

# ANNUAL REPORT **GREEN** IMPACT

Transformative Thinking

## PROJECTS AND ACTIVITIES



2022

[WWW.GREENIMPACT.IT](http://WWW.GREENIMPACT.IT)

# ABOUT

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We are an association launched in 2020 that promotes transformative ecological and economic practices that benefit the environment and animals. Our main goal is to preserve and restore the planet's balance by driving innovation in culture and knowledge, thereby improving the welfare of both domestic and wild animals. In pursuing our mission to protect the environment, animals and their habitats, we favour solutions that have a multidisciplinary socio-economic impact, leveraging innovation and technical, scientific and regulatory developments. [Find out more](#) on our website.

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# FORESTS ARE NOT RENEWABLE ENERGY: STOP DEFORESTATION FOR ENERGY PURPOSES

Forests in Europe and third countries are being burned to produce energy falsely defined as 'renewable' by the European Renewable Energy Directive – cutting down and burning forests has a negative impact on our health, the climate and biodiversity. **NO to forests as fuel!**

WE ARE MEMBERS OF EUROPEAN COALITIONS:



# OUR ACTIVITIES IN 2022

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- We sent letters to institutional representatives regarding biomass in collaboration with LIPU, WWF Forlì Cesena, Greenpeace Italia, ISDE, GUFU, Parents for Future, and Ambiente Italia.
- On 22 September, during the plenary vote on the revision of the European Renewable Energy Directive, we launched an appeal to MEPs to put an end to subsidies for 'false' renewables, as forest biomass is harmful to the environment, the climate, the air and health. The European Union provides €17 billion in subsidies to this energy source every year, which could be diverted to 'true' renewables, such as solar and wind power. In fact, forest biomass produces more CO<sub>2</sub> than fossil fuels. It is also estimated that a pellet stove produces, on average, 10 times more particulate matter than a diesel truck, in proportion to the energy produced. [Read](#) the press release.
- We have signed a protocol with ISDE to carry out joint activities, projects and campaigns on the issue of forest burning for energy purposes.



- We continue to be part of the European coalitions #StopFakeRenewables and Forest Defenders Alliance, supporting their work and participating in joint activities.
- Together with academic partners, we are evaluating the implementation of a project for the development of Urban Forests, a valuable aid in tackling biodiversity loss and climate change. The aim of this project is to create urban forests capable of accommodating native and endemic plant species, applying and adapting the Miyawaki method (named after Prof. Akira Miyawaki, a Japanese botanist and professor). This method allows for the rapid development of tree plantations and the creation of mini-ecosystems. In particular, Prof. Miyawaki has demonstrated that it is possible to achieve rapid forest cover and soil restoration by selecting native mycorrhizal pioneer and secondary species, which should be planted at high density to simulate natural ecological succession. Only by studying the ecology of local plants is it possible to identify the species that play key and complementary roles in the normal tree community. It would take about 200 years for a forest to develop, but with the Miyawaki method, it is possible to achieve efficient results in 20 years, with short-term results every two years.



- We are carrying out a project to create a green kennel model, with benefits for both our four-legged guests and our staff, through the development of biodiversity and numerous ecosystem services. During 2022, we have:
  1. Produced a video using drones to visualise and map the kennel area and surrounding areas;
  2. In collaboration with one of our partners, we carried out soil sampling;
  3. Participated in a technical and legal feasibility study for the construction of a photovoltaic system.
- We collaborated with Biofuelwatch to collect data on the import and export of pellets and data on biomass plants in Italy in order to create a map of plants located in Italy – now partially available on our website.



- In collaboration with Ideificio, we have created a three-minute video entitled "Green Impact. Let's not fool ourselves - wood is not a renewable resource," using stop motion animation to raise awareness about the problems associated with burning forest biomass for energy production. The video is available in Italian and in Italian with English subtitles on our [YouTube](#) channel.



