

XIII

CONGRESO NACIONAL DE ARBORICULTURA



Ayuntamiento
de Vitoria-Gasteiz
Vitoria-Gasteizko
Udala

From grey to green
Tree, Health and Society

Online June 21-22-23 2021
Vitoria-Gasteiz September 24

Congress
dossier

SPONSORS



XVIII CONGRESO NACIONAL DE ARBORICULTURA

From grey to green
Tree, Health and Society

Online June 21-22-23 // Vitoria-Gasteiz September 24 2021



«From grey to green: Tree, Health and Society.»

The Asociación Española de Arboricultura, AEA, must have postponed the celebration of the XVIII National Arboriculture Congress on several occasions due to the health alarm situation caused by the pandemic.

After evaluating all the options, the congress returns definitively, with new dates: on June 21, 22 and 23, 2021, in online version.

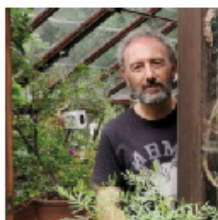
The organization has maintained the concept: 'From grey to green: Tree, Health and Society', the program and the initial presentations as far as possible. With these presentations he intends to incorporate complementary profiles to the purely technical contents, with the understanding that, under a reasoned line of argument, supported by transversality, we will be able to achieve the common objectives.

The event, which has the support of the City Council of Vitoria-Gasteiz, will be a virtual meeting point for experts, technicians and professionals of arboriculture, which is also an interesting scenario for the visibility of companies in the sector.

A milestone in the arboriculture sector, through an online platform, in which it will be possible to participate thanks to new technologies by registering online.

The 'XVIII Congreso Nacional de Arboricultura' will have an unrivaled panel of experts in Arboriculture, Health and Communication.

SPEAKERS - ONLINE SESSION



Santiago Beruete Valencia

Anthropology and
Philosophy



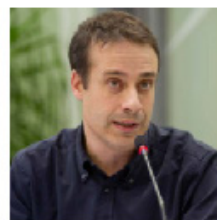
Matthew Ling

City of Cambridge -
Cambridge Canopy
Project (UK)



Ainhoa Goñi Sainz

Journalism and
communication



Eduardo Rojo Fralle

Head of the Public
Space and Natural
Environment Service
of the Vitoria-Gasteiz
City Council



Manuel Enrique Figueroa

Plant Biology and
Ecology - University of
Seville



John Parker

Arboricultural
Association - Senior
Technical Officer (UK)



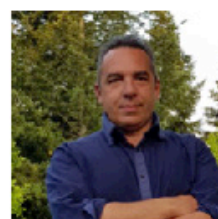
Josep Selga Casarramona

Landscape study and
consulting



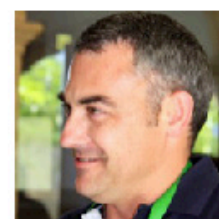
Izaskun Martí Carral

Barcelona City
Council - Municipal
Institute of Parks and
Gardens



Frédéric Segur

Service Arbres et
Paysage, Grand Lyon -
Plan Canopée (FR)



