

Hi all,

Parma has become the flagship of pro and anti-incineration struggle in Italy. Thousands of people from all over Italy demonstrated in the streets of Parma against the incinerator only 10 days ago and we have seen how the tide is starting to change in our favour.

More and more people, tourist and food companies, doctors etc are joining the push for a cleaner and sustainable future and the authorities are more and more afraid. We have the chance to win this battle if we manage to push Barilla (the big pasta producer) to stand against incineration.

You already collaborated in an action a month ago, now it's time for one last effort!

WHAT TO DO?

Just send an email to Barilla relazioniesterne@barilla.it warning them of your concerns regarding the quality of their products in case an incinerator is built. Here you have a draft text that you can copy/adapt, etc:

Subject: Examples: *Stop Parma Incinerator, I won't buy more Barilla products, Toxic food from Parma, etc...*

be creative! It is important that they receive emails with different subject so they are more personalized.

Text email:

F.A.O. Customer Service Barilla:

I have recently become aware of the fact that work is getting underway to build a major waste incinerator next to your pasta factory in Parma.

As a consumer I am seriously concerned about the effect this will have on the quality of your products, as there is clear scientific evidence that this kind of plant emits dioxins, ultra-fine particles and other substances that have an extremely negative impact on people's.

I am therefore writing to inform you that if an incinerator is built near your factory, I will no longer buy Barilla products, but will instead buy from producers that take greater pains to safeguard the environment and the area surrounding their production plants. I will also be passing on this message to friends and family who consume Barilla products.

Regards,

YOUR NAME AND COUNTRY

WHY IS THIS IMPORTANT?

Parma is a turning point in Italy. If we win this battle the anti-incineration groups all over the country will feel that with the right mobilization they can stop all the other proposals and adopt a Zero Waste strategy. There are good examples in Italy of progress towards Zero Waste without incineration and the people are really motivated. We can't miss this opportunity!

Please take 30 seconds of your time and send this email to Barilla.

Thanks!!

Joan Marc