

# SmartGreen

News from the environment **Post**

## HOW MUCH NATURE IS THERE IN WHAT WE WEAR?

### SUSTAINABILITY

Second-hand clothes are good for the environment and economy

### HEALTH

Covid vaccine: all you need to know about the risks and benefits

### ECOTOURISM

Elba Island: not only the sea but also breathtaking hiking paths

# SmartGreen

News from the environment **Post**

SmartGreen Post is a blog on the green world, from climate change to separate waste collection. You will always be updated on news from Italy and the world, on the environment, green economy and new technologies. In addition, you can find our tips for a more eco-friendly and healthy lifestyle, as well as a section dedicated to sustainable tourism.

SmartGreen Post is part of a larger Green project that includes SmartRicicla, the separate collection app available in Italy, the United Kingdom, Ireland, Australia, Canada and the United States of America. You can download the app directly on the Play Store. For more information visit the website [www.smartricicla.com](http://www.smartricicla.com)

SmartGreen Post wants to be a small contribution to the protection of our planet, because to prevent catastrophe it is necessary to know and then act, each in his own small way, with simple but highly effective gestures.





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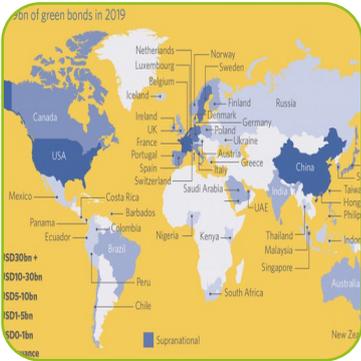
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## Ecological transition, does a new super-ministry really make sense?

The environment is at a turning point. With Mario Draghi as Italian Prime Minister, a new era is opening for the ecological transition, invoked by many and made necessary to truly build a greener world, attentive to respect for nature and its inhabitants, and capable of to face the challenges of climate change and the containment of the temperature, as foreseen by the Paris Agreement on climate.

Well, the green turning point may have arrived, with the establishment of the Ministry for Ecological Transition. An idea was born of the leader of the Cinque Stelle party, Beppe Grillo, and endorsed by environmental associations and by Draghi himself, who would have given the go ahead for the creation of this new super ministry.

What will it do? Essentially, managing a good chunk of the recovery fund's 209 billion. In fact, Europe's money will largely go to policies for innovation and development sustainability. It would bring together the ministry of economic development and that of the environment, but there are also those who speak of the ministry of transport and infrastructure. It is not yet clear whether a technician or a politician will lead him.

Not bad, although in reality the ecological transition already exists as a department of the Ministry of the Environment. Does it really make sense to set up a new department with a pompous name or would it not be better to implement the skills and actions of the existing department?

We at SmartGreen Post are always sceptical of big claims if they do not translate into concrete commitment in favour of the sectors that most need to be protected and implemented for the true green transition: we think about the fight against climate change, the circular economy and sustainable mobility, the safeguarding of Italian natural capital and biodiversity, agriculture.

While waiting to understand what will happen, we would like to thank Minister Sergio Costa. The SmartGreen Post adventure started during his mandate and we appreciated his work and initiatives for the environment, that returned to the center of the political agenda, obtaining the space it always deserved. The promises have been turned into concrete actions and we hope that this will continue to be the case, regardless of who leads the ministry and what name it will have. Because the only thing we really care about is our home, Planet Earth.



Piera Vincenti

Editor of SmartGreen Post, she has many years of experience as a journalist and copywriter, alongside which she has added new skills in the digital and social media management sector. With SmartGreen Post she expresses its true ecological nature.



**FOUNDER**

**Mario Telesca**

Computer scientist, sensitive to environmental issues, he has carried out various green projects including SmartRicicla, the app for separate collection. He has always been looking for the perfect union between science and art.

**FREELANCERS**



**Maria Giuseppina Ferrulli**

Archaeologist specialist in late ancient and medieval archeology and teacher of letters.



**Ingrid Leka**

Ingrid Leka è una consulente patrimoniale che aiuta le donne nel loro percorso finanziario con un linguaggio chiaro e semplice.



**Maria Carmela Padula**

Nutritionist Biologist and researcher, she carries out her activity in the province of Potenza after a course of high training in the nutritional field and after having obtained the Master in "Dietetics and Clinical Nutrition".



**Gaia Lamperti**

Fotogiornalista freelance appassionata di viaggi, diritti umani e tematiche ambientali. Laurea in Lettere Moderne e master in International Journalism alla City University of London.

## About us



**Claudia Lippi**

Environmental Guide and Hiker specialized in Ecosustainable Sailing & Trekking. She has volunteered for Sea Turtle Rescue Centers that have turned her life upside down.



**Maria Cristina Mastrangelo**

I was born in Puglia. Here I graduated in Literature and I attended a Masters in Journalism. I am a curious and passionate person, empathetic and courageous. I write a lot, I read a lot. I am in love with journalism, the real one, which goes beyond the surface.



**Francesco Ripullone**

Francesco Ripullone is Associate Professor at the School of Agricultural, Forestry, Food and Environmental Sciences of the University of Basilicata, where he holds the chair of the course of Ecology and Dasometry.



**Claudio Ventura**

He has always cultivated a passion for nature and the environment. Thanks to the degree in business administration he was able to specialize and further deepen the concepts of circular economy and industrial ecology.



**Ste Vi**

Cosmetologist and research & development manager.



**Alberto Iuzzolino**

Passionate about environmental issues, he carried out environmental education activities in schools in the Basilicata Region as part of the Legambiente separate collection education project.





## Second-hand clothes are good for the environment and economy

Selling and buying used clothes and accessories is no longer a taboo, rather it is a gesture that rewards sustainability

*Piera Vincenti*



Do you like changing clothes and shoes without spending a fortune and above all respecting the environment? One solution is offered by used clothes, a form of circular economy that is spreading all over the world. The sale of second-hand items has grown exponentially in recent years, thanks above all to the thousands of dedicated websites and e-commerce.

Selling and buying second-hand clothes is an ecofriendly habit, especially if we think that the fashion industry is the least eco-sustainable in the world and wastes resources at every stage of production. Used clothes, on the other hand, reduce the environmental impact by limiting CO<sub>2</sub> emissions and the use of pesticides and fertilizers and reducing the waste of billions of liters of water that would have been needed to generate new clothes.

The numbers are impressive: it is estimated that with about 600 kilos of used clothes there will be a reduction of 2250 kilos of CO<sub>2</sub> emissions, 3.6 billion liters of water saved and 144 trees planted.

Many people rely more frequently on second hand, go to the typical flea markets and traditional shops, or buy on the internet where you can find second-hand clothes, shoes and bags in excellent condition.



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Often, in fact, the item of clothing is worn a dozen times before being resold and very little time remains in the closet before ending up again on the market, guaranteeing products that are still fashionable and well preserved.

Recycling is the key word, which is good for the environment and wallet. Most of the time clothes are sold so as not to throw them away, to give new life to garments that otherwise would remain unused at the bottom of the wardrobe while there are those who can wear them by buying them at reasonable prices and in a sustainable manner.

It is possible to find fast fashion clothes – that is clothing companies that produce and sell cheap and fashionable garments, continually proposing new ones – but also high fashion garments made by expensive brands that would not be new for everyone. But, on the other hand, the second-hand market relies on the desire to own something luxury at advantageous prices. And if this also helps the environment, then so be it.



