

EDUCATION

## Prada Group helps launch urban forestry academy in Milan

March 22, 2023



*Organized by professor Maria Chiara Pastore, a researcher and professor at Milan's Polytechnic University, each of the Academy's modules will be led by forestry educators and experts from around the world. Image credit: ForestaMi*

By LUXURY DAILY NEWS SERVICE

Italy's **Prada Group** is helping citizens of Milan green the city.

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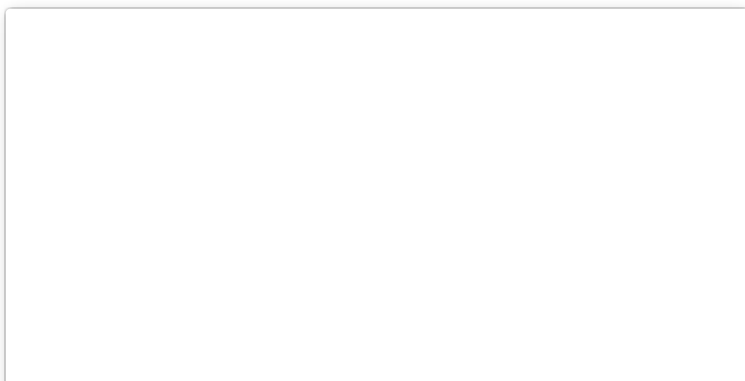
In partnership with the Milan-based organization **ForestaMi**, the group has launched ForestaMi Academy, a three-year training program providing educational seminars, workshops and outdoor activities on the issue of urban forestation.

Coordinated by Maria Chiara Pastore, of the Polytechnic University in Milan, the initiative prepares the *Milanese* to help make their city the "Green Capital of Italy."

Out of the woods

ForestaMi which translates in English to "Forest Me" with support from local organizations such as the Municipality of Milan and the Milan Community Foundation, aims to plant 3 million trees in Milan by the year 2030, many of which will be part of a planned metropolitan park.

In addition to cleaning the air and offsetting the damage brought by climate change, the trees foster environmental as well economic and social benefits.



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A post shared by Forestami (@foresta\_mi)

The polytechnic university provides the organization where Ms. Pastore acts as scientific director with findings such as the benefits of canopy cover to urban centers. It cites the "urban heat island effect" which is when a city's temperature is significantly higher than surrounding rural areas due to human activity as incentive for its push toward urban forestation.

At the time of publishing, the organization, which receives support from local organizations such as the municipality of Milan, and the Milan Community Foundation, has planted 427,475 trees.

ForestaMi Academy's program will revolve around a separate theme each year.

The first is "Getting to know forests and forestation places" and the first module is scheduled to begin May 12 with the objective of answering the question, "What is an urban forest?"

This first in a series of three-hour courses for adults only is led by Cecil Konijnendijk of the department of forest resources management at the University of British Columbia and Simone Borelli, an urban forestry officer with the United Nations' Food and Agriculture Organization in Rome.

The second and third themes will be "Urban forestry: well-being and health" in 2024 and "Plants and their presence in cities" in 2025, respectively.

Registration for ForestaMi Academy began March 21, and those interested can sign up for all or parts of the course. More information can be found on ForestaMi's [site](#).

Prada Group's concern for the environment does not stop at land's end. In 2021, it supported a partnership with UNESCO's Intergovernmental Oceanographic Commission (IOC) with the "Sea Beyond" educational initiative where students created campaigns around ocean preservation ([see story](#)).

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