

Fundación Cepsa joins Re-Planta Madrid, the initiative through which the people of Madrid will be able to plant a tree to recover the damage caused by Filomena.

- **Re-Planta Madrid is an initiative created by civil society for the donation and planting of trees in the city after the storm Filomena.**
- **The project started with more than 20 major companies involved, which have contributed more than 400,000 euros for trees in the city.**
- **Any citizen can plant a tree and contribute directly to the recovery of the capital's arboreal heritage through the Crowdfunding campaign #ReplantaMadrid at replantamadrid.com.**
- **Madrid Futuro expects to involve more than 10,000 people of Madrid in the project through donations and plantings over the next two months.**

[Madrid Futuro](#) today presented the Re-Planta Madrid project, an initiative that aims to replant more than 10,000 trees in the city and recover the arboreal heritage lost after the storm Filomena in the capital. The passage of Filomena caused damage to more than 700,000 trees in the city, about 30% of the total in Madrid, and in 70,000 of them the damage has been irreversible.

Re-Planta Madrid is the first initiative in which citizens can get directly involved in the planting of trees in the city, and is born through the collaboration of more than 20 large companies for its implementation. The presentation of the project took place in El Retiro Park, one of the areas most affected by the storm, where the first trees of the initiative were planted.

Re-Planta Madrid is being developed in three phases. The first of these, which has been carried out between January and April, has involved the collaboration of more than twenty companies that have contributed more than €400,000 for the donation of trees to the city. With this initial contribution, El Retiro and other historic parks such as El Capricho, La Quinta de los Molinos or Fuente del Berro have been replanted. In the second phase, which has already begun and will be in force until June, any citizen can collaborate by donating a tree or donating and planting a tree directly through replantamadrid.com. The City Council accompanies this donation with a commitment to care for and maintain the city's new trees. Finally, between October of this year and February 2022, when the vegetation will be in winter dormancy, planting days will begin with the public.

With this initiative Madrid Futuro seeks to involve the people of Madrid in the heritage of its trees, in a city that stands out significantly in the world for the number of trees it has, being the first European city and the second in the world after Tokyo with the most trees.

In this way, Madrid Futuro, in line with one of its main lines of action, 'Madrid sustainable capital', wants to involve civil society and the business world in the reforestation of the city and encourages all citizens to participate and share their photos and experiences in green areas of Madrid with the hashtag #ReplantaMadrid and thus show their support for the initiative.

During the event, which began with a visit to the photographic exhibition on the Filomena storm in the Paseo de Carruajes de El Retiro, which will be on display for the next two months, the Mayor of Madrid, José Luis Martínez-Almeida, pointed out that "this initiative is a new example of the good functioning of public-private collaboration, and any citizen of Madrid can feel part of it by planting a tree".

In the words of Manuel Bretón, president of Madrid Futuro, "one of the association's commitments since it was formed has been to position Madrid as a sustainable capital. This initiative is a good example of this. We hope to achieve a great participation of the citizens of Madrid, who we know are committed to the arboreal heritage and the future of this great city".

For Íñigo Díaz de Espada, vice-president of Fundación Cepsa, "at Fundación Cepsa we are committed to sustainability, improving air quality and preserving natural spaces. Undoubtedly, this collaborative initiative between the public administration, companies, corporate foundations and society in general contributes extensively to this, in addition to promoting social awareness of the importance of protecting the natural capital of our city."

The presentation ceremony was supported as ambassador by Carolina Cerezuela, who together with Jaime Anglada presented the new "Anglada Cerezuela" song "Si estuviera en Madrid", a plea to the city of Madrid, its corners and its singularities.

Companies collaborating in Re-Planta Madrid

Re-Planta Madrid counts with the collaboration, so far, of the following organizations: Iberdrola, CBRE, Atlético de Madrid, KPMG, Sanitas, Mahou-San Miguel, Herbert Smith Freehills, ACS, LG, Fundación CEPSA, HP, CaixaBank, Quirón Salud, Fundación Pulsar, Azora Capital, Kefren Capital Real Estate, Inmobiliaria Colonial, Merlin Properties, Greystar and Árima Real Estate.

More information at: replantamadrid.com

Madrid Futuro is an independent, non-profit organization created by the union of more than 90 companies and public and private institutions, committed to the city of Madrid and its citizens. It was created with the mission of contributing to a faster economic and social recovery and reactivation after the crisis caused by COVID-19 through public-private collaboration. It was created as an association on July 24. Its honorary president and vice-president are the mayor and deputy mayoress of Madrid, respectively. Manuel Bretón, president of Cáritas, chairs the organization.

Cepsa is a global energy and chemical company operating end-to-end at every stage of the oil and gas value chain. Cepsa also manufactures products from plant-based raw materials and operates in the renewable energy sector. Cepsa has 90 years of experience and a team of over 10,000 employees, who combine technical excellence with adaptability. Cepsa operates on five continents.



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