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▼ Reforestation in the Madonie Park, 3,500 trees will be planted

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An important business started reforestation in the Madonie Parkobject of forest fires between the end of July and the beginning of August 2021. To be built today in the municipality of Petralia Sopranaa number of companies including the Armani Group, Zurich, Etica Sgr, Nexi, Mediobanca Group, Manini Prefabbricati, MyLav, Asmset Rovigo, Anter National Association for the Protection of Renewable Energy, S-Cape Travel / SloWays, LS Lexjus Sinacta. The intervention is promoted as part of the campaign Foresta Italia by Rete Climaa non-profit social enterprise that promotes sustainability, decarbonisation and forestation actions in favor of the territory, with the support of companies.

THE NUMBERS – The project, which opens the door to the planting of about 3,500 trees and shrubs in total in the Park territory, aims to reconstitute the natural capital of this protected area of the Madonie Park which is in the process of achieving Pefc forest certification (Program for the Endorsement of Forest Certification schemes).

The interventions in the areas affected by the fires are mainly represented by reforestation of beech, oak and endemic conifers, as well as by environmental engineering activities, useful for mitigating possible situations of hydrogeological instability.

"The collaboration between the profit and non-profit world, between the public and private world, allows the realization of these wonderful projects, which contribute to taking on environmental problems in the various territories of the country – says Paolo Viganò, founder of Rete Clima – In particular , with this project, launched and coordinated together with the Madonie Park Authority, many companies have seized the opportunity to support a territory seriously affected by arson, to help restore new woods and forests where environmental stress has seriously damaged it ".

THE PARK OF THE MADONIE – The Madonie Park includes 15 municipalities of the Metropolitan City of Palermo and, due to its particular geological characteristics, in 2015 it was included in the global network of geoparks. The fires of 2021 burned almost two thousand hectares of forest, in an area characterized by particular biodiversity. The project, carried out by a partnership between Rete Clima and the Madonie Park, consists of reforestation activities through the planting of native species for the renaturalization of the areas concerned.

"The incendiary events of 2021 hit the heart of the Madonie Park, sending about 5,000 hectares to ashes, which represent 2% of the territory. This event represents a moment of real rebirth of important places in the Park – he declares **Angelo Merlino**president of the Madonie Park Authority – My thanks are utmost both for the Rete Clima structure and for the supporting companies who have wanted to make their own contribution so that this 'rebirth' can be a seed from which a consolidated civil conscience will arise. help to respect and value more and more the artistic and natural assets that we are called to protect ".

THE ITALIAN FOREST CAMPAIGN – The activities of the Foresta Italia campaign include the planting and multi-year post-planting care (for example wetting) of trees on the Italian territory, ie the careful and continuous cultivation of the planted plants; these territorial re-naturalization activities generate many environmental and social benefits, improving the health and sensitivity of the people involved.

"The plants are native – he explains **Andrea Pellegatta**, responsible for the forest projects of Rete Clima – and belong to different tree and shrub species suitable for the intervention areas. These are plants grown in local nurseries, of certified origin, accompanied by a phytosanitary passport that guarantees their control, traceability and the absence of diseases, the spread of which could cause serious economic and environmental damage ".

The National Forest Italy Campaign, promoted by Rete Clima in partnership with Coldiretti and PEFC, received the moral patronage of the Mite (Ministry of Ecological Transition) and Mipaaf (Ministry of Agricultural, Food and Forestry Policies) for its high environmental value.

WHO IS RETE CLIMA – Social enterprise, for over 10 years it has been carrying out projects for new national urban forestation with the aim of territorial re-naturalization and as a strategy for the concrete implementation of the environmental responsibility of companies. Forestry projects, which involve the planting and post-planting care of trees in Italy, generate multiple environmental, climatic, social and public health benefits.

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