

Toolkit for CSR activities in Periurban Parks

ΦΙΛΟΔΑΣΙΚΗ Ένωση Αθηνών
Αισθητικό Δάσος Υμηττού



PHILODASSIKI
Enossi Athinon
Mt Hymettus Aesthetic Forest



The Life UrbanGreeningPlans project has received funding from the LIFE Programme of the European Union.



2022

Toolkit

Purpose

The purpose of this simple toolkit is to present specific features for the best possible cooperation between companies and managers of Periurban Parks in the context of a CSR action. Philodassiki Enossi Athinon within the framework of the LIFE Urban Greening Plans program carried out specific actions that resulted in the identification of particular steps that should be taken into account in a CSR action in a Periurban Park. These features aim at a more effective CSR action in the favor of biodiversity and environmental protection.

Toolkit

Introduction

Periurban parks and forests are key elements of urban landscapes. However, their full value can only be realized with the active participation of society. The European Landscape Convention states that the value of a periurban green area is fully realized only with the active participation of society. Periurban green areas- public or private - constantly interact with society, both directly and indirectly.

Therefore, the participation of society should not be an option, but an example in the governance of cities and urban landscapes.





What can the creation of an alliance offer in a periurban green area?

Building alliances and partnerships is a key component in maintaining periurban green areas.

- It can help mobilize resources and improve cooperation between involvement bodies.
 - Also, in creating goodwill, community spirit and greater understanding of the benefits and costs of periurban green areas.
-

Corporate Social Responsibility

A key feature that expresses social responsibility in the relations between companies and environmental management bodies is Corporate Social Responsibility (CSR).

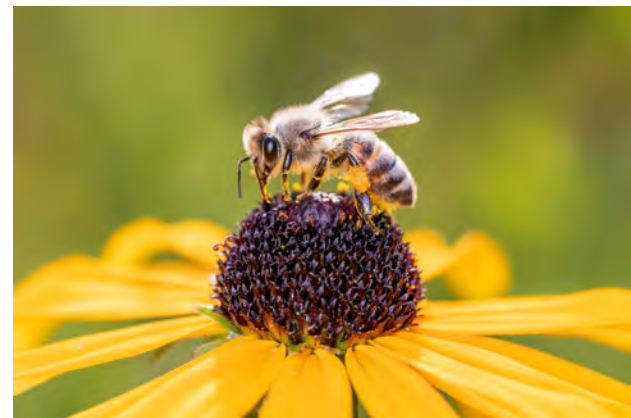
Corporate Social Responsibility (CSR) is the essential expression of the social responsibility of businesses. CSR policies can be practiced in areas such as the environment and its sustainable management, people, and education.



The implementation of CSR actions in the Environment pillar may include a series of interventions and preventive actions concerning the protection of the natural environment.

Enchase Biodiversity

Climate change



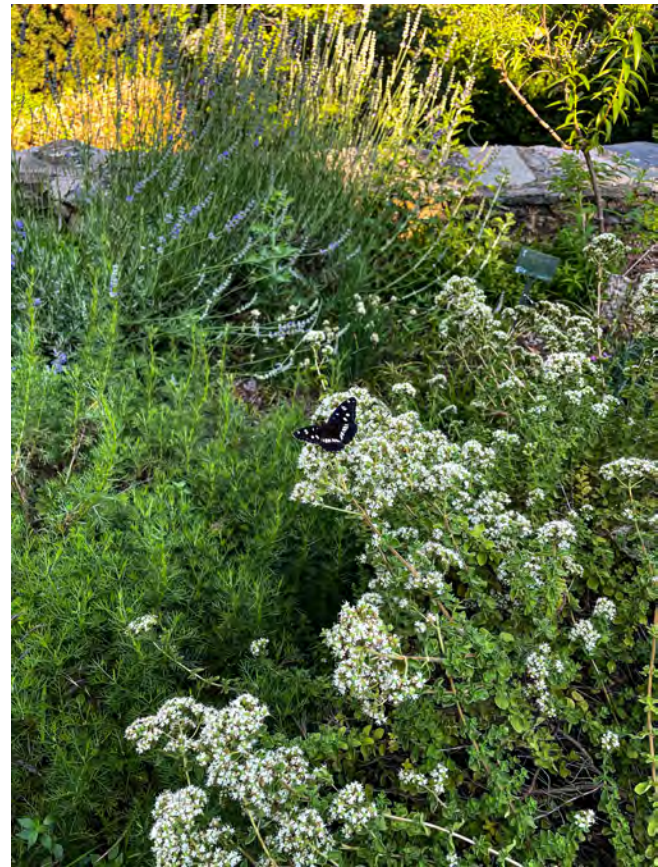
Sustainability

Air pollution



In a periurban forest, the CSR actions can focus on protecting and enhancing biodiversity.

Society relies on biodiversity for the goods and services that ensure human well-being. All businesses, regardless of their size, location or sector, depend on and have a direct or indirect impact on biodiversity through their activity. It is particularly important for the companies themselves a continuous effort to enhance and protect biodiversity and ecosystems into their daily operating practices to ensure their sustainability and at the same time their participation in a sustainable future.



Toolkit

In the context of this need to contribute to the protection of the environment in every possible way, a Toolkit is created with steps for a good CSR cooperation between companies and organizations managing Periurban Parks.

In this particular toolkit, we focus on the actions concerning the voluntary work of company employees in the periurban forest.

From the side of the Company interested in CSR action in a Periurban Park, certain steps should be followed for a proper cooperation.

1. Companies when they come into contact with the Periurban Park for the implementation of an action must understand the need that the space has at the given time.

