



Dear Sir/Madam,

It is our pleasure to invite you to the Urban_Wins kick-off conference taking place in Cremona (Italy) on 27th September.

High level European representatives, members of the Urban_Wins European Advisory Board, will also participate in this conference, to learn more about the project and contribute with their ideas.

The aim of this conference is to familiarise European stakeholders (policy-makers, industries, local urban authorities, waste management companies, consumers and citizens, amongst others) with the objectives of Urban_Wins and the concept behind it. Our purpose is to generate debate around key topics, such as waste prevention, resource consumption, strategic urban planning and circular economy approaches, in order to enrich the project and its results. Speakers at the conference will introduce what global material flows tell us about the sustainability of current consumption and resource efficiency patterns, what the goals and different phases of Urban_Wins are, and how the project contributes to the European Commission vision. After the presentations, views and perspectives of different stakeholders will be exchanged in an open discussion and the audience will have the opportunity to ask questions to the Urban_Wins panellists.

Urban_Wins is a three-year EU-funded project that aims at developing and testing methods for designing and implementing eco-innovative strategic plans for waste prevention and management in 8 pilot cities: Cremona, Torino and two cities part of the Metropolitan City of Rome (Italy), Leiria (Portugal), Bucharest (Romania), and Manresa & Sabadell (Spain).

The Urban_Wins team believes that waste does not exist: we see waste as a resource. By having a better understanding of how cities 'eat' resources and generate waste, we will be able to move towards more sustainable consumption and production patterns, and promote a circular economy. This will lead us to an improvement in the quality of life in our cities.

Waste prevention can happen as a result of collectively built solutions and actions: connect with the Urban_Wins community, join the conference and start acting.

Looking forward to meeting you at the Urban_Wins kick-off conference.

With best regards,

Mara Pesaro
Dirigente Settore Area Vasta Sviluppo Lavoro Comune di Cremona
Urban_Wins Coordinator