Gerard Passola

Tree, Research and
Management - Doctor
Árbol



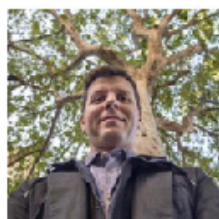
María José Parejo

"El Bosque Habitado"
- Radio 3 - RNE -
Spanish radio show



Raúl de Tapia

Tormes-EB
Foundation



Joan Guitart Comellas

Barcelona City
Council - Municipal
Institute of Parks and
Gardens



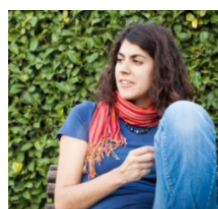
Juan Ramón Lacalle

Preventive medicine
and public health -
University of Seville



J. Ramón Gómez

Herba Nova - Estudio
de Paisajismo



Margarita Triguero-Mas

Phenotype Project -
ICTA - UAB

ONLINE SESSION JUNE 21st

15.45 - 16.00	OPENING. MARIANO SÁNCHEZ
16.00 - 16.30	UTOPIAS FOR A CITY: URBAN GREEN INFRASTRUCTURE, A GROWING GARDEN. EDUARDO ROJO FRAILE Head of the Public Space and Natural Environment Service of the Victoria-Gasteiz City Council
16.30 - 16.45	PAUSE AND PRESENTATION OF SPEAKERS BY INMA GASCÓN
16.45 - 17.15	TREES AS A VISUAL METAPHOR FOR SUSTAINABILITY SANTIAGO BERUETE Anthropology and Philosophy
17.15 - 17.45	HOW TO TALK ABOUT TREES TO CITIZENS ? RAÚL DE TAPIA, MARÍA JOSÉ PAREJO "El Bosque Habitado". Radio 3 RNE
17.45 - 18.00	PAUSE AND PRESENTATION OF SPEAKER BY MARIANO SÁNCHEZ
18.00 - 18.30	THE TREE CULTURE JOSEP SELGA Landscape study and consultancy Josep Selga
18.30 - 19.30	LIVE SPEAKERS' COLLOQUIUM. MODERATORS: INMA GASCÓN Y MARIANO SÁNCHEZ

ONLINE SESSION JUNE 22nd

15.45 - 16.00	SPEAKER PRESENTATION BY MARÍA SOLER
16.00 - 16.30	THE URBAN FOREST FACING THE CHALLENGE OF HEALTH AND CLIMATE CHANGE MANUEL ENRIQUE FIGUEROA Plant Biology and Ecology - University of Seville
16.30 - 16.45	PAUSE AND PRESENTATION OF SPEAKERS BY MARÍA JOSÉ MORENO
16.45 - 17.15	"CANOPEA PROJECT": THE TREE AT THE SERVICE OF THE ADAPTATION OF THE CITY OF LYON TO CLIMATE CHANGE. FRÉDÉRIC SÉGUR Service Arbres et Paysage, Grand Lyon - Plan Canopée (FR)
17.15 - 17.40	CAMBRIDGE CANOPEA PROJECT: AN "URBAN FORESTRY" INITIATIVE MATTHEW LING City of Cambridge - Cambridge Canopy Project (UK)
17.40 - 17.45	BREAK AND PRESENTATION OF SPEAKERS BY MARÍA SÁNCHEZ-BLANCO
17.45 - 18.25	THE TREE, ALLY OF PUBLIC HEALTH JUAN RAMÓN LACALLE Preventive Medicine and Public Health - University of Seville
18.25 - 19.00	THE TREE, A REBEL IN THE CITY: THE CHALLENGE OF CHANGING THE URBAN LANDSCAPE JOSÉ RAMÓN GÓMEZ Landscape designer and teacher. Herba Nova - Estudio de Paisajismo
19.00 - 20.00	COLLOQUIUM OF SPEAKERS LIVE. MODERATORS: MIGUEL ÁNGEL NUEVO Y MARÍA JOSÉ MORENO

ONLINE SESSION JUNE 23rd

15.45 - 16.00	SPEAKER PRESENTATION BY ENRIQUE CONDE
16.00 - 16.30	COMMUNICATING THE BENEFITS OF THE URBAN FOREST JOHN PARKER Arboricultural Association - Senior Technical Officer (UK)
16.30 - 16.45	BREAK AND PRESENTATION OF SPEAKERS BY MIGUEL ÁNGEL NUEVO
16.45 - 17.15	BALANCE SHEET OF THE BARCELONA TREE MASTER PLAN (2017 - 2037) IZASKUN MARTÍ, JOAN GUITART Barcelona City Council - I. Municipal of Parks and Gardens
17.15 - 17.45	CRISIS COMMUNICATION. INFORMING POLITICIANS AND JOURNALISTS AINHOA GOÑI SAINZ Journalism & Communication
17.45 - 18.00	BREAK AND PRESENTATION OF SPEAKERS BY INMA GASCÓN
18.00 - 18.30	PHENOTYPE PROJECT: GREEN SPACES AND HUMAN HEALTH MARGARITA TRIGUERO-MAS Phenotype Project
18.30 - 19.00	URBAN TREES: BETTER MANAGEMENT, GREATER ASSOCIATED BENEFITS GERARD PASSOLA Tree, Research and Management - Doctor Àrbol
19.00 - 20.00	LIVE SPEAKERS' COLLOQUIUM. MODERATORS: MIGUEL ÁNGEL NUEVO Y MARÍA SOLER

