



Green sponsorship in the City of Torino - A case study and a challenge

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Green Sponsorship



What is: a program to increase and maintain public green areas through sponsorship agreements with private parties

The need: to promote green areas in a scarce public resources framework. To foster green innovation

The framework: memorandum of understanding with MATT*

- A strategy to develop and enhance the green infrastructure and urban forest and the **ecosystem services** connected to them
- The identification of a method for managing contributions and **environmental compensation**

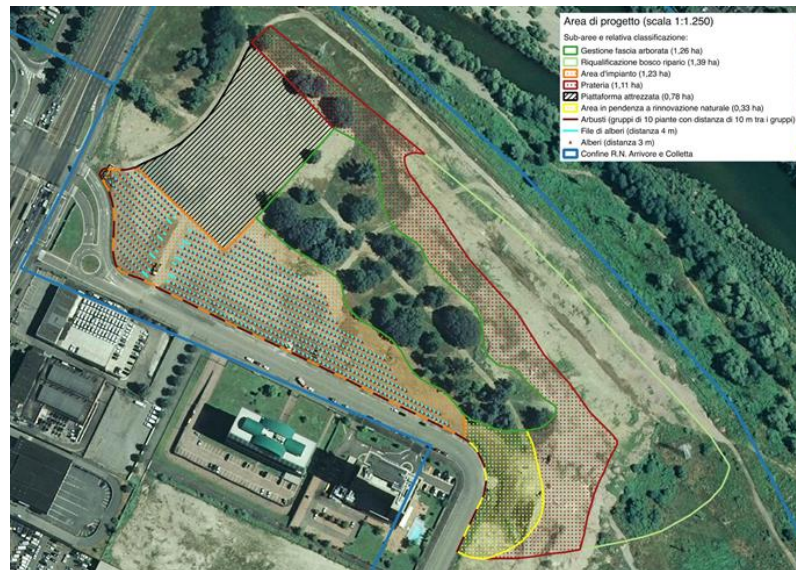


**Italian Ministry of Environment and Sea Protection*

Green Sponsorship

How we done it:

1. Guidelines and Multiannual sponsorship programme
2. Public call to find sponsor
3. Project submission by the private subject and evaluation process
4. The agreement



Urban Forestry in Parco Stura

The framework

The project was born within a strategy of mitigation and adaptation to climate change, in which urban forestation is central, both in the sequestration of carbon dioxide and in the reduction of heat islands and in the management of rainwater.

The area: 1.6 hectares

The budget: € 70.000 (2018-2019)



The goals:

- construction of an urban park in the outskirts area and improvement of the landscape
- contribution to urban green management and improvement criteria
- **enhancement of ecosystem services in the urban environment**
- **registration and certification according to official methods of carbon sequestration**

Urban Forestry in Parco Stura

The actors involved

City of Torino (land owner)

FPT industriale: private sponsor

IPLA: technical partner

MATT, Regione Piemonte (Policy framework)

In collaboration with:

CREA – Centri Ricerca Foreste e Legno

Project LIFE The Green Link

ACEA e AMIAT – Gruppo IREN

(technical partners)

The activities:

Plant species selection (trees and bush)

Implantation and accessories (irrigation system; mulching; etc.)

Management and maintenance

Communication and promotion



Urban Forestry in Parco Stura

Creating Ecosystem Services,
the the added value provided by
the renewed park in terms of:

- Carbon sequestration
- Mitigation
- Air quality



proGInreg in brief



The project is funded by the European Commission under the Horizon 2020 programme and will run from June 2018 until 2023. ProGInreg stands for ‘productive Green Infrastructure for post-industrial urban regeneration’:
nature for renewal.

Innovation in four front-runner cities

Dortmund (Germany), Turin (Italy), Zagreb (Croatia) and Ningbo (China) host Living Labs in post-industrial districts where nature-based solutions are developed, tested and implemented.

Global cities working together

Cascais (Portugal), Cluj-Napoca (Romania), Piraeus (Greece) and Zenica (Bosnia and Herzegovina) closely follow the progress in the Living Labs and engage in city-to-city exchange to replicate the nature-based solutions.