# PUPPY

## TRAFFICKING

Estimates indicate that 8 million puppies are "trafficked" each year in Europe to meet the demand for purebred dogs. Italy is one of the countries most affected by this phenomenon, along with Spain and Germany, while breeders are mainly located in certain Eastern European countries.

The desire to own a purebred dog is linked to mass breeding in order to make dogs available on the market. Buying a dog is comparable to buying any other consumer good, which therefore requires constant and immediate production and availability.

A 2015 study conducted in 12 EU countries showed that this trade generates revenues of €1.3 billion per year.

Online animal sales are responsible for the surge in puppy purchases made with a single click on a website or social media.

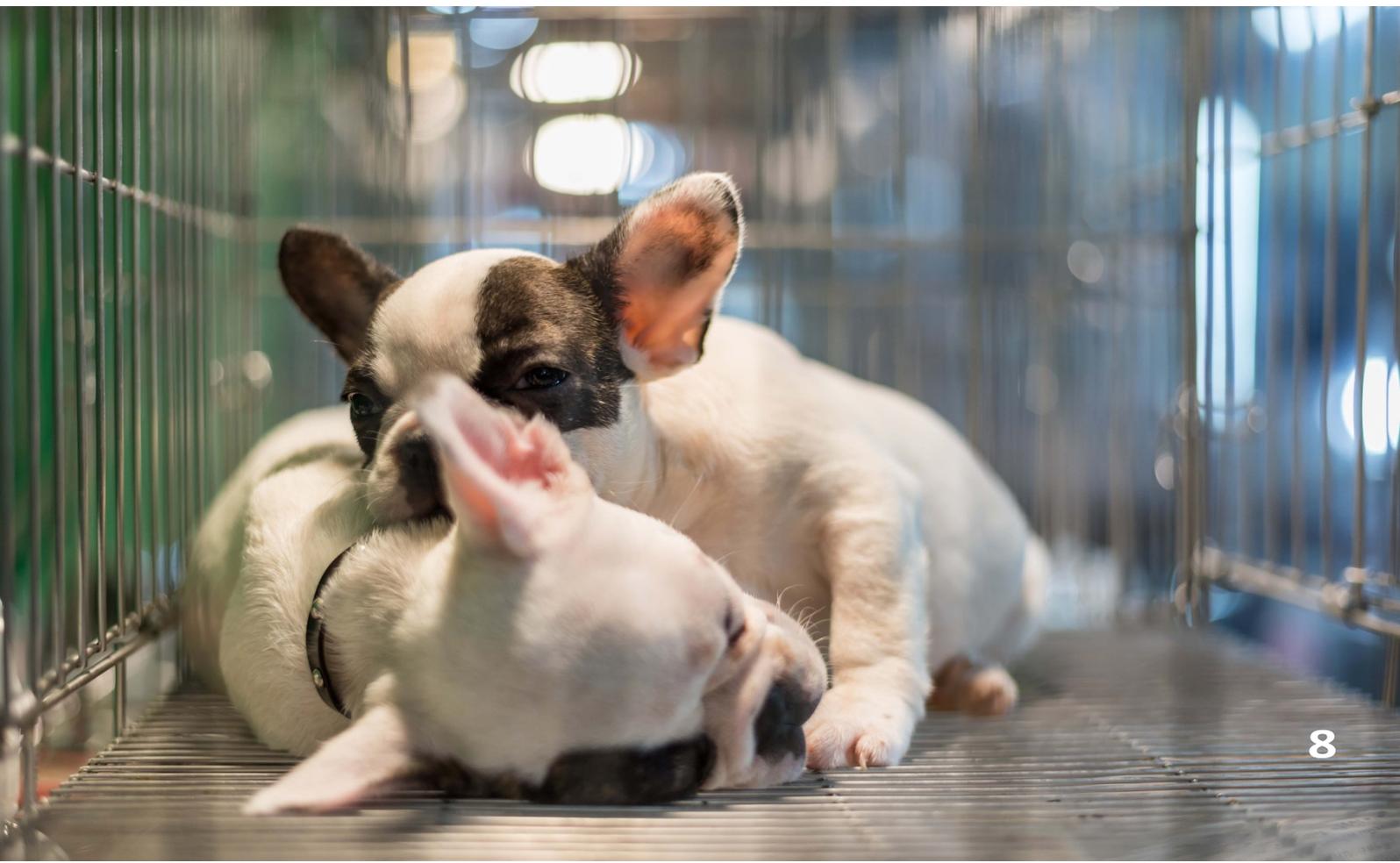


## OUR ACTIVITIES IN 2022

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The aim of this project is to promote a new awareness of the phenomenon – to this end, we have:

- Guidelines published to combat the phenomenon
- Established a partnership with the Cave Canem Foundation, which helps dogs that have been trafficked to recover their behaviour
- Support for the production of an investigative documentary on the phenomenon entitled Pedigree Dream, the first investigative documentary on puppy trafficking in Europe by director Jon Erik West, through:
  1. Providing financial support to complete the filming of the documentary;
  2. Providing financial support and logistical assistance for the production of an Italian-dubbed trailer for distribution to the press and for the search for potential distributors;
  3. Providing financial support for the creation of subtitles for the entire documentary.



# TOWARDS A BAN ON KEEPING DOGS ON CHAINS

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The 2022 edition of the report 'Towards a ban on keeping dogs chained' provides an update on the previous edition (2021) with regard to the regulatory situation in Italy and abroad.

With the support of the CAVE CANEM FOUNDATION and Animal Law Italia, we are continuing to work towards rapid regulatory change in all Italian regions and to promote this change in various European countries. We will produce the third edition of the report by the end of 2023.

