

## **Introductory text:**

Ladies and Gentlemen, the Third Industrial Revolution European Society, CETRI-TIRES is proud to present here in Rome tonight, the first TRI-Award.

This prize is intended to be a recognition to those who have distinguished themselves in advancing the Third Industrial Revolution in three crucial areas:

1-business, 2-academic environment 3-politics

We are living in very dark and confused times.

The age of oil and nuclear is collapsing, bringing down all the economic and financial structures that have raised and prospered with and because this age for the last two hundred years.

In this time of despair and confusion, Jeremy Rifkin is showing us the light shining at the end of the tunnel. In his new book he clearly indicates the Third Industrial Revolution as a new economic paradigm that spells hope for the human species and gets us to survive the entropic damage of 200 years of fossil madness.

The entropy created in this process is not only climate, but also social and human. The oil age has created an unsustainable world both ecologically and socially. Not only the climate change we provoked now puts in jeopardy our ability to survive on the planet, but we are seeing people, especially young people, taking the streets in the name of common goods, social justice, redistribution of wealth, labor rights.

Truly what really caused the disaster we are facing is greed.

The “religion” of profit, based on the second industrial revolution polluting, harming, poisoning, concentrated energy sources, has created a very unequal and unfair world in which the 300 richest people have a combined wealth equal to that of the 3 billion poorest people of the world!

But Jeremy shows us how we can survive and grow on planet Earth, sharing its natural resources as we become 7, 8 and 9 billion only if we will follow our empathic collaborative nature, producing energy as a community and shifting to lateral power. The distinguished personalities who will be prized tonight, are those who, in the judgment of the CETRI TIRES scientific committee, have made the best efforts so far to promote a new democratic energy model, establishing a new pact with the nature and becoming a species fully integrated with the planet, its creatures and its thermodynamics processes. Welcome to everybody and enjoy the evening!

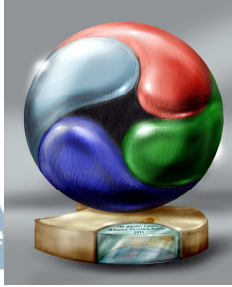
**T.I.R.E.S. - C.E.T.R.I.**

Third Industrial Revolution European Society - Cercle Européen pour la Troisième Révolution Industrielle

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## TRI-AWARDS, Politics

This award goes to Alfonso Pecoraro Scanio, Italian Minister of the environment from April 2006 to May 2008.

Alfonso was the Minister of Environment at the crucial time when the European Union had to decide a new common energy policy. At that time it wasn't to be taken for granted that the European Union would have chosen a distributed renewable energy scenario.

With his competent participation to the works of the European Council of Environment Ministers during German Presidency, Alfonso was instrumental in encouraging Europe to abandon the nuclear scenario and embrace the third industrial revolution 20 20 20 scenario.

Without his enthusiastic support it would have been impossible for in March 2007 for Angela Merkel to impose the 20 percent less greenhouse gas emissions, 20 percent more efficiency and 20 percent more renewable energies by 2020.

Having reached this goal, Alfonso rolled up his sleeves in Italy too, and got approved the feed in tariff scheme known under the name of Conto Energia, that allowed renewable energies to reach a peak that was unimaginable only five years ago. This sparked a new industry with hundred thousands of new jobs: the only sector in which crisis didn't have any effect, until the new government decided to "kill" it with a retroactive disputable decision last February. But the sector is still alive and the great achievement of ten thousands megawatt photovoltaics installed, with over 380.000 small, medium and large power plants in Italy, that was just announced last month by the Italian GSE Authority, has first and foremost one name on it: Alfonso Pecoraro Scanio.

Some unreasonable detractors try to depict Alfonso as a typical extreme "green NO sayer", but beyond this caricatural representation, the reality is and remains that Alfonso Pecoraro Scanio has said "NO" to the second industrial revolution energies, but he has said "YES" to all THIRD INDUSTRIAL REVOLUTION technologies and businesses.

After leaving office Alfonso has continued his engagement in favor of a third industrial revolution industries in Italy and Europe through his University foundation "UNIVERDE".

For all this reasons he is the first winner of the TRI AWARD – Politics.

Congratulations

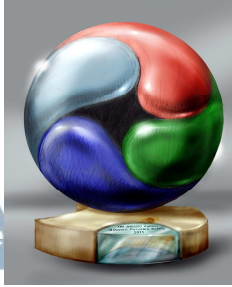
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## TRI AWARD- Academia

This award goes to professor Livio De Santoli.

Former Dean of the prestigious Valle Giulia Architecture University, Livio De Santoli brings to synthesis his engineering back ground with a very advanced architectural vision that gave us some of the most famous renewable energy efforts in urban environment such as the Nervi room photovoltaic roof in the Vatican City for which Livio has won several international prizes.

As energy manager of the University La Sapienza Livio has “practiced” the distributed energy generation gospel preached by Jeremy Rifkin even before their first encounter in June 2009, when they organised the workshop ROME 2020 that produced the MASTER PLAN FOR A POST CARBON BIOSPHERE ROME.

After having cooperated actively to this Master Plan, Livio and his CITERA team in the Sapienza University have worked on the most advanced Sustainable Energy Action Plan (SEAP) for the City of Rome, that if correctly implemented, will change the face of the City, by 2020, the year of the Olympic games for which Rome is bidding. A bid whose best asset and chance of success is Livio’s SEAP.

