



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

# 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 CO<sub>2</sub> emission through planting trees
- provide PEFC certification (sustainable management of forests)





# #2 Forestami

**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.





# #2 Forestami



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.

K E R I N G  




# Business involvement in numbers



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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