This is a problem that managers of periurban parks often face with these types of actions. This happens because each company decides in advance what action they would like to take in accordance with the campaign they would like to promote without consulting the manager. For example, the company may want to do reforestation but the green area at that time doesn't need reforestation but needs cleaning. Also, sometimes they don't take into account the season, not all actions take place at all times of the year.

2. It is necessary for the volunteers to take personal safety measures because they are in the natural environment.

This means that they should have appropriate clothing such as closed shoes, long-sleeved shirts, and long pants, protection from cold and rain and respectively from heat and sun. It must be taken into account that the weather conditions and consequently the thermal comfort in a periurban green area differ from the city. They should also be careful with the way they walk through the forest because the ground is uneven and changes slope abruptly. It is understandable that not all people have the same contact with nature and that is why we should not overestimate our abilities when we are in an unknown place.

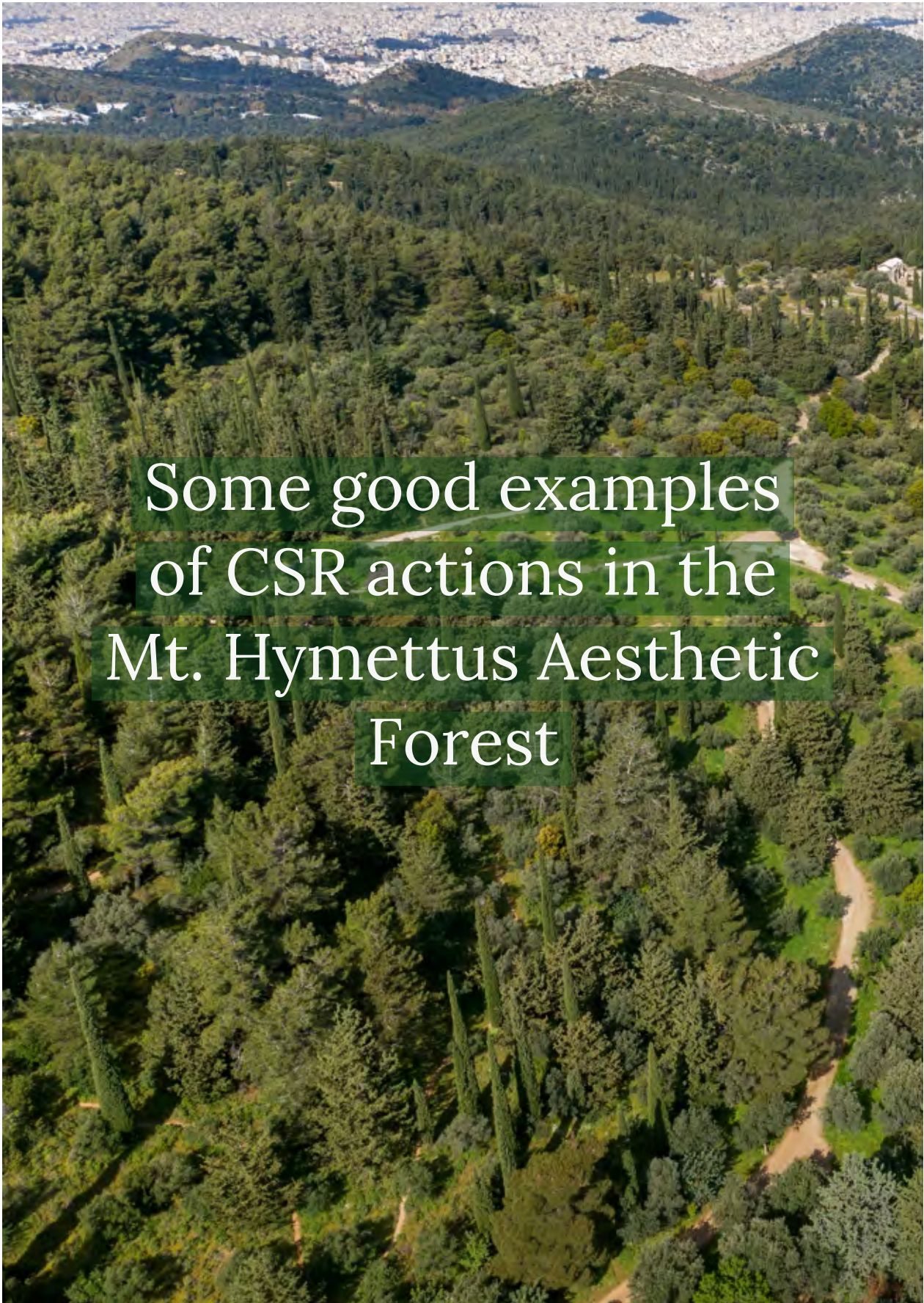
3. Another issue that should concern the company is the number of participants that will take part in the action.

Depending on the action, in order to be effective and to maintain the spirit of teamwork, there should be a certain number of participants.



From the point of the Management Body of the Periurban Park, certain steps should be followed for a proper cooperation, which are listed below:

1. The manager of the area must inform the company of the actions that can be carried out in the park where the aim is to protect the environment and enhance biodiversity.
2. Also, the manager must take all the safety measures to carry out the action. It is necessary to have specially trained staff where that will accompany the volunteers of the company throughout the event providing guidance, information, and supervision.
3. In terms of organizational issues, the actions would be more effective if they were done in a way that would not hinder the smooth functioning of the park and the activities of the visitors.



Some good examples
of CSR actions in the
Mt. Hymettus Aesthetic
Forest

Traditional Voluntary Olive Harvest by Greek bank employees from the Historic Olive grove of Mt. Hymettus Aesthetic Forest.



Volunteer employees of a high-tech company participated in the cleaning and restoration of the branches and trees destroyed by the heavy snowfall in February 2021 in the Mt. Hymettus Aesthetic Forest.





Toolkit for CSR activities in Periurban Parks