

**GREENPEACE**

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**GREENPEACE**

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# GREENPEACE IMPACT REPORT 2012

Greenpeace takes action to defend the natural world and promote peace.

We are lawyers, lobbyists, scientists, sailors, researchers and above all activists united by a common mission to protect our environment.

Our effectiveness lies in our unique independence from government and corporate funding. This is only possible through the generous and incredibly appreciated support from individuals like you.

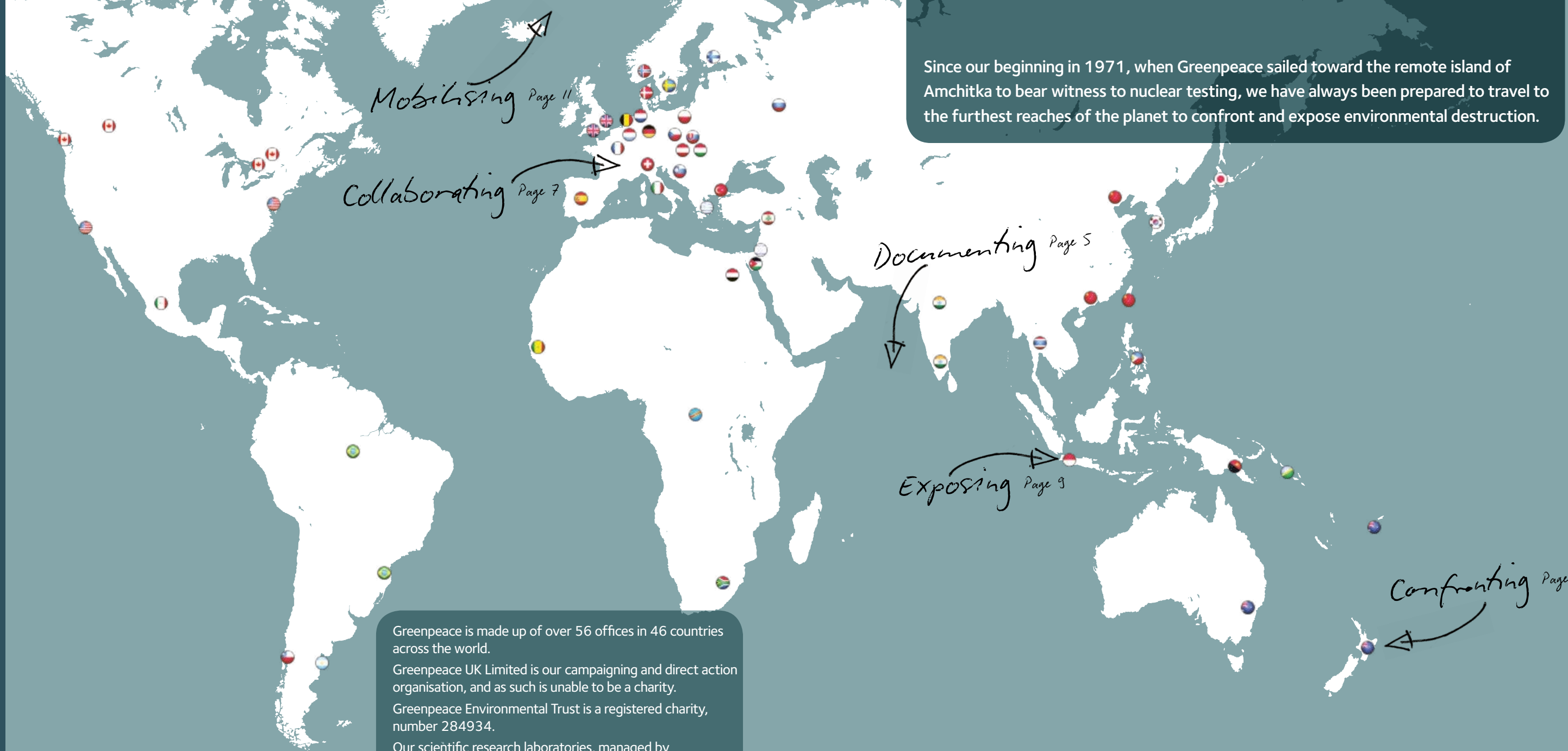


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There are various Greenpeace reports referenced in this publication.  
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Since our beginning in 1971, when Greenpeace sailed toward the remote island of Amchitka to bear witness to nuclear testing, we have always been prepared to travel to the furthest reaches of the planet to confront and expose environmental destruction.

Greenpeace is made up of over 56 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 scientific research laboratories, managed by Greenpeace International, are based at Exeter University.



©Rose/Greenpeace

2012 was a momentous year for Greenpeace and you inspired us to take on these new challenges in new frontiers.