## Recycling and the circular economy guide the Italians: the sale of used objects is growing

With the lockdown, many Italians have seized the opportunity to reorganize their lives and review their priorities, starting with the spaces in the house, lived as never before. An opportunity to put aside the objects that were no longer needed and look for more suitable ones, with the used as a concrete opportunity for savings, but also for profit, for 7 out of 10 Italians.

This is the photograph that emerges from the La Second Hand survey at the time of Covid-19 conducted in November 2020 by BVA Doxa for Subito, the # 1 platform in Italy for selling and buying with over 13 million unique monthly users, which highlighted how 67% of Italians have bought or sold at least one used object from March to today, a figure that is up sharply compared to 49% in 2019.

Compared to the needs that led Italians to do second hand in this period, if for 39% it was already a habit, 28% did it to save in a time of great economic uncertainty, a percentage that rises to 33 % by looking at who bought. The second-hand market has proved to be a way to buy a superior or more advanced model for 20% of the sample (since it rises to 29% for sellers), or the best way to find unique, antiques. or collectibles (16%) or to cope with changes that emerged with the pandemic (15%).

Although many Italians were already used to second hand, it is important to underline some interesting motivational changes behind the choice to buy or sell used items. The change in daily habits and the emergency context of recent months have in fact increased the economic motivation.



## A sustainable and circular production is the only future for fashion industry

Gaia Lamperti

A sustainable garment is also ethical, looking at both the emissions it produces and the conditions of all the employees involved in the supply chain



While all services become more and more expensive globally, the fast-fashion industry is the only one that continues decreasing its market prices. The result? Clothing sales have risen exponentially, while the average lifecycle length of garments has continuously decreased in the past decades. However, this trend is no longer acceptable.

According to the World Economic Forum, the fashion industry is responsible for 10% of global emissions, more than those produced by all international flights

and marine shipping combined. Every year, over 85% of textile production ends up in landfills, causing waste management issues and harmful environmental impact, especially in developing countries. Also, the industry makes use of a large number of products from the primary sector – one of the most problematic in terms of emissions and climate change – without adopting necessary precautions and technical specifications.

For this reason, a sustainable change has been triggered within the fashion world. Choosing products that adopt a biological and regenerative model, designing garments with techniques and materials that facilitate recycling, and offering transparency on the supply chain are increasingly becoming indispensable requirements for any brand.

“It is an investment that yields both short and long-term results,” explained Giulia Belpoliti, a consultant for Circular Fashion and Sustainability Management in an interview with SmartGreen Post. “According to the Cikis’ Fashion and Sustainability Report 2020, about 70% of Italian SMEs that have already invested in sustainability have benefited from it, drastically reducing waste with a return in both economic and reputation terms.”

Many brands have already embraced the concept and big names such as Kering, Prana, and Patagonia are moving in this direction with substantial investments in sustainability. However, there is still a long road ahead.

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## The risks of greenwashing

Sustainability in fashion – and beyond – is a grey area, due to the lack of a clear definition of the term and a regulation internationally recognised. Consequently, it is easy for some brands to fall into greenwashing, a ‘facade sustainability’ that adopts superficial or partial green measures, misleading consumers’ perception.

Belpoliti explained that, although there is no international standard, there are reliable certifications to pay attention to, such as the Global Recycle Standard or the Organic Content Standard. “As a consumer, it’s difficult and it takes time but you have to be well informed,” she said. “When you want to buy a sustainable product, you need to research and verify as much information as possible about the brand.”



“Also, sustainability is often perceived as environment-focused only, whereas it should be at 360°, including the social and economic level,” added Belpoliti. Therefore, a sustainable garment is also ethical, looking at both the emissions it produces and the conditions of all the employees involved in the supply chain.

## Regenerative and transparent production

Antonia Halko, the young co-founder of the regenerative fashion brand Trace Collective and the non-profit organization Trace Planet, is also fully aligned with this position. “The goal is to transform the fashion industry into a tool for positive social and environmental impact,” Halko said in an interview with SmartGreen Post. “Our team and our European network of partners work hard to create pieces that are not only of the highest quality but also make the planet a better place.”

Her garments adopt only natural fibres – linen and organic cotton – which are completely sustainable, as they are cultivated with regenerative practices. This means that the production of these fabrics minimizes water and energy consumption, increases soil fertility and biodiversity, and helps remove carbon from the atmosphere.

“The entire production of our clothes is ethical and fair, carefully following European regulations,” explained Halko. Practices like these certainly come with higher costs, but one of the greatest concerns of her brand is to raise awareness among consumers by showing them the real price model of each product.

Hence, the intention to put radical transparency at the centre of Trace Collective. Using a QR code, consumers can trace the entire path of the product and become directly involved in the production. “By re-



## GREEN ECONOMY >



vealing exactly where our materials come from, their cost of production and their impact, we hope to reconnect consumers with their clothes,” Halko said. “We want to tell people the stories behind the individual garments, what we are doing and why.”

### **Towards a circular model**

But for the fashion world to definitively follow these values as a reference and guide, a change in the entire system is necessary. “We should adopt a circular model in which resour-

ces are recycled, production reduced, and use extended over time,” said sustainability consultant Belpoliti. “We also need to think about new business models such as C2C [customer to customer], leasing services, and in-store repairs.”

Belpoliti herself founded and manages what she likes to call a “pre-loved insta shop”, an Instagram page under the name of @dea.lalia that offers vintage and contemporary garments. “Dea Lalia was born to find forgotten clothes in wardrobes or flea markets, give them meaning, and keep them alive as long as possible,” explained Belpoliti. “It’s important to educate consumers about slow consumption and get them used to buy second-hand, also because it is beautiful and stylish!”

The McKinsey Institute’s ‘The State of Fashion 2021’ report clearly highlighted how slow-fashion is now a global trend, which increased during Covid-19 and is destined to grow in post-pandemic times. This is even more evident if we consider that the average consumer is increasingly more informed and that tomorrow’s customers – Millennials and Gen Z – are precisely the ones who are the most attentive to sustainability.

Like it or not, the market will have to align with such change, and it looks like in the short term transparency and sustainability will become essential parameters to remain competitive. “What so far has been just an invitation, will soon become an inevitable choice,” concluded Belpoliti.

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We never know  
the worth of water  
till the well is dry.  
(Thomas Fuller)

Protect our environment.

**SmartRicicla**

The App for waste collection.





## Sustainability is increasingly in fashion: here is eco-friendly clothing

*Claudio Ventura*

The “green” revolution also involves the world of fashion, which has perfectly adapted to the concept of sustainable development



Eco-friendly clothing represents a new growth opportunity for companies operating in the fashion sector. By making and selling clothing made from natural or recycled materials, it is possible to satisfy an increasingly dense market demand of “ethical” consumers who are attentive to environmental issues.

In recent years, the concepts of sustainability and circular economy no longer represent a constraint but an opportunity for growth for companies operating in any sector. Demonstrating to operate in a moral way and by selling environmentally friendly products, allows companies to obtain an important competitive advantage over other competitors, since the number of consumers oriented to make environmentally friendly purchases is constantly increasing.

This “green” revolution couldn’t fail to involve the world of fashion, which has perfectly adapted to the concept of sustainable development.

### **The recycled plastic fabric from the OXYDE collection for a plastic free future**

The OXYDE collection perfectly embodies the concept of circular economy which aims to minimize waste. In this regard, the OXYDE collection aims to contribute to the reduction of the phenomenon of plastic waste that populate seas and oceans.