ProGireg NBS



NBS 1: Leisure activities and clean energy on former landfills

NBS 2: New regenerated soil

NBS 3: Community-based urban farms and gardens

NBS 4: Aquaponics

NBS 5: Green walls and roofs

NBS 6: Accessible green corridors

NBS 7: Local environmental compensation processes

NBS 8: Pollinator biodiversity



<http://www.progireg.eu/>

Mirafiori South green park regeneration

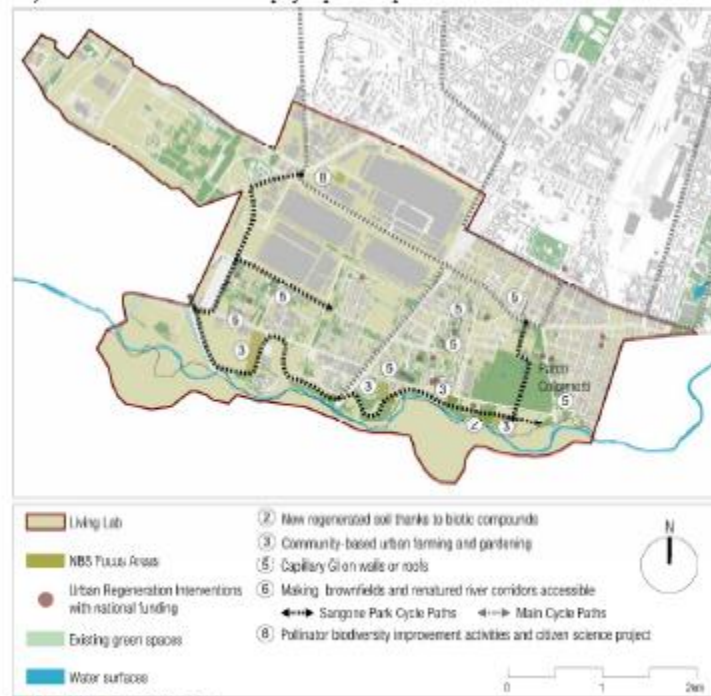
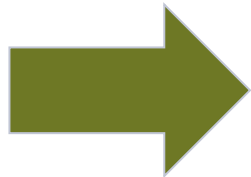


Figure 6. The proGfreg Living Lab in Turin

Mirafiori District green corridors

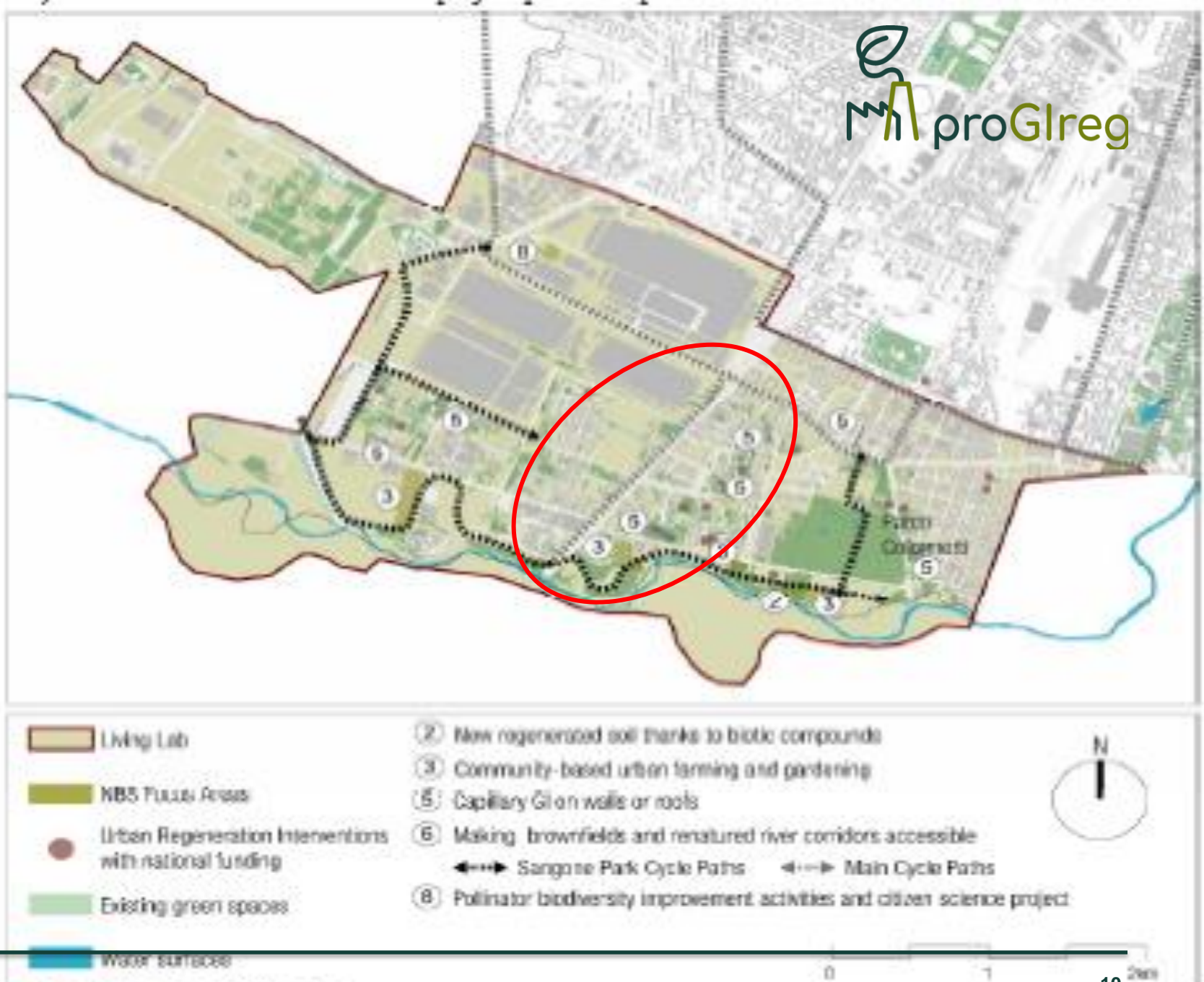


Figure 6: The proGireg Living Lab in Turin

Thanks!

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