La Terra chiamò

TOGETHER FOR THE CLIMATE

5 December 2026 · Piazza del Popolo, Rome

"We do not have the luxury of time, but we have the knowledge, the skills and the solutions to change course."

JOHAN ROCKSTRÖM

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laterrachiamo.org/en

5 DECEMBER 2026 · PIAZZA DEL POPOLO, ROME

Listen. Unite. Respond.

One square. One voice. One Earth.

On Saturday 5 December, Rome answers the call. A great popular demonstration, open to everyone, to put the climate crisis back at the top of the agenda.

10.000
people expected in the square

20 million
people reached through TV, social media and the press (estimate)

9
promoting organisations

Live on TV
on a national channel

THE MANIFESTO

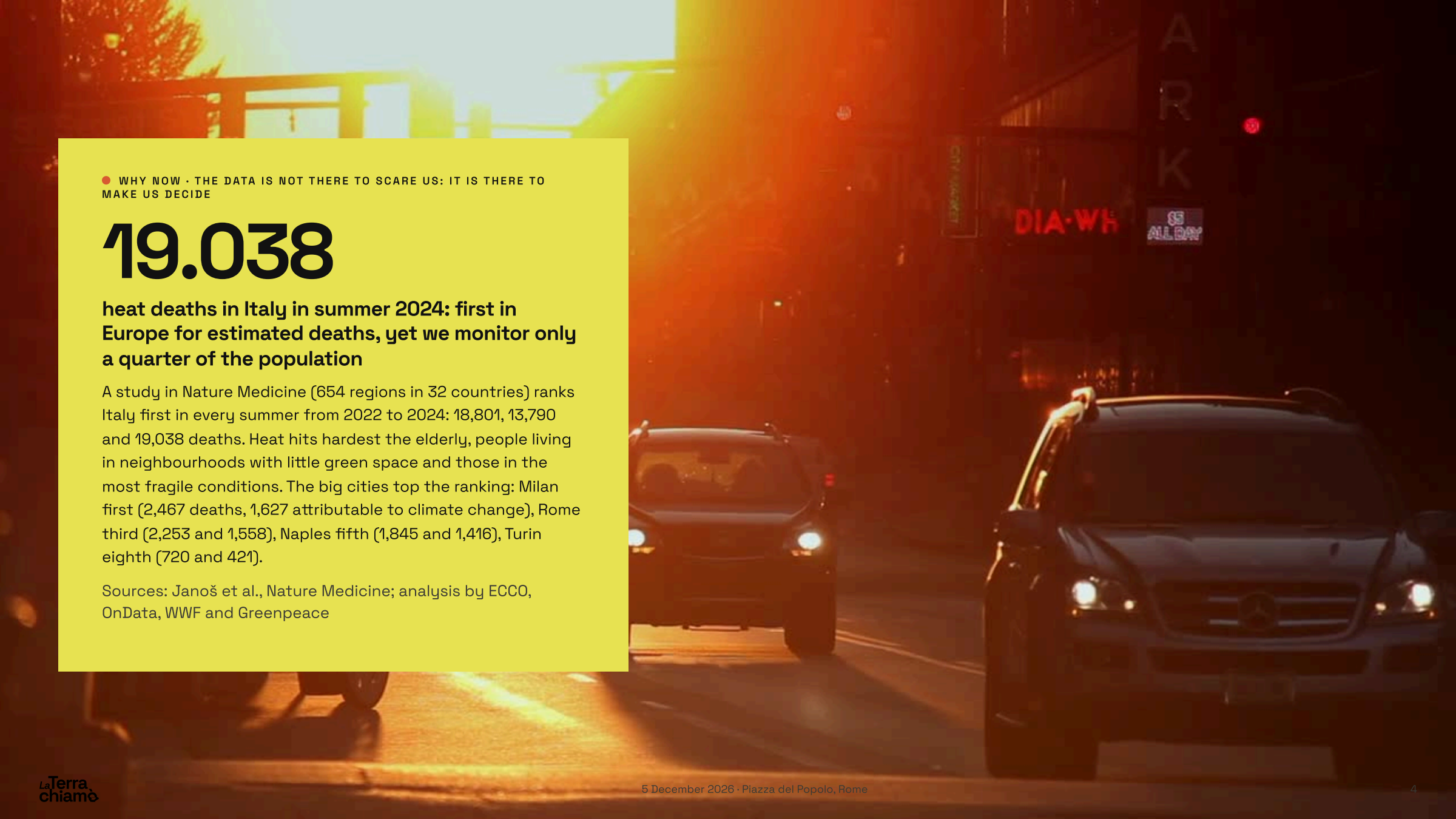
The Earth is calling, and we choose to answer.

