

# GeneraLife



## A 'diffuse' forest of 3,000 trees dedicated to children born during the pandemic

**The initiative of the group of fertility clinics GeneraLife  
in collaboration with Treedom**

**Rome, August 2021** - A '**widespread**' forest of **3,000 trees** planted in various parts of the world, from Cameroon to Colombia, from Madagascar to Ecuador, from Tanzania to Guatemala, dedicated to children born during the biggest health emergency in recent times : the Covid-19 pandemic. Children who came into the world and started to grow up facing small and big difficulties right from the start. The adults covered with a mask on their face, fathers absent from the delivery rooms, the very limited contacts with the outside world.

"We thought of creating this 'green lung' to help celebrate the courage of these little ones, their mothers and fathers", say the scientific directors of the group, **Filippo Maria Ubaldi and Laura Rienzi**. "We have planted 3,000 trees thanks to the collaboration of Treedom - they continue - because this is **the average number of children born each year in our clinics**, present in 4 European countries (Italy, Spain, Czech Republic and Sweden). Starting from this symbolic number, we wanted to dedicate the project to the new families that were formed during the lockdowns and the following months of the pandemic, to underline their resilience and their being a great hope for the society of the future".

According to the World Resources Institute's (WRI) **Global Forest Watch**, our planet is losing an area of forest equivalent to **36 football fields every minute**, which translates into more than **13 million hectares lost every year**. This loss has a significant impact on greenhouse gas emissions, as trees make a major contribution to protecting the environment by providing oxygen, improving air quality, conserving water, conserving soil, supporting wildlife and absorbing CO2 from the atmosphere. This makes them one of the greatest allies in the fight against climate change. Reforestation is therefore essential for the conservation of our planet. GeneraLife not only dedicates this action to the new generations, but is also committed to making them participate in the struggle for environmental care.

"The GeneralLife group was born in the key year of the pandemic, 2020 - explains the **CEO, Marcos Bueso** - and we have experienced first-hand the enormous difficulties encountered by the couples of aspiring parents in the long months of 'darkness' generated by the health emergency. An emergency that clashed with their strong desire to build a family and which in many cases generated uncertainty and fear. But life is stronger than everything, and in the first half of 2021 we have seen a great increase in treatments for infertility: **about 25% more than in the same period of the year before the pandemic (2019)**".

The group has just published its first **ESG report** ([www.generalife.com/esg/](http://www.generalife.com/esg/)), highlighting the strong role that GeneralLife has attributed to sustainability in its business model. Numerous objectives and initiatives put in place by the centers for this purpose: in the case of the forest, the project will allow not only to absorb CO<sub>2</sub>, but will also bring social and economic benefits to the farmers who take care of the trees. Finally, the trees will be given to the patients of the GeneralLife centers, who will be able to give them a name and follow them over the years thanks to images and webcams provided by Treedom.

### **ABOUT GENERALIFE**

GeneralLife is a European group of 15 clinics specialized in reproductive medicine, present in 4 countries (Italy, Spain, Czech Republic, Sweden). In addition to offering 15,000 treatments a year, thanks to the work of 350 employees, 85% of whom are women, GeneralLife promotes Research and Development in this sector, using a rigorous scientific method. Several members of the group hold important roles in national and international scientific societies such as the Italian Society of Embryology, Research and Reproduction (SIERR), or the Italian Society of Fertility and Sterility (SIFES) or the European Society of Human Reproduction and Embryology (ESHRE). . They are also reviewers and editors of various journals in the field of reproductive medicine (Human Reproduction Update, Journal of Assisted Reproduction and Genetics, Human Reproduction, Fertility and Sterility, Reproductive BioMedicine Online, Frontiers in Endocrinology).

### **TREEDOM**

Treedom is the first site that allows you to plant trees remotely and follow the history of the project they will help to implement online. Since its foundation in 2010 in Florence, more than 2,000,000 trees have been planted in Africa, Latin America, Asia and Italy. All trees are planted directly by local farmers and contribute to environmental, social and economic benefits. Thanks to this business model, since 2014 Treedom is part of Certified B Corporations, the network of companies that stand out for their high environmental and social performance.

**Per contatti stampa:**

**Barbara Di Chiara**

**Communications Director**

**mob. +39 338 41 21 079**

Email: [barbara.dichiara@universal-clinics.com](mailto:barbara.dichiara@universal-clinics.com)

Web: [www.generalife.com](http://www.generalife.com)