

# GOingGREEN

A collaborative platform  
for the Excellences of Campania Region

Edited by  
Gian Paolo Cesaretti  
Rosa Misso

FrancoAngeli

Free time Environment  
**Governance** Agriculture  
Society Milieu  
Territory  
Food system  
**Economics** Life style  
Work  
Tourism  
Green building  
Well-being  
Community  
Mobility  
**Sustainability**



**CESVITEC**

## Informazioni per il lettore

Questo file PDF è una versione gratuita di sole 20 pagine ed è leggibile con



La versione completa dell'e-book (a pagamento) è leggibile con Adobe Digital Editions. Per tutte le informazioni sulle condizioni dei nostri e-book (con quali dispositivi leggerli e quali funzioni sono consentite) consulta [cliccando qui](#) le nostre F.A.Q.





## ***ECONOMICS AND GOVERNANCE OF SUSTAINABILITY***

The Book Series **Economics and Governance of Sustainability** promoted by **Simone Cesaretti Foundation**, supports and enhances studies and in-depth analysis related to well-being and its sustainability. It was created with the aim to facilitate the dissemination of knowledge on the operational tools and strategic actions more appropriate for the pursuing of sustainability of well-being. In this perspective, the Book Series collects and publishes scientific contributions of scholars who, depending on the scientific background, develop and assess the economic vision of well-being in an integrated manner with environmental, social and generational one, proposing researches and offering new perspectives for the governance of sustainability both globally and locally.

Each chapter of the volumes published in the Book Series **Economics and Governance of Sustainability** reflects the opinions of its authors and it is subjected to double blind peer review.



### ***Editorial board***

Editor in chief: *Rosa Misso*, University of Naples "Parthenope", Italy

*Zacharoula Andreopoulou*, Aristotle University of Thessaloniki

*Dionysis Bochtis*, Aarhus University

*Sally Mohamed Farid Mahmoud*, Cairo University

*Samir I. Ghabbour*, Cairo University

*Abdelhakim Hammoudi*, Institut National de la Recherche Agronomique

*Miklós Herdon*, University of Debrecen

*Timothy E. Josling*, Stanford University

*Magdy T. Khalil*, Ain Shams University

*John C. Pierce*, University of Minnesota

*Safwat Shakir Hanna*, Prairie View A&M University

*Brent Steel*, Oregon State University

*Marios Trigkas*, Aristotle University of Thessaloniki

*George Tsekouropoulos*, Alexander Technological Educational Institute of Thessaloniki



# GOingGREEN

A collaborative platform  
for the Excellences of Campania Region

Edited by  
Gian Paolo Cesaretti  
Rosa Misso

FrancoAngeli

Free time Environment  
Governance Agriculture  
Society Milieu  
Food system Territory  
Economics Life style  
Green building Work  
Well-being Tourism  
Community  
Mobility  
Sustainability



ESVITEC

Copyright © 2015 by FrancoAngeli s.r.l., Milano, Italy.

*L'opera, comprese tutte le sue parti, è tutelata dalla legge sul diritto d'autore. L'Utente nel momento in cui effettua il download dell'opera accetta tutte le condizioni della licenza d'uso dell'opera previste e comunicate sul sito [www.francoangeli.it](http://www.francoangeli.it).*

# Table of contents

<b>Preface</b> , by <i>Vito Grassi</i>	p.	9
<b>Introduction</b> , by <i>Gian Paolo Cesaretti</i>	»	11
<b>Acknowledgment</b>	»	15

## Section 1

### The Green Society: Theoretical Framework

<b>1. Towards the Green Society</b> , by <i>Gian Paolo Cesaretti</i> and <i>Rosa Misso</i>	»	19
Abstract	»	19
1.1. Well-being and its sustainability: towards new horizons for the society	»	20
1.1.1. The environment: from limit to opportunity for the well-being sustainability	»	21
1.2. Towards the Green Society	»	23
1.3. Stakeholders' action for sustainability	»	24
1.4. Strategic policies for the Green Society	»	25
1.4.1. International organization	»	27
1.4.2. European action	»	30
1.4.2.1. Green cases in Europe	»	31
1.5. Corporate System: a new entity between well-being sustainability and good examples	»	36
1.6. The Excellences System in the Green Society	»	38

