



Jacopo Giacomoni – WOWnature Ambassador

**Connecting Nature Enterprise Summit 29 June 2021 - Poznan** 



### Nature is good for you. Take care of it.







www.wownature.eu/en



## How does it work?

We put in contact forests and natural areas with



People willing to grow their own trees in their loved forests



**Companies** sustaining projects for company welfare, CSR, green brand and reduction of impacts on CO<sub>2</sub>, PM10, water, etc.

### **Grow** a tree



### Grow or gift a tree

Adopt the species you prefer in the area you love!

Grow your tree

www.wownature.eu/en/grow-a-tree/



#### Oak

Century-old tree par excellence, emblematic of strength for Indo-Europeans and sacred to Romans and Celts. The oak is one the most loved species of all. Enduring and resistant, this majestic tree has also therapeutic properties (analgesic and as an anti-inflammatory) and is recommended for forward-looking people. On average, one Oak captures 33 kg of CO2 in a year, equal to the emissions of a 190 km-long car trip.





#### Alder buckthorn

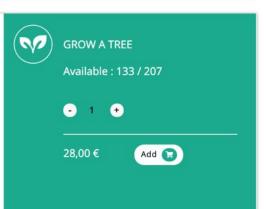
The alder buckthorn, a native to Europe and found mainly in northern Italy, is few meters tall and is often used for healing purposes. It usually grows next to the rivers because it prefers wet climates; and it is very appreciated by bees that enjoy its long-lasting flowers. Recommended for people that believe in "the beauty of small things". On average, one alder buckthorn captures 7 kg of CO2 in a year, equal to the emissions of a 40.3 km-long car trip.





#### Maple

The maple, symbol of modesty, purity and confidentiality, has always been part of the peasant culture and is one of the trees that characterizes the Italian landscape. Thanks to its yellow-amber leaves, it becomes astonishingly beautiful in the fall season. On average, one maple captures 23 kg of CO2 in a year, equal to the emissions of a 132,4 kmlong car trip.



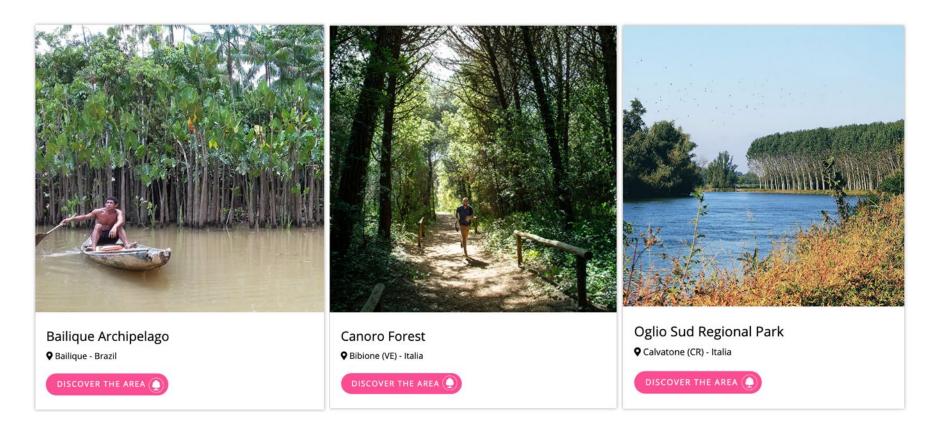
# Reduce your impacts



### Reduce your impacts

Protect an adult tree and lift your environmental footprint.

Compensate your emissions



www.wownature.eu/en/compensate-your-co2/

### **OUR APPROACH**







#### **SCIENCE**

- **1.** Understand the problem through research & development.
- 2. International solution benchmarking.

#### INNOVATION

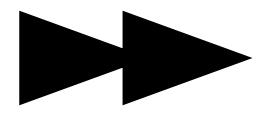
- **3.** Creativity, innovation and context-specific design.
- **4.** Financial strategy and funding support.

### **GOVERNANCE**

- **5.** Implementation through participation and good governance.
- **6.** Smart communication and consultation.

# Self-referential? No, thanks







## They already chose WOWnature:







To protect existing trees

To grow new trees

To make forests accessible

























### **Example: Levico Acque**

Measures: LCA & EPD

Avoids: solar PV, no plastic, design to reuse

Risks: switch 100% to FSC

Capture CO<sub>2</sub>: FSC certified forest restoration and conservation projects







## **Example: Supermarket Alì**

**M**easures: carbon footprint of organization

Avoids: solar PV, energy efficiency, green building

Risks: switch 100% to FSC

Capture CO<sub>2</sub>: planting new trees to create FSC certified forests





Scopri dove sono stati piantati gli alberi donati:

O DONA UN ALBERO ALL'AMBIENTE

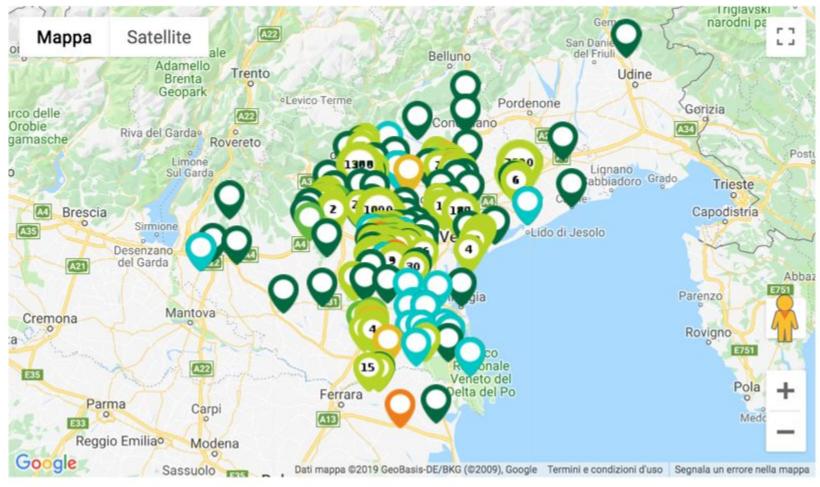
UN POSTO AL VERDE 2014

UN POSTO AL VERDE A SCUOLA 2015

PER LE SCUOLE

PIANTUMAZIONI

PUNTI VENDITA



### PadovaO2













# **WOWAlps**

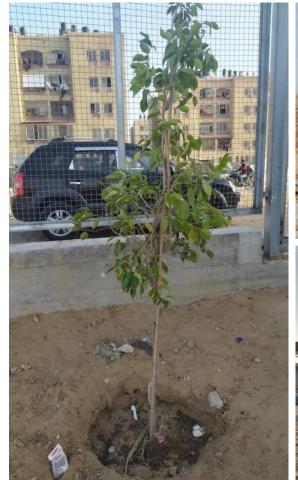


## International projects: Burkina Faso, Gaza...













### **TAKE HOME MESSAGES:**

1) BE CREATIVE: the world is changing fast, we need new solutions

2) BE AWARE, COHERENT AND SCIENCE-BASED: the attention toward the climate & ecological crisis is raising at unprecedent levels, make sure that you communicate the right messages



### Thanks for the attention

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