

press release

‘Il Bosco di Myplant’ (Myplant’s woodland) has planted its first tree in Milano

The International Green Expo participates in the project of making Milan a greener city through the urban forestation project ForestaMI organised by the city council.

Milan, 2020 November - Myplant & Garden participates in the project of making Milan a greener city. The plan of the **ForestaMI** programme, organised by the City Council of Milan, is to plant 3 million trees within 2030 in the metropolitan area of the city.

On 25 October Myplant has **planted the first tree** at Parco Nord: it has been the symbolic act of the **birth of a new woodland in the city**, that will start next Spring with the plantation of **the first 200 trees**.

*“This intervention is not only a challenge towards the environment, but also an original idea of living – say the organisers of **Myplant**, the leader trade fair for the green industry in Italy. **The first 200 trees** will be planted next Spring thanks to the contribution of our exhibitors. The project, also with its future development, will involve the local horticulture sector with native species of the region from local nurseries.”*

Increasing the green portion of cities has a lot of positive outcomes: **diminishing** CO2 levels in the atmosphere, **reducing** pollution, **limiting** the sanitary impact of the climate crisis, **mitigating** the effects of warmth waves and of ‘tropical nights’, better **controlling** the water flux during heavy rainfalls. These outcomes offer advantages to the health of people and in the economics of a city. Urban forests are an **investment** for the **health** of citizens, for the value of **real estate**, for the urban resilience to **atmospheric** traumas, for **energy** saving, for the **hydraulic** drainage of the territory.



Ms Valeria Randazzo (exhibition Manager Myplant & Garden) with the Direction of the Park

*“Planting 3 million trees in the metropolitan city within 2030 is an ambitious project if we consider that as of today there are 5,5 million trees on the whole territory – declares **city council member for Verde e Urbanistica Pierfrancesco Maran**. Ambitious but necessary both for the environment and for the quality of life of our citizens. In order to reach this goal it is capital that everybody contributes, both public bodies and private entities. The initiative promoted by **Myplant & Garden** is very significant, as it contributes to this great project of urban forestation, but also because it involves directly local businesses that operate in horticulture.”*

Il Bosco di Myplant

Il Bosco di Myplant (Myplant’s woodland) will be created within the velodrome of Parco Nord Milano thanks to the contribution of the companies that will participate in the next edition of Myplant (Fiera Milano Rho, 26-28 February 2020). Once mature, the woodland will absorb around **50,000kg** of CO₂, equal to the amount of emissions generated annually by **7** Italian citizens, to **315.000km** travelled by car (**7** laps around the earth), and to the life cycle of **100.000** water bottles.

The project will involve the **local horticulture industry** with tree species native of the region coming from **local nurseries**: plain woodland formations, Quercus robur, Quercus cerris, Quercus petrae, other broad-leaved trees such as Acer, Carpinus betulus, Prunus avium, and shrubs.

Environmental awareness and social commitment

Il Bosco di Myplant is part of a broader vision of promotion of the environmental awareness and social commitment within the International Green Expo. Side by side to the presentation of the woodland project, two very significant initiatives promoted by the trade fair have been introduced: **I Giardini di Myplant – (Myplant’s Gardens)** the annual design competition dedicated to charities organised by Myplant & Garden in cooperation with Fondazione Minoprio – and **Riuso del legno urbano (urban wood recycling)**, a tangible example of circular economy.

I Giardini di Myplant (Myplant’s Gardens) is a design competition organised every year by the Expo, whose object of intervention involves outdoor areas of structures dedicated to the cure, assistance and protection of people – often minors – with serious social and medical problems. After the project realised at **Dynamo Camp** in Tuscany (**I Giardini Dinamici**), where 3,000sqm of grounds were requalified during the Summer of 2018), the competition has allowed the creation of an outdoor gym within the headquarters of the **Comitato Maria Letizia Verga** in Monza (**Il Giardino della Sport Therapy**) which has been inaugurated last September.

In 2020, instead, **Il Giardino di Corte** will be inaugurated, an outdoor area at **CasArché**, a community for mother-son families of Fondazione Arché Onlus (Quarto Oggiaro, Milano).



Comitato Maria Letizia Verga, realized winning project

Riuso #LegnoUrbano (*urban wood recycling*)

Myplant also participates in the project for the reuse of urban wood, a plan of **circular economy** that favours the conservation of the **natural capital** generated by a city, e.g. waste produced by pruning and felling plants for reasons of instability, age, disease, urban development, renovation of trees. These practices **generate costs** and also have an **environmental impact**. The project aims at giving a second life to a natural, precious resource thanks to a new approach toward urban wood: from wasting a resource, to valorising waste as a resource.

On **21 November – National Tree Day – Myplant**, thanks to the cooperation with **Assofloro** and **Rete Clima**, will participate in the **Stati Generali del Verde** in **Turin** in order to take charge of the **recycling** and **transport** of some felled trees that will be given a new life **within the exhibiting halls** of the upcoming edition of Myplant & Garden (26-28 February 2020).

The wood taken from these trees will constitute the **central exhibiting elements** in a cult event within the trade fair, in order to present the thousands of international visitors with a new sensibility towards this theme.

Myplant & Garden – *International Green Expo*

Fiera Milano – Rho Pero | 26-27-28 February 2020 | opening times: 26-27.02: 9-18 / 28.02: 9-17 | cadence: annual | visitors: professional | operational secretariat: VG Crea, Milano | Tel. +39 (0)2 688 9080 | info@myplantgarden.com | www.myplantgarden.com

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Myplant & Garden - *International Green Expo*

Myplant & Garden is the most important professional trade fair for horticulture, landscape and garden in Italy. It is a unique meeting point for the Italian industry, and a first-level protagonist for international markets. The trade fair promotes green culture, circular economy, environmental protection and green design.