You helped us launch our biggest international campaign ever – our campaign to ‘Save The Arctic’. We knew we’d be up against formidable opponents. The foes are familiar – ‘Big Oil’ and Greenpeace are no strangers – but the battlefield is new and the stakes never higher. Since launching in June 2012, nearly three million Arctic defenders have joined the movement and Shell, the company leading the charge to the Arctic, is now showing signs of stress.

Your support also brought us closer to protecting our oceans. By building alliances with small-scale fishermen across Europe, Greenpeace is successfully challenging the EU’s broken fishing laws. And you’ve empowered our own UK politicians to back progressive fishing practices and support the local low-impact fishermen trying to exist on a fair catch along our coast.

Also, we have made huge strides in getting corporations across the world not to buy from companies involved in rainforest destruction.

Your financial support gives us more than the funds needed to exist. You give us strength and morale – the encouragement of knowing that you have faith in Greenpeace and share our vision for a peaceful and sustainable future.

Without Greenpeace’s enthusiastic and dedicated supporters taking action and funding our work, we couldn’t achieve these huge breakthroughs.

From all of us at Greenpeace, thank you for standing with us.

John Sauven, Executive Director Greenpeace UK.



©Tom Van Hest/Greenpeace

With your support Greenpeace has come a long way and achieved a great deal, yet there is a shared belief among our senior leadership that we need to go much further to strengthen the way we make decisions and work together on a global scale in order to increase our impact.

Greenpeace has been successful over many years in creating change on some environmental issues and in promoting peace. Yet we must improve our current ways of working if we are to meet the exponentially increasing urgency, severity and complexity of the issues we face.

Greenpeace is currently undertaking a strategic change project to improve the way we work – Improving our organisation’s structure, people, process, tools and culture to ensure that we are in the right places, with the right skills to tackle the threats facing us today and in the future.

We are improving our global operating model to change the way Greenpeace works in order to build a more global, innovative, and impactful organisation. In doing so we will be working to distribute the resources and expertise of established and wealthy offices such as the UK, to strengthen and empower local entities in priority countries such as Brazil, India and China, encouraging a balanced and diverse organisation.

Thank you for giving us the strength and independence to improve and increase our positive impact on this planet, I look forward to reporting back to you on the changes we will bring together.

Kumi Naidoo, Executive Director, Greenpeace International.



Returning from an eye-opening expedition to the Indian Ocean, Simon Clydesdale Oceans Campaigner, recounts his nine weeks on board the Rainbow Warrior documenting illegal and unsustainable fishing.

Sailing to the Indian Ocean was an emotive trip for me. Campaigning from an office and lobbying politicians to protect the world's fragile waters and their diverse populations is one thing. But spending nine weeks in these tropical waters to undertake first-hand research is another matter.

With one quarter of the world's tuna caught in the Indian Ocean, the big fishing powers of France, Spain, China, Taiwan, Japan and South Korea all heavily exploit these waters. Limited government resources mean vast areas are unmonitored and an estimated 18% of fishing here is illegal, unreported or unregulated.

Stealing fish from the Indian Ocean is depriving coastal states of their rightful income. Even the regulated boats here often use destructive Fish Aggregation Devices (FADs) and there are far too many boats for sustainable long term catches.

We sailed from South Africa to Mozambique, Mauritius, Maldives and finally Sri Lanka, carrying out patrols with the authorities along the way. Our helicopter, translation team and brilliant crew provided the extra resources to protect their waters, documenting and reporting on the activities of 35 international fishing and support vessels.

Reactions to our presence varied. The warm welcome extended by pole and line fishermen contrasted greatly with the international tuna traders who regarded us with suspicion. The Rainbow Warrior proved a successful icebreaker, luring even the most reluctant to meet with us.

We met with government ministers, fisheries officials, the tuna industry, local fishers and NGOs to understand the region, its problems and possible solutions. We documented Maldivian pole and line fishing and ran a well-attended tuna industry seminar to demonstrate how sustainable fisheries benefit communities as well as the oceans and explain how responsible fishing can be boosted in this region and beyond.

I can honestly say from having been here, that we are making real headway in securing a sustainable future for the Indian Ocean and its peoples.

