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## **Manufacturing and sustainability: Fedrigoni Wood planted in Caponago (MB) with 1,530 native plants given to the community**

*Fedrigoni, one of the leading producers of special papers and self-adhesive labels, is funding the creation of a park next to its Ritrama plant. CEO Marco Nespolo explained, "Improving a green public area near our production site is an integral part of our commitment towards the community and the environment, a commitment that started 132 years ago, and which will gather momentum in manufacturing processes, supply chains, product innovation and focus on people over the next 5 years."*

A wood consisting of 1,530 native trees and plants on the border between Caponago and Pessano con Bornago, to regenerate an area sandwiched between factories and motorways, creating a green space for the community, who can adopt plants and watch them grow over the years. The project, run by Fedrigoni, one of the world's leading groups for the production of special papers for packaging, graphics, publishing and adhesive labelling products, came to life today with the Covid-compliant planting of the first small trees.

One and a half hectares, or 15,000 square metres of land, have been chosen by the Regione Lombardia and ERSAF (the regional body for services to agriculture and forestry), using the 'LIFE Gestire 2020' project, which will be cleared and planted with over 1,500 trees native to the Po Valley by the end of the year. These include oak, ash, field maple, holm oak, yew and elm, along with shrubs such as dogwood to maintain biodiversity. The area runs between the motorway and the Ritrama plant (producer of self-adhesive labelling materials, bought by Fedrigoni in January) and partly falls into the Parco Agricolo Nord Est park (PANE), a green space for public use equipped with a cycle path.

The land belongs to the municipalities of Caponago and Pessano con Bornago. The project is being funded by Fedrigoni, who will oversee it for the next 5 years, and designed and directed by Etifor, a spin-off of the University of Padova that specialises in environmental planning and consultancy. The Fedrigoni Wood was inaugurated today with a symbolic ceremony in compliance with anti-Covid rules. The two mayors, Monica Buzzini and Alberto Villa, were present, along with the environmental councillor of Caponago, Andrea Travella, the CEO of Fedrigoni

Group, Marco Nespolo and its vice president, Chiara Medioli, president of the Parco Agricolo Nord Est di Milano park, Silvano Brambilla, founding partner of Etifor, Lucio Brotto, and representatives of the cooperative Demetra.

The area will become a permanent forest that can absorb at least 100 tonnes of CO<sub>2</sub> over 20 years, the equivalent of the annual emissions from 50 cars. It will act as a natural filter for the nearby motorway and provide clean, non-polluted air to local residents and cyclists. It will also be a green space for the whole community to enjoy and to look after “virtually” if they wish. On the Etifor website [www.wownature.eu](http://www.wownature.eu) or on the project’s Facebook page (@fedrignonipapers) people will be able to choose a tree to plant and adopt, completely free of charge. The project has a science-based approach and complies with the rules for good forest management, defined as a rise in the biodiversity and natural character of the focus areas, in compliance with environmental, social and economic Forest Stewardship Council® standards.

“Improving green public areas near our production sites is an integral part of our commitment towards the community and the environment,” stated Marco Nespolo, CEO of Fedrigoni Group, “a commitment that will gather speed over the next 5 years with targeted measures to improve manufacturing processes, supply chains and product innovation, whilst building bridges between people and the communities we are interacting with. Fedrigoni has paid close attention to the environmental impact of its production chain for over 130 years, and in the last 6 years it has drastically reduced its energy use (-46% water in the production of self-adhesives and -13% thermal energy). All paper has been produced using FSC® certified cellulose since 2014, sourced from sustainable forests and protected by international treaties.”

“Environmental protection and sustainability are the biggest challenges of our era and can only be met with the awareness that each and every one of us must play their part. This means both public administration and citizens, production activities and voluntary organisations,” added Monica Buzzini, mayor of Caponago. “This new urban wood that has been planted in an area heavily impacted by human behaviour will allow the ecological potential of the site to develop, the area around the cycle path to improve and will alleviate the effects of air pollution. We were very keen for the municipality of Pessano con Bornago to be involved because the area stretches beyond the administrative borders, and we wanted to think comprehensively, not parochially. Our administration believes in cooperation between the public and the private sectors. We would like to thank Fedrigoni for carrying forward this project because it is an excellent example of this type of cooperation since it will have a positive impact on both the environment and the people. Unfortunately, due to Covid restrictions we cannot organise a public event at the moment, but there will be the opportunity to present and ‘hand over’ the new wood to the people in the future.”

“When we talk about ecology (from the Greek ‘oikos’ meaning home and ‘logia’ meaning discourse), we are referring to a ‘discourse about our home’,” said Alberto

Villa, mayor of Pessano con Bornago. “Our home is the place where we live, where we feel protected, where our hearts are. Our first home is the environment surrounding us, which we must protect and value, not with words but with actions. The Pessano con Bornago administration has recently approved a forestation plan and new environmental regulations in order to achieve these objectives in a realistic way. We were very happy to hear about Fedrigoni Group’s proposal to fund this project, which is proof that the preservation and development of our local area isn’t only up to our public administrations, but are objectives that can only be reached with help from the private sector. The fact that the project extends across not only two municipalities but two provinces underlines the universality of the issue, which can only be addressed by joining forces. I would like to thank the municipality of Caponago for having involved us.”

If you would like to see the exact position of the wood on Google, please use the following latitude and longitude coordinates: 45.5592 9.3821.