The entire collection, in fact, is entirely made with REPREE material, obtained from the recycling of plastic bottles collected on more than 5000 beaches around the world. REPREE material, obtained from post-consumer plastic bottles, is able to absorb moisture, is elastic and has a high degree of softness. These characteristics make it perfectly compatible with the creation of sustainable and green clothing.

Considering the problem related to plastic waste that damage aquatic and terrestrial ecosystems, and,

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consequently, human health, initiatives such as those described in the OXYDE collection are essential to contribute to the reduction of the phenomenon of pollution caused by plastics and microplastics.

At the basis of sustainable clothing, however, there are also a series of natural materials, capable of minimizing the environmental impacts attributable to the fashion sector.

## **Hemp, bamboo and organic cotton: natural materials for sustainable clothing**

Sustainable clothing is based on the use of materials of natural origin treated in a biological way and characterized by a production process compatible with environmental protection.

**Hemp**, for example, is a plant with a thousand resources that fits perfectly among the materials at the base of sustainable clothing. In fact, from hemp it is possible to make high quality fabrics. Its main feature is its high resistance, but at the same time it is able to absorb humidity and perform the function of thermoregulator, absorbing or releasing heat according to the body temperature. The fabric has the ability to protect the body from UV rays and hinders the birth of bacteria thanks to its anti-microbial function. Also, to make the fabric softer and more elastic, hemp could be used together with other materials such as organic cotton.

**Bamboo**, like hemp, is a sustainable plant, which does not require large quantities of water to be cultivated, chemical treatments and is able to restore soils and clean the air by absorbing carbon dioxide. Being 100% biodegradable it is used in many sectors, such as in the textile industry. The fabric obtained from bamboo has unique characteristics. In addition to being a natural and sustainable material, it is soft like cotton and similar to silk to the touch. As in the case of hemp, the bamboo fabric has an anti-microbial function, as a thermoregulator and as a protection against UV rays. It is also able to absorb moisture and is a fabric suitable for those with greater skin sensitivity, thanks to its hypoallergenic function.

As for **organic cotton**, however, it is a sustainable and ecological alternative to standard cotton. The cotton plant grown with traditional methods involves the use of chemicals, such as pesticides and fertilizers, which are extremely harmful to the environment. The organic cultivation of cotton, in addition to avoiding exploiting the land and then abandoning it, allows to minimize the waste of water and resources, abolishing the use of chemicals. To be sure that the item of clothing we are buying is made with organic criteria, there must be a certificate that certifies the sustainability of the entire production process, up to the labeling of the finished product. The most widely used certificate in the world is the Global Organic Textile Standard (GOTS).

Therefore, the textile sector is also adapting to the need to minimize polluting emissions and environmental impacts. Such a change was caused not only by the need to reduce emissions in this sector as well, but also by consumers search for clothing made with natural or recycled materials which, in addition to having characteristics and properties not inferior to traditional materials, they do not contain polluting and harmful chemicals for the environment.



## Mylo, the vegan leather from mushrooms chosen by Adidas

*Maria Cristina Mastrangelo*

Mushrooms are the answer to sustainable fashion: thanks to their properties, they have been chosen by many brands including Adidas, which will soon launch shoes in Mylo



Mylo was born. No, it's not a puppy dog to cuddle, nor a baby of some endangered species that came to light in some zoo. It is a plant material, produced entirely from mushrooms and very similar to leather, which this year will be the protagonist of the fashion world.

Adidas has already officially announced it: it will produce a pair of shoes in Mylo, vegan and sustainable footwear, thanks to the partner-ship with Bolt Threads, the company that has patented the process to obtain this material through a particular processing of the fungi. The sportswear multinational was then joined by other major brands such as Stella McCartney, Kering and Lululemon.

Adidas is not new to its commitment to the environment. It has announced that by the end of 2021, 60% of the products left by its factories will be made from sustainable materials. An important step on a journey that began a couple of years ago and which set the goal of climate neutrality on the entire assembly line by 2050.

### Adidas' journey towards a more ethical fashion

The sports giant's conversion to organic fashion began in 2018, when it started using sustainable cotton and, in collaboration with Stella McCartney, it put on the market a pair of cruelty-free Stan Smiths, totally devoid of materials derived from animals .



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Then the project “Our icons go vegan” was born with which Adidas officially kicked off its green conversion, presenting to the world the vegan version of five iconic models that have made the history of the brand: Superstar, Stan Smith, Continental 80, Samba and Sleek. In these shoes, which bear the “Adidas Original Vegan” logo, the sole has been made with an algae-based foam.

In 2020, Adidas produced 15 million pairs of shoes from recycled plastic, collected in the oceans and on the beaches, also used in the production of the laces and the heel cover lining. It aims for 17 million for 2021, the year for which it also announced the release of footwear in Mylo. Even if the exact date is not yet known.

## **Mushrooms, good at the table... but not only!**

But what are the other uses of the mushroom besides the one, of course, that is done in the kitchen? Fungi are among the products that will most play a leading role in the green transition of the world of fashion, cosmetics and packaging.

In the latter field, great strides have been made. The American company Ecovative Company has tested a process which, thanks to the use of mycelia, structures that anchor the mushrooms to the ground, produces a completely biodegradable and natural material that replaces plastic and polystyrene in packaging. To decompose it just needs to be “thrown” into the ground: here the soil microbes degrade it in 30 days, amalgamating it with the soil.

Fungi are also great for creating sound absorbing panels, used to insulate rooms or buildings. In this case they are mixed with straw, wood or food waste and molded into the desired shapes.

Micocosmetic: the green turning point for the well-being of the person

Mushrooms are also experiencing their moment of glory in the world of cosmetics. These vegetables have high nourishing, antioxidant and barrier properties. They help fight the signs of stress and air pollution on the skin, which is why they are the main ingredient in many body and face creams.

Tremella Fuciformis, more commonly known as “snow fungus” and already widely used in oriental cosmetics for a long time, is enjoying some success. It has a high shielding action, so it creates a protection on the skin to protect it from excessive cold. Hence the name of snow mushroom. The two restructuring molecules, then, are very small and are able to penetrate the skin much more than hyaluronic acid.

Finally, it is rich in peptides, chemical compounds that play an important role in cell growth and wound healing.

