



## A TRIP FOR LIFE

“A trip for life, and for peace”: that’s how Irving Stowe, one of the co-founders of Greenpeace, described the plan to sail a small boat to the Arctic ocean, where the crew would try to stop the testing of a nuclear bomb. Irving didn’t know it then, but the Greenpeace trip would last for decades and change the world. The voyage would become a movement.

### PEOPLE POWERED

The Quakers, pacifists, ecologists, journalists and hippies who started Greenpeace dreamed big, infectious dreams. Sixteen thousand like-minded souls attended a concert to raise funds for the voyage. Joni Mitchell and James Taylor performed. Right from the start Greenpeace was funded by the public and today Greenpeace remains independent, taking no money from corporations or governments.

### MIND BOMBS

Another co-founder, Bob Hunter, talked of creating mind bombs – images and ideas so powerful they would change the consciousness of the world. In the years to come Greenpeace would do just that. Pictures of peaceful activists saving seals from being clubbed to death, sailing into nuclear test zones and placing their bodies between whales and the harpoon fueled an explosion of environmental concern.

### TENACITY

Along with potent imagery, Greenpeace developed a reputation for tenacity. The campaign against nuclear testing lasted 25 years, from 1971 till 1996 when the Comprehensive Nuclear Test Ban treaty was signed. The campaign to stop the dumping of waste at sea took six years and resulted in a global ban on the dumping of radioactive waste. To save the Antarctic Greenpeace established a permanent base camp in the world’s last wilderness and the toughest environment on earth, holding on for five years until in 1991, 39 governments agreed to a 50-year-long prohibition on all mineral exploitation in Antarctica.

### GREATEST STRENGTH

Greenpeace’s greatest strength is its activists; ordinary people willing to do extraordinary things to protect the environment. Over the years Greenpeace activists have faced jail, physical threats and political persecution but they have always remained peaceful, always persevered and usually prevailed.

### GLOBAL LEVEL

Today’s Greenpeace is global, modern, hi-tech and effective. With offices throughout East Asia, Latin America, Europe, North America, Australasia and Africa, Greenpeace is able to address global problems at a global level. It investigates, documents and exposes the supply chains of corporations that wrap around the world. Whether it is European chocolate leading to deforestation in Indonesia or Silicon Valley technology poisoning workers in Asia, Greenpeace has been able to make the link and drive positive change.

### DIGITAL WORLD

We operate our own team of full-time scientists based at Exeter University in the United Kingdom. Greenpeace ships serve as floating media platforms, with permanent satellite links to the internet. And Greenpeace reaches eleven million online activists around the planet – taking the protection of the environment into the digital world.

### CHANGE IS GREATEST CHALLENGE

It’s a lot, but it’s not enough. Climate change is the greatest challenge the environmental movement has ever faced. Greenpeace has been addressing the issue since 1988 and played a key role in securing the Kyoto Protocol. But there’s a lot more to do. It will take the help and support of the whole world to secure a green and peaceful future for all of humanity. 40 years after we set off, the trip for life and peace continues. Welcome aboard.

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