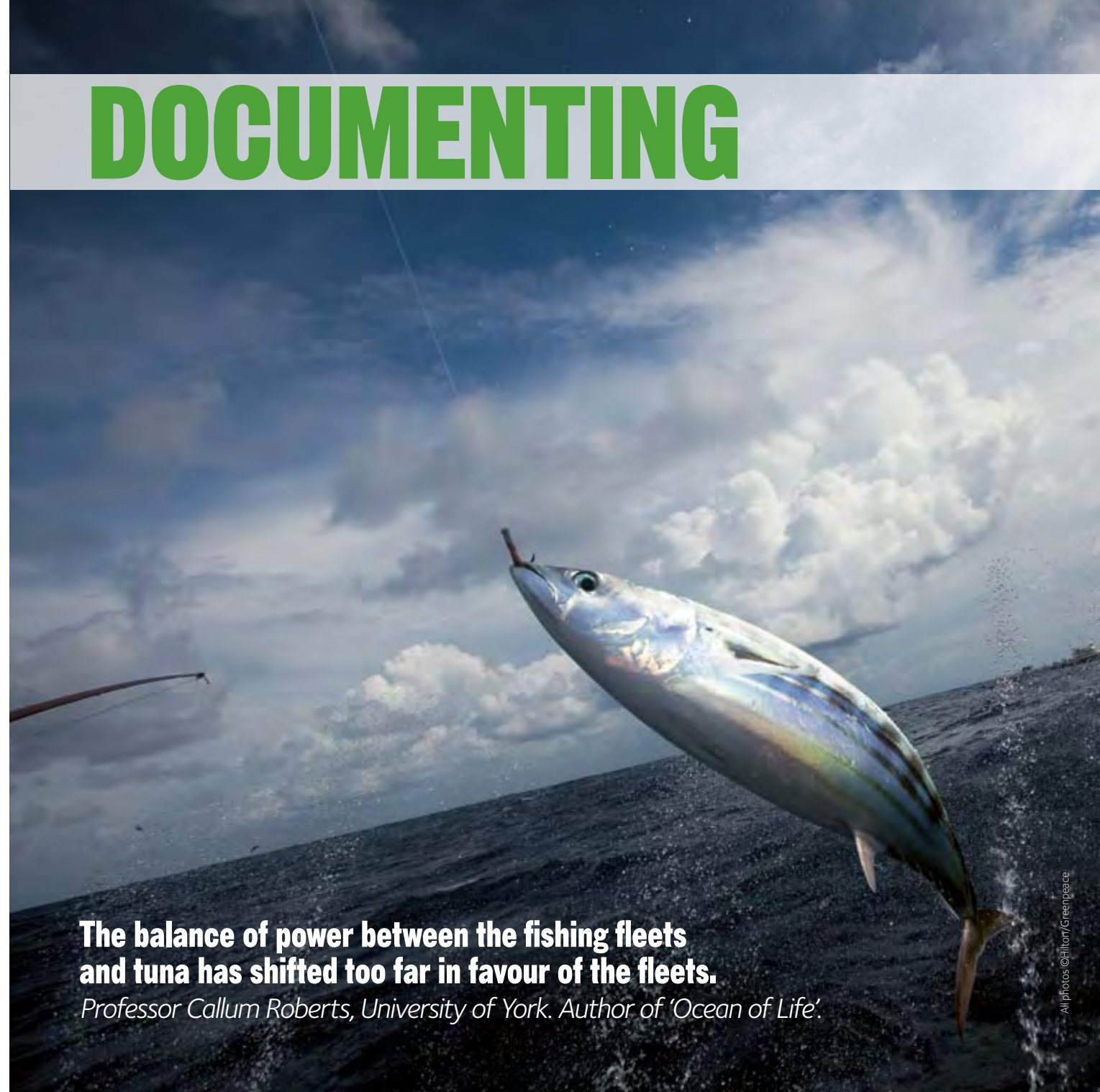
### Looking forward to 2013

Greenpeace will be returning to the Indian Ocean to build on the findings and relationships established during this expedition. We'll be working with allies to expose loopholes in ocean management, to hold to account those who profit from overfishing and to bring an end to illegal and unsustainable fishing. In the UK, our work with tuna brands will continue as we ensure they meet their responsible sourcing commitments.



- ▲ Destructive fishing kills sharks and other mammals.
- ▲ Greenpeace offers a welcome hand to ocean patrols.
- ▲▲ Poor managements has left fish stocks over exploited.
- ▶ Selective methods like pole and line can restore the health of the world's oceans.

# DOCUMENTING



**The balance of power between the fishing fleets and tuna has shifted too far in favour of the fleets.**

*Professor Callum Roberts, University of York. Author of 'Ocean of Life'.*

# COLLABORATING

The future of fisheries management is organisations like Greenpeace and NUTFA working together.

*Richard Benyon, UK Fisheries Minister*



All photos © Sanderson / Greenpeace



'Greenpeace's new alliance with coastal fishermen can fix Europe's broken sea laws', says Biodiversity Campaigner Willie Mackenzie.

In 2012 we rewrote the campaign rule book. 'Be a Fisherman's Friend', formed an unprecedented alliance between Greenpeace and low-impact fishermen around the UK to call for radical change in fishing laws.

Coastal fishermen are the lifeblood of their communities and what happens to them has a wider impact on society as a whole. Yet their way of life is endangered because fishing laws favour the more destructive end of the fishing industry. The reality is that many small, iconic fishing boats are facing bankruptcy, often for the sake of just a few fish-boxes worth of quota, whilst others profit from trashing our seas.

Fishing from small boats isn't without its flaws, but these fishermen protecting their local patch, will in turn make for healthier seas.