Summer 2026 was a call to all of us. The climate crisis came into our homes, whether we were paying attention or not.

It does not hit everyone the same way: it weighs most on those who have the fewest means to protect themselves and did the least to cause it. And it is a crisis with precise causes: an economy still built on fossil fuels, and the choices of companies and governments that keep putting off change.

We are taking to the square to talk about keeping people safe from extreme weather, about solutions and about hope. And with a clear direction: phase out fossil fuels as soon as possible, leaving no one behind.

It is a square built by a network of organisations and by thousands of people who choose to join, take part and support it.



WHY NOW · THE DATA IS NOT THERE TO SCARE US: IT IS THERE TO MAKE US DECIDE

19.038

heat deaths in Italy in summer 2024: first in Europe for estimated deaths, yet we monitor only a quarter of the population

A study in Nature Medicine (654 regions in 32 countries) ranks Italy first in every summer from 2022 to 2024: 18,801, 13,790 and 19,038 deaths. Heat hits hardest the elderly, people living in neighbourhoods with little green space and those in the most fragile conditions. The big cities top the ranking: Milan first (2,467 deaths, 1,627 attributable to climate change), Rome third (2,253 and 1,558), Naples fifth (1,845 and 1,416), Turin eighth (720 and 421).

Sources: Janoš et al., Nature Medicine; analysis by ECCO, OnData, WWF and Greenpeace