As energy manager of La Sapienza University, Livio has implemented the most ambitious distributed generation and smart grid program, known under the evocative name of THE ISLANDS OF ENERGY. This has generated a new learning paradigms, introducing a new awareness “*of the need to prepare students with the professional, technical, and vocational skills they will need to live and work in a sustainable Third Industrial Revolution economy*”, as Jeremy says in his new book.

Reconfiguring La Sapienza University, and its campus buildings into a Third Industrial Revolution infrastructure by introducing renewable energies, hydrogen storage technologies, and smart utility networks, and connecting it with other universities, high schools, and primary schools in a Third Industrial Revolution grid that will spread out across Rome, sets the first ENERGY COMMUNITY, which is the title of Livio’s new book.

In this book, as Jeremy says in his preface, Livio explores the many economic, technical and sociological variables that will need to be integrated into a seamless contextual framework in order to transform Rome into a biosphere park, making it the first sustainable post-carbon society in the world.

For all of these reasons Livio De Santoli is the winner of the TRI Award - Academia



### TRI AWARD- Business

In the hotels communication, the word “Luxury” is much more frequent than the word “sustainability”. Not so for NH Hotels.

Third industrial revolution practices mean that you make economic sense by using energy efficiency and renewable energies.

This is exactly why NH is a perfect example of a Third Industrial Revolutionary company.

NH Hotels started energy-saving practices have dramatically increased the company’s productivity, allowing it to optimize services with greatly reduced input costs.

NH pays attention to thermodynamic efficiencies and makes a practical business tool of it.

The success of the NH brand in Europe is due to its tremendous cost savings achieved in reducing energy use and creating more energy-efficient operations cost reductions that is passed on to the hotel guests in terms of cheaper prices for high-end accommodations. By saving energy and creating eco-friendly hotels, NH is making profits and, at the same time, is helping to establish a sustainable business operation that provides reasonable room rates for its guests.

The guests, in turn, can enjoy their accommodations knowing that they are reducing their carbon footprint and doing their part to steward the biosphere.

NH Hotels monitors energy use throughout the hotel, using information to minimize waste, and is currently pioneering the concept of “Intelligent Rooms,” a real-time monitoring system that can keep up-to-the-moment information on water use, lighting, air conditioning, and heating consumption, and adjust to the changing needs of guests over a twenty-four-hour period.

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Guests who use less energy than the norm are rewarded for their eco-conscious behavior at check-out time, with credits on their World NH Loyalty cards, which are redeemable for reduced rates during their next stay at an NH Hotels.

NH is also converting its hotels into micro-power plants.

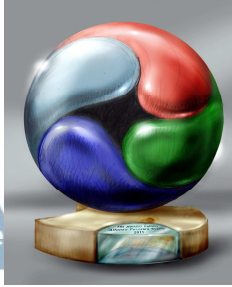
In this very hotel, there is photovoltaic system, which provides 10 percent the total energy needs, and also electric plug-in vehicles. NH is currently in the planning stages of building the first zero-emissions hotel property in the world.

Wood and paper products used in NH hotels come only from sustainable forests, and all room amenities and accessories are made of “bio” materials with low environmental impact. All waste produced in NH hotels is recycled, and the toilets, showers, and taps use state-of-the-art technology to minimize water use.

NH has holds annually a “Sustainable Club” meeting, which positively influences its supply-demand chain, bringing together companies from different sectors, and creating a positive spin off towards the T.I.R.

For all this reasons Nh is the winner of the first TRI AWARD – Business. Congratulations!

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This year there will be a SPECIAL TRI Award for third industrial revolution advocacy, that will reward the efforts of UEAPME, the Association of the European SMEs in Europe, to introduce the Third Industrial Revolution vision in the Brussels interests representation groups. UEAPME, through its Secretary General, Andrea Benassi has played a very active role in creating the Third Industrial Revolution coalition in Brussels, with Consumer groups, Unions and cooperatives, all groups who have a vested interest to a fast transition towards a Third Industrial Revolution Scenario, but who have never come together in this sense.

UEAPME has been instrumental also in securing that sustainable practices will be funded in the next term of the European financial perspectives. This means that the European SMEs now will have the possibility to participate to EU programs to fund their reconversion to third industrial revolution business and practices.

In this process, UEAPME has brought the EU SMEs out of the “nuclear misunderstanding”, that pretends that nuclear power “would mean cheap electricity for all companies”.

As we have seen after Fukushima, there is no such free meal. Nuclear power costs a lot more than the nuclear companies say, and it certainly does not mean any energy independence for smaller business.

The third industrial revolution scenario instead spells independence for SMEs and UEAPME’s leaders have understood this and have been consequent in their choices ever since their first European annual conference in Brussels where the Third Industrial Revolution was introduced by Jeremy Rifkin.

Secretary General of UEAPME Andrea Benassi, is unable to join us tonight but the voice of UEAPME is anyway joining us virtually through this video.

( VIDEO )

And now the TRI Award for UEAPME will be collected by \_\_\_\_\_

Who will transmit it to Secretary General Andrea Benassi in Brussels, and UEAPME’s vice President for sustainability Gunilla Almgren.