



Associazione Imprese  
di Difesa e Tutela Ambientale

*Press release*

**Conference**

## **Redesigning the landscape: Environmental technologies between restoration and reclassification of urban and extra-urban areas.**

It takes more greenery to save the world. The undersigned, in an ideal manifesto "Green will save the world" launched in recent days at an international meeting in Milan, the Italian representatives of Assoimpredia (National Association for the Defence and Environmental Protection Association) and the delegates from all over Europe of Elca (European Landscape Contractors Association), ie professionals, landscape architects, designers, managers of green companies and entrepreneurs who ask institutions, but also citizens, to change behaviours and directives, thinking back to cities, suburbs and more generally to the landscape that characterizes the Belpaese.

Without the necessary checks and wrong choices, such as those concerning tenders that only look at the economic downturn rather than the design quality, it becomes increasingly difficult to talk about urban and extra-urban redevelopment. We need awareness, says Emmanuel Mony, international president of Elca, "an awareness that is lacking even in the face of man-made disasters and actions, such as global warming, which have even led to storms in the Mediterranean. Yet the benefits of green have clear and obvious impacts on the health of citizens, because parks and gardens encourage exercise, reduce stress and at the same time improve air quality. Altogether, spending on medical care would be reduced with greener. Green spaces in cities fight islands of heat and perspiration reduces pollution. But in addition to the health aspects, green is also convenient from an economic point of view. A property with a garden certainly has a greater value on the market. In short, sustainable and environmental development together with economic development".

Gianluca Bartolini, president of Assoimpredia, recalls the alarming figures released by the European environmental agency, which estimates 400 thousand deaths a year due to pollution. "Will green save the world? Maybe yes, but if the institutions, but also the citizens doing their own part, they will analyse the environmental changes and will govern them, thus mitigating the effects on people and health - explains Bartolini - we must look to the future through measures and actions that can to obtain important results for the quality of life today and for that of future generations. Everyone, in his small way, can and must make his own contribution".

Assoimpredia has launched the 'lenteverde' electronic counter dedicated to both citizens and businesses to collect reports from all over Italy concerning environmental degradation but also anomalies on public procedures, to then become a spokesman for the relevant institutions. "We will be on the one hand a magnifying glass on the problems related to the public green, but also the body that acts as an interlocutor," said Bartolini.



Associazione Imprese  
di Difesa e Tutela Ambientale

In the meeting experts, landscape architects and university professors, have given their contribution by providing ideas and design hypotheses partly already tested, case studies that could become examples from which to draw to create a more sustainable future. For example, even the control of tree life can be achieved through "smart technologies" useful for monitoring the urban green, encouraging the creation of that healthy microclimate also for human life. It is done with the "tree talker" a device that is a sort of black box that is installed directly on the trunk of the trees, illustrated by the professors of the University of Tuscia, Andrea Vannini and Riccardo Valentini, the latter Nobel Prize.

The professor. Carmine Guarino, from the University of Sannio, spoke instead of land reclamation with micro-organisms, managing to reduce the use of chemical fertilizers replaced by effective natural interventions. But in its mission to save the world, green also becomes an instrument of health as explained by the head of oncology of Massa Carrara, Andrea Mambrini and agronomist Maurizio Lapponi who have analysed the effect of green on cancer patients who have used the "Therapeutic terraces", real terraces full of plants that increase, already visually, the perception of vitality that can positively contribute to the treatment path. And also from the point of view of the administration of drugs there have been strong decreases with the consequent economic savings for the national health system.

Alongside these initiatives, we need a different strategy, as recalled by Silvia Brini from ISPRA, according to which municipalities must also start thinking in terms of green infrastructures and ecosystem services in urban areas, imagining criteria and guidelines for the promotion of urban and peri urban forests consistent with the environmental, historical-cultural and landscape characteristics of the places.

**ASSO.IMPRE.DI.A. - Associazione Imprese di Difesa e Tutela Ambientale**

**Assoimpredia - National Association for the Defence and Environmental Protection Association**