

Campaigns to change the world

**Greenpeace's campaigns in Italy:
Climate Change and Detox**



Greenpeace identity card

- 1971: Founded in Vancouver, Canada
- 1979: Greenpeace International
- 1986: Greenpeace Italy
- Supported by 3,1 m donors in the world (and +85k in Italy)
- Independent: do not accept money from state institutions, companies, political parties, unions
- Operates in 55 countries with 26 National and Regional offices

Greenpeace Italy

- 58 staff
- 1300 volunteers
- 85k donors
- 853.8k cyberactivists
- 745k friends on FB
- 506k Twitter followers
- 80k on Instagram

Global environmental issues

- **Climate and energy**
- **Toxic pollution**
- Deforestation
- Sustainable agriculture
- Oceans

How Greenpeace works

- Scientific analysis and investigations
- Expose the issue
- Nonviolent direct actions
- Online and offline mobilisation
- Lobby and negotiations with the counterparts (governments, public institutions, companies)

Climate campaign in Italy

Our focus:

- Offshore oil drilling
- Coal



Our solutions:

- Renewables
- Efficiency



2015: U turn for the biggest Italian utility

- After 9 year of campaign and 9 court cases, and an intense activity within a large anti-coal coalition, ENEL decided to stop new coal and new nuclear and investing only on renewables, efficiency, smart grids.
- Even though with some delays, ENEL (**globally** the largest utility as per customers) is showing that an energy revolution make sense for its business.
- Since 2017 a coal phase-out by 2025 is under discussion and has been confirmed in the 2019 Climate National Plan proposal (almost the only good news)

Climate

- Assicurazioni Generali: divest from coal (good results)
- Diesel ban in main cities (mixed results)
- National Climate and Energy Plan (new target)



Renewables and efficiency

- RE have almost reached the “grid parity”
- Huge solar, wind and efficiency potential
- BUT strong resistance to change from Oil&gas sector”



EU and Italian policies fall short

- New EU targets after elections
- A National Plan which push more on natural gas than RE
- 2030 EU and Italian climate targets will not allow decarbonisation by 2050



Our specific objectives

- Change the National Plan to more ambitious targets (new energy report under elaboration)
- Modify the present RE rebate system in order to facilitate a 100% RE future
- Make pressure on other financial institutions to divest from coal
- Push for more diesel cars ban

Detox the textile industry



Non è possibile visualizzare l'immagine.

Challenging the textile industry: zero toxic chemicals in their process

- We started in 2013 by exposing the impact of the textile industry and big corporation polluting rivers and fresh waters in the global South for producing clothes.
- Some big brands accepted to make a pledge in order to phase out some 450 chemicals by 2020.
- In a few years we gained a new legislation in China, and a large number of chemical alternatives for eliminating the toxic chemicals from the production lines
- A very important case is in Italy: the industrial cluster of Prato is leading the Detox project in Italy with some 45 small and medium companies participating

Toxic chemicals in the tap water: the Veneto case

- During the Detox campaign we started to work on a toxic hotspot in Veneto: 350,000 people exposed for 30 years to PFAS, chemicals used for waterproofing clothes.
- With research and investigation we were able to support a strong local movement asking clean fresh water.
- The case is still ongoing: recently the Regione Veneto carried out a health screening with very bad results: 64% of the population sample is contaminated by PFAS.
- A new water main is planned to bring clean fresh water in the area

Conclusion: a different pathway to protect the planet is feasible

- Our Italian experience shows that:
 - Abandoning coal (without using nuclear), investing in a 100% renewable future is possible and also profiting
 - Innovating the textile industry is feasible even for small companies – with a proper support – and can be a major step for protecting our fresh water resources and the environment

Thanks for your attention