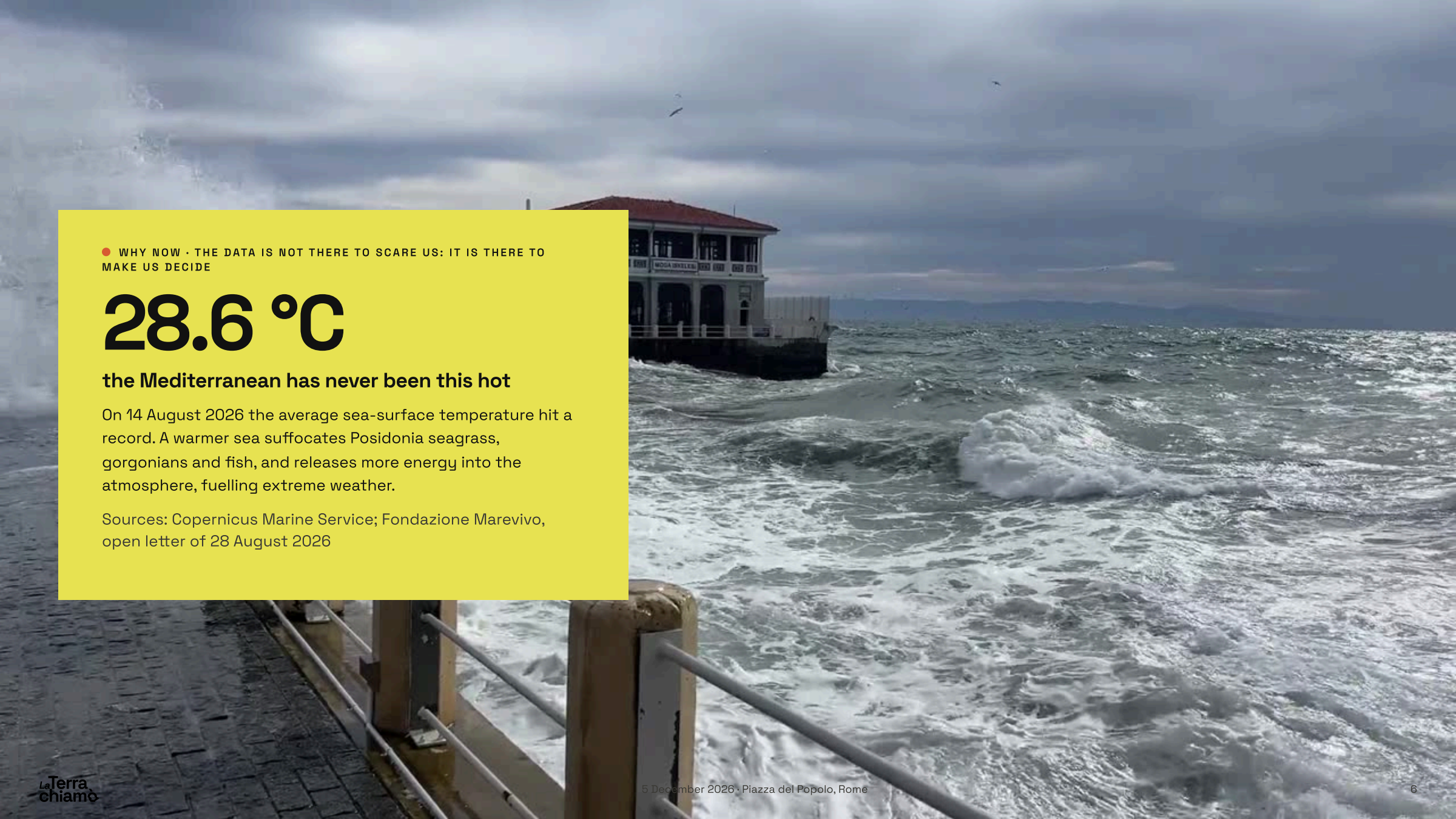
WHY NOW · THE DATA IS NOT THERE TO SCARE US: IT IS THERE TO MAKE US DECIDE

½ million

hectares burned by wildfires

More than double the average. Then drought, floods, and lost productivity in fields and factories.

Source: EFFIS – European Forest Fire Information System



WHY NOW · THE DATA IS NOT THERE TO SCARE US: IT IS THERE TO MAKE US DECIDE

28.6 °C

the Mediterranean has never been this hot

On 14 August 2026 the average sea-surface temperature hit a record. A warmer sea suffocates Posidonia seagrass, gorgonians and fish, and releases more energy into the atmosphere, fuelling extreme weather.

Sources: Copernicus Marine Service; Fondazione Marevivo, open letter of 28 August 2026



WHY NOW · THE DATA IS NOT THERE TO SCARE US: IT IS THERE TO MAKE US DECIDE

€3 billion

in damage to Italian agriculture in summer 2026

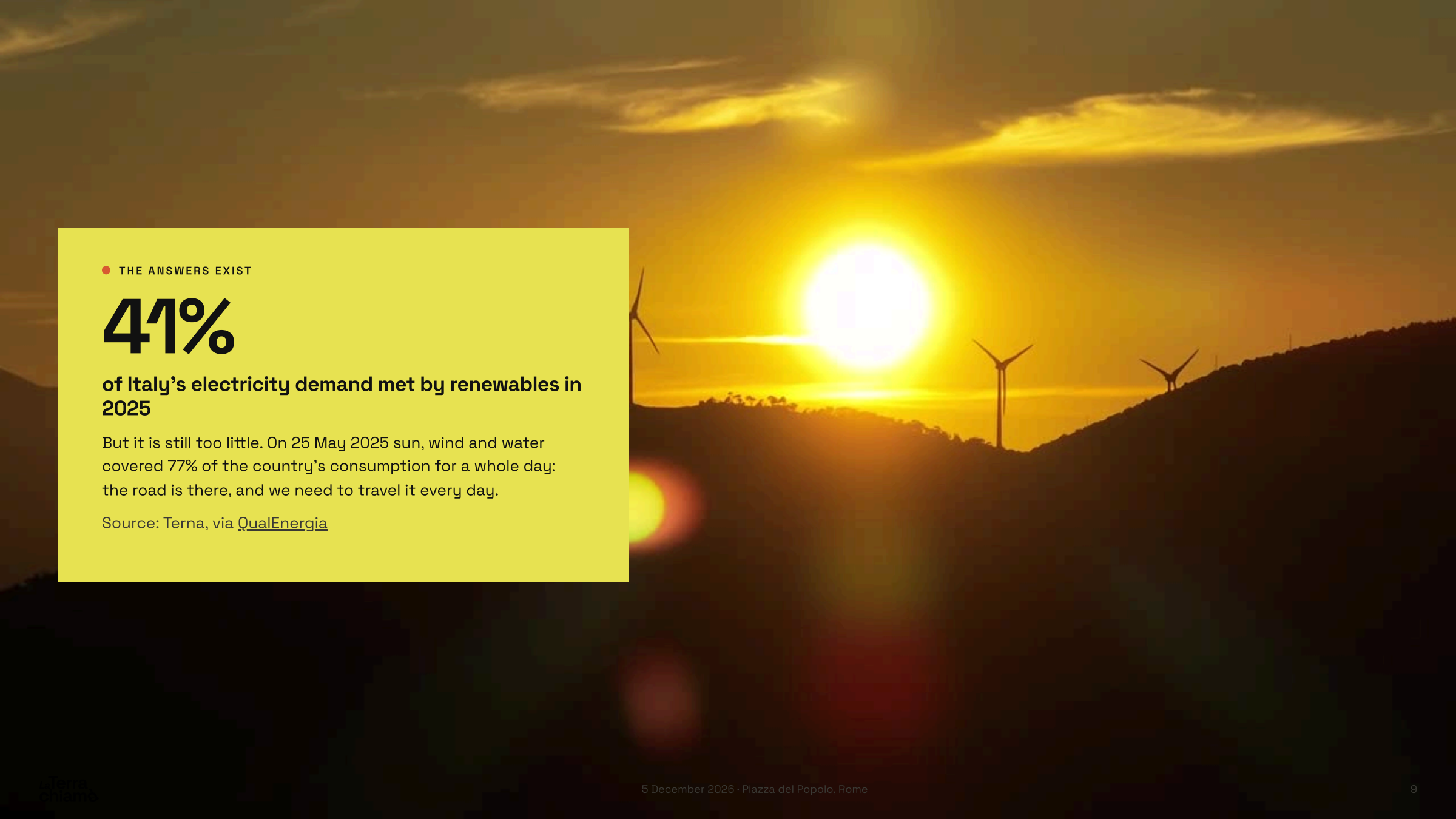
Heat, drought, hail and wildfires. And the bill ends up on our plates: durum wheat for pasta loses 9% of its yield, rice 10%.

Sources: Coldiretti, August 2026; Confagricoltura, estimates for summer 2026

AND YET

The climate crisis has vanished from public debate. We are bringing it back to the square.

Other fears have pushed it aside, and hardly any political leader talks about it. But the answers exist, they work and they create jobs. The problem is that we are moving too slowly.



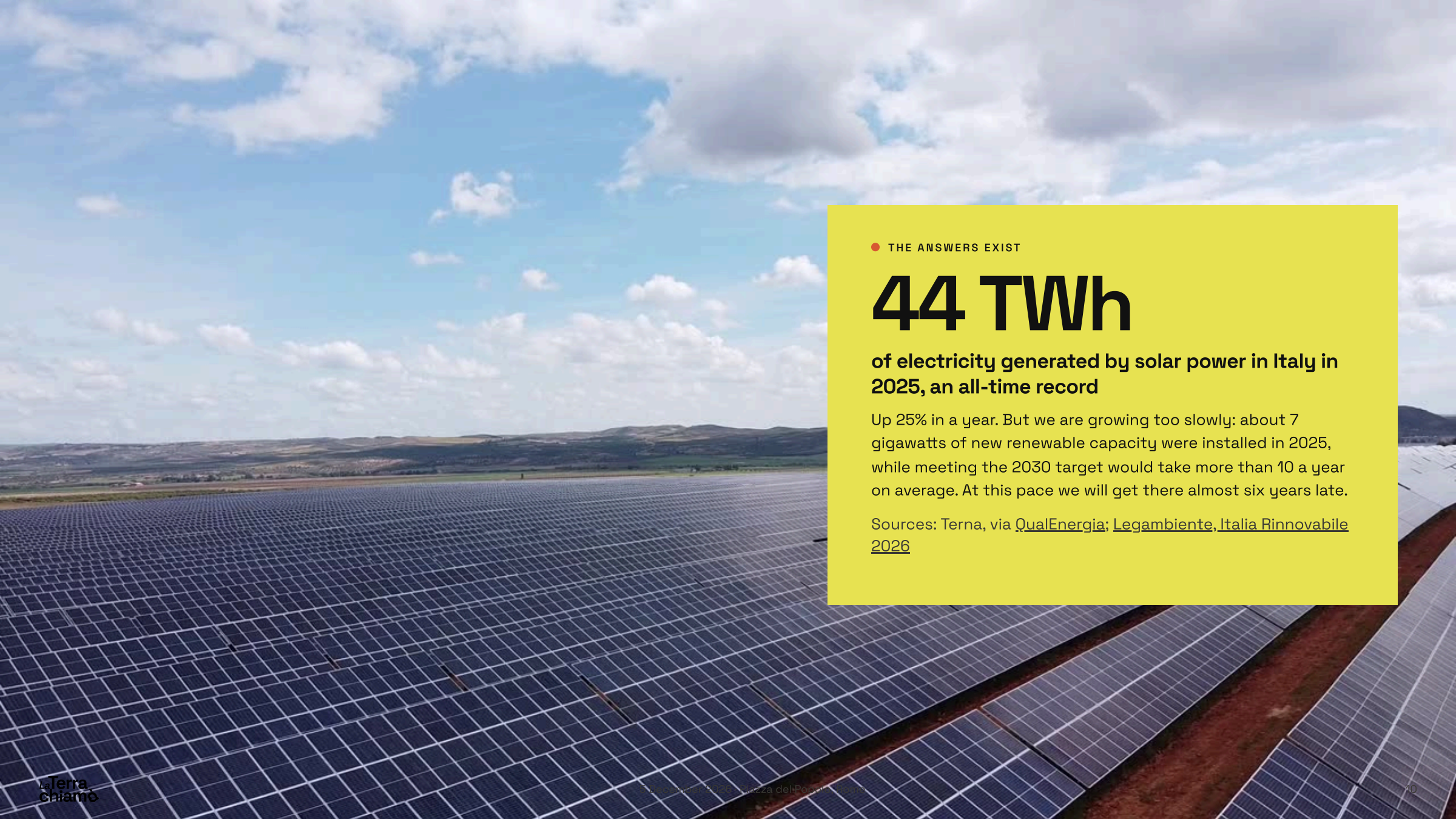
THE ANSWERS EXIST

41%

of Italy's electricity demand met by renewables in 2025

But it is still too little. On 25 May 2025 sun, wind and water covered 77% of the country's consumption for a whole day: the road is there, and we need to travel it every day.

Source: Terna, via QualEnergia



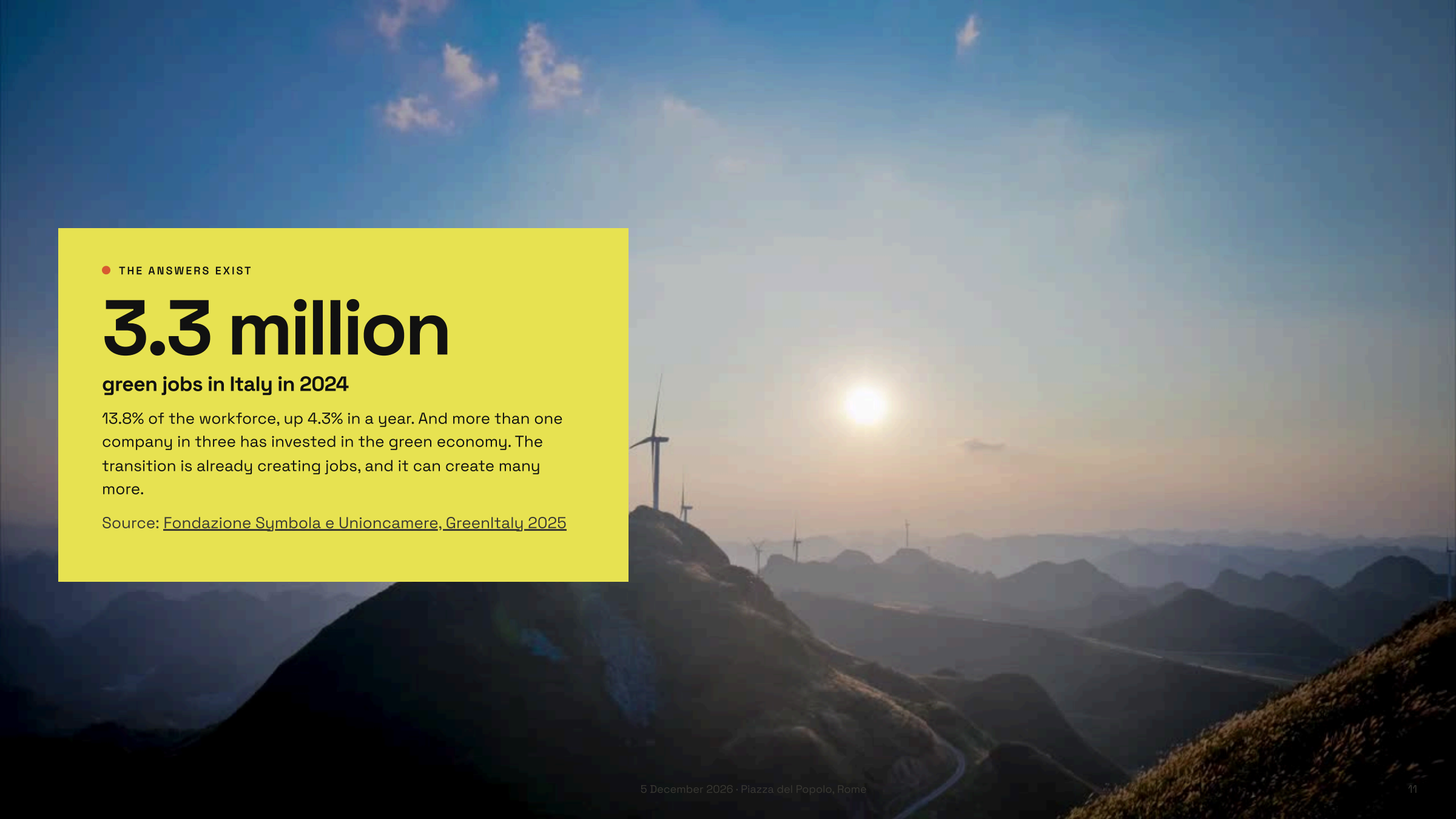
THE ANSWERS EXIST

44 TWh

of electricity generated by solar power in Italy in 2025, an all-time record

Up 25% in a year. But we are growing too slowly: about 7 gigawatts of new renewable capacity were installed in 2025, while meeting the 2030 target would take more than 10 a year on average. At this pace we will get there almost six years late.

Sources: Terna, via QualEnergia; Legambiente, Italia Rinnovabile 2026



THE ANSWERS EXIST

3.3 million

green jobs in Italy in 2024

13.8% of the workforce, up 4.3% in a year. And more than one company in three has invested in the green economy. The transition is already creating jobs, and it can create many more.

Source: Fondazione Symbola e Unioncamere, GreenItaly 2025

OUR DEMANDS

Four demands to the Italian Government and political parties.

(1) **Climate at the top of the political agenda.**

The climate crisis is a matter of national security: it must return to the centre of Government decisions and political debate.

(2) **Mitigation now.**

Phase out fossil fuels, speed up renewables and cut emissions, without further delay.

(3) **Adaptation now.**

Protect our land, the sea and the people most at risk.

(4) **The polluter pays.**

Fossil fuel companies must do their part: tax their profits to fund the transition and adaptation.

The demands will be gathered in a short manifesto shared by the promoters.

WHY 5 DECEMBER

A day that already speaks about us.

FAO · UN

World Soil Day

Land take, landslides and erosion, floods, farming and food. Soil is the bridge between climate and places, the heart of adaptation.

UN

International Volunteer Day

Those who shovel mud after a flood, who put out wildfires, who look after elderly people during heatwaves. Those who protect forests and care for animals that no longer have a home. In the square, volunteers take the stage and welcome people.

ON STAGE

La Terra chiamò. They answer.

People first, organisations second: on stage, the voices of summer 2026, those who study the crisis and those already changing things. Short speeches, no party leaders on stage, artists throughout the programme.

Climate scientists
Data, forecasts and good news, told clearly.

Farmers
Those who work the land and watched their harvest burn this summer.

Workers and healthcare staff
Those who lived through and treated the effects of extreme heat.

Mayors and local administrators
Those already putting adaptation into practice locally.

Volunteers
Those who shovel mud, put out fires, look after elderly people, protect forests and animals.

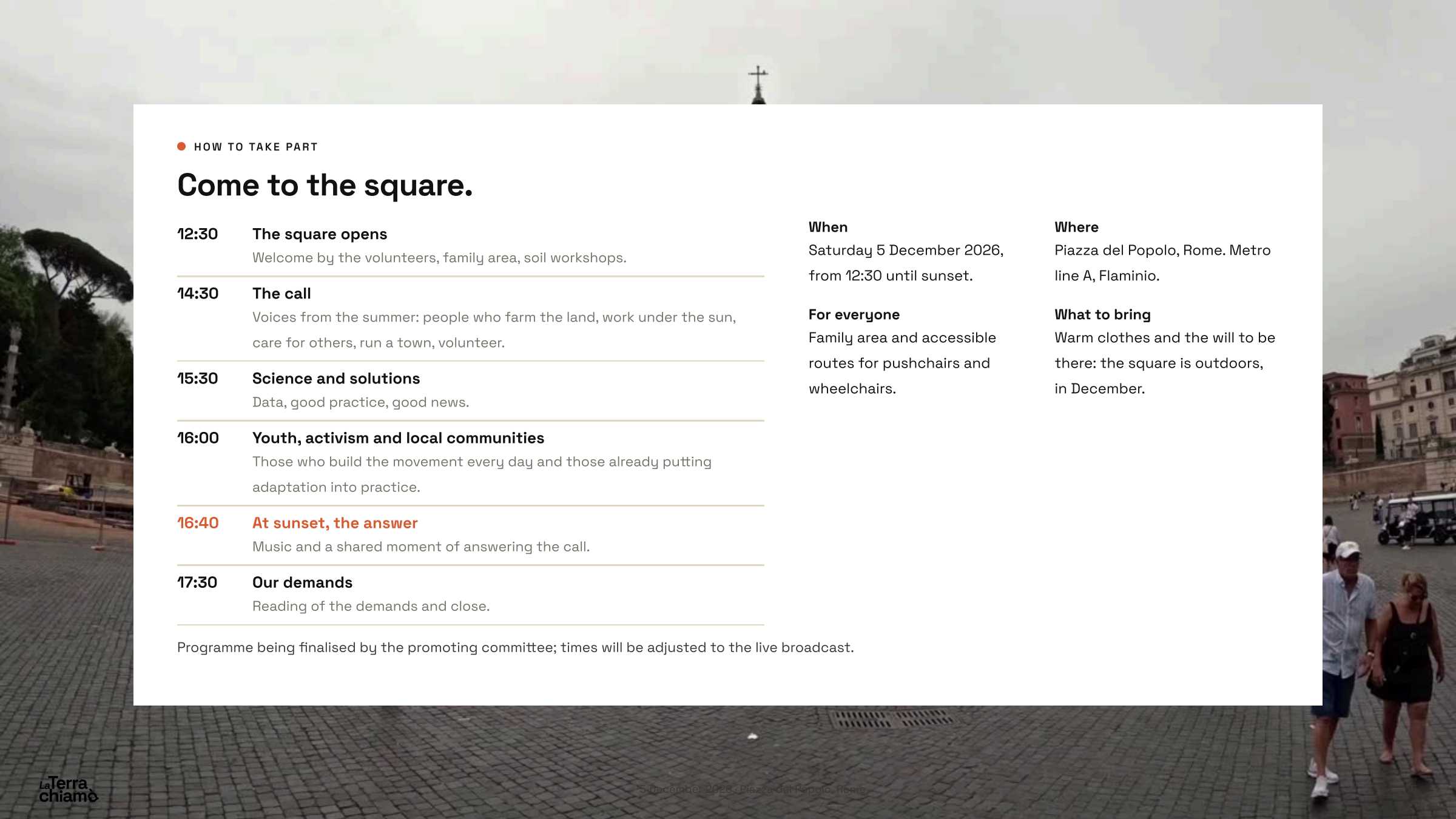
Activists
Those who build the movement for the climate and for climate justice every day.

Young people
Schools, universities, movements: the generation that will inherit the Earth.

Businesses with solutions
Renewable energy, circular economy, innovation.

Artists
Music, poetry, literature, visual arts.

Names to be announced.



