

# REPORT ANNUAL



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## PROJECTS AND ACTIVITIES



# ABOUT

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Green Impact is 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 and vegetation. 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 (in Italian and English).

# INDEX

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|  |    |
|--|----|
| Forests and forest biomass for energy purposes ..... | 2  |
| Wolves .....   | 7  |
| Biodiversity (Nature Restoration Law) .....          | 9  |
| Trafficking of young animals .....                   | 11 |
| Towards a ban on keeping dogs chained up .....       | 13 |
| Animals Victims of War.....                          | 15 |
| Circular Aid Project .....                           | 16 |
| Membership and partners.....                         | 17 |
| Events .....   | 19 |
| Donations received .....                             | 21 |
| Towards 2024 .....                                   | 22 |
| Support us.....                                      | 23 |

# FORESTS AND FOREST BIOMASS FOR ENERGY-

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Our forest heritage is invaluable. The importance of protecting the planet's trees and continuing afforestation projects is increasingly important in light of the current situation. Despite this, 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, climate and biodiversity. **NO to forests as fuel!**

WE ARE MEMBERS OF EUROPEAN COALITIONS:



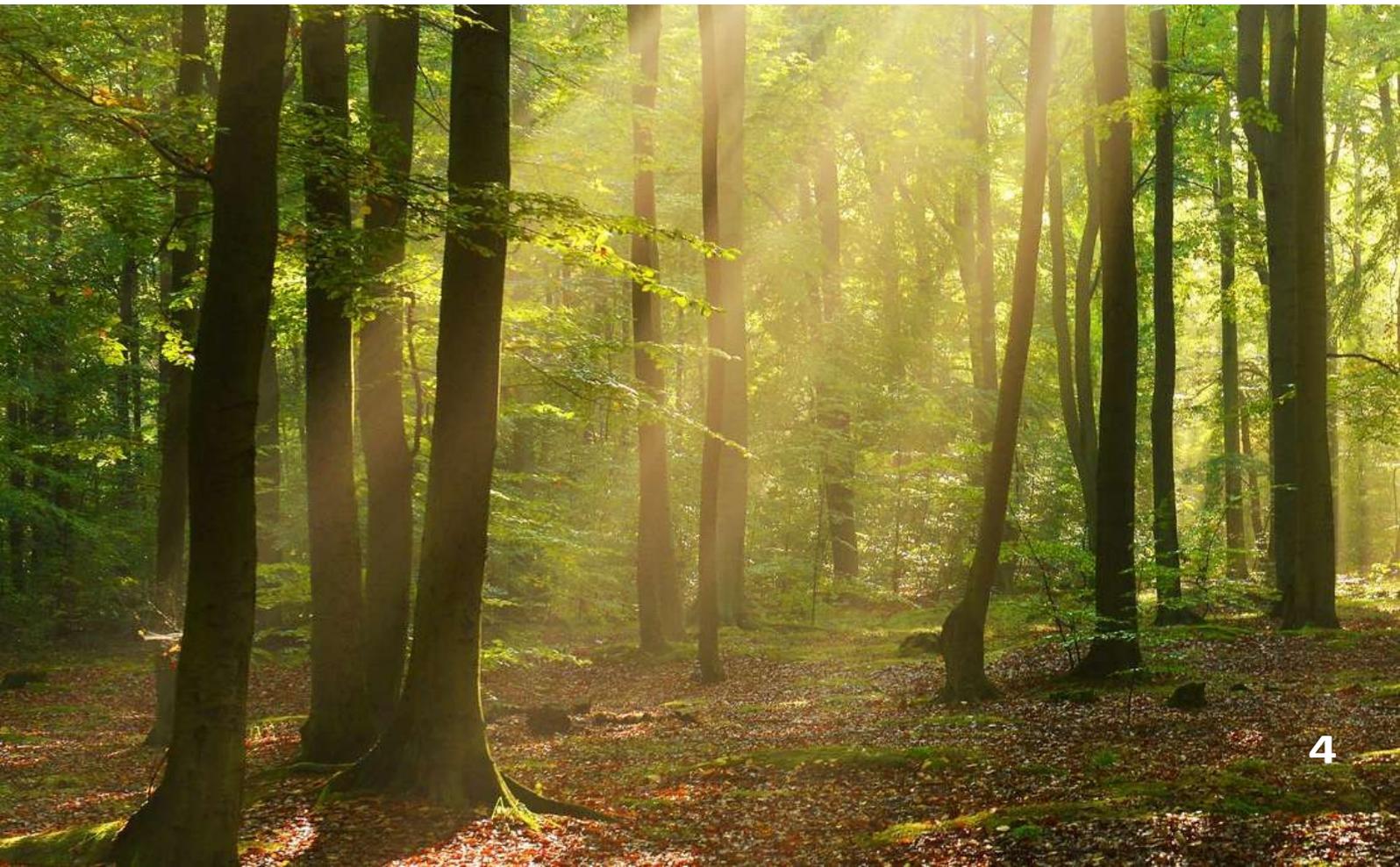
## OUR ACTIVITIES IN 2023

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- Letters sent to institutional representatives (Members of the European Parliament and Italian ministers) regarding biomass, in collaboration with Forest Defenders Alliance, Primary Forest Alliance and EEB. Many topics were addressed during the year, the main ones being: Directive (EU) 2023/2413 of the European Parliament and of the Council (RED III), the Integrated National Energy and Climate Plan (PNIEC), Bioenergy with Carbon Capture and Storage (BECCS), and the Forest Monitoring Law.
- On the occasion of the entry into force of RED III, we launched a [Manifesto](#) with the EEB summarising five priorities that we believe governments should follow to ensure implementation that respects our ecosystems and communities.