## OUR PARTNERS IN ITALY:



## OUR ACTIVITIES IN 2022

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- We have published the second edition of the report 'Towards a ban on keeping dogs on chains' in collaboration with Save The Dogs, Animal Law Italia and Fondazione CAVE CANEM ONLUS.
- We have launched a joint website, [www.freedomfordogs.org](http://www.freedomfordogs.org), to carry out activities related to the #LiberiDalleCatene campaign.
- The #LiberiDalleCatene campaign continues. Send letters to all Italian regions that have inadequate or insufficient legislation or no legislation on the subject. We have obtained the adoption of a contingent and urgent ordinance in the Tuscany region as a result of the summer fire emergency. This ordinance has banned the keeping of dogs on chains until 30 September 2022. The Autonomous Province of Trento, following our request to schedule a discussion of bills prohibiting the chaining of dogs, introduced this ban on 30 November.



# #NO ONE EXCLUDED

The method was designed with the aim of making dogs housed in shelters adoptable, dogs that suffer from diagnosed or incorrectly managed behavioural disorders that effectively limit their adoption into families. The phenomenon of dogs deemed unadoptable is on the rise, due to the lack of a correct diagnosis of their behavioural problems and, as a result, they are destined to remain in kennels for their entire lives. The method provides the tools to make all dogs adoptable by suitable families.

IN COLLABORATION WITH:



## OUR ACTIVITIES IN 2022

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- We were commissioned to draft a technical report entitled '#NessunoEscluso – how to support the rebirth of irrecoverable dogs in kennels and guarantee their right to adoption. Pilot phase 2019-2021' on the #nessunoescluso method, developed by the Cave Canem Foundation and applied for the first time at the Valle Grande kennel in Rome.
- We curated and extrapolated the data provided by the Cave Canem Foundation team, entering it into special Excel tables provided by the Green Impact team. Based on this data, we drafted a report analysing the results obtained from applying the #nessunoescluso method at the Valle Grande dog shelter in Rome. Finally, we took care of the report's layout.