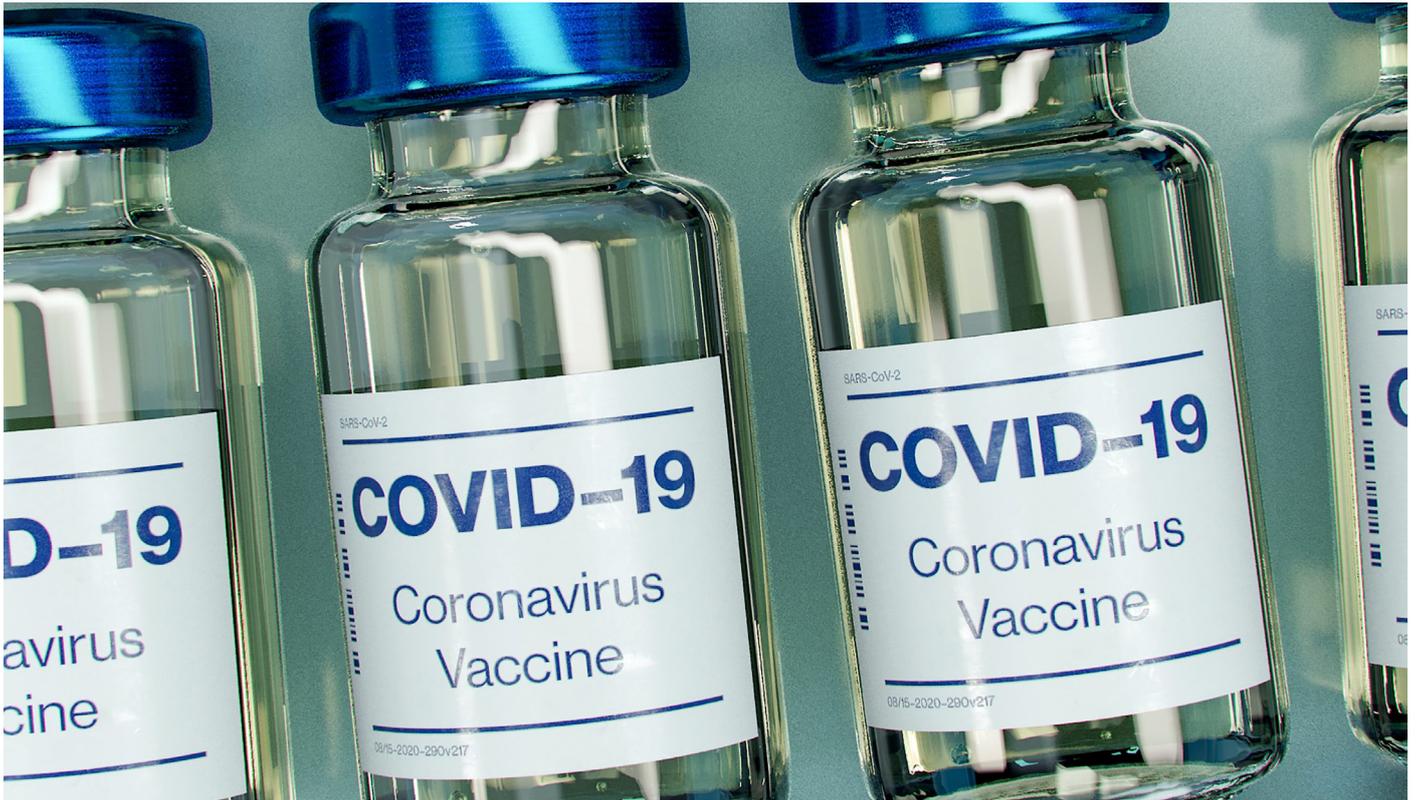




## Covid vaccine: all you need to know about the risks and benefits

Vaccine yes, vaccine no? Dr. Padula explains all the (many) advantages and (very few) risks of the anti-Covid vaccine, supported by scientific data

Maria Carmela Padula



**COVID-19:** ready to close the doors to the unwanted guest (virus through the vaccine (cell phone “bouncer”)?

**The host:** SARS-CoV-2 viruses infect human cells using a “key”, called a “Spike protein”, which allows them to enter cells and use their biological systems in order to replicate (replication of which they are not capable independently), causing the disease (COVID-19).

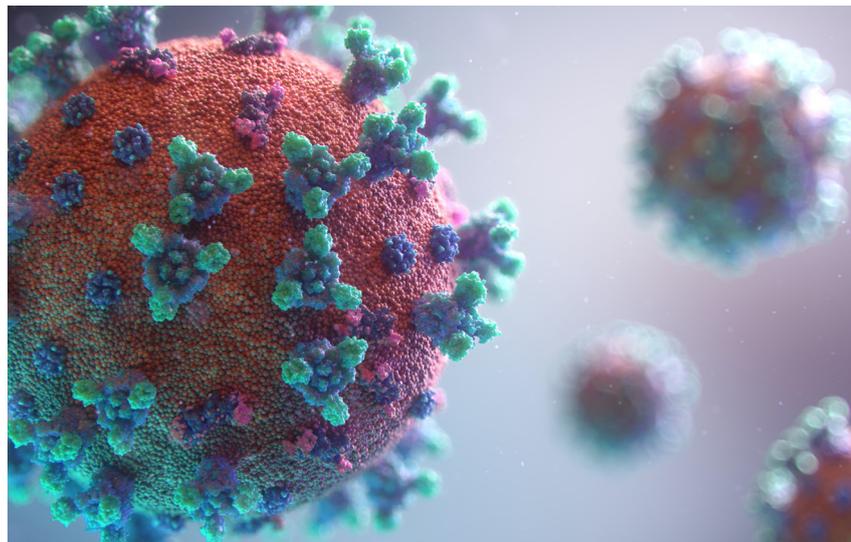
**The “bouncer”:** the BioNTech-Pfizer vaccine, currently used in Italy, is based on messenger RNA (mRNA) technology. The mRNA carries instructions so that harmless fragments of the viral protein Spike can be translated (synthesized). When the vaccine is given, fragments of the Spike protein are translated, which the immune system (human) recognizes as foreign, as viral (not self). Through fine and complex mechanisms, the immune system deploys our defenses by producing specialized cells, especially antibodies and T cells, to counteract, that is, to block Spike and therefore deactivate the mechanism of entry into the cells.



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### Anti-Covid vaccine: trial data

The data from the clinical trial, reported in the study by Polack et al, showed that the efficacy of the vaccine is 95%. How was this percentage obtained? More than 36,000 subjects were enrolled and divided into two homogeneous groups (by age, gender and ethnicity): the first group (treatment arm) was administered the vaccine (two doses of vaccine 21 days apart from each other). other), the second group (control arm) was given placebo (two doses of placebo 21 days apart). It was observed that in the first arm, the cases of



COVID-19 were 8, in the second arm the cases were 162. The difference is also important to the eye, without the precise statistical significance calculations that, those of competence, performed it is reported. The most common side effects were injection site pain, fatigue, headache, body aches, and fever.

The injected mRNA does not modify the DNA: the DNA is found in the cell nucleus and cannot “physically” interact with the mRNA which performs its function as a discreet and fast MESSENGER, as an “ambassador who does not bear pain” after being absorbed , at the

cytoplasmic level, and then degrade in a few days. Among other things, the mRNA injected with the vaccine has the information (sequence of nucleotides, 4 repeating letters) to produce ONLY the protein Spike, it can't do anything else ... it's like telling a child to produce the word “HOME” using the letters C, M, O and E. Could never make it!

### Vaccine effectiveness with a mutating virus

That the virus undergoes mutations is the truth, it changes to survive, to make its ability to infect human cells more efficient. It is necessary to understand in what area of its sequence it changes before announcing, with great fanfare, the uselessness of vaccination based on viral mutations, amplifying anxieties and doubts. If a book consists of 100 pages but the information you are looking for is contained in the first 50 pages, is the fact that page 75 contains errors or is torn off, is it significant for the purpose of finding the desired information? In other words: if the vaccine is drawn on the mRNA sequence useful for translating fragments of the Spike protein, that a mutation, even if it is pathogenetic, occurs in correspondence with other regions of the viral sequence, how likely is it that the vaccine efficiency? Even assuming that a mutation involving Spike occurs, therefore in the first 50 pages of the book, it is very likely that the portions, the fragments useful not to alter the understanding of the text, therefore to preserve the effectiveness of the vaccine, would still be present.