## A STRONG SWELL OF SUPPORT

Working with New Under Ten Fishermen's Association (NUTFA) and individual

fishermen, we produced a Manifesto for Fair Fisheries and a powerful short film called 'The Last Fishermen'. Armed with these strong campaigning tools, we headed to coastal towns across the south, launching the campaign at Plymouth Aquarium, promoting it at fish festivals and concerts, and screening our film in coastal cinemas. All of this helped mobilise a strong swell of support for the plight of the low-impact fishing fleet and brought attention to the desperate need to reform European fishing laws.

What's more, Greenpeace is now working with low-impact fishermen right across the EU. In November we convened the first congress, pulling together fishers from nine different countries and agreed on a common declaration that was presented to Europe's politicians and bureaucrats.

All of our lobbying is beginning to pay off as UK politicians across the main parties are publicly backing our campaign. The future is looking bright.

## Looking forward to 2013

2013 will see the final stages of the agreement to reform European fishing laws. We must keep up the pressure on politicians to deliver what the public want, and what our seas and coastal communities so desperately need: radical reform for healthy, productive seas.



Greenpeace and local fishermen along the south coast campaign together for stronger fishing laws.

◀ Low-impact fishermen depend on healthy fish stocks.



Forest campaigner Richard George looks back on an impactful year where we exposed more forest crimes and took on fast food giants to save the Indonesian rainforest.

For over a decade, Greenpeace has been taking action to protect Indonesia's paradise rainforests. Our unrelenting investigations have exposed how unscrupulous companies like Asia Pulp and Paper (APP) have been destroying this precious habitat – home to the last Sumatran tigers, orang-utans and endangered plant species – and replacing it with lucrative palm oil and timber plantations for paper and packaging.

We've had APP under surveillance for some time now. Along with its suppliers, Indonesia's largest pulp and paper company has demolished over two million hectares of forest in Sumatra alone. Its products are sold to some of the world's most well-known brands available on high streets around the world. However, over the years your support has enabled us to persuade over 100 of APP's customers to cancel their contracts and take their business elsewhere. A great result.

### SECRET RECIPE REVEALED

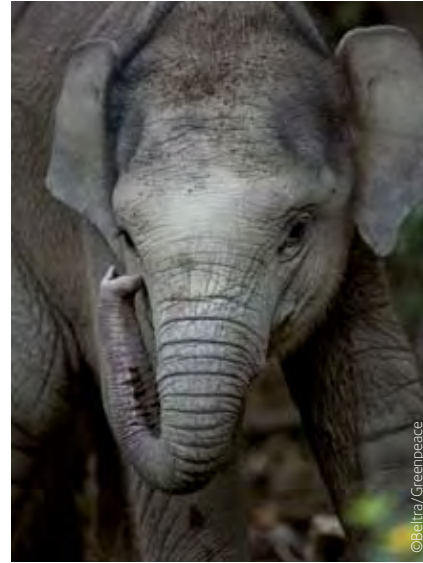
In 2012 we focused the spotlight on massive international brand Kentucky Fried Chicken (KFC). We sent samples of KFC packaging to a science lab where testing revealed that the Colonel's secret recipe was rainforest destruction. We found evidence of mixed tropical hardwood from trees that only grow in the rainforest.

Armed with this evidence Greenpeace campaigners around the world sprang into action with winning results: KFC in Indonesia, the UK and Ireland agreed to stop buying from APP.

Thanks to you and your incredible support, we had the resources to expose the dirty truth about APP. It's fair to say that companies like APP only listen when their bank balance is threatened, and with their largest customers turning away from them, we have definitely hit them where it hurts.

### Looking forward to 2013

As this Impact Report went to print, APP agreed to a new forest conservation policy. This amazing news couldn't have come at a better time. A temporary ban on deforestation in Indonesia is about to expire and APP's decision helps strengthen the case for making the ban permanent.



Indonesia's rainforests are rich in endemic species and vital in regulating the Earth's climate, yet they are being destroyed faster than anywhere else on earth.

► Our demand for cheap pulp and paper and palm oil is causing massive deforestation in Indonesia.

# EXPOSING



**If APP fully implements its new policies it will mark a dramatic change in direction, after years of deforestation in Indonesia.**

*Bustar Maitar, Head of Greenpeace's Forest Campaign in Indonesia*

# MOBILISING SAVE THE ARCTIC.ORG



©Beltra/Greenpeace



'Saving the Arctic has inspired millions around the world to stand up and be counted in one of the defining environmental battles of our age,' says Arctic Campaigner, Sophie Allain.

2012 was the year that Greenpeace put the plight of the Arctic onto the international agenda. Our plan? To create a global sanctuary around the North Pole with a ban on unsustainable fishing and offshore drilling in the wider Arctic area.

The power to protect the Arctic lies with some of the most powerful countries and corporations on the planet. We needed to build a movement to match the scale of the challenge. So, on 21 June – the day the sun never sets on the Arctic – we launched our global campaign to 'Save The Arctic'.

