

WAAS Trieste Forum 2013
Impact of science and Technology on Society and Economy

Rethinking the product in the light of sustainability and consumer wellness
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When I was born on the Earth there were 2.8 billion people, today we are more than 7 billion. This growth is mainly due to mortality reduction and the massive use of energy, based on fossil fuels, at low cost. But in the transition from the second to the third millennium two important facts occurred: the abundance of oil arrived at the peak and cresting, the same happened for the speed of population growth, which according to demographic models will continue to grow, albeit more slowly, then the number will probably stabilize at 10.5 billion in 90 years. We are moving from an economy based on the exploitation of resources to one based on the renewable resources, a change of era.

Industrial companies and especially those producing consumer goods, in the light of the above mentioned facts, are redesigning products so as to take into account in addition to the traditional attributes, quality and convenience, sustainability and consumer wellness product attributes. In our company, illycaffè, the average annual power consumption is just over 4,000 TEP. We cannot define an energy-intensive company, nevertheless we are aware of our environmental footprint and all efforts are therefore directed to its efficiency with the aim of achieving the objectives of the climate and energy package 20-20-20 approved in 2008 by the European Parliament that the EU targets designated for the 2020, that I remember are: 20% reduction in greenhouse gas emissions, 20% energy saving, 20% of used energy coming from renewable sources.