

Milan is the home of the second leg of the “Ecolimpiadi”, the Legambiente campaign with the support of Hines and Ecopneus

Sport as a way to orient towards good practices and sustainable life styles, and promote social inclusion and urban renewal

At the Parco delle Cave, over 100 students, members of the public, associations and sports clubs involved in environmental and sport education, organised by Olimpia Milano and the Federazione Italiana di Atletica Leggera

Protagonists of the event were boys and girls and their thoughts on how to make their neighbourhood more liveable and sustainable, gathered in letters delivered to representatives of local government

[PRESS KIT \(photos, videos, multimedia materials\)](#)

The tour of “Ecolimpiadi” [“Ecolympics”] continues, the first edition of Legambiente’s national campaign with the support of Hines and Ecopneus with sport at the centre as a means to orient the young generation and the public towards good practices and sustainable life styles, and promote social inclusion and urban renewal. **The second leg was held this morning in Milan at the Parco delle Cave** (entrance in Via Cancano), at the western edge of the Lombardy capital, and will later move on to Bari (26 May) and Rome (13 June).

With sport as the common denominator, the **park brought together the public, over 100 students** from the Istituti Comprensivi “Iqbal Masih” and “San Giuseppe Calasanzio” in Milan, **local associations and the Olimpia Milano and FIDAL (Italian Track and Field Association) sport federations.**

Protagonists of the event were boys and girls and their thoughts on how to make their neighbourhood more liveable and sustainable. More green areas, playgrounds and sports areas, open-air bookstores, areas for dogs, flower beds and tree houses. A “waste free” neighbourhood that is cleaner and less-polluted with fewer autos and more bicycles. These, in brief, were the desires they expressed to make the area “child friendly”, that were **collected in letters presented and delivered to the representatives of local government that were present.** The letters are the fruit of the **Hines and Legambiente initiative “Rigeneriamo il futuro” [“Let’s Regenerate the Future”]** which, over March and April, involved around 250 students from Milan’s Zone 7 primary school in an educational project centred on awareness, enhancement and regeneration of the surrounding urban environment.

During the morning, there were a number of **theme-related workshops** focussed on environmental education and safeguarding biodiversity. For example, the workshop **organised by Beeing**, a start-up active in developing projects to safeguard bees, **on the eve of World Bee Day** on 20 May. To celebrate this day, Legambiente and Hines **made available in Parco delle Cave ten bee hotels to contribute to building new oases for these precious pollinator insects.**

But also **sports activities** involving basketball and track and field, **organised by Olimpia Milano and FIDAL sport associations.** Following this was a **press conference** that opened with the reading of the children’s letters. Taking part in this were: Taking part in the event were Barbara Meggetto, President, Legambiente Lombardia; Silvia Fossati, President of Zone 7; Mario Abbadessa, Senior Managing Director & Country Head, Hines Italy; Giorgio Maggi, President, Fip Lombardia; Davide Losi, head of Minibasket FIP Lombardia and Gianni Mauri, President, FIDAL Lombardia.

*“Sport is a powerful ally in the fight against climate change,” declared **Stefano Ciafani, National President of Legambiente**. “Today we heard the desires of children who are asking for more green and bicycle-friendly areas, and cleaner and less-polluted cities, showing themselves to already be aware defenders of climate and our planet. Thanks to its sport and workshop activities, the Ecolimpiadi campaign offers them a sound compass that orients them towards good practices and sustainable life styles; and it looks to respond to their needs by activating that urban renewal process capable of bringing about a positive revolution in the quality of life for the entire community.”*

Mario Abbadessa, Senior Managing Director & Country Head at Hines Italy, added: *“The creation of communities that are more equitable, inclusive and aware is central to the Hines approach to urban renewal, especially in more complex urban contexts. From the sharing of this mission was born the experience with Legambiente, a strategic collaboration based above all on common values and which reinforces our commitment to promoting social innovation initiatives, such as the “Rigeneriamo il futuro” educational workshop created together with students from Zone 7 schools who are the protagonists today in this second leg of the Ecolimpiadi. Collaboration with the schools and listening to the needs of the communities in which we are involved with urban renewal projects is what has been driving for nearly three years the close collaboration with local government and institutions in Milan as part of the “A scuola di comunità”[“At the school of community”] programme designed to promote social inclusion and raise the awareness of the younger generation about sustainability themes.”*

The “Ecolimpiadi” campaign. This first edition kicked off its tour in Italy on 13 April in Naples in the Scampia neighbourhood and, following the Milan leg, will continue to Bari and Rome. In every leg, theme-oriented events dedicated to practicing sports from an eco-friendly standpoint are planned, in which athletes and other sport personalities will take part. As well as the press conference: an opportunity to discuss issues involving urban renewal among local administrators, representatives of schools and other local stakeholders in order to launch—on the basis of local needs—a common and shared process of renewal and regeneration. The campaign was created with the goal of raising awareness of the **potential of the alliance between sport and the environment**. A combination which, in Italy, has only emerged in recent years, behind other European countries. In fact, sport has a key role, especially with youth, in communicating positive values, especially if they are voiced by sport “idols”, and it is a powerful tool for inclusiveness, a key to integration and righting wrongs. But it is also designed to **highlight serious problems in sport facilities** which are often inadequate and inefficient in terms of energy use, through featuring a number of positive examples where these problems have been overcome (or avoided) through urban and social renewal and regeneration work.

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