## THE WIND BENEATH OUR SAILS

Public support truly is the tailwind behind this crusade. And with endorsements from over 100 celebrities including Sir Paul McCartney and teen sensations One Direction, the campaign sailed beyond our hopes and expectations. In just a month over one million Arctic defenders had joined our movement, and by the close of 2012 an incredible 2.7 million people were standing with us to save the Arctic.

## A FLAG FOR THE FUTURE

Forging an alliance with the World Association of Girl Guides and Girl Scouts (WAGGGS), we created a global competition to design a flag representing the youth of the world – a flag for peace, hope and global community

– a Flag for the Future. Dame Vivienne Westwood will judge the winning design to be taken to the North Pole as a symbol of young people's hopes for the Arctic.

The Arctic is a magical place that inspires the imagination, but we could never have imagined the show of public support throughout 2012.

However, we are under no illusion that the battle to protect the Arctic will be won overnight – after all, it took 15 years of determination to create World Park Antarctica. When there is enough public pressure, political will and perseverance we can succeed, and with the future of the Arctic at stake, we are set for another challenging year.

**Looking forward to 2013**  
In 2013 we'll be heading north as one, with the names of 2.5 million arctic defenders bound together in a capsule to be lowered to the bottom of the ocean at the top of the world, symbolising our commitment to defend the Arctic.

**Most importantly, we will continue to raise political awareness, inspire supporters new and old, and confront the oil companies who exploit the Arctic for profit.**



- ▲ Paula Bear joins Radiohead on tour recruiting more Arctic Defenders.
- ▲▲ Polar bear uprising at iconic global landmarks to launch 'Save the Arctic'.
- ▲▲▲ Girl Guides join an international Arctic crew.
- ◀ Crew of the Arctic Sunrise make a heartfelt appeal to save the Arctic using the 193 flags of UN states.



Communications officer, Jessica Wilson, looks back on an active year defending the Arctic from industrial exploitation.

As our planet warms the Arctic melts, and the resources once protected by sea ice become accessible, to those who want to industrialise this pristine environment. We need to confront the oil companies, like Shell and Gazprom, who see the melting ice not as a dire warning of a planet in peril, but as an opportunity to drill for yet more of the oil that caused this crisis in the first place.

That's why in 2012 we did what Greenpeace does best. We took direct action. And that's why millions around the world took action with us! Our quest to save the Arctic had captivated the hearts and imaginations of people from around the globe, from all walks of life, including my personal hero and original Arctic warrior princess Lucy Lawless.

### LIGHTS CAMERA ACTION

The former Xena star, with six other Greenpeace activists, scaled a Shell drillship in New Zealand bound for the Arctic. As they grounded the ship for four days, the world's media – from the LA times to celebrity gossip columns – brought the story to a whole new audience. We'd stopped Shell's Arctic plans, albeit temporarily, and exposed them to millions. We had the company's attention.

Once we knew Shell was listening, we publicly confronted the company around

the world. Here in the UK, activists shut down almost 100 petrol stations while over 14,000 viewers watched the action live on our very own Greenpeace TV.

We then teamed up with creative activists the Yes Men, mocking Shell's multimillion dollar 'Arctic Ready' advertising campaign and inspiring over 10,000 spoofed versions of Shell's ads.

### RUSSIAN ROULETTE

It's not just Shell gambling with the future of the planet. Russian oil giant Gazprom was set to be the first Arctic oil producer in 2012. So, in a brave confrontation – undeterred by the treacherous conditions and freezing waters – our activists scaled the massive oil platform stopping the rig construction for five days. Once again, the international press were watching and reporting.

Gazprom did not produce Arctic oil in 2012. And after a series of embarrassing technical blunders and media mishaps, it turns out Shell wasn't as 'Arctic Ready' as it thought. One thing is certain though, these companies have invested billions in Arctic oil and they will be back. But so will we – ready to protect the Arctic for all.



- ▲ UK activists confront Shell in a global day of action.
- ▲▲ Actress, Lucy Lawless, and fellow climbers were arrested after a 4 day occupation of a Shell drilling tower headed for the Arctic.
- ▶ Kumi Naidoo, Greenpeace International Director, leads from the front and boards Gazprom oil platform to stop its Arctic ambitions.

### Looking forward to 2013

We must continue to keep the heat on Shell by shining a spotlight on their ineptitude, and using this to further destabilise the industry. We will also challenge the Arctic Council to enforce better protection of the North, whilst strengthening our relationship with Arctic Indigenous communities, and inspiring millions more Arctic Defenders to join us. It's going to be another busy year.

