Nature is back! How do we effectively involve other sectors to bring nature back to our cities?

How to involve business companies

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Parco Nord Milano

- Periurban park
- Recovering industrial or uncultivated lands
- 450 ha of green areas on a total area of 790 ha
- Rich biodiversity
Why choose a local protected area for CSR activities?

- Offset carbon footprint
- Do team-building
- Join green initiatives
- Contribute to local green development
Parco Nord Milano proposal

#1 Non Profit Organizations
- Collective planting activities within Parco Nord Milano with companies’ employees

#2 National Projects
- Donations to the project to plant trees
- Team-building activities addressed employees through reforestation and agriculture initiatives, cleaning and maintenance of park’s spaces, convivial moments.

#3 No intermediary
- Donations
- Support the park initiatives through sponsorship
- Organization of volunteer days for business employees and their family
Rete Clima promotes Corporate Social Responsibility activities helping business companies to:

- count the GHGs emissions of supply chain
- reduce the carbon footprint
- offset CO2 emission through planting trees
- provide PEFC certification (sustainable management of forests)
Forestami is a project of urban forestation which aims to plant 3 million trees by 2030 in the area of the Metropolitan City of Milan, in order to clean the air, improve living conditions and counter the climate crisis effects.
Thanks to Giorgio Armani who donated to Forestami, we replaced two adult trees felled by a storm.
Kering has removed all the telephones from headquarter’s offices saving money which has been invested in trees planted by employees within Parco Nord Milano.
Thanks to:

- a solid **brand awareness** in the Metropolitan Area of Milan
- the application to national and international **environmental projects**
- a **vibrant network** of local partners (NGOs, companies, Institutions...)

Parco Nord Milano in 2020-2021 has involved 50 companies earning around 580,000 €
What does it mean working with business companies?

- Increase the self-financing skill of the park
- Share values about sustainability and biodiversity care with local entities
- Let the companies to do something concrete to face the climate crisis
- Promote Park’s spaces and events

- Big effort in terms of time and resources
- Overcome the distance between public and private processes
Thank you for the attention

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