

WE PLANT TREES TO PRODUCE VALUE FOR THE COMMUNITY



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Over the past 150 years, we have witnessed a profound advancement of humanity. With positive consequences for society: think, for example, of greater well-being, increased life expectancy or the availability of technologies that simplify our existence and make scenarios that were unimaginable just a few years ago a reality. At the same time, we have to recognise that progress has produced certain distortions: think of the growing inequalities between people, the concentration of enormous wealth in the hands of a few, and climate change. One of the models that has determined the worst consequences is the consumer model, which we can summarise with the formula "take, make, dispose". We all see the consequences: increasingly problematic waste management, which contributes to climate change and pollution, directly affecting many ecosystems and many species. Let's just think about the invasion of plastic in the seas. A paradigm shift is needed: in particular, we must overcome the equation whereby the citizen is first and foremost a consumer, a purely utilitarian conception of

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the person. The key concept is that of circular economy, based on reduction, reuse, recycling, sharing: the resources available to the planet are not unlimited. They must remain the patrimony of all and not become the prerogative of a few, who exploit them with potentially negative impacts for the whole of humanity. A fundamental resource is the Earth. Let us remember that, until a century and a half ago, the typical European landscape consisted of flat forests. Even the territory corresponding to the current Emilia-Romagna was almost totally covered by forests: today the forest heritage of our Region, which remains significant, is just over 610,000 hectares, equal to almost a third of the total territory. Many forests have been progressively sacrificed, to make way for new urban settlements and intensive agriculture. It is in this context that the KilometroVerdeParma Forest Consortium has found its mission: for us, rethinking the use of resources starts from the design of reforestation interventions in the territory of Parma and the province. Planting new trees - over 40,000 between May 2020 and December 2021 - means using the soil to produce value. Think of the ecosystem benefits that can be derived from an urban forest: from the storage of CO₂ to the production of oxygen, from the filtering of fine particulate matter resulting from pollution to the mitigation of heat islands, from increased soil fertility to the fight against hydrogeological instability, via the protection of biodiversity. A greener city is also more liveable and offers its inhabitants new spaces for socialising outdoors - an aspect not to be underestimated in an era marked by the Covid-19 health emergency.