

BEACH CLEAN UP: MAREVIVO VOLUNTEERS GET TO WORK IN TUSCANY*300 kg of litter collected from Bufalina beach*

2 November 2021 - There's no such thing as a small act when many hands are at work. However big or small, our actions can make a difference, especially when it comes to protecting a unique natural environment whose delicate equilibrium can be irreparably damaged by human activity: the beach.

The beach is the place where the land meets the sea, and it is home to thousands of living organisms. It marks the boundary between two extraordinary natural environments, treasure troves of biodiversity that today are increasingly threatened by pollution, unsustainable tourism, spills and coastal erosion, with devastating impacts on the marine ecosystem.

In order to promote greater awareness of the importance of taking care of such a fragile and precious environment, which unfortunately we tend only to think about in summer and how we may make use of it, **Marevivo is continuing its beach clean-ups** aimed at recovering and disposing of the waste abandoned on beaches and estuaries.

Taking to the sands this time were volunteers from Marevivo Toscana, who on 31 October, along with Rotaract Club Lucca, Rotaract Club Viareggio Versilia, CKV Viareggio, Gruppo Scout Agesci Lido di Camaione 1, Viareggio Surf Club, Fridays for Future, Zero Waste, Acchiapparifiuti, Sea Shepherd, Natura di Mezzo, associations of the Voluntary Council of the Municipality of Vecchiano, representatives of the Garmin-Navionics company and the numerous citizens who took part, organised a day of cleaning at Bufalina, a beach of significant naturalistic value located in the Migliarino, San Rossore and Massaciuccoli Regional Park.

Thanks to this initiative, which is sponsored by the Migliarino, San Rossore and Massaciuccoli Regional Park in the Municipality of Vecchiano and the Municipality of Viareggio and supported by **Banor** as part of Marevivo's national "**Adopt a beach**" campaign, 300 kilos of waste, more than half of which was plastic, was collected by the almost 200 volunteers who took part.

The volunteers divided into two teams, one starting from the Vecchiano side and the other on the Torre del Lago side, which met in the middle with their collected waste. Thanks to collaboration of the waste collection companies **Geofor SPA** in Vecchiano and **Sea Risorse SPA** in Viareggio, which also provided garbage bags and gloves, all of the waste was sent to the correct disposal facilities.

A large number of local authorities were represented, above all the **Municipality of Vecchiano** with Mayor **Massimiliano Angori**, Councillor for the Environment **Mina Canarini**, and Councillor for Territorial Services **Sara Giannotti** who, together with the Chair of the Migliarino, San Rossore and Massaciuccoli Regional Park **Lorenzo Bani**, testified to the commitment needed to protect and enhance this large stretch of public beach characterised by its extremely high naturalistic value.

Also present were the Viareggio Town Councillor for Strategic Town Planning **Federico Pierucci**, the Commander of the Viareggio Harbour Master's Office **Alessandro Russo**, who spoke in a personal capacity as a private citizen with a passion for the sea, and **Silvestro Mellini**, delegate for the Island of Elba, who took the floor to mark the foundation of the Marevivo Toscana delegation.

For decades, Marevivo has collaborated with the Coast Guard on operations such as the recovery of nets abandoned on the sea floor, as well as campaigns to promote knowledge and respect for the sea and its inhabitants.

*"Each year our volunteers work to clean up Italy's beaches and coasts, collecting waste that has been abandoned on the strands or washed ashore by currents and storm surges," commented **Marina Gridelli from Marevivo Toscana** "Through Marevivo , we have always promoted the message that change is possible through individual actions and the strength of a community that together can create an extraordinary network," Marina Gridelli added. "Events such as these are not only aimed at helping to improve communities' perception of the importance of the sea and nature in human life, but also aim to support the bodies involved in various capacities in land management in their efforts to protect the marine-coastal environment."*

*"It is these splendid initiatives to protect the marine environment and better protect Italy's natural wonders that increasingly drive us to support Marevivo, whose work is absolutely essential in the environmental context we unfortunately find ourselves in," declared **Giacomo Mergoni, CEO of Banor Capital**. "At Banor we have always believed in the importance of protecting the planet and we adopt an ESG approach in our investments. Consequently, we have sponsored Marevivo's activities on several occasions and are currently supporting the Beach Clean Up project," Mergoni added.*

Volunteers were also provided with a Beach Clean-Up guide produced by Marevivo containing guidance and tips on how to organise their own beach clean while protecting nature, promoting conscious action and a culture of respect and enhancement of the beach environment.

It is an act of love for the environment, and a battle for civility for all.

For further information: Banor Press Office

Mymediarelation Srl

Via Monferrato, 13
20144 Milan, Italy



Marco Messori

Mobile +39 335 598 5809
messori@mymediarelation.it

Elena Soffientini

Mobile +39 375 670 62 07
soffientini@mymediarelation.it

Banor - Press, Marketing & Communications

Marcella Tabacchini marketing@banor.it

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