# UKRAINE EMERGENCY

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·We organised a fundraiser on the Eppela platform, which allowed us to raise €1,715 against a target of €2,000. This fundraiser was also included by [Kodami](#) in the list of fundraisers created to help animals in Ukraine.

Through a growing network of relationships in the area and with international organisations, and thanks above all to the first donations received, we have been able to help the Ukrainian Small Animal Veterinary Association (USAVA), the Happy Paw Foundation for dogs and cats (which in turn supports other shelters for stray animals in Ukraine), the Tailed Hostages of War initiative of the Lviv kennel, created to provide support by sending basic necessities to kennels and shelters, and a shelter in Dnipro.



## BIANCA PROJECT

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This summer we were contacted by Francesca, who found an abandoned dog during her summer holidays in the province of Cosenza. It is a female, very affectionate Maremmano-type dog, who started following her. Francesca is in difficulty, she already has her own dogs at home and does not know how to keep the little dog safe, who now even has a name, Bianca. Green Impact decided to offer support to Bianca and Francesca, to send a clear signal of proactive presence in Calabria. Francesca, no longer feeling alone, decided to take Bianca in, while waiting to find her a home with our financial help. Thanks to the support of Gisella Grande, president of LEEIDA in Cosenza, we at Green Impact were able to have her spayed in a short time and then subsidise her stay in a local kennel, thanks also to the contribution of Alessandra and Pina, two people who were moved by Bianca's story and decided to help her. We then took Bianca to Lazio in a relay to a boarding kennel oasis. She is not alone in her little house because Bruno, another Maremmano-like dog rescued from abuse, is there with her.



# WE ARE MEMBERS

OF:



EUROPEAN  
CIRCULAR  
BIOECONOMY  
POLICY  
INITIATIVE



TGE

Transnational Giving Europe



ASvis Alleanza Italiana  
per lo Sviluppo  
Sostenibile



FONDAZIONE  
PER LO SVILUPPO  
SOSTENIBILE

Sustainable Development Foundation



stop fake  
renewables

FOREST  
DEFENDERS  
ALLIANCE



# PARTNERS & DONORS



## SOME EVENTS

### IN WHICH WE PARTICIPATED

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- On 10/09/2022, we attended the **Annual Congress of the Italian Botanical Society**. The Congress hosted international speakers who are experts in various fields of botany and was held at the Alma Mater facilities on the Bologna Campus. In particular, we took part in the event 'More nature in urban ecosystems for a sustainable and resilient future for cities'.
- From 7 December 2022 to 19 December 2022, we attended the **UN Biodiversity Conference (COP 15) in Montreal**. With the Kunming-Montreal Global Biodiversity Framework, signed as part of COP15, participating countries agreed on a roadmap to protect 30% of land biodiversity and 30% of marine biodiversity by 2030 and to support conservation in developing countries with £30 billion in annual aid.



