

Patrocini Istituzionali



Comune di  
Milano



**AIDA**  
ASSO.IMPREDI.A.

Associazione Nazionale Imprese  
di Difesa e Tutela Ambientale



EUROPEAN  
LANDSCAPE  
CONTRACTORS  
ASSOCIATION

ELCA 2018 MILAN

**GREEN  
WILL SAVE  
THE WORLD**

Professional Excursion  
Milan – 4 / 7 October

**PROGRAM**

**PELLENC**  
ITALIA

**HYMACH**

Patrocini





# INTRODUCTION

This year, the **ELCA - European Landscape Contractors Association** has chosen **Italy** as the venue for its Annual Meeting. Every year, in fact, this prestigious international event, that turns the spotlight on very important issues related to environment, landscape, and green economy, is hosted by a different Member State.

From **October 4 to 7, 2018** the city of **Milan** will bring together the most experienced international professionals, managers, entrepreneurs, architects, designers, technicians, consortia of companies, and associations working in the field of green economy and environmental protection.

The meeting thus becomes an opportunity to focus on the concepts of **"Green City"** and **sustainability**, by exploring how environmental policies could impact on economics, society and environment.

This year, the event is organized by **ASSO.IMPRESI.A. – National Association of Companies for the Environmental Protection**, Italian reference body for ELCA.

Drawing inspiration from the famous quote by Dostoevsky **"Beauty will save the world"**, the 2018 ELCA Meeting has been titled **"Green will save the world"**, thus making the word **'green'** synonymous with **'beauty'**: an ideal drive towards a real change aimed at improving the environment that surrounds us and, therefore, our quality of life.

**WE ARE CONVINCED THAT BEAUTY,  
THROUGH GREEN, WILL SAVE THE WORLD.**







EUROPEAN **LANDSCAPE** CONTRACTORS ASSOCIATION



Associazione Nazionale Imprese  
di Difesa e Tutela Ambientale

## ABOUT ELCA

**ELCA - European Landscape Contractors Association** is a reference body in Europe for environmental issues. Founded in 1963, it promotes cooperation, exchange of information and experience among the Member States. The Association acts as an intermediary among companies operating in the landscape and environmental sector, as well as political and institutional bodies. It carries out very important activities mainly focused on:

- Sharing and exchanging knowledge
- Promoting and improving awareness
- Informing and providing advice for a better world

## ABOUT ASSO.IMPRE.DI.A.

The National Association **Asso.Impre.Di.A.** (National Association of Companies for the Environmental Protection) groups together the companies working in the field of environmental protection.

Besides its main objective of protecting and conserving the environment, it is also engaged in the care of the urban and peripheries aesthetic. The association has become the point of reference in Italy for companies working in the environmental sector and represents the most qualified interlocutor for the institutions asked to take action to improve environmental sustainability.

The associate members are managers, entrepreneurs, companies operating in different sectors, ranging from maintenance of green infrastructures (i.e. roads, highways and railways accounting for 90% of the national total), to maintenance of public parks, from urban revitalization to maintenance of historical and archaeological parks, from hydro-geological restoration to naturalistic engineering.





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## PRESIDIUM - OCTOBER 4<sup>TH</sup>, 2018 (THURSDAY) MILAN

9 a.m. – 1 p.m.	Meeting of the Presidium of the European Landscape Contractors Association (ELCA)	PALAZZO DELLE STELLINE CONGRESS CENTER - Milan
11 a.m. - 11.30 a.m.	<b>PRESS CONFERENCE</b> - Gianluca Bartolini – President of ASSO.IMPRESI.DI.A. - Emmanuel Mony – President of European Landscape Contractors Association (ELCA) - Carlo Verna - President of the National Council of the Order of Journalists rewards: <b>Francesca Ghidini</b> - RAI journalist (correspondence on Environmental issue and Ecomafie)	PALAZZO DELLE STELLINE CONGRESS CENTER - Milan
1 p.m. – 3 p.m.	<b>LUNCH</b>	PALAZZO DELLE STELLINE CONGRESS CENTER - Milan
3 p.m. – 7 p.m.	<b>*CONFERENCE</b> <b>Redesigning the landscape: Environmental technologies between restoration and reclassification of urban and extra-urban areas</b>	PALAZZO DELLE STELLINE CONGRESS CENTER - Milan
6.30 p.m. - 7 p.m.	Scheduled meeting for public officials and participants in the Conference and the Professional Excursion	PALAZZO DELLE STELLINE CONGRESS CENTER - Milan
8 p.m. – 10.30 p.m.	<b>DINNER</b>	GLOBE RESTAURANT Milan

# \*CONFERENCE

Redesigning the landscape: Environmental technologies  
between restoration and reclassification of urban  
and extra-urban areas



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PALAZZO DELLE STELLINE CONGRESS CENTER - Milan