- We have written an [in-depth article](#) on the new RED III (available on our website) in which we summarise the Directive, focusing on the bioenergy and forest biomass sector as an energy source. In this way, we aim to communicate the main changes in a simple and immediate manner to anyone interested in the subject.



- We have written an [in-depth article](#) on the Cascading Principle (available on our website). The principle of cascading biomass use consists of placing raw materials in order of value, so as to use resources as effectively and sustainably as possible. For example, wood is first transformed into products with higher added value, which are then reused or recycled, and only at the end of their life cycle are they used for energy production. We therefore want to communicate the importance of this principle and how it is linked to the use of woody biomass for energy purposes.
- With the help of data available on the web, we have compiled a document containing a map of the main biomass plants in Italy, accompanied by a table and a brief analysis. This document is intended to provide an initial overview of the current situation in Italy with regard to the use of forest biomass in plants.
- We have joined EEB, the largest federation of environmental associations in Europe. Specifically, with regard to forest biomass, we collaborate in the Energy and Climate working group, within which we carry out advocacy activities in coordination with the other members.



- We continue to be part of the European coalitions #StopFakeRenewables and Forest Defenders Alliance, supporting their work and participating in joint advocacy and communication activities on the issue of forest biomass.
- We have developed a design model for a green kennel, a place that aims to be welcoming and pleasant for both the animals housed there and the staff. The main concept behind this model is the regeneration of land through afforestation. The aim is to promote biodiversity by creating a whole range of ecosystem services that will benefit the surrounding urban environment, the four-legged guests and humans.

In particular, the project involves the implementation of:

1. native tree and shrub species, which will contribute to soil regeneration and provide shade for the dog walking area;
2. irrigation systems for plant species;
3. photovoltaic systems for the production of renewable energy
4. structures connected to solar energy production.

We followed the following steps to develop the project:

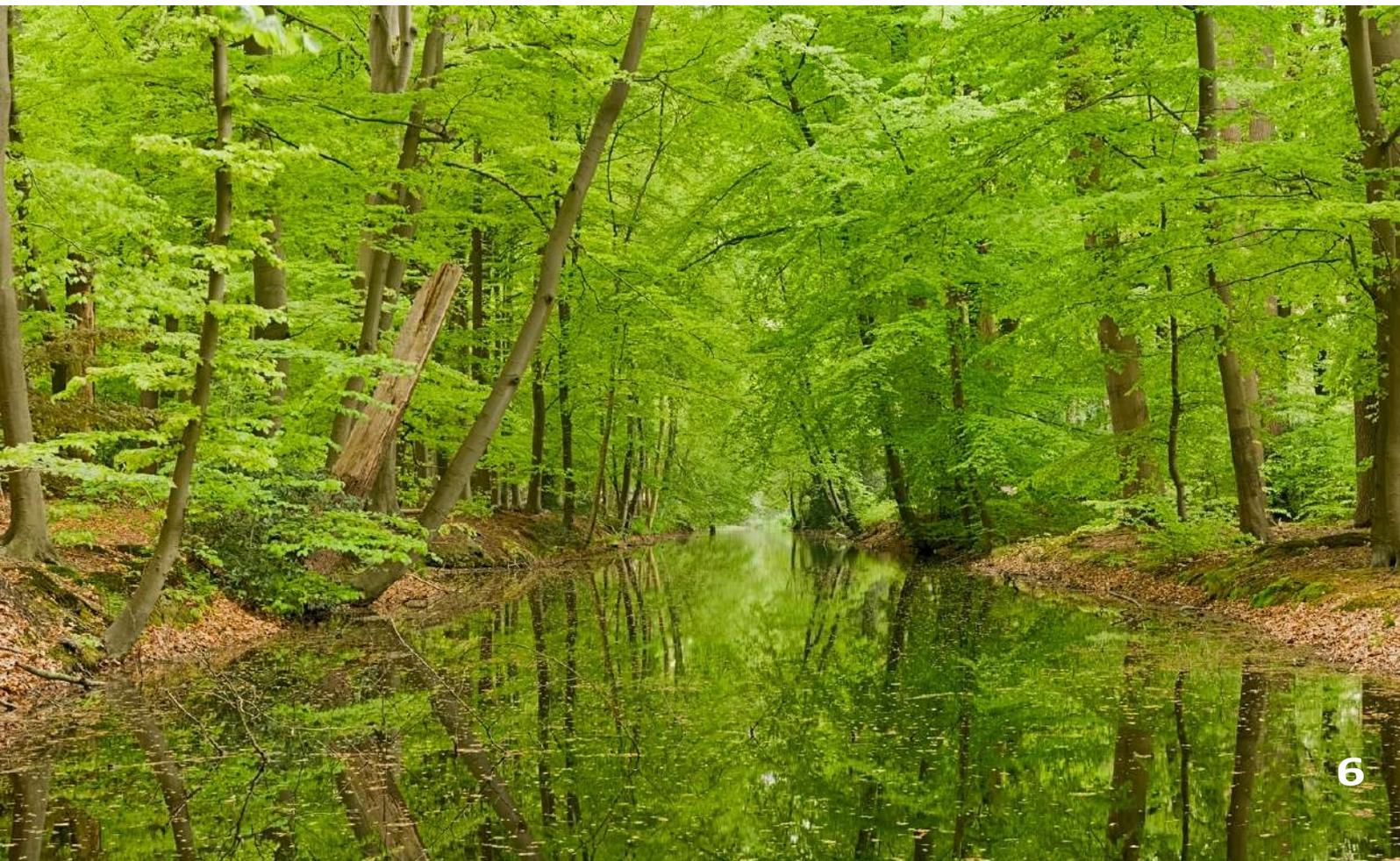
- video footage taken with drones to study the area and cadastral maps;



- collection of soil samples for chemical and physical analysis of the soil;
- survey of tree species present (native and non-native);
- preliminary studies for the installation of a solar energy system;
- carrying out a technical and legal feasibility study for the construction of a photovoltaic system;
- Plan for the planting of trees and shrubs by a landscape architecture firm;
- plan for the design, management and irrigation of green areas with the installation of irrigation systems.



AERIAL VIEW OF THE  
KENNEL AREA



# WO LVE

S

The coexistence of humans and wolves is only possible where there is no ignorance or prejudice and where effective prevention measures are put in place. Unfortunately, exploiting the issue of wolves for political gain is widespread in Italy and other countries. In fact, in the last few months of this year, we have witnessed a series of worrying events, culminating in a proposal to lower the protection status of this magnificent animal. In Italy, this climate of intolerance has led to a request for the culling of two wolves in the Autonomous Province of Trento. The court case is of European significance as the wolf is currently still a species strictly protected by the Habitats Directive. The predation covered by the court order is caused by a lack of prevention measures on the part of the Malghe (farms) involved.

Balance can only be achieved through peaceful coexistence and proper knowledge. The wolf continues to be an endangered species, and its protection is essential.