# CONFRONTING



**I know we can't all climb on rigs, but if everyone just did one small thing, write a letter, attend a rally, stand up for what you believe in – then I think the Arctic really has a chance.**

*Sini, Greenpeace Activist, Finland*



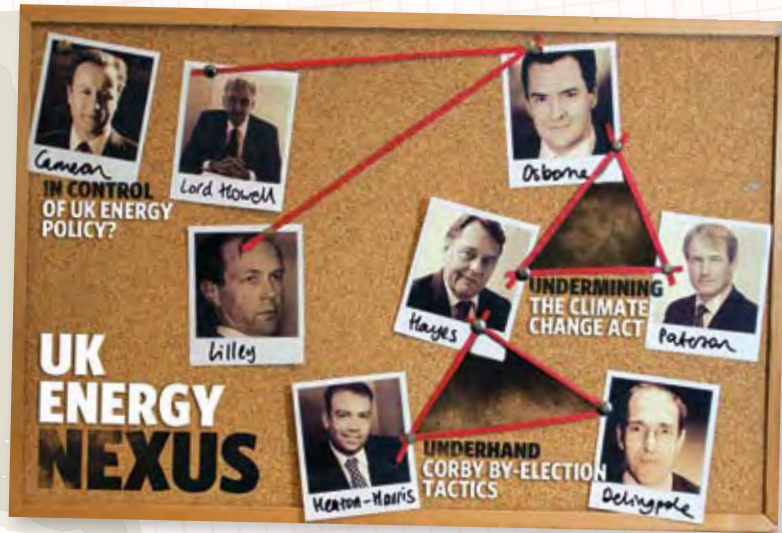


# Investigating

Our Head of Investigations gives us an insight into the work of the unsung heroes that enable Greenpeace to gather evidence and expose companies, government and organisations that threaten the future of our planet.

Our most explosive 2012 investigation uncovered the lengths some MPs will go to sabotage progress on climate change. Secretly filmed footage exposed a plot by a number of influential Conservatives to dismantle the Climate Change Act and block investment in renewables. One Tory MP even hatched a plan to manipulate the Corby by-election to push his own anti-wind agenda.

Our investigation hit the national front pages and appeared across TV and radio for several days, exposing the truth to the public and fracturing political plans to block progress on UK energy reform.



**“Investigation is increasingly crucial to Greenpeace. In 2012 our team of specialist researchers and investigators were in far flung places, often risking their personal safety for vital intelligence. Perhaps less exciting, but equally important, our team also worked diligently at their computer screens, continually developing and improvising new methods of data harvesting and probing online research.”**  
HEAD OF INVESTIGATIONS, GREENPEACE UK



Last October, following an undercover investigation, Greenpeace exposed the 10 year illegal fishing history of the Vidals', a very wealthy criminal family of Spanish fishing barons. We revealed how a vast network of fishing companies and vessels repeatedly flouted fishing rules around the world whilst being bankrolled by the European taxpayer to the tune of £12.5 million in fishing subsidies.

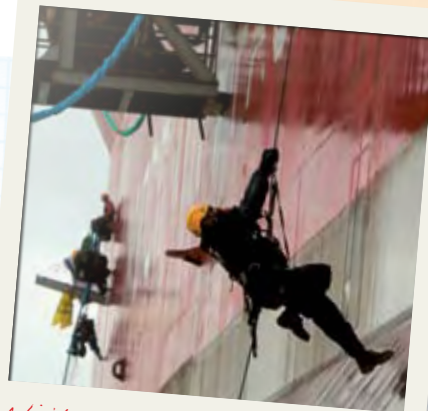
Our revelations led to the biggest court case in British fishing history when they faced nine serious counts of illegal fishing and were slapped with a fine of over £1.62m in penalties – sending a clear message to other illegal fisheries.

An intensive year long investigation revealed Asia Pulp and Paper's (APP) involvement in the illegal trade of a protected Indonesian rainforest tree species. Undercover video footage shot at an APP pulp mill showed countless ramin logs mixed in with other rainforest species. Wood samples were sent to a laboratory for forensic testing and the evidence confirmed the presence of endangered ramin fibres.

This exposé shone a very bright and public spotlight on APP's illegal practices, resulting in a loss of business and causing international pressure and embarrassment.



*Lab research reveals endangered trees being used for packaging.*



*Activists scale Gazprom's oil platform calling for a permanent ban on all Arctic drilling.*

We uncovered information that onboard technical problems were at the root of Russian oil giant Gazprom's decision to delay its oil production in the Arctic. We exposed its expired oil spill response plan, meaning that any drilling would have been illegal. Intelligence was gathered over several months from a variety of sources in Russia including an anonymous Gazprom whistleblower.

This shocking information led International Executive Director Kumi Naidoo and other activists to take direct action, occupying the oil rig and stopping its drilling.

# Global Impact

Thanks to the passion and participation of supporters across the globe, Greenpeace is able to take action for a green and peaceful planet in over 45 countries across the world.



FEBRUARY 🇯🇵

## JAPAN

Greenpeace climbers reach Mount Fuji's summit to deliver messages of support and hope for victims of the disaster at Fukushima.