## PRESIDIUM - OCTOBER 4<sup>TH</sup>, 2018 (THURSDAY) MILAN

3 p.m.	Introduction and moderation: <b>Massimiliano Atelli</b> , President, Public Green Development Committee - Ministry of the Environment and Protection of the Land and Sea
3.10 p.m.	Welcome address: <b>Gianluca Bartolini</b> – President, Asso.Impre.Di.A
3.20 p.m.	Welcome address: <b>Emmanuel Mony</b> – President, Elca
3.40 p.m.	Superintended, Architect <b>Maurizio Reggi</b> - Architect <b>Alessia Bellone</b> “The gardens of Reggia di Venaria from history to the management model”
4 p.m.	Prof. <b>Andrea Mambrini</b> - Primary Oncology Hospital of Massa-Carrara - <b>Maurizio Lapponi</b> Inventor Research “Therapeutic terraces - the effect of green on cancer patients
4.20 p.m.	Prof. <b>Carmine Guarino</b> , Professor of Systematic Botany - Department of Environmental Sciences and Technologies - University of Sannio: “Land reclamation with micro-organisms”
4.40 p.m.	Prof. <b>Riccardo Valentini</b> , Nobel, University of Tuscia - Prof. <b>Andrea Vannini</b> - University of Tuscia “Smart technologies for the monitoring of urban green areas”
5 p.m.	Coffee break
5.20 p.m.	Architects <b>Giuseppe Blengini</b> e <b>Agostino Ghirardelli</b> – “City Life” - “New architectures in Milan: the City Life experience with Daniel Libeskind”
5.40 p.m.	<b>Silvia Brini</b> - Responsible of the Environmental Assessments Section in the ISPRA urban areas “Green infrastructures and ecosystem services in urban areas”
6 p.m.	Conclusions: <b>Riccardo Rifici</b> - CAM Coordinator - Ministry of the Environment
6.20 p.m.	<b>GREEN TIME</b> - Debate on issues relating to urban green and environmental promotion

## COMMITTEE OF FIRMS - 1<sup>ST</sup> DAY OCTOBER 5<sup>TH</sup>, 2018 (FRIDAY) MILAN

**9 a.m. – 1.00 p.m.**

**Visit to Parco Sempione**, the most important English-style romantic park of the city designed by Emilio Alemagna in 1893. It is a relaxing getaway in the centre of the city with 38 hectares of green space including forested areas and peaceful ponds.

**PARCO SEMPIONE  
Milan**

- Internal room: with the participation of qualified personnel of the technical department of the Municipality of Milan.
- External area:  
Workshop - Work teams:
  - Ecological weeding
  - VTA analysis
  - Innovations on irrigation systems
  - Tree climbing  
(sportswear recommended)

**1.30 p.m. - 3.30 p.m.**

**LUNCH**

**OSTERIA DELLA TERRAZZA DELLA  
TRIENNALE Restaurant - Milan**

**3.30 p.m. – 6 p.m.**

**City Life**

Transfer to City Life Milano, an ambitious commercial and residential restoration project of the historic urban centre of Fiera Milano covering a surface area of 366,000 square meters, one of the largest urban development areas in Europe.

**City Life  
Bosco Verticale  
Idroscalo**

**Bosco Verticale (Vertical Forest)**  
Panoramic view of "Bosco Verticale"

**Idroscalo**

End of the tour at "Idroscalo di Milano", an artificial lake originally designed as a seaplane airport which is now become a recreational and sport facility. Quick stop.

**8 p.m. – 11.30 p.m.**

**GALA DINNER** for participants

Transfer to the glam Gala dinner location: Just Cavalli Club Milan, reference point for the city of Milan for elite events, corporate parties, a dinner in pure Cavalli style.

After dinner participants can choose either to be driven back to the hotels or to keep on enjoying the night at Just Cavalli Disco.

Dress code: casual chic.

**JUST CAVALLI  
Milan**





## COMMITTEE OF FIRMS - 2<sup>ND</sup> DAY OCTOBER 6<sup>TH</sup>, 2018 (SATURDAY) TURIN

<b>8 a.m.</b>	<b>Meeting</b> with an English-speaking coordinator and transfer by private coach to a full day excursion to the Reggia di Venaria Reale and the city of Turin, in the neighbouring region of Piedmont.	Bus
<b>10 a.m. – 12.30 a.m.</b>	Visit to the marvellous gardens of this Unesco World heritage site, one of the largest royal baroque residences in the world built as a hunting lodge in 1675.	GARDENS OF REGGIA DI VENARIA Turin
<b>12.30 a.m. - 1 p.m.</b>	<b>Transfer to Turin city centre.</b> Turin is an elegant Alp-fringed city whose industrious inhabitants has given to Italy and the world the most iconic car, the Fiat, the best chocolate, the world-famous Nutella, the Vermouth and the wine culture. It is now booming contemporary art and architecture, great environment future plans, important live-music scene.	Turin
<b>1 p.m. – 2 p.m.</b>	Lunch at the Piedmontese “Solferino” restaurant	SOLFERINO Restaurant - Turin
<b>2 p.m. – 4 p.m.</b>	Short stroll into the old city centre: Piazza San Carlo, Palazzo Madama, Palazzo Reale and the famous porticoes with the iconic “Caffés”. Turin was Italy’s first capital and the engine room of the country unification, which has been blessed with a rich architectural baroque heritage.	Turin
<b>4.30 p.m.</b>	Transfer back to Milan	Bus
<b>6.30 p.m.</b>	Arrive at the hotel	HOTEL Milan
<b>8 p.m.</b>	Dinner at “El Brellin” restaurant placed in Navigli district, an absolute must-visit location for everyone who loves art and enjoys exploring small galleries.	EL BRELLIN Restaurant - Milan