## OUR ACTIVITIES IN 2023

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- We provided support for the administrative appeal lodged by the associations LEIDAA, OIPA and ENPA against the request by the Province of Trento to cull two wolves.
- We submitted a statement signed by international experts emphasising that the request for culling is not scientifically justifiable or sustainable, as the wolf is a strictly protected species under both the Bern Convention and the Habitats Directive. European policies to protect this animal have allowed for a slight recovery in its numbers, so it is now important to continue to preserve this extraordinary predator by promoting healthy coexistence.
- The European Commission has proposed reducing the protection status of the wolf in the Bern Convention, downgrading it from 'strictly protected' to 'protected'. Together with the EEB, we have asked for the wolf's 'strictly protected' status to be preserved in a [letter](#) addressed to Ursula von der Layen.
- We have joined the EEB's Biodiversity Working Group, with which we carry out important advocacy work.



# BIODIVERSITY AND NATURE RESTORATION LAW

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Biodiversity is the diversity of living organisms on the planet, in all their forms: the various species of flora and fauna, their genetic variations and their interactions within complex ecosystems.

Wild plants and animals play a specific role in the conservation and functioning of ecosystems. However, the current impacts of human activities are by far the main cause of an unprecedented rate of extinction.

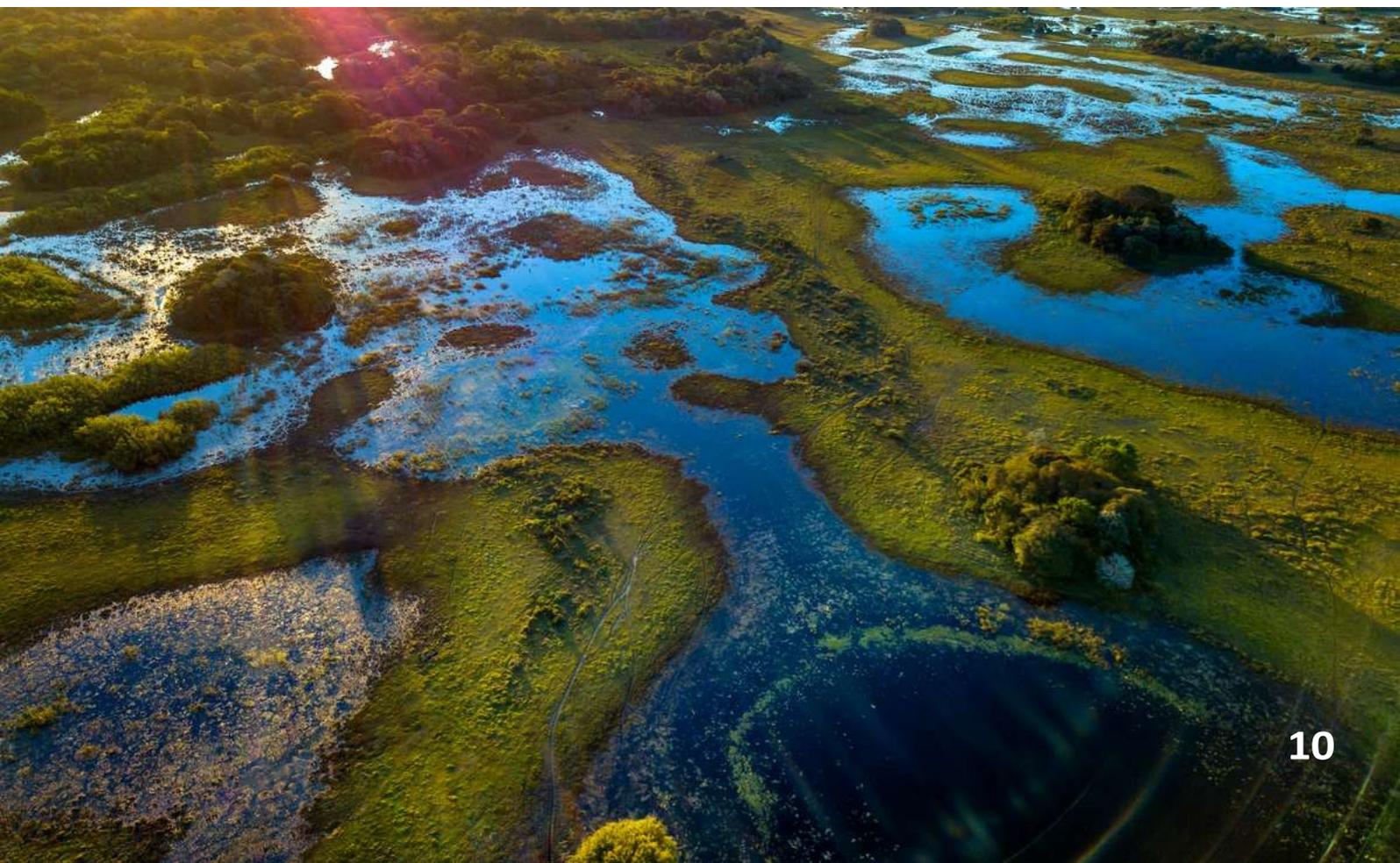
It is therefore extremely important to promote the conservation and restoration of ecosystems. For this reason, the Nature Restoration Law, which aims to do just that, is essential. However, this law has been repeatedly jeopardised for economic and political reasons. This is unacceptable.



