

Company: Federación de Áridos - FdA
Location: Madrid, Spain

Objective To improve biodiversity in sites through a coordinated national tree planting programme. To educate children into the importance of taking care of environment; to improve the public image through the increase of popular knowledge of aggregates activity and its specific restoration activities.

Context As part of its commitment towards environmental sustainability in quarries and the Countdown 2010 Save Biodiversity Initiative the association aims at demonstrating the consciousness of the quarry industry toward environmental sustainability by organizing the event.

Solution The Federación de Áridos, which represents Spanish Aggregates Producers, leads the organization of the “A Day of Trees and Rocks” event. This event, which is held in many quarries in Spain, will welcome children onto quarry sites.

This is an activity where schoolboys make a visit to the local quarry, became aware about the usefulness and importance of aggregates, are informed about the importance of health and safety measures, are explained about biodiversity and finally get involved in the restoration of the site, planting a tree.

During their visit, children have the opportunity to do many activities: to appreciate the importance of trees, plants and flowers in the quarries and understand the restoration process.

Result This “Trees and Aggregates Day” is implemented yearly in many sites around the country, there are many companies offering their sites to be visited and many schools are on a waiting list.

Children raise their knowledge on trees, plants and animal species as well as their awareness on the need to preserve biodiversity. By organising “A Day of Trees and Rocks” the association also contributes to increasing the understanding of the next generation to the need to preserve biodiversity.

Partners Nearby schools

