

Involving businesses in Park management

Innovative measures from Periurban Parks in Milan

PARCO NORD
MILANO (PNM)



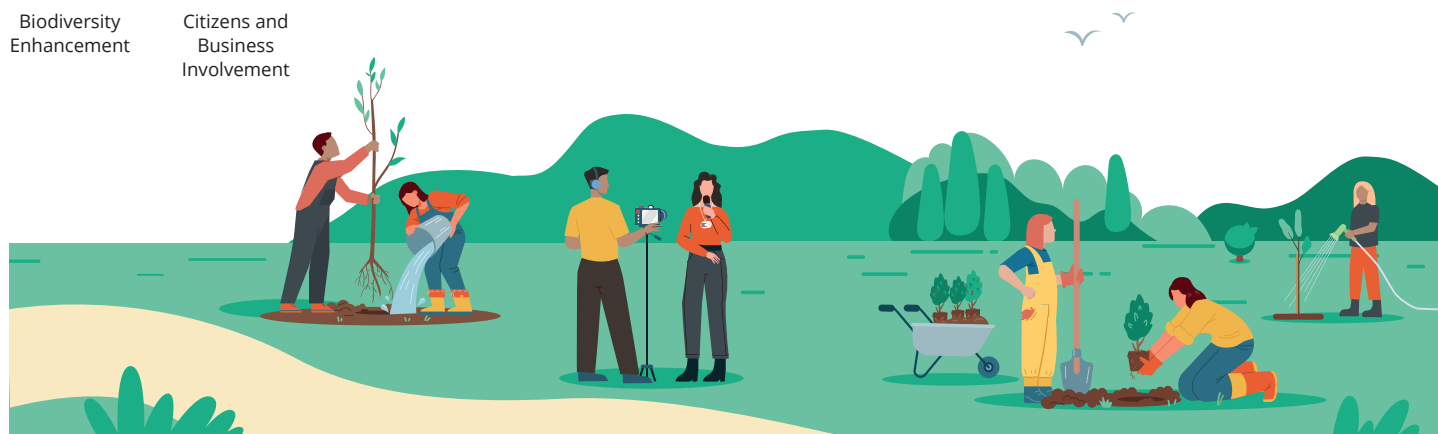
CHALLENGES TACKLED



Biodiversity
Enhancement



Citizens and
Business
Involvement



SUMMARY

Corporate Social Responsibility (CSR) programmes can be an effective means of involving companies in biodiversity enhancement through team-building activities. Parco Nord Milano has built a portfolio with modular activities (e.g. planting) that can serve the Park's needs and corporations' requests. For that, a dialogue between corporations and the park was put in place in order to approach positions and match interests. In addition, digital channels were used for the strategic positioning of the Park.

STEPS

-  1 Appoint a dedicated person to manage the relationship between the park and business companies
-  2 Co-create with business the CSR activities portfolio
-  3 Create a brochure with a modular offer of CSR activities
-  4 Organize and manage the companies' activities inside the Park

RESOURCES NEEDED

COST



- Dedicated staff **30 working days**, **approx. €6270**
- Equipment for the CSR activities.

TIME



variable - depending on the type and size of company and activity chosen.

MAIN LESSONS LEARNED ALONG THE WAY

Generally speaking, the needs and intentions of businesses and those of the Park differ. As such, it is important to have a dedicated person who is capable to translate each other's needs, create a "win-win" bridge between the two actors, and avoid green washing.

Furthermore, having communication materials ready to approach businesses, or visa-versa, greatly speeds up the process and establishes the Park as a reliable partner.

The full report of this action can be found at URL
www.europarc.org/greening-plans

The Life Urban Greening
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