

AUTOMOTIVE

## Ferrari supports Italian youth with latest iteration of reforestation project

March 31, 2023



*This latest launch of Bosco Ferrari, which aims to restore 30 hectares of native flora in Modena Province, takes place in Tabina Quarry an area of Po Valley which has been confiscated from criminal organizations. Image credit: Ferrari*

By LUXURY DAILY NEWS SERVICE

Italian automaker **Ferrari** is turning over a new leaf of an ongoing decarbonization commitment.

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The former meaning woods or woodland in Italian, Bosco Ferrari launched in October of last year with the goal of replenishing 30 hectares of forest located in the province of Modena.

Now, the automaker's environmental initiative is working to reforest land previously confiscated from organized crime operations. Once repopulated, the plot will act as a source of employment for young people in crisis.

Greener pastures

Amid Ferrari's home country, the municipality of Formigine is opening its doors to the automaker's philanthropic ideation.

A delegation from Ferrari joined the mayor of Formigine Maria Costi together with several members of the municipal council rooted the first tree together on March 24, alongside educators and young people from the Orione 80 Foundation, the organization that will manage the plot once the planting phase is completed.

The Italian nonprofit works to employ young people, and will do so as part of this execution, tasking the foundation's residents with maintaining the wood and the orchard.

Nonprofit social enterprise Rete Clima, which has supported Ferrari with the design and implementation of Bosco Ferrari since the initiative's launch, will lend live support.

Bosco Ferrari expands with a new forestation project in the area nearby our factory in Maranello.

A milestone for the environment and the local community, as it focuses on regenerating an ecosystem while also providing opportunities for young people.

Find out more [#Ferrari](#)

Ferrari (@Ferrari) [March 24, 2023](#)

The brand's inaugural project kicked off in Maranello, another Modena municipality minutes from Formigine, the one in which Ferrari was founded in 1947.

Part of the Italian National Forest Campaign (CNFI), Bosco Ferrari has received endorsements from Italy's Ministry of Ecological Transition (MITE) and the Ministry of Farming, Food and Forestry (MIPAAF) thus far.

It seems reforestation projects from heritage labels looking to give back are cropping up all across Italy these days.

Prada Group is currently partnered with Milan-based organization ForestaMi, having launched ForestaMi Academy, a three-year program teaching local citizens about reforestation in hopes that the company will help to plant 3 million trees across the city by 2030, this month ([see story](#)).

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