in environmental issues is often limited, and my awareness efforts don't always gain the traction I hope for. Despite promotion and outreach, finding the right audience is crucial for success. I had the opportunity to collaborate with the Ferrara Idea Center, which promotes environmental initiatives in schools. It was an incredibly valuable experience."

This year, I organized 11 school events, but meeting Dr. Elisa Stabellini helped me realize the importance of actively involving new generations and businesses to further spread my message of environmental responsibility. My goal is to become a professor, influencing young people positively and promoting harmony between humanity and the planet. The challenge lies in making my message engaging, sparking interest, and leaving a positive mark on those who listen."

He adds, "Studying the balance between the environment, humanity, and the planet is a complex but essential task in addressing today's challenges. In the modern world, the profession of the millennium could be the 'debunker,' someone who works to clarify and disseminate accurate information in an era dominated by misinformation. I am motivated by the knowledge that I am working to protect the planet's future, safeguarding the home that will be our world tomorrow, and raising awareness for a sustainable future."

Despite the challenges and difficulties, I remain confident in the potential of human action. However, I acknowledge the misalignment between what we are capable of doing and what we actually do, often influenced by economic interests. A change in perspective and immediate collective action are essential to address the environmental challenges threatening our planet and future."

## **The Sustainability Festival**

The 8th edition of the Sustainable Development Festival is back from May 7 to May 23, 2024, across Italy, online, and internationally.

Promoted by the Italian Alliance for Sustainable Development (ASviS), which brings together over 320 organizations from the economic and social sectors, and organized with the support of Partners and Tutors, the event spans 17 days, matching the 17 Sustainable Development Goals of the United Nations' 2030 Agenda.

Launched in 2016, the Festival aims to annually raise widespread awareness on sustainability issues (economic, social, and environmental) and the goals outlined in the 2030 Agenda.

In Modena, the Corporate Social Responsibility Association, under the patronage of the Municipality of Modena, Unimore, and the Architects' Association, organizes conferences and experiential activities. Starting on May 7th with Dr. Andrea Baldi's presentation, it continued with visits to the Geophysical Observatory and the Sustainability Maze in the heart of Modena.

Edilteco's active involvement in supporting this event highlights the company's commitment to sustainability and its desire to educate and raise community awareness about environmental issues. Thanks to Edilteco's support and Dr. Elisa Stabellini's dedication, Dr. Andrea Baldi's efforts with middle and high school students reached a young audience, creating a significant impact on future generations.