1.6.1. A collaborative and informative platform for the Excellences of Sustainability	p.	38
References	»	40
<b>2. Ecosystem and Reliability of Natural Capital Globally: an overview</b> , by <i>Safwat H. Shakir Hanna, Kendall T. Harris, Irvin W. Osborne-Lee, Gian Paolo Cesaretti, Rosa Misso and Magdy T. Khalil</i>	»	44
Abstract	»	44
2.1. Introduction	»	44
2.2. Relationship between Natural Resources, Goods and Services as Natural Capital	»	45
2.3. Importance of Green Buildings	»	47
2.4. Problems of Human Well-Being, Natural Resources and its Consumption and Sustainable Development	»	51
2.4.1. Impacts of Humans on Climate Change	»	52
2.4.2. Impacts of Humans on Global Forest Ecosystems	»	52
2.4.3. Impacts of Humans on Global Water Resources	»	53
2.4.4. Impacts of Humans on Global Species Diversity	»	53
2.4.5. Impacts of Humans on Land and Soils	»	54
2.4.6. Impacts of Humans on Agro-ecosystems	»	54
2.5. Natural Capital and Values of Ecosystems	»	55
2.6. Discussions	»	58
2.6.1. Ecosystem and Natural Capital Issues	»	58
2.6.2. Wealth Accounting and Natural Capital	»	60
2.7. Conclusions	»	63
References	»	65

## Section 2 Green Society, Eco-Tourism and Eco-Building

<b>3. Best Practices in Green Economy for Sustainable Building and Sustainable Eco-Tourism in Texas and USA</b> , by <i>Safwat H. Shakir Hanna</i>	»	71
Abstract	»	71
3.1. Introduction	»	71
3.2. Issues of Sustainability and Renewability of Resources	»	72
3.3. Importance of Green Buildings	»	73



3.4. Importance of How the Green Buildings Affect Climate Change	p.	74
3.5. For Business and Commercial Business Buildings	»	78
3.6. Residential Energy and Cost Analysis Methodology	»	79
3.6.1. Energy Savings	»	79
3.6.2. Cost-effectiveness	»	80
3.7. Key Tools and Resources for commercial buildings	»	81
3.8. Reduction of Heat Island	»	81
3.9. Industrial Waste Materials Recycling	»	83
3.10. Ecotourism and Sustainable Development	»	84
3.11. Recommendations	»	91
3.12. Conclusions	»	93
References	»	94
<b>4. Environment, Society, and Economy: The Contribution of Architecture and Design, from Overseas realities to the Projects Executed in Campania Region, by <i>Francesca D'Alessandro</i></b>	»	96
Abstract	»	96
4.1. Architecture, Building and Sustainability: the Green Building	»	96
4.2. International Best Practices	»	101
4.2.1. Architecture and Urban Planning	»	101
4.2.2. Tourism	»	106
4.2.3. Fashion and Design	»	109
4.3. Campania region towards a sustainable future	»	112
References	»	118

### **Section 3 GOingREEN**

#### **A Strategic Tool for the Green Society in Campania Region**

<b>5. Green business, Integrated marketing communications and green marketing strategy for sustainability, by <i>George Tsekouropoulos, Zacharoula S. Andreopoulou and Rosa Misso</i></b>	»	123
Abstract	»	123
5.1. The Good Manufacturing Practice GMP a comparative advantage	»	123
5.2. Environmental and Social Challenges	»	125

5.3. The new action in green economy	p.	127
5.4. Strategies of competitive advantage obtainment	»	128
5.5. Green strategies	»	129
5.6. The three approaches of environmental strategy	»	130
5.7. The idea of green marketing	»	131
5.8. The importance and necessity of green marketing	»	132
5.9. Marketing Communications	»	134
5.10. Integrated Marketing Communications	»	136
5.11. Carriers to IMC	»	138
5.12. Integrated Marketing Communications IMC characteristics	»	140
5.13. The role of promotion as a strong IMC tool	»	142
References	»	143

## **6. Design and implementation of Model Website for the promotion of GOingREEN Project for greener enterprises of Campania region, by Zacharoula S. Andreopoulou**

