

Posada (NU), 4 July 2022

Press Release

**“Bellezza Italia” (The Beauty of Italy): Collective Memory Paths Along the Rio Posada**

**A new campaign project by Legambiente and Unipol Group  
takes shape in the heart of Sardinia, in the area of the former fish farm of Posada (NU)**

**A study of the extreme weather events that have affected the area  
in the past 50 years has been presented today**

In the heart of Sardinia, in Posada in the provincial district of Nuoro, the new *Bellezza Italia* project “*Collective Memory Paths Along the Rio Posada*” takes shape and involves the area of the former fish farm of Posada (NU) in the heart of the regional natural Park of Tepilora, combining environmental protection with knowledge and improvement of the local territory. In this place with a strong identity value for all communities that are based around the Rio Posada, thanks to the project in question, which is part of the campaign conducted by *Legambiente* and by the *Unipol Group*, a walkway with educational panels has been set up along the river’s embankment between the former fish farm, which has just been redeveloped as an information centre by the Tepilora Park, and the river mouth lookout, also created by the project and equipped to host events and offer a view over the wetland area allowing visitors to perceive its complexity and appreciate the rich birdlife nesting in its natural habitat. The works will enrich the information and educational activities concerning the former fish farm.

The goal is to make the area of the former Posada fish farm a new important point of reference for visitors, from groups of children on school trips to tourists seeking information on the protected area, as well as kayakers paddling across the river mouth; at the same time increasingly raising the local community’s awareness and empowering them in the protection of a territory that is unique in terms of biodiversity, identity and landscape heritage, but today increasingly threatened by the effects of climate change. A new report “*Il clima è cambiato. Focus su Posada*” (The Climate Has Changed. Focus on Posada) prepared by Legambiente Sardinia takes stock of the situation. It contains a detailed analysis of this Sardinian location and discusses the extreme weather events that have occurred in the past 50 years. At the same time, the dossier also takes stock of ongoing actions and good practices for climate adaptation, for the purpose of securing the local territory from building speculation and hydrogeological instability phenomena, implemented by the Municipality of Posada.

The *Bellezza Italia* project “*Collective Memory Paths Along the Rio Posada*” and the actions taken will be presented in Posada, at the SOS Palones river mouth, this afternoon at 6.00 PM. Speakers will include Sara Marongiu, Councillor for the Environment of the Municipality of Posada, Serena Carpentieri, Deputy General Manager of Legambiente, Maria Luisia Parmigiani, Head of Sustainability of the Unipol Group, Carlo Torchiani, Head of Climate at Legambiente Sardinia, Marta Battaglia, Director of Legambiente Sardinia.

“Collective memory and widespread awareness are the two keywords at the heart of this project taking shape today - **says Serena Carpentieri, Deputy General Manager of Legambiente** - engaging directly with the local communities. We are convinced that knowledge of the local territory, combined with its improvement and protection, is also a fundamental step towards raising awareness of the vast topic of climate crisis and the effects it causes on local territories. Let’s not forget that Sardinia suffered several floods in recent years, causing massive damage. For this reason, in addition to the

prevention actions and initiative that the government must implement, it is also essential to carry out an educational action with a preventive value addressing the locals”.

“With the project to carry out works on the Rio Posada, the attention of the project ‘*Bellezza Italia*’ is clearly affirmed not only with regard to the topic of climate change, but also with regard to protection of the biodiversity - says **Maria Luisa Parmigiani, Head of Sustainability of the Unipol Group**. A challenge perhaps even more complex for local communities and above all for the corporate world, for which the scope of actions to be undertaken may not be as clear. Precisely for this reason, we, as a Group, have chosen to start working together with Legambiente to treasure the knowledge and experience of civil society”.

**River mouth of the Rio Posada, a delicate biodiversity hotspot.** In the wetland area of the river mouth, the Longu and Tundu ponds receive the fresh waters of the Rio Posada and communicate with the sea through the artificial river mouth of Sos Palones, thus becoming part of the constant network of stations for the annual migration of water birds. The vegetation of the area includes the typical associations of a river bank environment: rushes, tamarisks, willows, reeds that host fauna species such as the pink flamingo in its long winter stops, the moorhen, the cormorant, the grey heron (cattle egret and reddish egret), the little egret and the mallard. Moreover, the western swamphen nests in the nearby Rio Santa Caterina. This is a species that in Italy resists spontaneously in Sardinia alone. **A context as valuable as it is fragile, where the effects of the climate crisis are even more apparent than in other areas of Sardinia:** in the most dramatic forms of deaths caused by floods and in the most fascinating ones of temporary landscapes reshaped by water.

**The report “The Climate Has Changed. Focus on Posada”:** In this report, Legambiente tells us how the area encompassing the Posada river basin - therefore the municipality of Posada, as well as the other municipalities of the Tepilora Park - is prone to hydrogeological instability, in particular alluvial phenomena strongly amplified by factors deriving from human action and factors connected with climate change in recent decades. The main critical issues are essentially attributable to river flooding. Although levees have been constructed since the 1930s to protect the inhabited areas of Torpè and Posada, conditions of hydrogeological risk still remain.

The report cites the floods of December 2004, January 2006 and December 2007, which clearly revealed the absolute precariousness of the current embankment protections, no longer capable of guaranteeing adequate safety for settlements and production activities (mainly greenhouses and cultivated fields) near the river bank. In 2004 and in 2006, the levees on the left bank of the Posada river broke, resulting in the flooding of the plain and extensive damage to livestock, crops and homes. In 2008, following massive rainfalls, there was a landslide on the old town slopes and more recently the bridge crossing Road 125 over Rio San Simone, built in the early 1900s, collapsed in September 2009.

**The campaign “Bellezza Italia”.** “*Bellezza Italia*” is a campaign promoted by Legambiente in partnership with the Unipol Group which aims to enhance the artistic, cultural and natural heritage of the Italian Peninsula. Over the years, several projects have been carried out thanks to the involvement of civil society, companies and institutions engaged in sustainable development, redevelopment and social and environmental reclamation of the places involved in the campaign. From “*Guardiani della Duna*” (Guardians of the Dune), concerning the protection of the dune area of Marina di Alberese on the Maremma coast in Tuscany, to “*Sui Binari della Bellezza*” (Along the Tracks of Beauty), which enabled the recovery of the station of San Stino di Livenza, in Veneto; including “*Tra le mura e il mare: il sentiero degli argonauti*” (Between a Wall and the Sea: The Argonauts’ Path), a redevelopment

project in the archaeological area of Paestum, in Campania, up to the most recent “*Mappa dei giardini panteschi*” (Map of Pantelleria Gardens), which was divided into a survey of, and proposal of an itinerary along, these gardens that stand as a symbol of the landscape and farming heritage of the island of Pantelleria, in Sicily.

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Additional information on the project “*Bellezza Italia*” and on its progress may be found at:  
Website and social networks of Legambiente: | <http://www.facebook.com/progetto.Bellezzaitalia> |  
<http://www.youtube.com/bellezzaitalia> Website of the Unipol Group: <https://www.unipol.it/it/sostenibilita/progetti-e-iniziative/partnership-con-il-terzo-settore/bellezza-italia-legambiente>