

AIDA

ASSO.IMPRESI.DI.A.

National Association of Companies
for the Defense and Protection
of the Environment

GREEN
WILL SAVE
THE WORLD

MAIN SPONSOR



ENERGREEN®
Professional Machines

MEDIA PARTNER

The
MAP
REPORT

ABOUT US

ASSO.IMPRES.DIA is an association of companies, freelancers and non-profit organisations. Together, we develop and promote **eco-sustainable and environmentally** friendly economic activities. Our aim is to make **all actors in the environmental sector** (private **companies, planners**, institutional and technical authorities from the local to the European level) aware of the critical issues in the field and of the need for a formal **regulation of the sector**.

WE ARE MEMBERS OF THE FOLLOWING ASSOCIATIONS:



WE HAVE ALSO PARTNERED IN MANY INITIATIVES WITH::



GALABAU
INTERNATIONAL
LEADING FAIR FOR
URBAN GREEN AND
OPEN SPACES



COLDIRETTI
NATIONAL
CONFEDERATION



SIGEA
ITALIAN SOCIETY
OF ENVIRONMENTAL
GEOLOGY

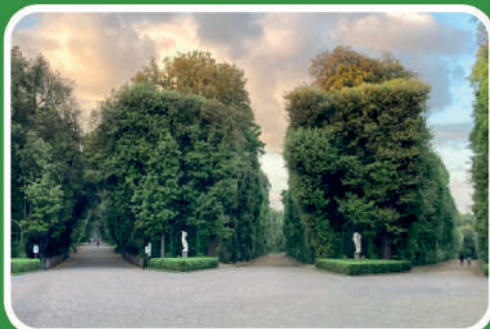


AIPIN
ITALIAN
ASSOCIATION FOR
NATURAL
ENGINEERING



OUR WORK

We have built a solid experience in the following areas: **maintenance of urban and extra-urban public green, historical gardens, landscape**; monitoring and **defense of the soil**; **environmental requalification** (plants and/ or bacteria); design and maintenance of **green infrastructures** in various sectors (including with Autostrade, Anas, FS); interventions of **naturalistic engineering and hydrogeological instability**.



OUR NUMBERS

Our Association represents:

- ✓ **500 MILLION EUROS** of total annual turnover;
- ✓ **50 COMPANIES**, throughout the Italian territory, are part of the association;
- ✓ **80% OF PUBLIC INTERVENTIONS** in the sector of maintenance and construction of urban and extra-urban green areas on the national territory;
- ✓ **5.000 UNITS** of skilled workforce, including landscape architects, technicians and workers;
- ✓ **500 WORKING SITES** have been opened on the Italian territory.



OUR MAIN OBJECTIVES

1 CATEGORY OS24 - (GREEN AND STREET FURNITURE):

We envisage making this mandatory for contracts falling into this specific category and **require trained and specialized manpower to carry out jobs related to greenery**, outdoor furniture and specific vehicles appropriate for this sector.

2 PROFESSIONALISM OF THE COMPANY

We envisage making the following certifications mandatory for participating in tenders:

- **UNI EN ISO 14001:2015** is the **certificate** of the environmental management system;
- **ISO 45001:2018** is the **certificate** of the health and safety system in the workplace;
- **SA8000:2014**. is the **certificate** that identifies an international standard aimed at certifying some aspects of management relating to corporate social responsibility;

3 CAM (MINIMUM ENVIRONMENTAL CRITERIA):

We envisage a full implementation of CAM (Minimum Environmental Criteria) in the tenders for the management of public parks and products supply for the care of the green, established in 2013 and made mandatory in 2016 with the new code of public tenders, which were updated in 2020;

4 ENSURING COMPETITION PROTECTION:

We envisage a full implementation of the criterion **about the most economically advantageous** offer by the contracting authorities, as required by the new procurement code, in order to ensure the **selection of the best quality / price ratio, which enhances the qualitative elements** of the offer and identifies the criteria to guarantee an effective comparison on the technical profiles. **To this end, the contracting authority will establish a ceiling equivalent to 30 percent.**



OUR PRIORITIES

- **WORK FORCE** A skilled workforce is the lifeblood of our businesses. AIDA works at European, national and regional levels to ensure an adequate and legal workforce for GREEN CARE companies so that they can deliver quality work and growth in accordance with what the market requires. We also facilitate training efforts to shape the skilled workers and leaders essential to the Green Care industry for its growth.

- **WATER** The plants we plant need water to grow. AIDA supports a strong state and regional water supply policy to enable sensible protection, development and access, both in the short and the long term.

- **WEEDING** The health of our plants is the health of our businesses. AIDA supports research to experiment new non-chemical solutions for weeding that are not harmful to health for our workers, to the people who use them or to the environment, while guaranteeing continuous access to the market for responsible green managers.

- **REGULATIONS** We are business people. AIDA engages state and regional decision-makers on matters of concern for employers and the business community, including proposed or required legislation, to minimize regulatory expenses and enable profitability.

- **COSTS** Taking care of urban and suburban greenery means incurring into costs. AIDA encourages the development of purchasing consortia to try to contain the rising prices of products. We look for new national and regional systems to fight the increases in gas, electricity and petrol.



ACHIEVEMENTS

- **MARCH 2021**

1st Level Master in **"MANAGEMENT OF ENVIRONMENTAL AND GREEN PROTECTION WORKS"**
- University of Perugia and AIDA - Perugia (Italy)

- **SEPTEMBER 2021**

INTERNATIONAL CONFERENCE III THE BEST PRACTICE GREEN: TREES AND LANDSCAPE: ECONOMIC DEVELOPMENT SEEN BY GREEN AND ENVIRONMENTAL OPERATORS - Vicenza (Italy)

- **MARCH 2022**

DIPLOMA DELIVERY of the 1st Level Master in **"MANAGEMENT OF ENVIRONMENTAL AND GREEN PROTECTION WORKS"** - University of Perugia and AIDA - Perugia (Italy)

- **MARCH 2022**

EVENT **"WITH BEES IN THE HEART"** - The Map Report and AIDA - Milan (Italy)

- **MAY 2022**

CONFERENCE **"TREES AND LANDSCAPE: COMPANIES AND INSTITUTIONS COMPARED TO BETTER MANAGE PNRR FUNDS"** - Mantua (Italy)

- **MAY 2022**

PARTICIPATION **"ELCA GENERAL ASSEMBLY"** - Den Haag (Holland)

- **JUNE 2022**

"GENERAL ASSEMBLY AIDA" ORGANIZATION - Rome (Italy)

- **SEPTEMBER 2022**

"GALABAU" PARTICIPATION - Nuremberg (Germany)





National Association of Companies for the Defense
and Protection of the Environment

Together we are stronger!

AIDA is a community dedicated to long-term success,
to the profitability and excellence of the Italian **GREEN CURATORS** industry.

WHO SHOULD JOIN AIDA?

All those involved in **GREEN CARE AND PLANT MANAGEMENT**. It's that simple.

HOW MUCH will joining cost?

AIDA has a multi-level tariff structure depending on the type of membership.

CONTACT:

✉ assoimpredia@gmail.com

☎ +39 347 036 3703

📍 Via Paolo Emilio, 32 - 00192 Roma (Italia)

www.assoimpredia.com