<i>Andreopoulou</i>	»	146
Abstract	»	146
6.1. Introduction	»	146
6.2. Methods and Material	»	148
6.3. Results	»	153
6.3.1. Website content	»	153
6.3.1.1. HOME page GOingREEN	»	155
6.3.1.2. What is a Green business?	»	155
6.3.1.3. What is Green tourism?	»	156
6.3.1.4. What is Green building?	»	156
6.3.1.5. Why GOingREEN business?	»	157
6.3.1.6. How you can GOingREEN tourism?	»	158
6.3.1.7. How you can GOingREEN building?	»	159
6.3.1.8. GOingREEN tips	»	160
6.3.1.9. Eco-friendly tips for consumers	»	160
6.3.1.10. Eco-friendly tips for businesses	»	162
6.3.2. Renewable Energy options	»	164
6.3.2.1. Photovoltaic energy (PV)	»	164
6.3.2.2. Biomass-Wood	»	165
6.3.2.3. Wind energy	»	166
6.3.2.4. Geothermal power	»	166
6.4. Conclusions	»	167
References	»	167

# Preface

The issue of sustainable development risks to become a meaningless concept if there isn't the will and the ability to valorize the actors that, in a territory, invest daily in it.

Among the main stakeholders of a territory, the virtuous enterprises are those which today highly risk the "isolation" if they are not sustained by the appropriate systems and instruments of governance able to ensure not only the relative sustainability in time and space, but above all to give their important contribution in the pursuit of the well-being sustainability of the entire society.

Taking into consideration this important role of the companies and the challenges, as well as the opportunities that the green investments propose to different production sectors, the Cesvitec has entrusted to the Department of Economic and Law Studies of the University of Naples "Parthenope" a research project to support the "Enterprise System" of the Campania Region in the planning of sustainable growth strategies through the definition of a prototype of collaborative and informative platform concerning the *Excellences* of environmental sustainability.

In particular, the project suggests to identify within the regional Enterprise System a pool of green-oriented leader companies able to direct the "Campania Enterprise System" towards highly responsible behavior regarding the sustainable growth objective. For this reason the project gives both a theoretical and experiential contribution to the realization of a Green Society, an essential condition in order to obtain and strengthen the "Enterprise System" towards a "green" growth.

The "Enterprise System" of the Campania Region, in fact, can give an important contribution to the sustainable growth, operating as a multiplying

set of social, economic and environmental well-being as well as ensuring to the present and to the future generations new perspectives of usability and conservation of the environmental assets.

In such perspective, the existence within the regional “Enterprise System” of a pool of leader companies in the field of the Green Economy, represents the starting point for the pursuit of the well-being sustainability in Campania region. However, how can we synthesize the target of the project if not by mentioning exactly the *Excellences*; that is the companies that have already since time invested in the *greening* strategies and that have become for the “Enterprise System” of the region a lighthouse to factually enter into a dimension of sustainability.

**GOingREEN** – This is the new imperative for all the stakeholders of our territory. Very often, in fact, these subjects, with their orientation, push towards the increase of the territorial well-being or vice versa they build a stumbling block. The stakeholders in difficulty in the competition between territorial systems, in terms of efficiency in the administration of the social, economic and human capital carry out policies of environmental dumping. Such strategy generates the liable inability of natural stock to support the needs of eco-system services connected to three determiners of the well-being sustainability.

The solution to build a Green Society, however, can represent a sustainable pathway only if it will be founded on a widely diffuse new territorial culture that points to:

1. the recognition of the environmental assets as a distinctive element of the territory;
2. the assertion of global environmental rules;
3. the assertion of a new idea of protection;
4. the broad participation of all the territorial stakeholders in the environmental process of cultural conversion.

The Green Society is, therefore, the answer to the environmental issue. It should impede the latter to become always more a factor that limits the pursuit of the new society project in the territorial systems, actually in crisis because of the global competition.

Engineer *Vito Grassi*  
President of Cesvitec

# Introduction

The challenges to the environmental dimension of well-being today impose to take on new behaviours and to follow new development pathways, taking in consideration the determiners of the well-being sustainability.

In particular, all the actors of a territory or better, its stakeholders, should always maintain a green orientation as a distinctive element of *the Green Society*.

At the same time, in order to determine this orientation, it is necessary that the present strategies that try to face the economic, social, territorial and generational questions with limited and partial visions, they strive to enter in a real regime of well-being sustainability.

From this point of view, the promotion and the centrality of the culture of environmental sustainability becomes fundamental in the territorial systems; that is, the *Environmental Empowerment* is an essential changing engine for the building of a new project of society *sustainability oriented* and, therefore, it is the foundation for a Green Society.

The determination of a green orientation, as a supporting strategy of a *Green Society*, however, requires also a new approach, a universal approach, founded on the globalization of the environmental rules to safeguard the repeatability of the natural capital; on the identitary differentiations of the territorial systems; on the ability to listen to the environmental “*particular stakeholders*”, such as the weak categories, victims substantially more sensitive and more exposed to externalities of the actions of environmental dumping.