APRIL 🇸🇳

## SENEGAL

Local fishing communities celebrate. After an intense year long campaign by Greenpeace, the Senegalese government cancels fishing permits for foreign industrial trawlers. Fisheries are slowly regenerating and fishermen are returning home with healthier catches.

MAY 🇺🇸

## USA

Apple yields to the demands of 220,000 customers. The corporate giant agrees to 'clean its cloud' by pledging to stop using coal to power three of its giant data centres.

AUGUST 🇧🇷

## BRAZIL

Greenpeace's damning report and direct action to block a cargo shipment gets results. All seven pig iron companies in Maranhão, Brazil agree to stop sourcing wood charcoal from destroyed forests, slave labour or indigenous lands.

OCTOBER 🇮🇩

## INDONESIA

Greenpeace and the Borobudur Conservation Agency light up Borobudur Temple with solar energy to showcase Indonesia's renewable energy potential. Activists urge the Indonesian government to decrease its dependence on coal.

NOVEMBER 🇦🇺

## AUSTRALIA

A huge victory for the oceans! Australia bans a Dutch supertrawler from its waters and creates the world's largest network of marine reserves in more than 2.3 million square kilometres of ocean – an area the size of Western Europe.

NOVEMBER 🇰🇷

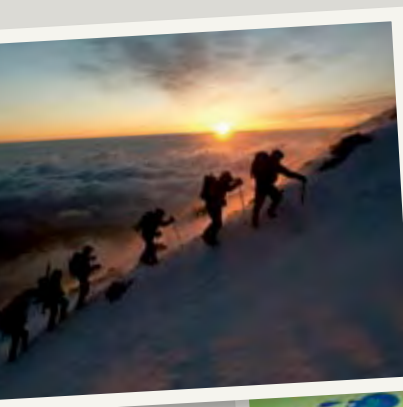
## SOUTH KOREA

South Korea abandons 'scientific' whaling plan after a series of Greenpeace-led actions, including 105,000 people from 124 countries sending emails to South Korean Prime Minister, Kim Hwang-sik.

DECEMBER 🇨🇳

## CHINA

Following brand attacks on Victoria's Secret, Mango, Zara, C&A, Marks & Spencer, Adidas, Li-Ning, Nike, Puma and H&M, these big high street names all commit to removing toxic chemicals from their supply chain in China.



Your support is the key to successful campaigns. We rely entirely on voluntary donations from individual supporters, refusing money from government, political parties or corporations to maintain our independence – a core Greenpeace principle. The credibility and authority that comes with this independence plays a large role in making our work successful.

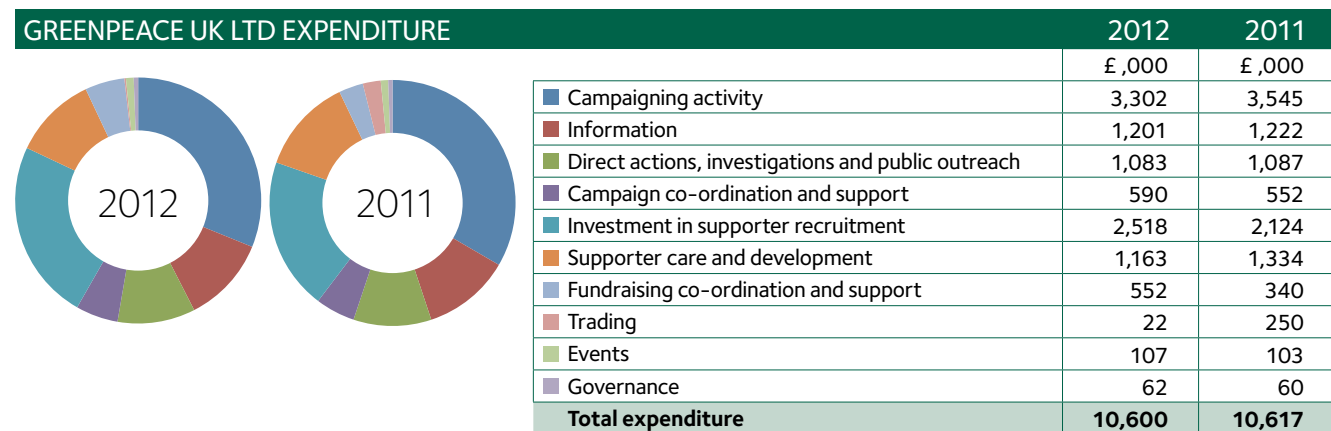
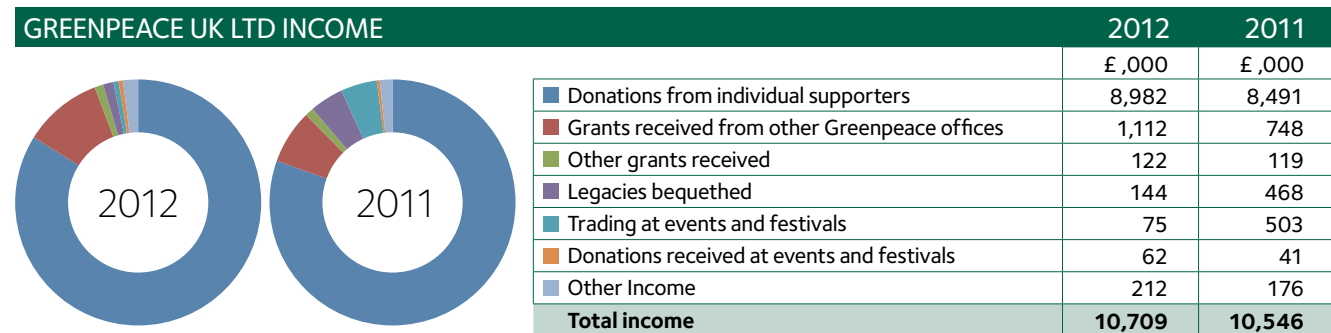
We take our responsibility for transparency and accountability very seriously and use the funds given by the thousands of people who support us efficiently. We're grateful to each and every one of our