## OPTIONAL TOURS

### COMMITTEE OF FIRMS - 3<sup>RD</sup> DAY OCTOBER 7<sup>TH</sup>, 2018 (SUNDAY) MILAN

**9 a.m. – 12 a.m.**

#### **Milan city centre walking tour**

**Milan**

Explore the city centre with an expert licensed local guide.

Meeting with the guide at Piazza Duomo to admire the exterior of the gothic cathedral boasting over six-hundred years of history and secrets.

Visit to the roof-top terraces by lift (not available in raining days for security reasons) to experience the surrounding views from a gothic spire point.

Then, visit to Galleria Vittorio Emanuele II with its beautiful glass-roofed arcade up to the neoclassical façade of La Scala Theatre, one of the most important Opera Houses of the world.

End of the tour at Piazza dei Mercanti, heart of the medieval city.

Dress code: wear long-sleeve shirts, long pants or skirts as a sign of respect to visit Holy sites.

**8 a.m. – 8 p.m.**

#### **Venice, the most romantic city on Earth**

**Venice**

Transfer by high-speed train from Milano Centrale train station (the journey takes about 2h 30 minutes, R/T 2nd class ticket).

Arrival in Santa Lucia train station, meeting with a private English-speaking guide who will lead participants up to St Mark's Basilica by strolling around the typical Venetian bridges and canals (the tour lasts about 2 hours). Participants will have the chance to learn about the principal architectural highlights of the city and explore uncrowded back streets mirroring the true Venetian life.

Leisure time in Venice. Lunch and return to Venice train station without the guide.

Info & reservations

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# PROFESSIONAL EXCURSION MILAN / TURIN

The ELCA event will be held in important and prestigious locations that will host excursions, technical tours, and workshops scheduled from October 4th to 7th, 2018.



## PARCO SEMPIONE

English-style romantic park hosting a rich collection of trees and shrubs, as well as a number of recreational and leisure areas. The park is adjacent to some of the most important historic buildings and institutions of Milan, such as Sforza Castle, the Civic Arena Gianni Brera, the Arch of Peace, the Triennale di Milano art expo, and the Public Aquarium. During the visit to the park, scheduled on October 5th, we will meet some officers of the technical department of the Municipality of Milan.



## CITY LIFE

It is the restoration project of the historic urban centre of Fiera Milano (trade fair and exhibition centre) covering a surface area of 366,000 square meters, one of the largest urban development areas in Europe. On October 5th, you will have the opportunity to visit the fair accompanied by architects Ghirardelli and Blengini, from Libeskind's Studio, who have designed the tower being built in CityLife.



## IDROSCALO

Built in the late 1920s, it was originally designed as a seaplane airport. Today, this broad artificial lake has become a recreational and sport facility. Although it is not included in the municipal territory of Milan, the Idroscalo is a truly important part of the Milan park system. A visit to the park is scheduled on October 5th.



## GIARDINI REGGIA DI VENARIA

An extraordinary combination of ancient and modern design, a virtuous dialogue between archeological sites and contemporary artworks, all framed by an incomparable natural landscape surrounded by the woods of La Mandria Park and the mountain chain of the Alps. A successful restoration work that we will admire during a technical tour scheduled on October 6th.



## OPTIONAL DAY: TOURIST EXCURSION MILAN / VENICE



### MILAN

Meeting with the guide at Piazza Duomo to admire the exterior of the gothic cathedral boasting over six-hundred years of history and secrets. Visit to the roof-top terraces by lift to experience the surrounding views from a gothic spire point. Then, visit to Galleria Vittorio Emanuele II with its beautiful glass-roofed arcade up to the neoclassical façade of La Scala Theatre, one of the most important Opera Houses of the world. End of the tour at Piazza dei Mercanti, heart of the medieval city.



### VENICE

Visit of the city centre with its marvellous Palaces reflecting on the still waters of its canals. St. Mark's Square (Piazza San Marco) is considered one of the finest squares in the world and Venice's prime attraction. It is surrounded on three sides by the stately arcades of public buildings and on the fourth, by the beautiful Saint Mark's Basilica that houses the remains the Saint and many valuable art treasures, such as the impressive marble floor mosaics.





EUROPEAN  
LANDSCAPE  
CONTRACTORS  
ASSOCIATION

ELCA member Countries

Austria - Belgium - Bulgaria - Czech Republic - Denmark - Finland - France - Germany - Great Britain  
Greece - Hungary - Ireland - Italy - Luxembourg - Malta - The Netherlands - Norway - Poland - Portugal  
Romania - Russia - Spain - Sweden - Switzerland

Partner associations:

USA - Washington / Canada - Ontario / Japan - Tokyo

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