## SOME EVENTS

### WE PARTICIPATED IN

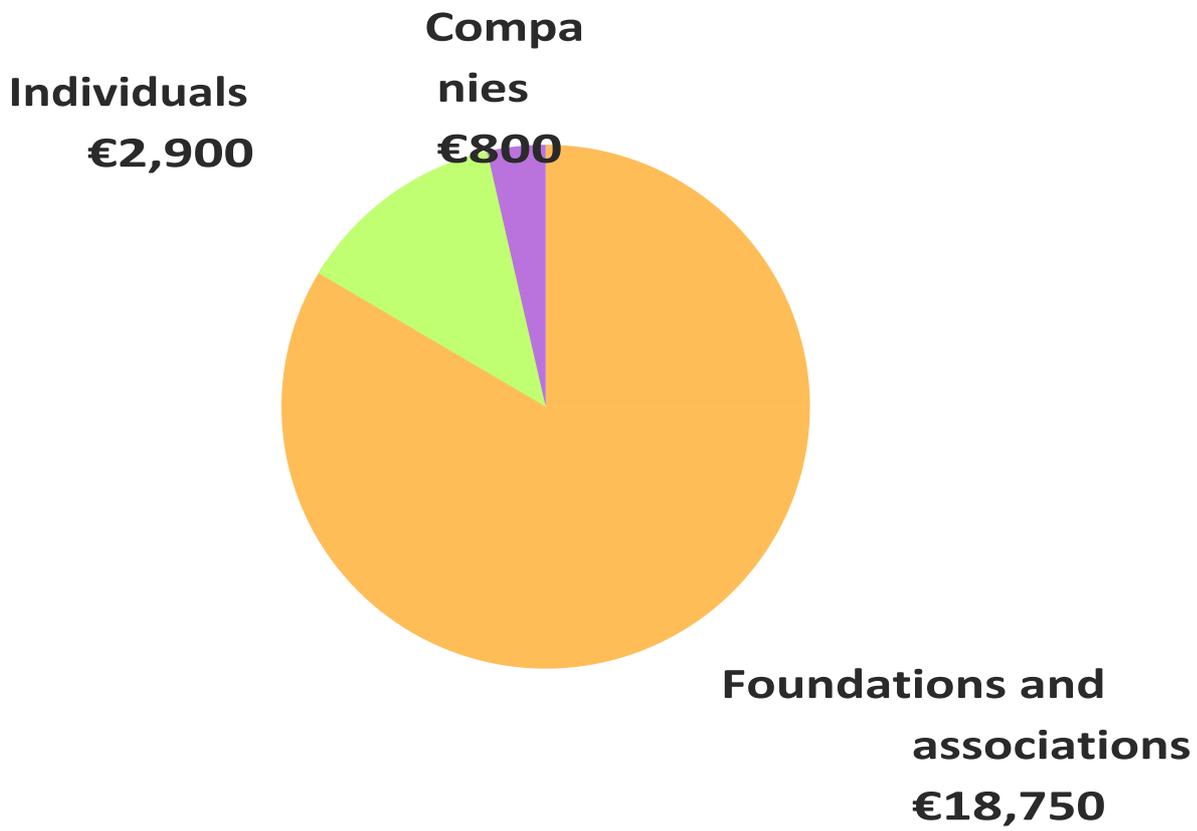
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- On 9 December 2022, we attended the event **'In the interest of future generations. Environmental and climate protection as a pact between generations now enshrined in the Italian constitution'**, organised by A2A in collaboration with the Foundation for Sustainable Development at the American Studies Centre in Rome. The aim is to promote dialogue and discussion between institutions, young people, academia and businesses in order to reflect on the implications and importance of the reform of Article 9 of the Constitution, which represents a commitment for society as a whole, from businesses to individual citizens, to a sustainable revival of Italy for future generations.