HOW TO TAKE PART

Come to the square.

12:30	**The square opens**	Welcome by the volunteers, family area, soil workshops.
14:30	**The call**	Voices from the summer: people who farm the land, work under the sun, care for others, run a town, volunteer.
15:30	**Science and solutions**	Data, good practice, good news.
16:00	**Youth, activism and local communities**	Those who build the movement every day and those already putting adaptation into practice.
16:40	**At sunset, the answer**	Music and a shared moment of answering the call.
17:30	**Our demands**	Reading of the demands and close.

Programme being finalised by the promoting committee; times will be adjusted to the live broadcast.

When
Saturday 5 December 2026, from 12:30 until sunset.

Where
Piazza del Popolo, Rome. Metro line A, Flaminio.

For everyone
Family area and accessible routes for pushchairs and wheelchairs.

What to bring
Warm clothes and the will to be there: the square is outdoors, in December.



THE STAGE

The Earth, at the centre of the square.

Stage concept. AI-generated visualisation, for illustration only. The video is in the web version.

WHO IS BUILDING THE SQUARE

Nine organisations, one call.

ASviS	Fondazione Symbola	Future Food Institute	Greenpeace Italia	Kyoto Club	Legambiente	Marevivo	Venice Climate Week	WWF Italia
Enrico Giovannini	Ermete Realacci	Sara Roversi	Chiara Campione	Francesco Ferrante	Stefano Ciafani	Raffaella Giugni	Riccardo Luna	Alessandra Prampolini

Promoters

They build the mobilisation and back it politically and culturally. They are part of the story.

Supporters

People, associations, cooperatives, organisations, businesses and local authorities who help make it happen. They are credited and thanked.

Organising committee

Executive production Piano B (Mario Viscardi) · identity, social media and website Postilla · press office Silverback · youth engagement Angelica De Vito · local government Stefano Pisani · artists Andrea Rapaccini (Music Innovation Hub) and Alex Braga · general coordination Riccardo Luna, journalist, Venice Climate Week.

SUPPORTERS

Also supported by

GreenHeroes

Music Innovation Hub

Piano B

Comunità di Sant'Egidio

Unione Buddhista Italiana

VISIBILITY

A square seen all over Italy.

Live TV on a national channel, media partners and the channels of nine organisations working to a single calendar. And a campaign that lives on social media, in the city and in the square: flags, posters, T-shirts, tote bags, badges.

Live on TV
National channel

fanpage.it
Fanpage.it · media partner

factanza
Factanza · media partner

Avvenire
Avvenire · media partner

Corriere della Sera
Pianeta 2030
Pianeta 2030 · media partner









Campaign materials: a proposal by Postilla, illustrative images.

The road to 5 December

Launch on 23 October · sign-ups until the end of November · countdown · the day · delivery of the demands to the Government and political parties.

Let people know you answered

Everyone who joins gets their own card to share. #laterrachiamo #noiabbiamorisposto

WE BUILD THIS SQUARE TOGETHER

Joining is free. Supporting it is one more choice.

La Terra chiamò is a self-funded demonstration: the costs of the square are shared by promoters, associations, citizens and businesses who choose to be part of it.

Those who contribute are not buying advertising space: they are building a square. And we find the right way to thank them and to say so.

WHAT YOUR CONTRIBUTION MAKES POSSIBLE

- Stage and production
- Safety
- Materials
- Outreach
- Accessibility
- Services for the square

Only organisations consistent with the ecological transition can support the square. We explain in person how to take part.

LEAVE YOUR TRAIL

Answer the call.

Tell us you're in. We'll get back to you as soon as possible, by email and on WhatsApp: time is short.

ANSWER ONLINE
LATERRACHIAMO.ORG/EN

Riccardo Luna · coordination · riccardoluna@gmail.com

piano b

Promoted by ASviS, Fondazione Symbola, Future Food Institute, Greenpeace Italia, Kyoto Club, Legambiente, Marevivo, Venice Climate Week and WWF Italia. Coordination Riccardo Luna · Identity Postilla · Executive production Piano B. Data videos: Pexels (James Cheney, K, veysel kartalkuş, Mikhail Nilov); Piazza del Popolo: Pexels (Brendon Spring). Animations and materials: Postilla. Logos belong to their respective owners.