



**HOME RENAISSANCE FOUNDATION  
WORKING PAPERS  
Number 113**

**A community-centered approach to sustainable living and  
decision making: Campus BioMedico' Social Green Master  
Plan as a case study  
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Paper delivered at Home Renaissance Foundation V Experts Meeting:  
'Home/Family and Climate Change",  
Nottingham Trent University, Nottingham 28-29 September 2023

**A community-centered approach to sustainable living and decision making:  
Campus BioMedico' Social Green Master Plan as a case study**

**Marta Bertolaso and Marcela Trombetta**

**Abstract**

*The current challenges require knowledge driven solution for a real impact and sustainable solutions. As many studies show in economics and life sciences, this asks for a new kind of informed decisions grounded on the awareness and capability to design and develop processes in which communities are involved and engaged. This becomes crucial when the target of progress is a territory with its specificity and characterization. Families and their dynamics related to the daily life may play a role in this scenario.*

*We present results and emerging good practices drawn from the Social Green Master Plan (SGM) of the Campus Bio-Medico SpA (CBM) of which Università Campus Bio-Medico di Roma (UCBM) is a part, developed with the partnership of the United Nations. The focus will be on (i) epistemological foundations of a sustainable circular economy strategy, and (ii) practical implementation of such strategy.*

*Circular Economy encompasses a whole range of activities ranging from domestic and industrial processes of consumption and production to their processing towards food, transports, services and energy distribution. Circular Economy can be, therefore, an effective accelerator for sustainable innovation, local regeneration of natural resources as well as of communities, if properly understood.*

*Promoting sustainable economies is an EU priority. In Italy various projects have been developed accordingly. In this sense, UCBM is not an exception, but an interesting example given its peculiar position and strategic developmental opportunities. It gathers more that 2,500 students with a hospital with more that 300 beds and a whole ecosystem taking over the need of the caring processes for patients, their families, and of training programs for students and researchers.*

\*Full paper is being prepared for publication. Further details to be announced.