
THE SOCIAL CONSTRUCTION OF THE URBAN TREES LAW IN CHILE

Cecilia Michea Valenzuela*

I received an invitation from the Brazilian Society of Urban Arborization (SBAU) to present at the CBAU - CIAU 2021 Congress, under the title: "The Social Construction of the Urban Tree Law in Chile." I must say that from the beginning I have loved the idea of presenting our experience from this perspective of "Social Construction," because I believe that it transmits the essence of the work that we have done in Red Arbol Urbano, work that is supported by Communication Campaigns which in turn strengthen and position technical proposals, the expression of our conviction after the search to promote Green Cities.

Red Árbol Urbano arises as a response to the Abusive Culture of Tree Pruning, prevailing in the country. With whom this grouping begins, it is detected (and its seeks to counteract) that the ignorance of the environmental benefits of trees; and their needs in an urban context; limit people's empathy with them, as this distancing ultimately causes a deep fear of the tree.

The group was consolidated in 2018 through the Campaign "For a Wooded Chile" with the aim of making visible this environmental problem that arises from the deficient management of Urban Trees.

We are an independent, non-profit environmental organization that works pro bono.

Our objectives are to promote regulations and Environmental Education focused on the Valuation of the Tree, generating proposals and strategies from a management team of 3 professionals who are linked with different socio-environmental organizations that adhere to the objectives proposed by this team, in collaborative and multi-disciplinary work. Members:

Cecilia Michea | Designer, Graphic Representation | Valparaiso

Cecilia Benavides | Forestry Execution Engineer | The Angels

Leonardo Lira | Architect | Penco

* Autor correspondente

Designer, Graphic Representation. Bachelor's Degree in Design. University of Valparaíso, Chile. Diploma in Digital Marketing. Pontifical Catholic University of Chile. Red Árbol Urbano Coordinator (RAU), Chile. Email address: c.michea@uc.cl

Submissão: 15/11/2021

Aceite: 20/12/2021

Como citar:

VALENZUELA, C. M. The Social Construction of the Urban Trees Law in Chile. Life Style, v. 8, n. 2, p. 75-77, 2021. DOI: <https://doi.org/10.19141/2237-3756.lifestyle.v8.n2.p75-77>

At first, one of the greatest challenges we had to overcome was projecting an image of integrity among the organizations and the team, despite being dispersed throughout the country. For which we have carried out a strategic and especially creative management of our digital channels in order to build a brand identity.

Alliances

From our vision, attracting attention to a topic so relevant to future generations, as ignored as it is persistent, requires structuring a collaborative work on a large scale, building long-lasting relationships at the national and international level. In this way we give consistency, we expand the arrival of a communicative message that should sensitize, educate, unite and call for action, such as making visible how Urban Forestry can contribute to the creation of kinder and more sustainable cities.

Web

Centerpiece of our digital ecosystem is the website www.leydearboladourbano.com

All actions and dissemination redirect to this repository that records: Who We Are, Alliances, the Technical Proposals that we have developed, Activities and Library. Documenting our work has facilitated contact with other national and international organizations and authorities.

Communications

Our communicational work has always been serious, well founded, with respect, with a recognized discourse consistent with our activities, which has allowed us to approach different relevant actors to promote actions and advance our objectives. For us, the integral management of Urban Trees is a cross-cutting issue for the whole of society, therefore, it does not have a political color. We have tried to make contact with all the authorities that have shown interest, and for our part we have intended that this contact be the most representative of the current political trends in the country.

Technical work:

- “Proposal for an Urban Tree Law” submitted to the Ministry of Agriculture - MINAGRI (2018). The Ministry worked its initiative of law under the name of “Ley de Arbolito,” from this proposal delivered by our group, which was not presented in parliament.
- “Catalog of tree species” (2019). Available on our website.
- “Proposal for a Municipal Ordinance on Green Infrastructure” (2020). Pending the completion of the law, this is a guide that we offer to the Municipalities for free. There are 74 municipalities in Chile and abroad that have requested it to date.

- “Draft Law on Urban Trees and Green Infrastructure” (2021). Donation Bill delivered by Red Arbol Urbano to the Senate of Chile, that enters on April 28, 2021, in a parliamentary motion sponsored by the Senators who are members of the Environmental Commission.

Conclusion

From our experience, having a quality product, defining digital strategies for Branding, Communication and Digital Marketing, which include the use of Social Networks, is an effective way to attract and co-create a “Community” around an environmental cause.

This seen from the strategy, but from the human relations it has been perhaps more important to consolidate ties in this “Pro-Tree Community,” of which we appreciate their contributions to move together towards a “Wooded Chile,” since it brings us closer to the objective greater than is pursued: Generate a cultural change that ensures social equity through the integral management of urban trees, where the involvement of citizens is essential to project and achieve the much-needed sustainable cities.