

## CASE STUDY

# ForestaMi

**ForestaMi**

*"We are increasing the natural capital of metropolitan Milan to create a more resilient city to climate change effects"*

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Scientific Director at ForestaMi



## PROFILE SNAPSHOT

Website	<a href="http://foresta.mi.org">foresta.mi.org</a>
Social channels	<a href="#">f @forestaMi</a> <a href="#">@ForestaMi</a> <a href="#">@foresta_mi</a>
Contact us through Alliance	Maria Chiara Pastore ( <a href="mailto:mariachiara.pastore@polimi.it">mariachiara.pastore@polimi.it</a> )
Country	Italy
Main sector	Public-private
Uforest thematic discipline	Urban landscape planning
Stage of development	Implementation



By increasing green areas that contribute to reducing health risks.



By engaging the community to collaboratively create urban green infrastructures.



By cutting up to four fifths of CO<sub>2</sub> emissions and by lowering summer temperatures by 2-3 degrees.



By increasing canopy cover by 5%, building ecological connections to increase biodiversity and restoring polluted soils.





## START-UP

Starting in 2018, ForestaMi is an urban forestry project that plans to plant 3 million trees in the Metropolitan area of the city of Milan by 2030. The project stems from a research carried out by Politecnico di Milano and aims at improving living conditions and countering the effects of climate change.

### FORESTAMI'S GOAL:

To plant 3 million trees within the perimeter of Milan's Great Metropolitan Area by 2030 and transform it into one of the greenest cities in Italy.



## INITIATIVE MODEL

### MAIN ACTIVITIES:

#### What does ForestaMi do?

- Afforest urban and peri-urban areas by:
  - Increasing green and permeable areas.
  - Increasing green roofs.
  - Cleaning up abandoned or polluted soil through phytoremediation.
  - Transforming school, university, hospital and private courtyards into green areas.
  - Promoting new urban vegetable gardens.
  - Establishing an orbital wood all around the metropolitan area.
  - Improving public parks greenery.
- Urban mapping of urban heat island, imperviousness, water runoff and land use.
- Urban planning related to urban forestry typologies identification and urban forestry projects development.

### BENEFICIARIES:

#### Who benefits from ForestaMi's activities?

- 1. The Metropolitan City of Milan's residents**, who can donate trees and enjoy a beautified, healthier and resilient city.
- 2. Private companies** that sponsor communication services or purchase carbon credits.
- 3. The farmers of the agricultural districts within the Metropolitan area**, who benefit from increased biodiversity and mitigation of extreme weather effects.

### PROMOTION:

#### What is ForestaMi's promotion strategy?

ForestaMi's communication strategy is based on four main channels:

- Transport marketing spaces (e.g. subway and tram stations) that advertise ForestaMi supporting brands invite people to grow an animated tree, which translates into a donation.
- ForestaMi's promotion website.
- Social media.
- Strategic scientific dissemination.



## GOVERNANCE:

### How does ForestaMi implement its activities?

ForestaMi is a fund composed of:

- A **multidisciplinary scientific committee** made up of sector experts, such as ecologists, landscape architects, agronomists, foresters, urban planners and sociologists.
- The project manager and the administrative team coordinate the project.
- The technical team (e.g., pedologists, engineers) engages in tree-planting activities.
- The scientific team implements research.
- Marketing and communications teams engage stakeholders.
- Supply of small trees is provided by **ERSAF** and its regional network of nurseries, while mature trees are supplied by **Parco Nord Milano** and its network of nurseries.
- **Partners:**
  - Fondazione di Comunità Milano.
  - The Metropolitan City of Milan.
  - The Municipality of Milan.
  - The Regional Council of Lombardy.
  - Parco Nord Milano.
  - Parco Agricolo Sud Milano (PASM).
  - ERSAF (Regional Agency for Agricultural and Forestry).

## FINANCES:

What are ForestaMi's main resources?

To cover tree planting and maintenance, estimated at 30€/tree over 5 years, the funding is mixed between:

- **Public funding** from the national government and European projects.
- **Private funding** from citizen donations (through ForestaMi's website or Intesa San Paolo Bank ATMs), company donations (minum of 1000€) and mid to long-term agreements with private entities.

## POLICY AND STANDARDS LEADING THE INITIATIVE:

- The MoU (memorandum of understanding) was jointly signed in 2018 between the Metropolitan City of Milan, the Municipality of Milan, Parco Nord, Parco Agricolo Sud and ERSAF as an agreement towards a greener Milan.
- ForestaMi guidelines follow a procedure for selecting, checking, and verifying the species quality and the right area in which to plant.
- Depending on the case, some intervention areas require a public-private agreement.



## UNIQUENESS

### What makes ForestaMi a one-of-a-kind project?

- Its **creative marketing strategy** engages citizens, businesses, associations and municipalities to actively participate in urban afforestation. The initiative's name, 'ForestaMi' puns on the double meaning of "mi" in Italian, which is both an abbreviation of Milan and the pronoun "me", meaning "turn Milan into a forest" as well as "turn me into a forest".
- It **increases and conserves native genetic diversity** to make urban greenery less vulnerable to pests and diseases, and to strengthen resilience to the effects of climate change.
- It **increases property value**, especially in the overlooked areas of Milan.
- It's based on preliminary **scientifically-based mapping** of tree canopy cover and potential areas to afforest.



By **2025**, ForestaMi will become an autonomous legal entity with a well-structured and expanded planning department. Moreover, it will start targeting key environmental issues, amplifying the tree-planting scope.

### What does ForestaMi need to be successful?

- Available land for tree planting.
- Ongoing funding.
- Materials and a fluid logistic scheme.
- A sustainable management plan following the first 5 years of each tree's life.
- The possibility to create agreements with the farmers and the agricultural districts.

### What are today's main challenges?

- Lack of political commitment and political fragmentation.
- Lack of alignment with the agricultural sector.



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