ONLINE CONGRESS

AEA members: 115 €

Non members: 135 €

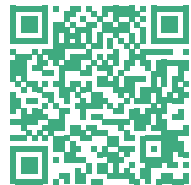
PRESENTIAL SESSION

«XVIII National Congress of Arboriculture in Vitoria-Gasteiz»

The face-to-face session of the XVIII National Arboriculture Congress will take place on September 24 at the conference center and will have a program that complements the online congress as a second installment. We will have speakers who will deal with cross-cutting issues in arboriculture, as well as specific talks directly related to the technique and care of trees. The session will be held on September 24, 2021 at the Vitoria-Gasteiz conference center.

Attendance at this event requires registration:

<https://aearboricultura.org/congreso-inscripciones/>



SPEAKERS - PRESENTIAL SESSION



José Antonio Corraliza

Social Psychology - Autonomous University of Madrid



Cecil Konijnendijk

Nature Based Solutions Institute (Program Director, University of British Columbia)



Heike Freire

Green pedagogy



Luis Andrés Orive

Center for Environmental Studies of the city of Vitoria



Josep Selga Casarramona

Landscape study and consulting



Menno Schilthuizen

Dutch ecologist and evolutionary biologist at the Naturalis Biodiversity Center in Leiden. Chair of Evolution at the University of Leiden



Ignacio Fernandez-Calvo

SEO / BirdLife specialist in urban gardening and biodiversity.



Francois Durquety

Bordeaux Métropole. Coordinator of the plan "Plantons 1 million d'arbres" since April 2021



Christophe Dangles

Bordeaux Métropole. Responsible for the "arbre et forêt" service since 2016

PRESENTIAL SESSION SEPTEMBER 24th

9.00 - 9.15	INSTITUTIONAL OPENING
9.15 - 9.45	TREE PLANNING AND GREEN RING OF VITORIA LUIS ANDRÉS ORIVE Center for Environmental Studies of the city of Vitoria
9.45 - 10.15	SOCIAL PSYCHOLOGY: SOCIETY AND GREEN VS PANDEMIC JOSE A. CORRALIZA Social Psychology - Autonomous University of Madrid
10.15 - 11.00	BORDEAUX OBJECTIVE: 1 MILLION TREES FRANCOIS DURQUET, CHRISTOPHE DANGLES Bordeaux Métropole
11.00 - 11.45	 BREAK - COFFEE
11.45 - 12.30	DANCING WITH THE TREES HEIKE FREIRE Green pedagogy
12.30 - 13.00	[VIDEO] 'THREES FOR TREES': HOW THE EASY 3-30-300 GUIDE HELPS CREATE GREENER AND HEALTHY CITIES CECIL KONIJNENDIJK Nature Based Solutions Institute (University of British Columbia)
13.00 - 13.30	CONSERVING BIODIVERSITY IN URBAN GREEN AREAS, A PROPOSAL FOR ARBORICULTURE PROFESSIONALS IGNACIO FERNÁNDEZ-CALVO SEO / BirdLife specialist in urban gardening and biodiversity
13.30 - 15.15	 BREAK - LUNCH
15.15 - 16.00	DARWIN COMES TO TOWN MENNO SCHILTHUIZEN Dutch ecologist and evolutionary biologist at the Naturalis Biodiversity Center in Leiden
16.00 - 16.45	REFLECTIONS FOR FUTURE WOODLAND JOSEP SELGA Landscape study and consulting
16.45 - 17.15	COLLOQUIUM / CONCLUSIONS BOARD OF DIRECTORS AEA + SPEAKERS

PRESENTIAL SESSION*

AEA members: 120 €

Non members: 150 €

*SUBJECT TO COVID-19 EVOLUTION. LIMITED CAPACITY.