Fear prevails and is understandable up to a certain point, that is, until it is amplified by statements without even the shadow of a scientific basis or theories put forward by those who take fireflies for lanterns, which

should not even be placed in antithesis with the statements, based on the evidence, of those who studied the vaccine, validated and approved it. It is said that the vaccine has been little tested and therefore may represent a danger to the community.

### The stages of the anti-Covid vaccine trial

We immediately clarify that all the MANDATORY phases of the experimentation aimed at marketing authorization have also been implemented for the anti-COVID-19 vaccine, as well as monitored by the regulatory agencies, the "Food and Drug Administration" (FDA) US and the European Medicines Agency (EMA). The times were shorter than the trials on other drugs for various reasons, for example: 1) the research did not start from scratch, thanks to the data already available for other Coronavirus respira-



tory diseases (SARS and MERS); 2) mRNA technology is quite simple and does not require some rather long laboratory steps; 3) the funds have been maximized thanks to the financing of various companies, as well as the human resources deployed in the field; 4) many volunteers promptly joined the trial; 5) the regulatory agencies evaluated immediately after phase 3 the dossier containing all the necessary assessments (chemical-pharmaceutical, biological, pharmaco-toxicological and clinical), in order to ensure the safety and efficacy requirements. The study protocol and, above all the results obtained, are in the public domain. However, the high number of subjects enrolled for the clinical trial (more than 36,000) contrasts with the shorter time frames.

### Covid vaccine: benefit / risk analysis

The benefit of the immediate availability of the vaccine was considered to outweigh the risk associated with the unavailability of long-term data. The latter, but this is obvious: we will continue to monitor, in fact companies must provide additional data even from new or ongoing studies to confirm that the benefit outweighs the risks. Ditto for the data on pregnancy and breastfeeding: they are "missing" because finding a number of subjects that can reach statistical significance useful for drawing robust conclusions is not easy for obvious reasons. Furthermore, for each drug, monitoring is continuous, in fact there is phase 4 (pharmacovigilance).

As for the “danger” to which one feels exposed, it is good to be clear that any substance introduced into the body has an effect, even unpredictable, whether it is vaccines or drugs taken for headaches or to treat pathological conditions, but even food, which is made up of molecules that interact with our biological systems. The fact remains that the side effects described for the COVID-19 vaccine have been reported above and that the hypothetical “danger” should be considered by putting the benefit obtained, immunity, or the possibility of avoid contagion and disease for themselves, but also contribute to the now famous herd immunity. Let’s imagine that we are all under a shower of bullets and we are all wearing protection (bulletproof clothing): the shots would fail, they would not succeed. If, on the other hand, someone wears the protections and someone does not, the chances of someone being hit are certainly higher; let’s go ahead with the imagination: the injured person could die, but not only ... what if his wounds could infect others who were “saved” from the rain of bullets? The results, the consequences of the rain of bullets would be there!



If we think about it, the risk / benefit ratio is applied every day by every living being that breathes on planet earth (and perhaps also on other planets): driving can be a risk, but the benefit you get (quickly covering distances) is indisputable and favors the pro-machine choice every day, taking for granted the confidence in the engineer who designed the machine, even in the absence of a minimum of skills in mechanical engineering. The same scheme could be applied to taking the plane, but also simply to crossing the street.

### The characteristics of the anti-Covid vaccine

The AIFA document reporting the characteristics of the “Vaccine COVID-19 mRNA BNT162b2 (Comirnaty)” clearly specifies that the vaccine is made up of mRNA, fat particles to carry the mRNA itself, salts, cholesterol, sugar and water. Yet there are supporters of the thesis “they only inject water, they make fun of us” and supporters of the composition from “Saponificatrice di Correggio”. There is no virus in the vaccine, as in many other vaccines, based on the technology of the attenuated (weakened) pathogen in order to trigger the immune response.

The hope is that everyone can choose whether or not to contribute to herd immunity on the basis of scientific data and not of hypotheses inspired by the pure science fiction of Doctor Facebook or Doctor Google, having in mind and heart the memory of what science, and vaccinations in particular, have allowed, in history, to eradicate many disabling, serious and / or fatal diseases.



## Greenwashing and finance: green bonds that are good for the environment

The demand for investments that finance sustainable projects is growing, but how to recognize green bonds and investments that are good for the environment?

*Ingrid Leka*

The term “greenwashing” is not a recent one. As early as 1986, environmentalist Jay Westerveld used this term to describe his experience in the Fiji Islands. The hotel on the island communicated to protect the coral reef by suggesting that customers reuse towels: but the purpose of the hotel was to save costs. Jay calls “greenwashing” the act of pretending to protect the environment when the main purpose is to increase profit.



### The green bond market

Green finance has grown a lot in recent years: the idea is to allocate funds at low costs to finance projects that have a positive impact on the environment. Environmental risks are constantly changing, hand in hand with climate change, creating an ever higher demand for investments that finance sustainable projects and positive environmental impact.

The market for certified climate bonds alone has largely exceeded 150 billion dollars in terms of emissions. If we talk more generally about green bonds, on the other hand, about 259 billion dollars were issued in 2019 alone.

### The risk of greenwashing

Greenwashing in finance means using these funds to finance projects that have little or no environmental benefit. How is it possible? Let's start to clarify the concept right away: there are associations that have created high standards to verify whether a given bond issue is in line with the Paris agreements. If the bank that acts as an intermediary between the issuer and the market to issue the bond (it is said that it “places” the bond) also involves these third-party associations (therefore extraneous and independent from the issuer or the bank that places them), in the case of positive outcome of the analysis the bond receives a certification of conformity (Certified Climate Bond).

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Come possiamo notare però dai numeri di prima, solo una percentuale delle emissioni “green” sono certificate, perché la decisione se far certificare l’emissione obbligazionaria o meno è facoltativa e non obbligatoria. Su alcuni progetti probabilmente i criteri vengono lo stesso rispettati anche se non certificati, ma probabilmente non su tutti. Ecco che di fatto questo è un caso di greenwashing finanziario: posso associare alla mia azienda il termine “green” vista la sensibilità del mercato sul tema anche se i fondi raccolti serviranno per la mia operatività normale di sempre, né più né meno di quanto facessi prima.

## Cosa possiamo fare noi?

Fai degli investimenti green o ti stai informando per farli in futuro? I nostri risparmi, anche se limitati singolarmente, messi tutti insieme sono la base per le future emissioni obbligazionarie: è grazie a questi risparmi e investimenti che i fondi comprano i green bond e quindi a catena che le società decidono di emettere un bond green per finanziare un progetto sostenibile/ a impatto ambientale positivo. Sta anche a noi quindi richiedere informazioni più precise in merito ai nostri investimenti.



Puoi cominciare facendo alcune semplici verifiche.

Il bond è certificato? È la maggior sicurezza che puoi avere sulla bontà del progetto perché controllato anche da un’entità esterna ed esperta.

Chi è la banca che lo colloca/ sottoscrive? Se la banca coinvolta è rinomata per essere molto attiva nel mercato dei green bond certificati probabilmente ha in piedi un processo selettivo

che mantiene anche se l’emittente non ha voluto certificare quel particolare bond.

Investi in un fondo comune? A volte non investiamo solo in un bond, ma giustamente diversifichiamo il rischio investendo in fondi comuni: lasciamo quindi al gestore il lavoro di scegliere per noi gli strumenti migliori da utilizzare. Come fare a verificare che nel complesso il fondo investa in strumenti sostenibili? Anche qui ci vengono in aiuto i rating di agenzie terze, come il rating di sostenibilità di Morningstar, che in modo diretto e semplice ci dà un indicazione di quanto sia sostenibile quel fondo dando un numero di globi da zero a 5. Basta prendere il nome del fondo o il suo numero identificativo (ISIN) e verificare sul sito di Morningstar quanto è il Sustainability Rating.