supporters who made our work possible this year. Thank you for keeping us in action.

*'If you think you are too small to make a difference, try sleeping in a closed room with a mosquito'*

African Proverb.

To receive a full copy of the audited accounts contact Fiona Stewart on 020 7865 8197 or [fiona.stewart@greenpeace.org](mailto:fiona.stewart@greenpeace.org)



Greenpeace Environmental Trust is a separate charitable entity that works alongside Greenpeace UK Ltd. It funds investigations, scientific research and educational projects to further our understanding of how

human activity affects the natural environment. If you are considering making a charitable gift through a Foundation or Trust please call Louise Krzan on 020 7865 8175.

# SUPPORTING

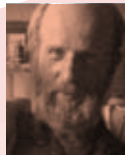


# YOUR SUPPORT – THE KEY TO SUCCESS

The future of the environment rests with the millions of people worldwide who share our beliefs. It is through the collective voices of our supporters that we can tackle environmental problems and promote solutions.

## **BRYONY DAHL, UNITED KINGDOM**

“My hope is that there’s still a chance to avert the devastation of the natural world that we know, the beautiful plants, animals and places amid which we have evolved. I think human beings have a responsibility to the other species of the world, as well as to future humans. Stopping our species destroying the biosphere is now a very tall order. Greenpeace, it seems to me, is more deeply and widely effective than any other organisation in its efforts to stop ecological threats becoming catastrophes. The work, at its many levels, in its many fields, obviously requires funding. Greenpeace rightly does not accept any corporate or government funds, and not everyone can afford to make donations, so I am very happy to give what I can.”



## **JURG HEPP, AUSTRALIA**

After Jurg passed away in 2011, Imogen, his partner and soul mate of 18 years spoke of his commitment to Greenpeace, “The myriad abundance of Jurg’s life harvest is testimony to his generous spirit, life skills and commitment to conservation. The natural world was his greatest passion.” Jurg Hepp was a monthly supporter of Greenpeace for over a decade, after he passed away Jurg’s generous donations were taken over by Imogen.



## **NIKITA CRASTA, INDIA**

“For the past 10 years I have been supporting Greenpeace India because I am very proud of the work that Greenpeace does. At the risk of sounding corny, Greenpeace does things I wish I had the time and wherewithal to do. It makes me very happy to contribute, in the miniscule way that I do, to this work. I am proud to be a member of the family of Greenpeace supporters. I believe all of us together can make a world of a difference if we try in whatever small way we can.”

## **ANTON MOLL VAN CHARANTE, NETHERLANDS**

“You are the largest environmental organisation and at least you are doing something,” was the retired doctor’s reply when asked why he has supported Greenpeace since 1991. “I believe in actions, really going for it. If you stop taking action, I would stop supporting you. I hope my grandchildren will say: Grandpa made a gesture.”



## **DONNA BAINES, CANADA**

“Some years ago when I was drawing up my will, I tried to think of the best thing I could leave my kids. I decided a cleaner, safer, kinder planet was the best thing. So I wrote a gift to Greenpeace into my will. Even when I’m not around, hopefully Greenpeace and others like them will be working to sustain and nurture our planet.”

The best Will in the world, is a legacy to Greenpeace. To enquire about leaving your legacy please contact Andrew Sturley on 020 7865 8116 or [Andrew.Sturley@greenpeace.org](mailto:Andrew.Sturley@greenpeace.org)

**‘Genuine giving should not be based on having strings attached. It should be based on the goodness of one’s heart but also trusting that the people you are contributing to have integrity and know best how to use the resources.’**

*Kumi Naidoo*