VIRTUAL MEETING POINT OF ARBORICULTURE EXHIBITORS

Where is the venue for sponsors?

In this new format we will celebrate for the first time the 1st VIRTUAL MEETING POINT OF ARBORICULTURE EXHIBITORS

What does the virtual meeting offer?

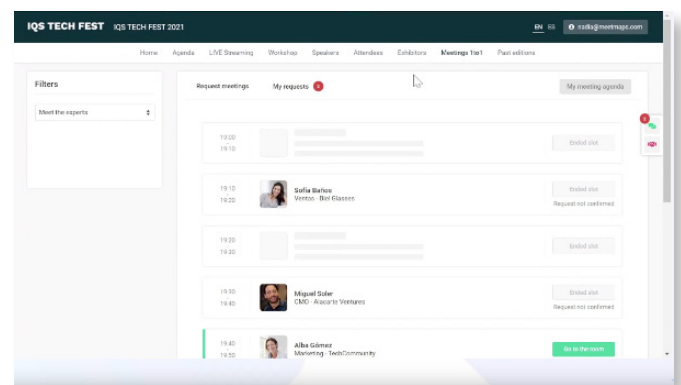
This meeting will offer a platform for promotion and visibility towards attendees, as well as among exhibitors.

The platform will allow virtual appointments with attendees, with whom you can schedule meetings via email.

How long will the meeting last?

The platform that houses the information of the sponsors will remain active for several weeks, in order to make the most out of the commercial interaction.





PARTICIPATE AS A SPONSOR

Are you interested in collaborating as a sponsor in the Congress? select your modality and fill in the web form.

Consult the sponsorship modalities. Each of them offers you a degree of visibility adaptable to your needs:

MINI SPONSOR

ESTANDAR SPONSOR

MAX SPONSOR

The sponsorship table shows the modalities offered.

To formalize the sponsorship, you must fill in the form located on the congress website, or by clicking the following link:

<https://aeearboricultura.org/formulario-de-inscripcion-de-patrocinadores-congreso-nacional-de-arboricultura/>

Note: payment by transfer will be required when completing the form.

MINI

€ 350,00 + IVA

- ✓ 1 INVITATION TO THE ONLINE CONGRESS
- ✗ EXHIBITOR SPACE VIRTUAL FAIR VISIBILITY STANDARD
- ✓ YOUR BRAND ON THE CONGRESS WEBSITE (6 MONTHS)
- ✗ YOUR BRAND IN A PROJECTION BACKGROUND BETWEEN PRESENTATIONS
- ✗ YOUR BRAND IN THE CONGRESS ARTICLE IN THE MAGAZINE "LA CULTURA DEL ÁRBOL"
- ✗ FULL PAGE ADVERTISEMENT IN THE MAGAZINE "LA CULTURA DEL TREE" VALUED AT € 600
- ✓ DISSEMINATION OF YOUR BRAND ON SOCIAL MEDIA
- ✗ DIRECT EMAILING CAMPAIGN TO AEA PARTNERS WITH ADVERTISING REVIEW
- ✗ YOUR BRAND ON SIGNAGE (CONFIRMATION BEFORE MARCH 15, 2021)
- ✗ ADDITIONAL INVITATIONS AT AEA MEMBER PRICE