La prossima volta che parli di investimenti con chi ti segue, chiedi anche quanto siano sostenibili e se le emissioni sono certificate: a volte i cambiamenti devono arrivare dal basso perché l’intera industria cominci a cambiare i suoi standard.



## Eco-friendly and car-free living: Linda Maggiore's choice

Interview with Linda Maggiore,  
author of the book *Question of the future*

*Piera Vincenti*

Living an eco-sustainable life, using only the bicycle, eating zero kilometer products and exploiting energy from renewable sources, it is possible. How? Linda Maggiore explains it to us, author of the book *Question of the future*, who for the past 10 years has adopted a green lifestyle while continuing to live in her small town, Faenza, where her being ecological – and ecological – divides the population between apocalyptic and integrated.



“It is not always simple – Linda confesses to SmartGreen Post – Sometimes I am seen, together with my family, as an extremist but I know I am not alone because throughout Italy there is a network of families who like me respect the environment a creed. Since I started making sustainable choices, such as giving up cars, meat and large-scale retail products, the quality of my time has also improved. My husband and I work less and we are more dedicated to children, we volunteer. But it is not just a matter of witnessing through our way of life, we also try to awaken consciences and put pressure on institutions to put the environment at the center of their political action”.

In her latest book, Linda Maggiore talks about the great issues that every family faces, from the choice of home, to food, transport, clothing, hygiene.

“I have been telling what my life has been for about 10 years but supported by data and scientific evidence. For example, I explain how to live without a car and reduce waste; I'm talking about my restructuring experience based on ecological choices, how to make myself independent from fossil sources and gas, installing photovoltaic panels and a gray water recycling system that allows the recovery of waste water, which is filtered and can be used again for example, for the toilet or the washing machine. I also speak of power. I am vegan and my husband is vegetarian, we do not buy meat at home but we are not so strict with our children. As for the shopping, I use solidarity buying groups or buy at the fruit and vegetable market in

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the neighborhood where there are local farmers. I never go to the supermarket. My personal experience is accompanied by a more informative part on sustainability”.

In Question of the future we also talk about ethical finance, school life and awareness projects for children, green choices in relation to the growth of children, such as the use of diapers.

“My book is for everyone, for families and singles – explains Linda Maggiore – I address all issues of sustainability arguing that we must change our lifestyle and reduce our average ecological footprint. But the actions of individuals, however important they may be, are not enough. The time available to us is limited, we need laws to protect the planet. It is time for the rulers to understand it”.

Each of us can make a difference in everyday life but not everyone has the courage or the opportunity to do it in such a radical way. Linda says to them: “My husband and I also started with a small step. The most important thing is not to get discouraged and stay still. Let’s do the simplest things first: reduce meat, use the car less. Then let’s not stop, each step must take another. The key is openness to change and curiosity, we must let ourselves be surprised”.



## Noise pollution in Europe causes 12,000 deaths a year

If air pollution remains the main European environmental threat to health, with over 400,000 premature deaths in a year, there is another type of pollution, noise, which is equally devastating and lethal. In fact, 12 thousand premature deaths in one year are caused by excessive exposure to sounds and high intensity noises, with 48 thousand new cases of ischemic heart disease.

The growing and thumping noise that accompanies the day of millions of people, especially in metropolitan areas, has very serious consequences on the health of many Europeans. Few data are enough: more than 100 million people are exposed to harmful levels of noise pollution and this exposure contributes to 48,000 new cases of heart disease and 12,000 premature deaths each year.

These numbers were disseminated by the European Environment Agency, cited in a note by ARPAT, according to which noise pollution ranks second, after air pollution, among environmental threats to health in Europe.

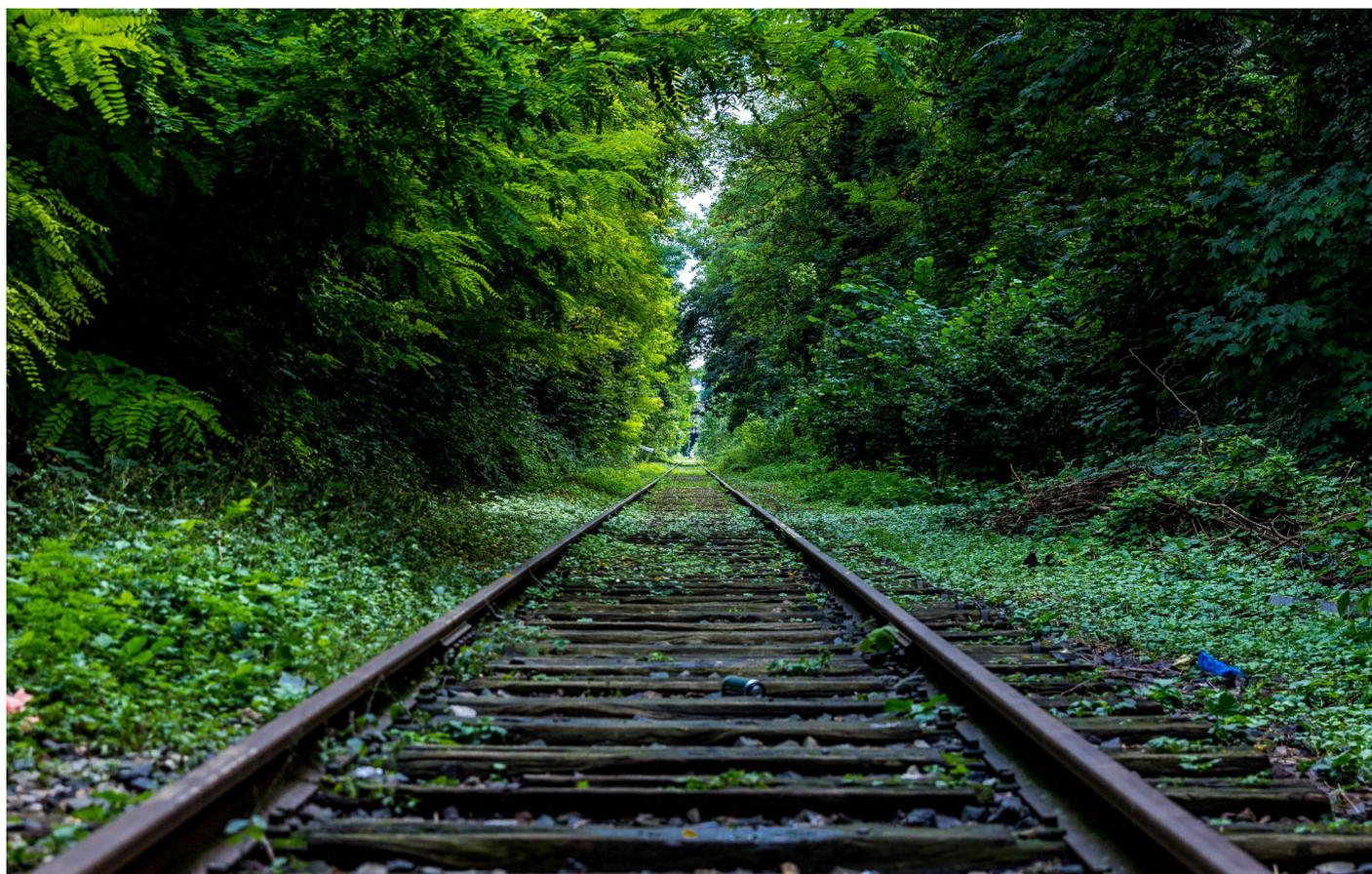
“Despite these numbers – writes the Tuscan Environmental Protection Agency – there are still many people who do not realize how much noise pollution impacts on their health. The constant levels of traffic noise, for example, in addition to hearing damage, more commonly recognized, can cause other unrelated effects, such as ischemic heart disease, hypertension, obesity, diabetes, etc. “.

