



PRESS RELEASE

MAREVIVO'S WORK IN TUSCANY'S CALA VIOLINA - SCARLINO CONTINUES WITH THE SUPPORT OF BANOR

11/04/2023 – More than **50,000 kg of rubbish removed**, more than **30 km of coastline cleaned** and thousands of volunteers involved all over Italy — these are just some of the figures from Marevivo's national **Adopt a Beach** campaign. Now in its third year, the project seeks to raise awareness among citizens and tourists about the huge natural and ecological value of beaches, which we often think of as merely secondary to the sea.

This important initiative includes not only beach cleaning, monitoring and enhancement, but also mounting display boards with information on appropriate eco-friendly conduct and the installation of equipment to enable such conduct, such as ecological islands, bicycle racks and so on.

The campaign will involve no less than **28 beaches** all over Italy, from Liguria to Sardinia and Friuli Venezia Giulia to Sicily. Among them will be **Cala Violina** in the municipality of Scarlino, Grosseto. Having been “adopted” last September, this beach's great natural value is confirmed by its inclusion in the Bandite di Scarlino Nature Reserve and its protected status as an ANPIL (Area Naturale Protetta di Interesse Locale - Protected Natural Area of Local Interest) – Scarlino Coasts.

Surrounded by a belt of luxuriant Mediterranean scrub, the beach owes its name to the violin-like sound emitted by the super-fine quartz sand granules when walked on. And it is with the precise aim of preserving this precious environment and protecting it from human over-use that Marevivo, with the support of **Banor**, organised a beach clean-up on Saturday 8 April. The initiative, sponsored by the **Municipality of Scarlino** and the **Tuscany Region**, will take place in collaboration with the **Tartamare** and **Terramare** associations.

In the presence of **Rita Paone** – Head of the Marevivo non-profit Beaches and Coasts Division, **Francesca Travison** – Mayor of Scarlino and **Silvia Travison** – Councillor for Tourism at the Municipality of Scarlino, the volunteers removed a good **70 kg of waste**.

*“Marevivo is happy to continue its collaboration with all the organisations involved in the initiative to raise awareness among citizens and tourists and to protect this extraordinary natural environment”, said **Rita Paone** of **Marevivo**. “We would like to thank everyone for enthusiastically taking part in our campaign. It will allow us to lay the foundations for future actions to protect these special, very fragile coastlines and beaches.”*

*“We would like to thank **Marevivo** and **Banor** for supporting the municipality's environmental project to protect our beautiful coastal features, first and foremost **Cala Violina**, regarded as one of the most beautiful beaches in Italy,” declared **Mayor Francesca Travison** and **Councillor for Tourism Silvia Travison**, who attended the event. “As well as this major beach clean-up, today we inaugurate new fixtures donated by the association: all-wood benches and bicycle racks, installed with due respect for the local environment. Our Administration's commitment to protect and safeguard this natural area continues and is yielding results.”*

*“We are delighted to support Marevivo in its efforts to protect the sea and biodiversity,” commented **Massimiliano Cagliero, Banor CEO**. “We immediately felt that we shared these values, and it seemed entirely natural to start the dialogue that has led to our ongoing support for Marevivo’s projects, including the adoption of the Cala Violina beach. Protecting the environment must be the priority of society, investors and asset managers, given the boost that sustainable and responsible ESG investments have had in recent years and continue to have.”*

[>HERE](#) PRESS KIT WITH PHOTOS OF THE CLEAN-UP

MAREVIVO

Marevivo is an independent, non-partisan, environmental association that has been committed to protecting the sea and its resources through national and international actions and campaigns since 1985. Its main goals include the conservation of biodiversity, sustainable development, the enhancement of marine protected areas, environmental education, combating illegal fishing and plastic pollution, and carrying out parliamentary lobbying actions.

Marevivo is constantly active in its efforts to inform and raise the awareness of citizens, institutions and governments. It engages in dialogue with the authorities to obtain effective, concrete laws to combat marine litter and protect the marine ecosystem and its species.

BANOR

Founded in 2000, Banor is one of the biggest independent wealth management firms in Italy. With over €11 billion Assets Under Influence and more than 3,000 direct clients, Banor specializes in capital management and advisory services for institutional clients, high net worth individuals and complex entrepreneurial families. Today, Banor has over 150 people at a group level, offices in the heart of Milan, Turin, Rome and, at European level, in London and Monte-Carlo. The experience and independent views of Banor’s managers have helped build unique relationships in the international capital markets. These relationships have made Banor a beacon for many foreign investors who intend to invest in Italy or who are simply seeking an independent view of the Italian market. Banor applies an internally developed model for assessing ESG sustainability in investments, it is a member of the Forum della Finanza Sostenibile by Borsa Italiana, partner of Marevivo and UNICEF Italia and actively collaborates with the Politecnico di Milano.

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