## OUR ACTIVITIES IN 2023

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- As part of our advocacy work, we sent letters to relevant institutional representatives asking them to adopt a strong Nature Restoration Law to protect biodiversity and the climate, in collaboration with [the Forest Defenders Alliance](#), the European Environmental Bureau ( \_ ) and [the European Environmental Bureau \(EEB\)](#).
- We organised and held a workshop in Brussels in collaboration with the Hungarian association Nagy Tavak és Vizes Élőhelyek Szövetsége, accessible both in person and online, on the future of the Nature Restoration Law and its links to climate and species conservation. The event, at the end of a rich and informative [programme](#), concluded with an informal round table discussion on strategies to maximise the benefits of the NRL at both national and EU level. The event was attended by: Rewilding Foundation, FERN, Wild Europe, WCPA and others.
- We have joined the EEB's Biodiversity Working Group, with which we carry out important advocacy work and coordinated initiatives.



# 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.

The online sale of animals is responsible for the surge in puppy purchases made with a single click on a website or social media.

Discover the [page on our website](#) dedicated to this cause!



## OUR ACTIVITIES IN 2023

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- After contributing financial support to various projects, including: the completion of filming for the investigative documentary on puppy trafficking in Europe entitled 'Pedigree Dream' by director Jon Erik West, logistical support for the production of the Italian-dubbed trailer, press coverage and the search for potential distributors, we created the Italian subtitles. In 2024, we will also produce an Italian-dubbed version of the documentary film thanks to a grant from TASSO. TASSO is an organisation that registers and monitors pets in Germany.
- As part of this project, we are collaborating with the Cave Canem Foundation, which specialises in behavioural rehabilitation for dogs that have been victims of trafficking.



# TOWARDS A BAN ON KEEPING DOGS ON CHAINS

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Our commitment to the adoption of regulations prohibiting the keeping of dogs on chains has been ongoing since 2020 and continued in 2023, with advocacy and communication tools.

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 that do not yet have laws prohibiting the keeping of dogs on chains. By the end of 2024, we will produce the third edition of the report 'Towards a ban on keeping dogs on chains'.