## < ECOTOURISM

# By bike along the disused railway between the Lucanian Apennines and the Pollino

*Maria Giuseppina Ferrulli*

Slow tourism is an opportunity to recover and enhance the past



An old disused railway, a breathtaking landscape and a visionary recovery project: these are the ingredients that led to the creation of a cycle path between the Appennino Lucano and Pollino National Parks.

The old railway was conceived at the end of the 19th century to connect the existing Cosenza-Sibari and Sicignano-Lagonegro sections; the first section was inaugurated in 1915 and connected Spezzano Albanese to Castrovillari. The most difficult part to build, between Laino Borgo and Morano Calabro, was completed in 1931, bringing to a conclusion the Spezzano Albanese-Lagonegro section.

The railway was already abolished in the 1950s due to structural failures, but was completely decommissioned only in 1984 with the removal of the tracks. In 2020 the cycle path that goes from Lagonegro to Viggianello and Rotonda was inaugurated, which is destined to connect to the other cycle paths that in the future should connect other areas of Basilicata.

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## ECOTOURISM >



Following the ancient tracks, the itinerary to be traveled by bicycle passes through various tunnels and various villages. From Lagonegro we move towards Lauria, passing through the Sirino lake; once you reach the town of Lauria, the old railway is lost for a while and it will be necessary to take the provincial road towards Laino Borgo, although a short stretch can be traced for a few hundred meters.

Continuing the route, you reach the woods on the border with Calabria and cross the same regional border, reaching the town of Laino Borgo. It is a small town in the heart of the Pollino National Park, with a very characteristic landscape. The territory is in fact crossed by the Lao and Iannello rivers; in particular, the Lao River crosses a large canyon about 200 meters deep. Rafting and river sports enthusiasts can enjoy the great beauty of the numerous caves and waterfalls on both shores.

Above Laino Borgo stands the abandoned town of Laino Castello, currently undergoing renovation. The old castle is characterized by the presence of a small village and is located on top of Colle San Teodoro. Already in the 1960s it was decided to move the town to another place due to some seismic phenomena and hydrogeological problems; after the 1980 earthquake, the population was forced to permanently abandon the ancient village.

The itinerary continues towards Mormanno, even if in this section the traces of the old railway are not yet passable due to the current state of neglect. The village, founded in the Lombard age, is characterized by a typically medieval layout with narrow stone-paved streets, stairways, arches and ancient stone portals; there are numerous churches and noble palaces. On the spur of Monte San Michele is the Votive Lighthouse, a monument erected in 1928 in honor of the fallen of the Calabria Region during the First World War; it is used as a reference point for air navigation.

After having traveled for a short distance the old Lagonegro-Spezzano Albanese railway, transformed into a cycle / pedestrian, it is necessary to return to the asphalted road. With your gaze turned to the summit of Dolcedorme, the highest peak of the Pollino, you descend towards the town of Morano Calabro, one

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of the most beautiful villages in Italy. Going up the alleys of the Borgo, through churches and stately buildings, you reach the top of the ruins of an ancient Castle; built on the remains of a Roman outpost by the Normans, it assumed its present form in the 16th century with the enlargements carried out on behalf of Prince Sanseverino. Not far away is the church of San Pietro e Paolo, dating back to the year 1000, whose interior has been renovated in a late Baroque style.

Resuming the old railway, in this section transformed into an asphalted cycle path, the route moves towards Castrovillari. As a last stop you can head to Civita, a well-known arbëreshe community, even if here the railway has been partly canceled by urbanization and partly incorporated into the provincial road and in the cultivated fields of private property. Along the way you will come across the Raganello Gorge Nature Reserve; the latter constitute a canyon about 17 km long that goes from the Lamia source to the town of Civita, where the Ponte del Diavolo is located, then flowing towards the mouth.



The village of Civita is characterized by the presence of the Kodra houses, built between 1600 and 1700; they are all equipped with windows that look like eyes, flues that look like noses and doors that give the idea of a mouth. In essence, these houses recall a human face, even if not all of them have a chimney or the same dimensions of the elements. They were called Kodra houses because they recall the style of an Albanian Cubist painter, Ibrahim Kodra, who visited the country in the 1990s.

Thus ends a fascinating journey, which brings together in a single great emotion the beauty of the landscape, the recovery of history and the enhancement of what could simply be left in the oblivion of time.

When we heal the Earth, we heal ourselves.  
(David Orr)

Protect our environment.

**SmartRicicla**

The App for waste collection.





# Elba Island: not only the sea but also breathtaking hiking paths

*Claudia Lippi*

The Island of Elba is the perfect destination for green holidays, not only in summer. Even in winter it offers spectacular landscapes and the possibility of hiking and food and wine tours



Raise your hand if you associate the sea with summer! Well, I see several lifts. I am pleased because I have one more reason to let you enter the world of the islands in winter, out of season.

Too many times we fall into the trap of associating something pre-established with an element, sea = summer, mountain = winter or summer walks.

I love the sea, whatever the season, whether it's calm or rough. I would be and am really hours to observe it. But above all, I love discovering places beyond appearances, discovering an island beyond the period of crowding, of mass tourism, getting in and discovering one's authenticity.

Today I want to take you to discover the Island of Elba. Who knows how many of you readers have already been there. Those who live in Tuscany even usually make one of the first trips with friends when they are a kid. Yet, despite this, only a few appreciate it for what it offers beyond the sea, beyond its restaurants on the sea.

Elba is an island rich in nature, it is the island that in 10 km can take you from 0 to 1019m with its Monte Capanne, it is the island that rocked Napoleon for a few months, it is the island that was exploited for the vast mineral resources until a few decades ago, it was called "The Smoky" by those who passed in front of it saw columns of smoke due to the blast furnaces is the island that offers Mediterranean scrub but also chestnut trees climbing towards il Capanne, is the island where the Gheppio flies over the Volterraio which dominates the Gulf of Portoferraio.

Portoferraio, which owes its fortresses to the Medici, is so beautiful illuminated at night that if you look at it from the Ottone beach it seems to feel you are in Athens in front of the Acropolis. If you go beyond the

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appearances of the commercial port city, discover a town within the city, the one that hides within the walls of the old city.

It is the island where ancient wheat is unexpectedly grown, from which various genuine products are obtained.

It is the island that also on August 15th allows you to escape from crowded beaches, to take refuge in the woods to walk, stop to look from above at the splendor that lies ahead, in silence, alone or only with whoever you want. Stop in Rio Elba to breathe the village life in the square. Pass by Poggio, or stop at the Fonte Napoleone to refresh yourself in its footsteps. Find the few remaining mouflons, see them blissfully grazing under the trees in search of shade. Raise your eyes to observe

the Buzzards that elegantly fly above you, towards that sky to which we dedicate our gaze too few times.