In fact, only if the project of market globalization is accompanied by that of the globalization of environmental rules, the natural capital will not continue to assume the character of a cost factor in the competition among

territorial systems, causing a risk for its repeatability in those systems unable to plan competitive strategies based on the building of social nets, efficiency and innovation.

Therefore in this process of the multilateral institutions, the ability of the local government, oriented towards the promotion of the environmental identity, must be supported as driver for *territorial identity*.

Finally, all the non-profit organizations operating in the environmental field should give voice to the environmental requests that rise from those segments of society that, from the negative environmental externalities undergo damages to their health and/or more generally to their quality of life and to their standard of material well-being conditions.

In other words the *Green Society* should become the tool to reach the objective of a shared territorial well-being and of its sustainability, or to factually enter in a sustainability regime.

In order to support such process, in particular, all the strategies and public and private tools intervene in a synergic and repetitive manner proposing a unanimous behaviour founded on the sharing of information, on the promotion of knowledge and, above all, on the developments of those social, institutional and business realities that with their attitude are able to orient an entire territorial system: the **Excellences of Sustainability**, otherwise scattered particles in a territory unable to give contents to their commitment.

In consideration of this, the book has been articulated in such a way to offer a contribution in operative and experiential terms, as well as scientific, in regard to the realization of an international and collaborative instrument able to support the companies of the Campania region *to find their path for sustainable development*, particularly focusing on the building and tourism.

In particular, starting from the description of the well-being sustainability concept and from the contribution that the environmental dimension has to offer in the relative pursuit, such text gives a description of the environmental dynamics of the determiners of the Green Society.

The contributions are then focused on the best procedures of green economy for construction and sustainable eco-tourism giving examples of excellences in Texas, United States, with a series of recommendations and useful guidelines for the implementation of the Green Society.

From the overseas realities, subsequently, the attention is directed towards sustainable construction projects in Campania region, giving some good practice indications followed by several enterprises of the region.

The final part contains a series of guidelines for the planning and implementation of the **GOingREEN** web platform: an instrument thought and implemented to give visibility to the Excellences of our Region.

Professor *Gian Paolo Cesaretti*  
President of the Simone Cesaretti Foundation





# Acknowledgment

The editors wish to express their gratitude to all those who directly or indirectly have given their contribution to the realization of the volume.

We wish to thank the authors of the chapters, who entrusted us with the results of their work, the members of the editorial board for their precious comments and corrections and the publisher's personnel for their support.

Moreover we thank dr. Michele Biondo and dr. Maria Sanità for their support in the realization of the project.

Prof. *Gian Paolo Cesaretti*  
Simone Cesaretti Foundation, Italy

Prof. *Rosa Misso*  
University of Naples "Parthenope", Italy



# **Section 1**

## **The Green Society: Theoretical Framework**

The first section concerns the conceptual and theoretical framework of the Green Society, understood as a set of policies and strategies that, pointing on the environment, are able not only to create well-being, but also to maintain it over time and space.

In this perspective it provides an overview on the main international and European actions, programmes and examples in this direction. Moreover, this part focuses on the idea of the reliability of Natural Capital and on the analysis of the human impacts on the Ecosystem. It contains also a proposal for the governance of the targets and instruments to build the Green Society in the territories, by enhancing and valorizing the relative Systems of Excellence.



# 1. Towards the Green Society\*

by *Gian Paolo Cesaretti* and *Rosa Misso*

## Abstract

The Green Society represents the right solution to avoid that Environmental issue becomes a limiting factor for the pursuit of a new project of society based on the well-being sustainability.

The realization of this society consists of a set of policies and strategies able to “create sustainable well-being” by focusing on the environment, and requires new approaches to the green, new visions of governance and new tools capable of intercepting stakeholders to valorize to obtain a real sustainability.

Starting from this consideration this chapter provide a description of the path to follow to build the Green Society, proposing a review of some examples of strategies adopted at European level to ensure the replicability of the stock of natural capital together with the other capital stocks (economic, social and human) and suggesting the construction of a web platform to impede the risk of isolation that often threatens the Excellences of Sustainability.

\* This work is a result of the joined commitment of the authors. More in particular, paragraphs 1.1 and 1.2 have been edited by Gian Paolo Cesaretti; while the paragraphs 1.3, 1.4, 1.5, 1.6 and 1.7 have been edited by Rosa Misso.