



The appointment at Fiera di Padova for 1 December. Call for Best Projects on the starting line

GREEN TECHNOLOGY AND URBAN REGENERATION TO DESIGN THE NEW POST-COVID CITIES THE FUTURE OF GREEN AT “FLORMART CITY FORUM”

Luca Veronesi, Padova Hall CEO: “A face-to-face event to bring together professionals, companies and administrators around the theme of urban green, ever more central in the cities of tomorrow”

Padua, 4 August 2020 – The green revolution at the centre of tomorrow’s smart cities: The Flormart motors never stop turning and already in 2020 it is inviting its community to reflect together on the sector’s prospects and create new growth opportunities. Companies, professionals, experts and representatives of public administrations will meet at **Flormart City Forum**, the event dedicated to the future of the world of green to take place at Fiera di Padova on **1 December 2020**. An appointment that further confirms Flormart’s desire to come into line with the strategies of the **European Green Deal**, the package of political initiatives promoted by the European Commission with the aim of achieving climate neutrality in Europe by 2050.

Packed with innovations, the event will include conferences, B2B business meetings and an exhibition area dedicated to companies in the green spaces, green technology and street furniture sectors. There will be three main appointments: **ECotechGREEN Active**, a special edition of the international forum dedicated to green technology and green infrastructure; **Flormart GPP Lab**, the Green Public Procurement platform; and finally, **Erbaleforum** a conference on the opportunities for the aromatic and medicinal plants sector in the cities of the future.

“Even in this particular year, together with Flormart, we have always remained at our partners’ side to offer them constant physical and virtual opportunities for growth, meeting and keeping up to date”, declares Padova Hall CEO, **Luca Veronesi**. “We have achieved this with a three-stage roadshow and the Flormart City Report, our periodical exploration of sector trends which will be back in September with a new survey.” He continues: “It is now time to get ready to meet the green community in person to discuss matters of great relevance for the future of our cities, as well as once again offering opportunities for face-to-face networking and business. In anticipation of the new edition of the event to take place from 22 to 24 September 2021.”

ECotechGREEN Active

The concept of dense city is today in crisis. Nature at a distance is not enough, we need a landscape close at hand, a development model in which the urban system represents the focal point of a paradigm change. It is not a matter of “forcing” nature around architecture, but of constructing genuine urban ecosystems. These are the themes at the centre of ECOtechGreen Active, the international forum dedicated to **green technology, green walls and roofs and green infrastructure** organised by PAYSAGE - Promotion and Development for Landscape Architecture, with the international Topscape magazine and in collaboration with the National Council of Architects, Planners, Landscape Architects and Conservators. The event will have a strongly interactive format to allow speakers and guests at international level to take part. Alongside an **Expo area** dedicated to the most innovative companies in the sector, there will also be numerous opportunities to bring together sector professionals and companies in direct and virtual B2B meetings. In order to receive the top contributions, best practices and excellences in national and international green technology design, ECOtechGREEN has also launched a **Call for Papers and Projects** ([click here to take part](#)) open until **25 September 2020**. The call is aimed at all landscape architecture professionals and public administrations, as well as associations, institutions, universities, research centres and companies.

Flormart GPP LAB

The minimum environmental criteria (MEC) for public green spaces (in force from 3 August 2020) and revision of the Contracts Code (Simplification Decree Law) introducing direct assignment of work, technical services and supplies worth up to €150,000 represent an important innovation in the relationship between companies and public administrations. This year in its fifth edition, **Flormart GPP LAB 2020** is Italy's first and only platform dedicated to Green Public Procurement for street furniture, organised by Fiera di Padova with the coordination of Adescoop-Agenzia dell'Economia Sociale. The event represents the most innovative offer of system services, **networking, business and project opportunities** for developing the national public administration green market, in line with the "green obligations-minimum environmental criteria" specified in the new Contracts Code. The programme includes **FlorTraining**, a national institutional conference with top level sector experts and representatives to examine the latest developments regarding the National Green Plan, including the market, Contracts Code and new minimum environmental criteria for public green spaces and street furniture. It will also feature a **GPP Help Desk** Service in collaboration with the Veneto Region, **FlorMatch**, a special B2B Exchange involving selected public and private operators (with personalised meet-up diary) and an Expo area dedicated to “governance and green services”.

Erbaleforum

Aromatic and medicinal plants are a life-giving and qualifying element in the green revolution at the heart of smart city planning. This is why during Flormart City Forum, **Erbaleforum**, the professional event dedicated to the **medicinal plants** sector, is proposing a conference entitled “The City of Herbs: smart proposals for tomorrow's smart cities from the medicinal herbs sector” to discuss the new opportunities deriving

from the interaction between new technologies, lifestyles and nature in urban settings, in light of experiences in botanical gardens, evidence from scientific research and ideas and proposals from companies. A unique opportunity to encourage networking between the various sector operators, valorise skills and explore innovative products and trends in the consumption of plants and their derivatives.

- **Flormart** is the International Exhibition dedicated to horticulture, landscape architecture and green infrastructure organised by Fiera di Padova. Flormart.it

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