ESTANDAR

€ 950,00 + IVA

- ✓ 8 INVITATIONS TO THE ONLINE CONGRESS + 2 INVITATIONS TO THE PRESENTIAL SESSION
- ✓ EXHIBITOR SPACE VIRTUAL FAIR VISIBILITY STANDARD
- ✓ YOUR BRAND ON THE CONGRESS WEBSITE (6 MONTHS)
- ✓ YOUR BRAND IN A PROJECTION BACKGROUND BETWEEN PRESENTATIONS
- ✗ YOUR BRAND IN THE CONGRESS ARTICLE IN THE MAGAZINE "LA CULTURA DEL ÁRBOL"
- ✗ FULL PAGE ADVERTISEMENT IN THE MAGAZINE "LA CULTURA DEL TREE" VALUED AT € 600
- ✓ DISSEMINATION OF YOUR BRAND ON SOCIAL MEDIA
- ✗ DIRECT EMAILING CAMPAIGN TO AEA PARTNERS WITH ADVERTISING REVIEW
- ✓ YOUR BRAND ON SIGNAGE (CONFIRMATION BEFORE MARCH 15, 2021)
- ✓ ADDITIONAL INVITATIONS AT AEA MEMBER PRICE

MAX

€ 4.950,00 + IVA

- ✓ 15 INVITATIONS TO THE ONLINE CONGRESS + 8 INVITATIONS TO THE PRESENTIAL SESSION
- ✓ EXHIBITOR SPACE VIRTUAL FAIR VISIBILITY PLUS
- ✓ YOUR BRAND ON THE CONGRESS WEBSITE (12 MONTHS)
- ✓ YOUR BRAND IN A PROJECTION BACKGROUND BETWEEN PRESENTATIONS
- ✓ YOUR BRAND IN THE CONGRESS ARTICLE IN THE MAGAZINE "LA CULTURA DEL ÁRBOL"
- ✓ FULL PAGE ADVERTISEMENT IN THE MAGAZINE "LA CULTURA DEL TREE" VALUED AT € 600
- ✓ DISSEMINATION OF YOUR BRAND ON SOCIAL MEDIA
- ✓ DIRECT EMAILING CAMPAIGN TO AEA PARTNERS WITH ADVERTISING REVIEW
- ✓ YOUR BRAND IN FEATURED SIZE POSTER (CONFIRMATION BEFORE MARCH 15, 2021)
- ✓ ADDITIONAL INVITATIONS AT AEA MEMBER PRICE

FREQUENTLY ASKED QUESTIONS

1-HOW WILL IT WORK?

The congress will be viewed on the internet through a specific platform that will allow you to view the presentations of each day, visit the virtual exhibitors, access to all content, and much more.

2-HOW DO I REGISTER?

Registration is done using this form:

<https://aearboricultura.org/formulario-de-inscripcion-de-patrocinadores-congreso-nacional-de-arboricultura/>

3-WILL I HAVE ACCESS TO THE PREVIOUS DAYS' PRESENTATIONS?

YES, the platform will remain active for an additional time to be able to view the content later.

4-IS THERE A REDUCED PRICE FOR EARLY REGISTRATION?

YES, if the registration is done before March 25, the price is reduced, which is added to the discount in the case of being an AEA member.

5- WILL THERE BE A CALL FOR PAPERS?

YES, the selected papers will be published in a section of the online platform, accessible to the attendees of the congress.

For more information click the following link :

<https://AEARBORICULTURA.ORG/CONGRESO/>

6- IN WHICH LANGUAGES CAN THE CONGRESS BE FOLLOWED?

The congress can be followed in Spanish, English and French. The live colloquium sessions will only be broadcasted in Spanish.

7- HOW DOES SPONSORSHIP WORK?

In the sponsors area you will find the different modalities and advantages. Read the Sponsorship pages in this document or click the following link to learn more:

<https://aearboricultura.org/congreso-patrocinadores/>

8- WHAT ABOUT THE CONGRESS DAY ON SITE?

If the evolution of the pandemic allows it, AEA will try to hold a face-to-face session in Vitoria. This session will have a separate registration and fee from the online edition.

The registration for the online congress does not give access to the on-site session.



 aea
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