

# Campaigns to change the world

## Greenpeace's campaigns in Italy



**GREENPEACE**

[www.greenpeace.it](http://www.greenpeace.it)

# 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
- 87k donors
- 1,200k+ cyberactivists
- 720k+ friends on FB
- 509k Twitter followers
- 193k 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&gas drilling
- Stop Coal, no nuclear, phaseout gas



## 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 mostly confirmed (some delay could affect one plant)



# Climate

- Anti-Greenwashing campaign (on Italian media; against ENI industrial plan, 85% on fossil but presented as «green»)
- Urban sustainable mobility and ban of fossil ads





# 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”



**GREENPEACE**

[www.greenpeace.it](http://www.greenpeace.it)

# EU and Italian policies fall short

- A National energy strategy which pushes more on natural gas than renewables
- 2030 EU and Italian climate targets will not allow decarbonisation by 2050



# Our specific objectives

- Expose the greenwashing strategies of the Oil&Gas industry and the poor climate information from the mainstream media
- Push the government for more ambitious targets (new energy scenario under elaboration)
- Local Campaigns to ban fossil fuel advertising in major cities

# Detox the textile industry



**GREENPEACE**

[www.greenpeace.it](http://www.greenpeace.it)

# 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

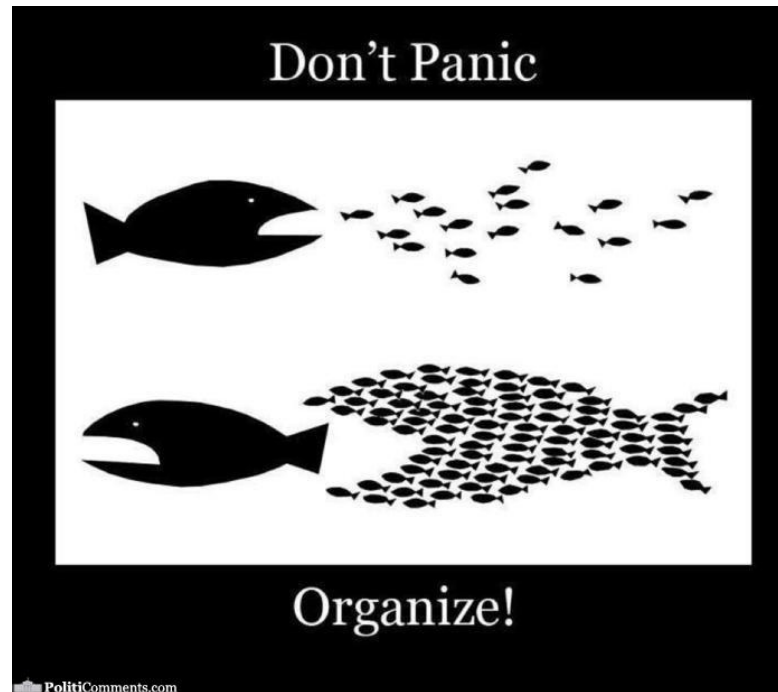
- During the Detox campaign we started to work on a toxic hotspot in Veneto: 350,000 people exposed for 30 years to PFAS, chemicals used for waterproofing clothes.
- With research and investigation we were able to support a strong local movement asking clean fresh water.
- The case is still ongoing: 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



**GREENPEACE**

[www.greenpeace.it](http://www.greenpeace.it)