# DONATIONS

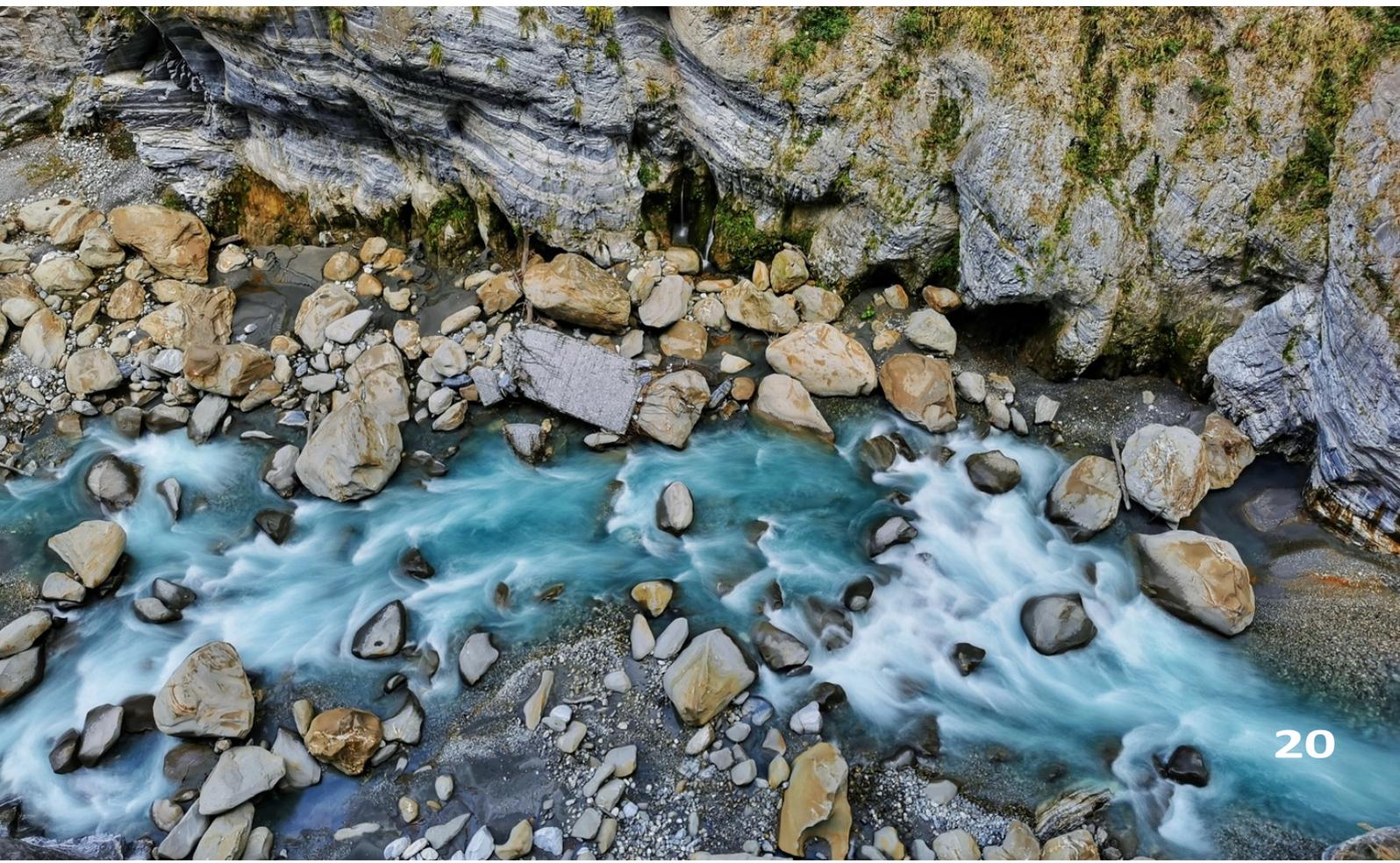
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# TOWARDS



- In light of the recent revision of European legislation (REACH), we intend to promote, on the one hand, information regarding the risks associated with the presence of microplastics in cosmetics and, on the other hand, to fill the regulatory gaps that still exist and that can be compensated for by voluntary initiatives by cosmetics companies.
- We intend to work on the implementation of the EU Nature Restoration Law in Italy, especially with regard to forest, urban and wetland ecosystems, rivers and lakes.
- We will continue to work on the issue of forest biomass together with our Italian and European partners.
- By the end of the year, we will publish the third edition of the report 'Towards a ban on keeping dogs on chains'.



## SUPPORT OUR ACTIVITIES

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The projects and activities of 2022 were made possible thanks to your support and that of our donors – together we can continue to make a difference in 2023!

You can start or continue to help Green Impact [by signing up or renewing your membership card](#), [donating](#) by credit card directly on our website, or by bank transfer (Green Impact - IBAN: IT84T0306905036100000006470; BIC: BCITITMM; Banca Intesa San Paolo) - **even the smallest contribution can make a difference.**

For further information, please write to us at [info@greenimpact.it](mailto:info@greenimpact.it)

### FOLLOW US:

