



GREENPEACE
IMPACT REPORT 2011



Welcome to our 2011 impact report. I hope you're pleased with the progress made and thank you for all your support.

As you read this report you'll see we've been working with local communities, companies and organisations across the world to influence policy and create real change on the ground where it most matters.

To avoid a trade-off between economic progress and environmental sustainability we need to produce more with less, and to distribute what we have more fairly. As our global financial debts have built up, so have our debts to nature – registered on nature's ledger as the loss of topsoil, forests, fresh water and biodiversity, and the instability of the global climate.

The solutions demand fresh and innovative thinking. We need a new system where social, manufacturing and financial wealth exist within the delicate boundaries of natural wealth.

Looking forward to 2012, Greenpeace will focus on two things; the blue economy – how we can protect our marine environment and use the oceans in a more sustainable way; and the green economy – how our food and energy can be produced to meet everyone's needs without destroying the rainforests, despoiling the Arctic and polluting our atmosphere.

This isn't an easy challenge, your support will be essential and I hope you will continue to stand with us.

John Sauven
Executive Director, Greenpeace UK

Confronting

Documenting

Collaborating

Innovating

Exposing

Transforming

Investigating

Greenpeace is made up of over 50 independent offices in 46 countries across the world. Greenpeace UK Limited is our campaigning and direct action organisation, and as such is unable to be a charity. Greenpeace Environmental Trust is a registered charity, number 284934. Our research laboratories, managed by Greenpeace International, are based at Exeter University.



INVESTIGATING



Forest campaigner Ian Duff tells us how Greenpeace investigations revealed big brand toys wrapping themselves in rainforest fibres, and how after a worldwide campaign we stopped them toying with deforestation.

It's not everyday day that the world's most iconic and global environmental organisation must take on the world's most iconic and global toy figure. Whilst Barbie is many things to many people, 2011 saw her pitifully exposed for wrapping herself in packaging from Indonesia's endangered rainforests.

CAUGHT IN THE ACT

Greenpeace investigators found that Mattel, Barbie's maker, was using packaging material from Asia Pulp and Paper (APP) – Indonesia's most notorious forest destroyer. Once we discovered these supply chain links we had an expert laboratory put Barbie's packaging under the microscope and, as predicted, found it contained rainforest fibre.

Then, following an international media-driven campaign, toy companies Mattel, Lego, and Hasbro all announced they would cut their ties with APP and introduce new policies to rule rainforest fibre out of their packaging for good.

It has been estimated that since it established in 1984, APP and its suppliers have caused the loss of two million hectares of forest in Sumatra alone. Rainforest is critical to the survival of the endangered Sumatran tiger, orang-utan and elephant. Unless APP is urgently stopped huge amounts of rainforest will be lost in the coming years.

EXPOSE AND EMBARRASS

The strategy for stopping APP is simple; expose and embarrass enough customers to make it harder for APP to get its forest destruction to market. It's worked before. Last year I reported how Nestle and others stopped buying palm oil from APP's sister company – Golden Agri Resources (GAR). Then after several years of campaigning GAR announced it would stop clearing forests and peatland for palm oil. In doing so GAR not only raised the industry standard, but also showed companies like APP that it is possible to profit without destroying Indonesia's precious forests and habitats.

WHAT NEXT FOR 2012?

The scene is set for another dynamic year. Whilst APP is under huge pressure it's going to take more than an eco-Barbie to persuade APP bosses that pulping rainforest is not only bad for the planet but also bad for business. Expect to see the results of a lengthy investigation about how APP's suppliers are breaking laws as well as the naming and shaming of APP's remaining big name customers.

First above: Aerial photographs document on-going rainforest clearance on deep peatland.

©Greenpeace

Second above: Greenpeace activists hang a banner off Mattel headquarters in Los Angeles. An angry Ken has a clear message 'Barbie, it's over. I don't date girls that are into deforestation'.

©Greenpeace

Main right: The Sumatran tiger's habitat is being destroyed for plantations, forcing the animals into closer contact with humans and areas laid with animal traps. ©Fotosearch

JULY 2011, AN ENDANGERED SUMATRAN TIGER WAS FOUND CAUGHT IN A TRAP ON A PLANTATION RELATED TO APP. IT DIED BEFORE IT COULD BE RELEASED. THERE ARE FEWER THAN 400 SUMATRAN TIGERS LEFT IN THE WILD.





'IT'S MADNESS THAT CAIRN ENERGY SEE THE MELTING ICE AS A CHANCE TO DRILL FOR THE FOSSIL FUELS THAT GOT US INTO THIS CLIMATE CHANGE MESS IN THE FIRST PLACE. WE HAVE TO DRAW A LINE AND SAY NO MORE. I'M DRAWING THAT LINE HERE AND NOW.'
Kumi Naidoo, International Director, Greenpeace

CONFRONTING



Vicky Wyatt, from the climate team, explains how confronting the companies taking extreme risks with our planet is crucial in protecting the Arctic, and campaigning for a clean energy future.

As climate change causes the Arctic to melt, companies are taking huge risks by exploiting the increasingly accessible region to drill for oil that caused the melt in the first place. Not only is this industrialisation of the Arctic undermining our chances of tackling climate change, it also threatens one of the last pristine wildernesses on the planet.

RISKING IT ALL

In 2011, Cairn Energy returned to the Arctic to look for oil. We returned to confront them. The company has just a few ice-free months to drill during the summer and every time we delay them we chip away at their chances of striking oil. In doing so we deter other oil companies from risking the same.

Greenpeace succeeded in stopping Cairn Energy drilling several times throughout the summer. Two brave activists, Luke and Hannah, spent four days in a survival pod secured to the underside of their rig, and other activists boarded the rig to demand the release of Cairn Energy's illusive 'oil spill

response plan'. Our International Director, Kumi Naidoo, even evaded water cannons to deliver a petition of 50,000 names demanding the plan be made public.

SUCCESS!

After months of sustained pressure from our supporters, Cairn Energy and the Greenland government published the plan. It soon became clear why they were desperate to keep it under wraps - they do not have a credible plan to clean up an oil spill. Most importantly they announced their failure to find oil for a second year, meaning they won't be returning. There can be no clearer admission that the incredible technical and economic risks of operating in the Arctic have intensified.

REDUCING DEMAND

We also need to use less oil in the first place and one simple method is to make the cars we drive more fuel efficient. So we launched a campaign to confront car companies, in particular VW, who are blocking

improvements to car efficiency standards across Europe. We also met city investors to demonstrate the financial risks associated with Arctic oil and other unconventional sources of oil, like tar sands from Canada.

WHAT NEXT FOR 2012?

We will continue to confront and challenge risky oil companies seeking to carve up the Arctic for profit. And we will continue to push for solutions - making our cars more fuel efficient, implementing regulations and efficiency standards that reduce oil consumption, and promoting clean energy solutions.

Main left: *Kumi Naidoo confronting Cairn Energy.*

©Morgan/Greenpeace

First above: *Oil rigs are a clear and present danger to the Arctic environment.*

©Morgan/Greenpeace
Second above: *18 activists board the rig and ask to see the oil spill response plan.*



TRANSFORMING



Oceans campaigner Simon Clydesdale tells us how Greenpeace transformed the UK tinned tuna industry into the world's most sustainable tuna market.

To say 2011 was a successful year for tuna is an understatement. In just six months, Greenpeace transformed the UK's tinned tuna industry. Victory seemed a distant dream when conducting our research. We were exposing the shocking amounts of bycatch - including endangered sharks - generated annually by fish aggregation devices (FADs) used in conjunction with giant nets. And we faced powerful corporations: Princes, owned by Japanese giant Mitsubishi; Tesco, the world's third largest retailer; and John West, owned by Thai Union, the world's largest seafood company.

TINNED TUNA LEAGUE TABLE

In January 2011, we published our research and launched our tinned tuna league table. It showed only Sainsbury's, M&S and Waitrose fully committed to using the more sustainable pole and line method for catching tuna. The rest we were determined to change. Using print, broadcast and social media, we began to tackle the tinned tuna giants. The pressure increased further when our undercover investigations featured

in Hugh Fearnley-Whittingstall's BAFTA-winning Fish Fight series.

CHANGING THEIR TUNA

It wasn't long before Tesco, the Co-op and Princes committed to cleaning up their act, closely followed by Asda and Morrisons. John West was left behind, but after long and intense negotiations - as well as over 50,000 emails sent by supporters - it also changed its buying policies.

WORLD LEADER

The UK is the world's second largest tinned tuna market and in six short months we transformed it from destructive to sustainable. We've changed the benchmark for how tuna is caught. Our victory will reduce bycatch from tuna fishing by over 90%, protecting vulnerable marine biodiversity such as sharks, rays, juvenile tuna, even turtles and dolphins. And additionally we gained significant and unanimous support from tuna brands to support the Pacific Commons marine reserves.

WHAT NEXT FOR 2012?

This may feel like the end of the campaign but it's only the beginning. Greenpeace is now campaigning in USA, Canada, NZ, Australia and mainland Europe for the same kind of revolution that we've seen in the UK tuna industry. The fish fight has only just begun. More important work also lies ahead in turning commitments on paper into change in the water - we will continually monitor supermarkets and brands to ensure they meet all their promises.

Main right: Pole and line caught tuna in Indonesia contributes to the long-term sustainability and evolution of tuna stocks.

©Hilton/Greenpeace

First above: Loggerhead turtle swimming by a FAD near Northern Galapagos.

©Hoffard/Greenpeace

Second above: Hugh Fearnley-Whittingstall speaks at the launch of our influential league table. ©Cobb/Greenpeace



'ONE OF THE MOST SUCCESSFUL ENVIRONMENTAL CAMPAIGNS IN YEARS'
The Independent, 12 April 2011

INNOVATING

The Rainbow Warrior is a flagship like no other. For many supporters she is a symbol of persistence and hope. She has been shot at, rammed, raided and bombed, and yet she lives on.

Some years ago there was a dream among our crew that Greenpeace could build a ship that was specifically designed to campaign out on the high seas. Not a rusty old fishing trawler that we had done our best to convert, but an innovative, energy-efficient sailing vessel that would mean we could be faster, greener and more effective.

In 2011 that dream came true. After almost two years of intense fundraising across the world – securing over 100,000 individual donations from supporters – we built the world's first environmental campaigning vessel.

In November 2011 she sailed up the Thames into London. Her visit was packed with events and people showing their support and encouragement. The atmosphere was truly inspiring and emotional, and will hopefully keep her afloat for many years to come.



In taking direct action and in emergencies, her inflatable boats are designed to be deployed within 5 minutes even in waves up to 3.5 meters high. Heat from the engine and generators is recycled to heat cabins and provide hot water, and waste water is biologically treated and recycled.



An astounding 6,500 supporters came to see the ship over her weekend visit, with many waiting patiently for a tour and a chance to meet some of the crew.



Radiohead musician and Greenpeace supporter, Thom Yorke, accompanied our international crew on their journey into London.



The Good The Bad and The Queen – Damon Albarn, Tony Allen, Paul Simonon and Simon Tong – performed live on the ship's helideck beneath Tower Bridge on the Thames.



The sun and the wind will provide 90 per cent of the energy needed to power her across the seas, with the remaining 10 per cent coming from an advanced hybrid engine. Her 55m-high A-frame masts are unique and have never been installed on a ship her size.

Thank you to everyone who helped make this dream possible – Joel Stewart, Captain.



EXPOSING



Yifang Li, based in our Beijing office, updates us on how detoxing China's rivers got off to a running start.

One hot morning in Beijing at the flagship stores of Nike and Adidas, Greenpeace volunteers unveiled pictures of pipes pumping polluted water into Chinese rivers. One little girl asked her daddy, 'What are they doing?' and her dad said, 'Those brands are polluting rivers. I think that's what they are telling people.'

PAYING THE PRICE

We carried out an 18 month long investigation to expose how the fabric suppliers of 15 major sports brands, including Nike, Adidas, and Li Ning (China's top sports brand) were polluting China's rivers with toxic chemicals. China is paying the price for its phenomenal economic growth: 70% of our rivers and lakes are now polluted. And the government doesn't have regulations to restrict many of the most toxic chemicals being used - even though some have already been banned from European manufacturing.

So we launched a global 'Detox' campaign - to urge the sports brands and their suppliers

to eliminate all use of toxic chemicals and disclose their environmental policy. By exposing the issue, we also pressured the Chinese government to develop a comprehensive toxic chemical policy.

The campaign kicked off with a front-page story in The Guardian, direct actions globally and direct negotiations with the brands. The response was amazing. There were around 4,000 media stories in China alone and in late July we had our first victory. Puma made an historic commitment to eliminate ALL toxic chemicals from their supply chain by 2020! Two weeks later, Nike followed suit.

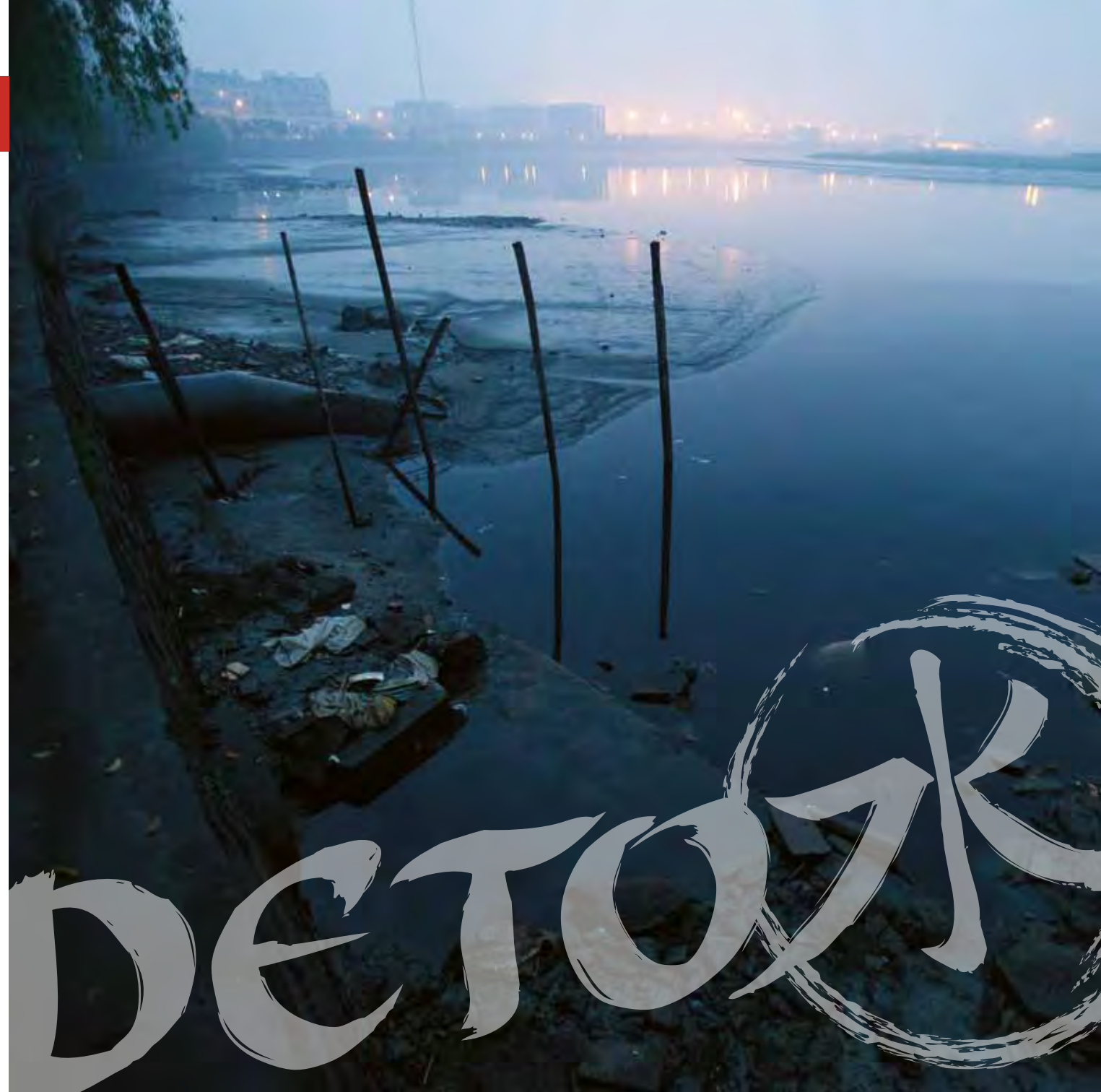
We now have six brands - Puma, Nike, Adidas, H&M, C&A, Li Ning - publicly committed to zero discharge of all toxic chemicals. Collectively they published a joint road map of the actions they plan to take in the next 1-3 years. And amazingly our government in China is now drafting a first-ever chemical policy.

WHAT NEXT FOR 2012?

The companies' joint road map is a good step forward to a toxic-free future but it is still not ambitious enough to match the urgency of the pollution problem in China's waters, and it still lacks concrete plans on information disclosure. In 2012 we will keep a close eye on the brands' implementation of their new policy. The brands have thousands of suppliers in China and implementing their commitments will put further pressure on the Chinese government to adopt a strong chemical policy for our country.

Main right: A garment factory has finished pumping waste water. There is a clear divide in the river between polluted black discharge and the river's original colour. ©Qiu Bo/Greenpeace
First above: Calling on Nike to 'Champion a Toxic Free Future: Just Do It!'. ©Til/Greenpeace
Second above: Sampling water pollution at a dyeing factory near the Pearl River.

©Qiu Bo/Greenpeace





'...FISHERIES AGREEMENTS SIGNED AT THE EU ARE RESULTING IN GROTESQUE OVERFISHING WHERE COMMUNITIES ARE BEING DISPLACED AND THE SOCIAL AND ENVIRONMENTAL IMPACT IS QUITE HORRENDOUS.'

Richard Benyon, UK Fisheries Minister, after meeting with West African fishing representatives

COLLABORATING



Working collaboratively has put fish firmly on the international agenda, and oceans campaigner Willie Mackenzie explains how.

Dealing with problems such as destructive fishing or promoting solutions like marine reserves can sometimes be an uphill struggle. Frankly, to the media fish just aren't sexy and for politicians they're rarely a priority. But the need to protect our oceans is urgent.

That's why, in 2011, Greenpeace made a huge effort to collaborate with others for the sake of our oceans. Getting your message across isn't always easy, but it certainly helps if you can work with celebrity chef Hugh Fearnley-Whittingstall. Collaborating with him on his award-winning Fish Fight series for Channel 4 spread the message to millions, showcased our work and helped us transform the UK's tinned tuna industry (see page 7 for a full update).

We also worked with representatives of West African fishing communities, bringing them to Europe to voice how unfair fishing agreements with the EU are destroying their livelihoods, communities and ecosystems. It was a powerful and humbling experience for all of us, and one that struck a chord with

Richard Benyon, the UK Fisheries Minister, when they met.

Then, in June, we joined forces with retail giant Selfridges to showcase the plight of our oceans right in the heart of London's West End. 'Project Ocean' was a five week series of events including talks, films, fashion shows and cookery demos – raising awareness and support for eating fish sustainably and creating marine reserves. Amazingly it brought together campaigners, designers, artists, celebrities, scientists, politicians and even royalty. Fish were finally fashionable!

And as a result we formed a new coalition of organisations working together for large, fully protected marine reserves. We hope the Marine Reserves Coalition will be a force to be reckoned with. We finished the year with a trip to Downing Street, delivering letters to David Cameron calling for a radical reform of Europe's broken fish laws, and we did this shoulder to shoulder with UK small-scale fishermen.

WHAT NEXT FOR 2012?

In 2012 our big task will be securing a real reform of the Common Fisheries Policy, which will be finalised by 2013 and enforced for 10 years. This must be our priority. We will also be collaborating with TV and film makers to continue reaching out to wider audiences. Lastly we will be working for real progress in increasing the amount of protected areas throughout the world's oceans, something that is long overdue.

Main left: More than 1 billion people worldwide rely on fish as their main source of protein.

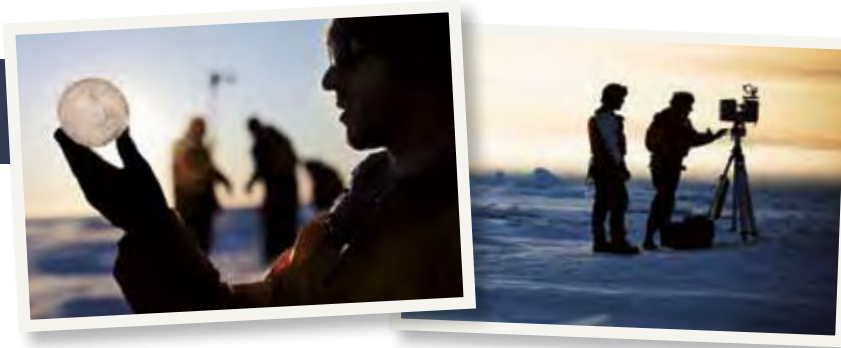
©Welters/Greenpeace

First above: Greenpeace are working with small-scale UK fisherman to understand the difficulties they face with the current

Common Fisheries Policy. ©Sandison/Greenpeace

Second above: Documenting how West African fisheries are impacted by encroaching European fleets. ©Aslund/Greenpeace

DOCUMENTING



Joss Garman describes his recent expedition to the Arctic and how scientific research can help us understand the impact we're having on this pristine wilderness.

It's critical we understand more about the shrinking of the Arctic's floating ice cap to better understand the consequences of our fossil fuel addiction and the impact on the global climate.

That's why Greenpeace took a team of ice scientists from the University of Cambridge to the Arctic to collect crucial data in order to understand more precisely the dramatic changes taking place.

Amid blizzards and visits from prowling polar bears, our icebreaker the Arctic Sunrise was carefully navigated to where scientists Nick Toberg and Till Wagner could conduct three weeks of field research into the thickness and volume of the sea ice. Using drills, core-ing, aerial imagery, snow depth measurements and GPS readings, they were able to establish the properties of the sea ice at more than ten different sites.

GROUNDBREAKING RESEARCH

Excitingly, the team also pioneered a

sophisticated new approach to measuring the thickness of the ice by working with Will Trossell and Matthew Shaw - two experts on 3D laser scanning who joined us from University College London.

Laser scanners are more conventionally used in architecture, but Till explained why it's a groundbreaking development for their research. Till told us that "up until now we had to measure the sea ice with a tape and a ruler going point by point. Now we scan the sea ice floes at a high resolution and take an exact digital copy of the Arctic ice home with us to the lab."

With information from satellites, complex computer models and dedicated field campaigns like this, we will be better able to comprehend the consequences of our fossil fuel addiction before it is too late. Just as miners used canaries to warn of noxious gas, climate scientists have the Arctic sea ice to warn of climate change.

WHAT NEXT FOR 2012?

The data collected on our expedition will hopefully make a modest contribution to the world's understanding of what is happening to the Arctic and what it means for the stability of the global climate.

It will also help us launch an ambitious worldwide campaign to gather millions of people to help us finally protect this fragile region - where every year since the 1970s we've lost an area of Arctic sea ice about the size of Switzerland.

Main right: The Arctic Sunrise enabled scientists to set up an 'ice station' at 80 degrees north in the Fram Strait, Svalbard. ©Cobbing/Greenpeace
First above: By sampling ice cores scientists can form models of how sea ice grows, melts over time and reforms. ©Cobbing/Greenpeace
Second right: Researchers use a revolutionary scanning technique to render 3D images of Arctic sea ice. ©Cobbing/Greenpeace



'THE ARCTIC BASIN... THE WORK FACILITATED THERE BY GREENPEACE IS OF GREAT VALUE.'
Peter Wadhams, Professor of Ocean Physics, Cambridge University

GLOBAL IMPACT

With our supporters' help Greenpeace is able to take action for a green and peaceful planet in over 40 countries across the world.



MARCH

GERMANY

With an overwhelming majority vote, German MPs agreed to phase-out nuclear power by 2022 with replacement power coming from renewable sources and energy efficiency. This progressive decision has already sent an important signal to the rest of the EU.

JUNE

INDIA

India has long been a destination for dumping toxic e-waste and after six years of Greenpeace campaigning we achieved our aim. India has now introduced a law for companies to phase out hazardous chemicals and recycle their e-waste.

JULY

KOREA

We're opening an office in South Korea! With Korea claiming the second largest tuna catch globally, influencing their fishing industry is vital to the future of the oceans and their marine life.

AUGUST

BANGLADESH

With her bell removed, wheel replaced and name painted over, the Rainbow Warrior II was handed to Bangladeshi charity 'Friendship', where she will serve as a hospital caring for vulnerable coastal communities already experiencing the effects of climate change.

SEPTEMBER

JAPAN

In the wake of the Fukushima disaster, Greenpeace carried out scientific research to monitor the levels of nuclear radiation found in water and plant samples and made the information available to all.

OCTOBER

FRANCE

French courts convict state-owned energy giant EDF of industrial-scale espionage against Greenpeace France. Senior executives were found guilty of hiring a detective agency to hack into Greenpeace computer systems. They were sentenced to imprisonment and fined 1.5m euro.

NOVEMBER

PAPUA NEW GUINEA

Following reports by both Greenpeace and the Rainforest Foundation, global consultancy firm McKinsey have been booted out of Papua New Guinea. Reports exposed how their trademarked cost curve to reduce deforestation could in fact result in an increase in deforestation.

DECEMBER

SOUTH AFRICA

The climate talks in Durban saw countries agree to sign up to a new global deal in 2015, which for the first time would include all major polluting countries. But, progress still lags far behind what scientists say is needed. We will continue to demand governments listen to people not polluters.



CONTRIBUTING

In 2010 over 95,000 people donated £8,931,000 to Greenpeace UK Ltd. To maintain our independence from governments, political parties and companies, we are funded only by individuals, all around the world. Because we campaign and take direct action we are not a charity. This allows us to comment freely, on the good and the bad, but it also means we are entirely reliant on people like you to keep us going – you are a partner in our work and a source of power. Thank you.

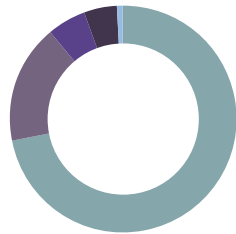
We send a special thank you to every supporter who responds to our emergency appeals. Your extra donations helped to protect

rainforests from destruction, defend our oceans, and amazingly UK supporters raised over £600,000 to help build the new Rainbow Warrior.

Greenpeace Environmental Trust is a separate entity that works alongside Greenpeace Ltd. This charitable trust works to further our understanding of the effects of human activity on the natural environment. It achieves this by funding investigations, scientific research, and educational projects. If you would like to enquire about making a charitable gift through a Foundation or Trust please call Louise Krzan on 020 7865 8175.

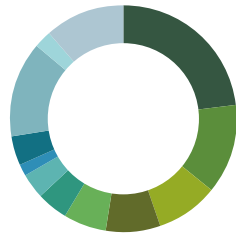
To receive a full copy of the latest audited accounts please contact Fiona Stewart on 020 7865 8197 or email fiona.stewart@greenpeace.org

GREENPEACE UK LTD INCOME IN 2010

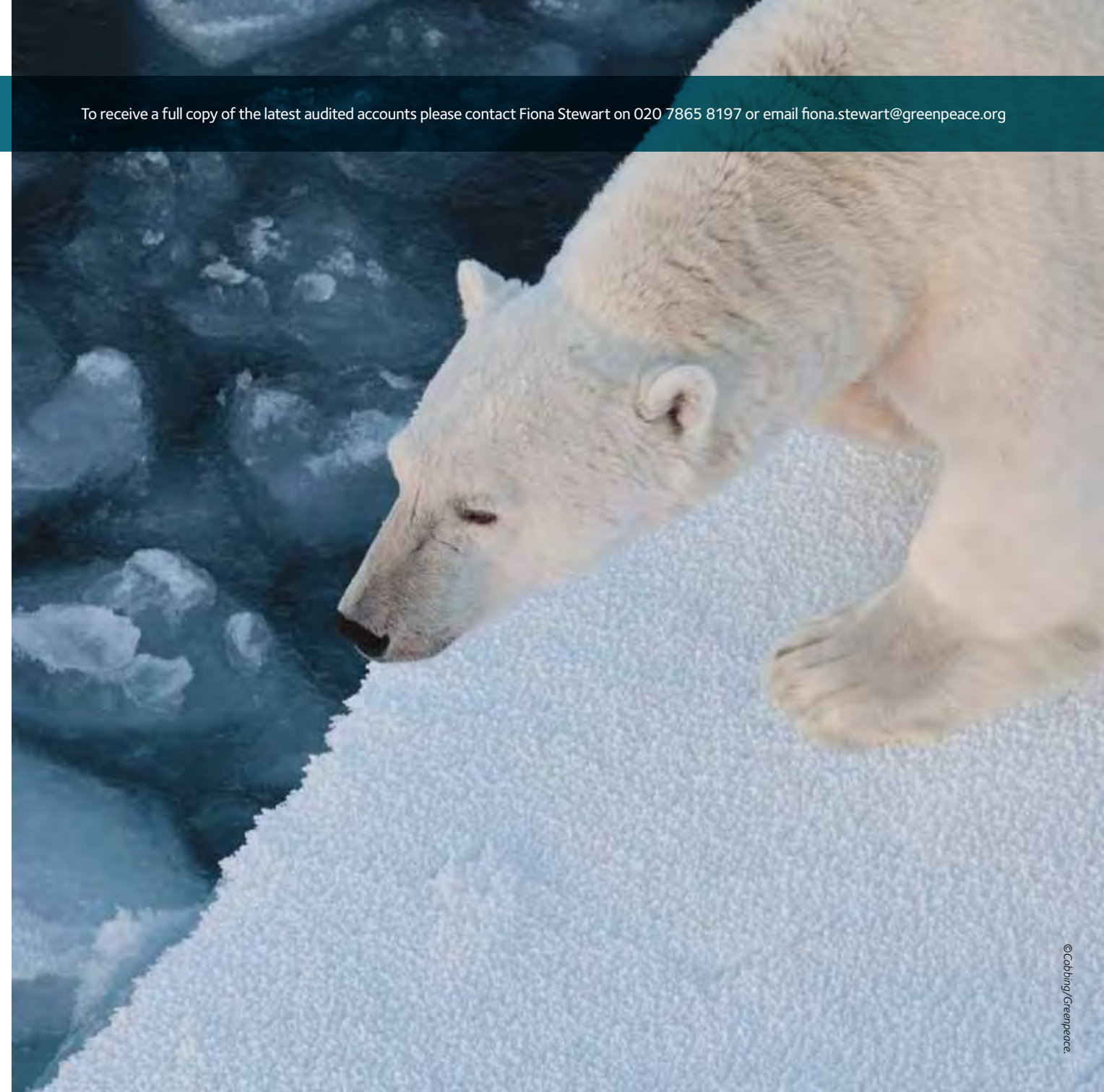


● Regular subscriptions	£ 7,231k
● Other subscriptions and donations	£ 1,700k
● Grants from other Greenpeace organisations	£ 539k
● Trading	£ 498k
● Other income	£ 87k

GREENPEACE UK LTD EXPENDITURE IN 2010



● Climate	£ 2,267k
● Oceans	£ 1,255k
● Campaign information costs	£ 877k
● Forests	£ 766k
● Support for international offices and ships	£ 591k
● Scientific research	£ 443k
● Nuclear	£ 340k
● Other	£ 169k
● Administrative and central costs	£ 419k
● Recruitment of new supporters	£ 1,327k
● Trading activities	£ 252k
● Fundraising	£ 1,140k



SUPPORTING

Powered by people.

It's people like you that make Greenpeace what we are today. We don't accept money from governments or companies and we rely entirely on your support – whether you've donated your money, written a letter, sent an email, collected signatures in a wet festival field, climbed a building to hang a banner, or scaled an oil rig in the Arctic. You are the power behind all our work. You are the people who keep us in action. Thank you.



50,000 people visited our Greenpeace Field at Glastonbury Festival, where we could say hello and share our campaigns.



£600,000 was raised from our supporters in the UK to help build the new Rainbow Warrior



490,000 supporters worldwide signed up to become a Jedi knight in order to persuade VW away from the Darkside.



51,125 supporters emailed John West to make them change their tuna



Nearly 2.5 million people watched our spoof video of Ken dumping Barbie over deforestation.



3,848,126 people have befriended us on Facebook
1,629,656 fellow tweeters follow us on Twitter...
Join up if you haven't already!

GREENPEACE

CANONBURY VILLAS
LONDON
N1 2PN
020 7865 8100
www.greenpeace.org.uk



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