

QualEnergia.it suspends all promotional activities involving Israeli companies

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In recent months, the dramatic escalation in the Gaza Strip has increasingly exposed a humanitarian crisis of intolerable proportions.

The actions carried out by the Israeli army in Gaza, as well as in the occupied territories of the West Bank, are causing devastation, systematic human rights violations, hunger, and an alarming number of civilian casualties, including women, the elderly, and children.

Anyone witnessing this genocide in real time cannot fail to be profoundly changed by it.

As a news outlet committed to sustainability, social justice and the protection of fundamental rights, we believe it is essential to reflect on our informational role and on the coherence of the messages we convey, including through indirect forms of commercial communication such as advertising or corporate promotion.

For this reason, QualEnergia.it has decided, as of today, to suspend all forms of promotion, collaboration or commercial advertising related to Israeli companies, regardless of their direct involvement in the ongoing massacre or in the management of the occupation of Palestinian territories.

To remain consistent with our decision, we will allocate the financial contributions received from Israeli companies over the past two years to organisations providing humanitarian and medical relief in Gaza.

Furthermore, we will also exclude from promotional activities any non-Israeli companies that actively collaborate with the Israeli government or operate in the occupied territories in violation of international law.

Our decision is not discriminatory, nor is it motivated by ideological automatisms. On the contrary, it stems from a simple, responsible and well-considered ethical assessment, based on several indisputable elements:

- the increasing use by the Israeli government of the economic and technological sectors to support policies of occupation, control and militarisation of the territories;
- the systematic violation of human rights against the Palestinian population, documented by UN agencies, the International Court of Justice, international NGOs, journalists and independent bodies;
- the silence or indirect complicity of some companies (including those active in energy, green or innovative sectors) operating in the occupied territories or providing logistical, technological or financial support to the Israeli military and repressive apparatus.

In light of all this, we consider it no longer acceptable to host informational, promotional or advertising content that could indirectly legitimise a system which, for almost two years, has proved incompatible with the most basic principles of justice, dignity, humanity and international law.

European governments – including Italy – have so far taken no diplomatic or economic position regarding the policies and military actions of the Israeli government.

However, numerous civil society organisations, universities, local authorities, media outlets and associations are autonomously adopting concrete measures of divestment or suspension of commercial and cultural relations, in the name of ethical responsibility and urgent humanitarian need.

QualEnergia.it also intends to assume this responsibility.

This choice concerns promotional and commercial content only. We will continue, as always, to provide up-to-date, independent technical information on technologies, markets, regulations and innovations in the fields of energy and sustainability.

However, we believe it is our duty not to offer commercial visibility to those who—directly or indirectly—are part of a system of oppression that brutally targets civilian populations.

Our guiding compass, the ecological and energy transition, cannot be separated from the issues of climate justice and human rights. We cannot speak of a sustainable decarbonisation process if those aiming to build it are actively or passively contributing to the destruction of the minimum foundations of civil coexistence and the right to life.

This is a moral duty, consistent with our editorial identity, with the values that have guided us for twenty years, and with respect for the dignity of the people who, every day, endure the consequences of this war.

Our action, modest as it may be, together with many others equally modest around the world, aims to put pressure on Israel's economy and civil society so that they delegitimise their government and support a peaceful and negotiated solution with the Palestinian people.

Finally, we wish to remind readers that every watt of solar, wind or other renewable energy must have not only an environmental impact, but also a social and political one.

Leonardo Berlen (CEO, QualEnergia srl, and Editorial Director, QualEnergia.it)

Gianni Silvestrini (Scientific Director, QualEnergia and QualEnergia.it)

Sergio Ferraris (Editor-in-Chief, QualEnergia.it)