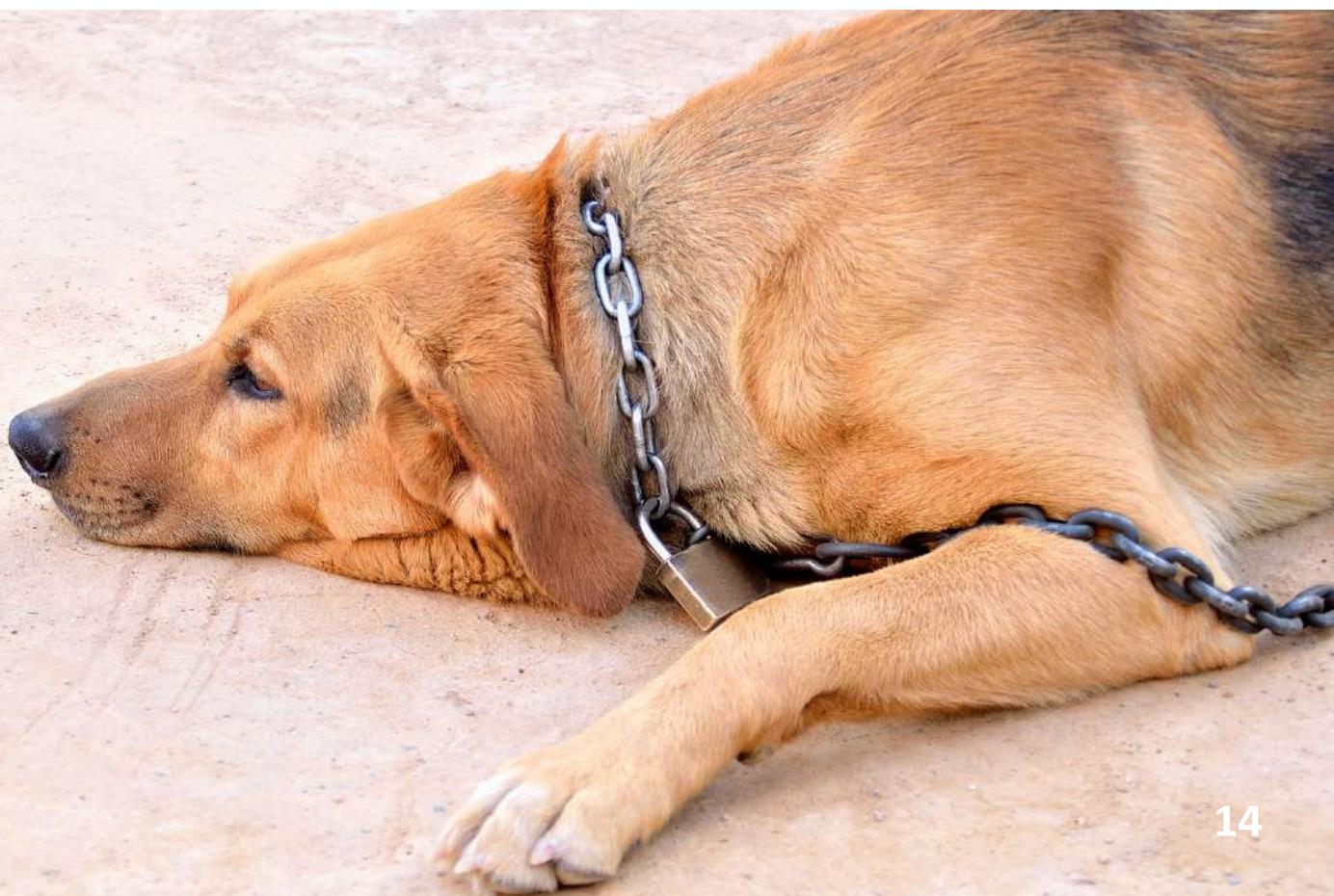
## OUR PARTNERS IN ITALY:



## OUR ACTIVITIES IN 2023

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- We are updating the joint website [www.freedomfordogs.org](http://www.freedomfordogs.org).
- We organised a workshop in Brussels in May 2023, where we presented the international report 'Towards a ban on keeping dogs chained', discussing the current legislative situation in Italy and Europe and canine ethology.
- We have written to the presidents of Piedmont, Valle d'Aosta, Friuli-Venezia Giulia, Liguria and the Autonomous Province of Bolzano asking them to adopt an urgent ordinance prohibiting the keeping of dogs on chains due to the cold weather emergency. We have also issued a press release on this matter.
- In the Tuscany Region, in the summer of 2023, following the model of the previous summer, a regional summer ordinance was enacted prohibiting the keeping of dogs on chains during the period July-September. In July 2023, the Regional Council also unanimously adopted a resolution to introduce a regional regulation prohibiting the keeping of dogs on chains, as the current law still allowed this type of detention. Approval by a competent commission is pending in order to introduce the regulation.



# ANIMALS VICTIMS OF WAR

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Wars are dramatically disrupting the lives of millions of people, but among the victims are also thousands of dogs, cats and other animals. These animals, and the people who are desperately trying to care for them, urgently need help: food, clean water, veterinary medicines, veterinary care and shelter from the cold. For this reason, we have organised a fundraiser on the Eppela platform, which has enabled us to raise

€430 against a target of €1,500. Thanks to the first donations received, our internal resources and a growing network of relationships in the area and with international organisations, we have been able to support an association in Palestine that provides immediate and practical help to local dogs. This association operates in areas currently affected by war and has provided animals with shelter, basic necessities, food and care.



