



ASSOMAC

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ASSOMAC PLANTS 500 PLANTS IN MADAGASCAR: A FORWARD-LOOKING MODEL TO ADDRESS CURRENT ENVIRONMENTAL AND SOCIAL CHALLENGES

ASSOMAC, the national association of technology-makers, is financing an **agro-forestry project through the planting of 500 plants in Madagascar**. The project is promoted in collaboration with Treedom, the only web platform in the world that allows you to plant a tree remotely and follow its growth online.

*"It is a **concrete, engaging and transparent activity** designed to communicate the Association's commitment to sustainability"* - says the president of ASSOMAC, **Gabriella Marchioni Bocca**.

"We wanted to be pro-active: we are aware about the CO2 we produced, with our machines in the different productive processes. That's why we are working hard in devising new machines able to give a more effective contribution to CO2 reduction. Sustainability in productive processes is a balanced mix of sustainable raw materials, chemicals and others, and sustainable new and innovative machines."

The project underwritten by ASSOMAC brings about positive environmental changes, such as CO2 reabsorption, reforestation, biodiversity protection, the countering of soil erosion and desertification, but also brings positive impacts to the communities in the chosen locations.

*"ASSOMAC has always been committed to the issue of sustainability, and therefore adopted the Sustainable Development Goals set by the United Nations and, in particular, with goal 15, that aimed at the sustainable use of the terrestrial ecosystem. This is another action of our commitment to the planet sustainability"," continues President **Marchioni Bocca**. "The choices to be made are not exclusively aimed at improving the production process, but also at actively participating in wider initiatives for the protection of the planet. This is why we have wholeheartedly joined the Treedom initiative, thanks to which the trees that are planted absorb CO2 and, thus, generate a benefit for the entire planet."*

Every single tree is planted, photographed, geolocated and is visible online: on the ASSOMAC website it will be possible to follow the evolution of the project. An **example of a forward-looking model of active participation** for a more sustainable world, in which the Association plays a key role as a guarantor of current environmental and social challenges.

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