However even in the middle of winter it is enlivened by a mild climate, the turquoise and transparent sea bewitches, you can strongly perceive the daily life of the inhabitants, just stop and observe. If you feel like it, you can ask the inhabitants about their habits, traditions, they will be happy to dedicate time to you, the time that sometimes they miss in the summer. Those who have rediscovered old recipes of sweets, those who carry memories of their grandfather miner in their hearts, those who moved there from Terra Ferma to enjoy the sea all year round and renew their intention every day, those who climb almost every day on Monte Capanne, those who study insects, those who managed to find old letters written to Cosimo dei Medici looking for a job in Portoferraio.

The Island of Elba offers a vast network of paths, for every type of walker or hiker.

But above all it is crossed by the GTE (Grande Traversata Elbana), an intense and surprising itinerary that leads from Cavo to Pomonte passing just below Monte Capanne. An itinerant trekking that we can follow faithfully or slightly modify to be able to make each stage starting from the sea and arriving at the sea, connecting the GTE to other paths. Or even differently that you can do having a boat as a base during a ve-latrekking.

Talk about islands is the special moment to be able to fully enjoy their identity.





## Maskne, what it is and how to treat mask acne in a natural way

Ste Vi

Mask acne can be annoying and unsightly: here's how to prevent it with natural remedies



It's called Maskne and it's a new form of acne resulting from prolonged use of the mask. The term derives from the conjugation of the terms "Mask + Acne", a problem that can become very annoying as well as being unaesthetic.

To better understand why the use of the mask, on some people, causes this unpleasant alteration, we must keep in mind the continuous rubbing to which the skin is subjected, in particular the areas of the cheeks, chin, lip contour and nose. In this case, the so-called mechanical acne occurs, especially as regards sensitive skin, where increased irritation, skin rash and in some cases slight abrasions in the areas of contact and rubbing with the mask have been noted.

### Why mask acne

In reality, the main reason for these alterations, which works as an aggravating factor for rubbing, is the poor recirculation of air in the skin area covered by the mask. The latter is designed to filter the air we exhale, from the lungs to the outside, before it is dispersed into the atmosphere. In fact, the surgical mask, the most used in the world, does not protect the wearer but others as the air filtration is unidirectional.

The filtering action of the mask during exhalation causes the air to "stagnate" in contact with the skin in the

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covered areas, generating an increase in temperature and humidity which, associated with limited oxygenation and perspiration, creates an environment favorable to proliferation of bacteria and / or yeasts and the alteration of the skin protective barrier with a consequent change in pH. In this case, even the skin that tends to be oily faces an onset of acne.

## How to treat maskne

In the most severe cases, cortisone ointments are used, to be applied locally, and / or protective ointments based on zinc oxide which are similar to the protective ointments used in newborns for diaper rashes.



Cosmetics help us above all to prevent these annoying skin manifestations. As always, first of all, we start with cleaning. Daily cleansing of the face is essential: you must use cleansers that do not alter the skin pH of the face. A liquid soap, or even better a mousse, based on plant extracts of Burdock and Spirea Ulmaria.

## Natural remedies

The decoction of Burdock leaves since ancient times was used to remove the cradle cap from the head of newborns while the decoction of Spirea Ulmaria, due to the content of the salicylic acid plant, was used for skin disinfection. If desired, it is possible to make the two decoctions at home and keep them in the fridge, to ensure that they last several days, and use them in the following way. In the morning, after having normally washed

and rinsed your face with lukewarm water, pat it lightly with a clean towel and then, with the aid of a cotton swab or a make-up remover pad, pass the Burdock decoction and let it absorb. In the evening carry out the same procedure but with the decoction of Spirea Ulmaria, taking care not to apply it on particularly irritated areas to avoid any burning.

After morning cleansing of the face, it is advisable to apply a light moisturizer, not too nourishing, at least half an hour before wearing the mask, in order not to clog the pores. Surely the cream must not be based on petrolatum, paraffin and silicones. It is essential that the cream is completely absorbed before putting on the mask. It would also be advisable to limit makeup to the areas covered by the mask.

Once a week proceed with deep cleansing of the face. It would be good to avoid products that contain alpha and beta hydroxy acids (fruit acids and glycolic acid) and, in case of oily skin, use a clay-based mask while, in the case of sensitive skin, a soothing and nourishing mask based on of extracts of Chamomile, Horsetail and Rosa Canina.

The last trick is to change the mask often, even during the day and, if it is one of the washable ones, it must be washed and sanitized daily.

## < TIME TO RECYCLE



# Waste collection: how to dispose of used clothes

What happens to the clothes we no longer use? Find out how to properly recycle old clothes in our section in collaboration with SmartRicicla



Used clothes are a precious resource, therefore it is essential to dispose of them correctly. It can be done in many ways, first of all by recycling clothes or by sending them to the second-hand supply chain, which is becoming increasingly popular all over the world thanks to physical stores and online stores specialized in the sale and exchange of second-hand clothes. .

But when it is not possible to recycle or sell them, where are the used clothes thrown away? The simplest answer is: in anti-intrusion road containers in well-closed and not too bulky envelopes.

Being urban waste, the collection is entrusted by law to the Municipalities, to the Consortia of Municipalities or, by delegation of these, to the subjects managing the public service, explains Unicircular. The collection takes place through special containers, often yellow in color, and it is important that citizens appropriately provide the materials, to facilitate their collection, which is aimed at maximum reuse and recovery of used clothing.

The activity of the Italian selection and valorisation companies gives an average of 40% of products to be sent to the used clothing market, approximately 50% of material to be transformed into industrial rags, padding and sound-absorbing materials and approximately 10% of real waste.

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The collection and valorisation of the textile fraction of municipal waste has several positive effects. First of all, it is good for the environment because it prolongs the life of products and materials, reducing the consumption of raw materials and energy necessary to produce new ones. The amount of waste that arrives at landfills and must be disposed of is also reduced. In addition, it has positive consequences for the economy as the costs of the collection are currently borne thanks to the revenues from the activity and therefore do not weigh on citizens; in addition, public administrations save the costs of disposing of about 130,000 tons of waste per year, which at current prices can be estimated at around 2.5 million euros per year. Finally, it has positive effects on a social level since the collection activity is mainly carried out by social cooperatives that guarantee the insertion of staff from the disadvantaged categories.

To date, in Italy the collection is done on the free initiative of the individual administrations and generates about 130,000 tons per year. However, by 2025, according to the new European Directives on the Circular Economy in all European countries, separate collection of urban textile waste must be carried out.

The used clothes that we throw in the street bins are bought mostly by Italian companies for the subsequent selection and start of reuse and recycling. The remaining part, on the other hand, is purchased by companies located in North Africa, Eastern Europe and Asia, which select them and start reusing and recycling to meet the demand of the markets in those geographical areas.

SmartRicicla, the app for separate collection, has compiled a list of what can be given in the bins of disused clothes.

### WHAT YOU CAN THROW IN USED CLOTHES

- used clothes
- clothes and coats
- underwear, socks
- fabrics in general
- blankets
- curtains
- carpets and tapestries
- clothing accessories
- shoes and boots
- bags and backpacks
- hats
- scarves and gloves

### WHAT YOU CAN'T THROW IN USED CLOTHES

- greasy rags
- worn fabrics
- clothes contaminated with other material
- dresses with metal labels

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# SmartGreenPost

*L'informazione green in Italia*

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