## CIRCULAR AID PROJECT

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Last summer, we offered support to Bianca, a Maremmano sheepdog who was in difficulty in Calabria. Thanks to the support of Gisella Grande, president of LEEIDA in Cosenza, we at Green Impact were able to have her spayed and then took her to Lazio, to a retirement home where she lives with Bruno, a Maremmano sheepdog who has suffered abuse. Thanks to Bianca's story, we realised how dramatic the situation in Italy still is. We therefore decided to launch a project to collect donations from people who want to make a difference in the lives of other unfortunate animals. This year, we were able to support Amelie, a German Shepherd-like puppy with a malformation of her front leg. Thanks in part to a fundraiser, we were able to contribute to the very high cost of surgery on her limb, which will allow her to run and play like all other dogs. Amelie is currently in the care of Alessandra and a large group of people who have taken her story to heart and are continuing to raise funds for her treatment.



# WE ARE MEMBERS

OF:



# PARTNERS & DONORS



## SOME EVENTS

### IN WHICH WE PARTICIPATED

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- On 6 and 7 June 2023, we participated in the event "The Forest Factor, more nature to combat climate change" in Rome. An international conference promoted by the Carabinieri Corps on World Environment Day and to commemorate the first World Forestry Congress in Italy. This event was attended by experts from around the world and was the venue for important testimonies on the fundamental importance of forests.
- On 14 September 2023, we participated in the event "The State of Biodiversity Conservation in National Parks" in Rome. The event was organised by the Carabinieri's Environmental and Agri-Food Forestry Unit and the Ministry of the Environment and Energy Security, with the participation of national experts and industry leaders.



## SOME EVENTS

### WHICH WE PARTICIPATED IN

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- On 20 November 2023, we participated in an artistic event organised by the Forest Defenders Alliance, held in front of the Parliament in Brussels, entitled 'Icarus'. As part of the event, members set up an installation in which they themselves were part of: two large black wings representing the wings of Icarus. The image of Icarus was used as a metaphor to symbolise human arrogance, which constantly seeks to exceed limits, even at the cost of risking one's own life and harming others. This is precisely what is happening with the use of forest biomass as a 'sustainable' energy source. Humans are deceiving themselves and will end up burning their wings, because damaging forests means damaging themselves.



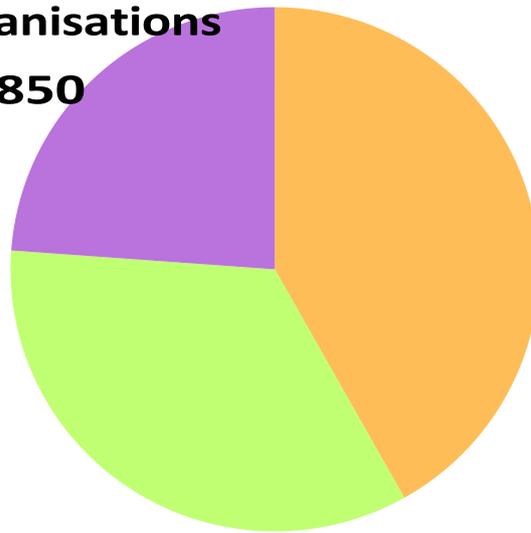
# DONATIONS

RECEIVED

Profit

organisations

€2,850



Non-profit

organisations

€5,000

Individuals €4,098



# TOWARDS



- We are working on the implementation of RED III in Italy through the translation of a Transposition Guide, containing guidelines for the national application of the Directive protecting forest heritage, drafted by Fern and ClientEarth.
- Together with academic partners, we are evaluating the development of a project in the Monte Amiata area, where, despite the PEFC certification of local forests, deforestation is on the rise.
- As part of our wolf protection project, we want to develop a portal to promote ecotourism. In particular, linking it to the case of Trento, we want to shed light on the nature activity of wolf watching, showing how it can be a great source of profit and therefore benefit the economy of the places where wolves have returned to live.
- Support new animal rights organisations in Calabria, a region that is considered a priority due to its isolation and lack of aid.



## SUPPORT OUR ACTIVITIES

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The projects and activities of 2023 were made possible thanks to your support and that of our donors - together we can continue to make a difference in 2024!

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:

