



Photos cover: © Greenpeace

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Annual Report 2011

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1. Message from the Board chair, Charles Abani



In 2010, South Africa captured the world's attention for the best ever soccer world cup. Last year, the same country was back in the headlines for all the wrong reasons: the construction of the gargantuan Medupi and Kusile coal fired power stations, and the decision to move forward with plans to develop six new nuclear reactors in the wake of Fukushima.

In a scene more reminiscent of Apartheid Africa than the daily life of the Democratic Republic of Congo, heavily armed troops and police swooped on a remote village to brutalise, intimidate, and silence the community who was speaking out about deforestation. But, they refused to be silenced.

In West Africa, more children were born to a world where oceans filled with the fish their parents took for granted are being overfished and emptied. The same fish is now a luxury for the very rich and a delicacy in European restaurants.

Three countries, all on one continent, yet worlds apart. They are also joined by one other thing – Greenpeace Africa.

Greenpeace Africa has spent 2011 standing up for environmental rights in these countries. For the Senegalese we went to the capitals of Europe, to the restaurants, boardrooms and parliaments, and shamed the people there about the fish they were eating. We took the fishermen who had lost their jobs because of the big predator trawler fleets and let their voices be heard as the diners choked on their fish.

In the Congo, we went to the village of Yalisika in Bumba province to find out why the voices of Congolese citizens are silenced when they try to prevent deforestation and the plunder of their natural resources. We investigated what happened in May 2011 when women were raped, an old man was killed and other men beaten up. What we found we told the world and reminded them of what the Congo Forest Basin – the world's second largest rainforest – means to the people, to bio-diversity and to the climate.

And in South Africa, we showed Eskom that we will not stop until they give up their toxic dependence on dirty energy sources. We showed them just what this addiction to coal is all about by dumping five tonnes of it on the driveway to their corporate headquarters. Then we broke into Kusile's construction site and climbed some of the highest cranes in Africa to unfurl banners that told it as it is – coal is not the energy we want or need in our future.

Those are just some of the highlights of our year, not counting UN climate talks in Durban or what we got up to on the historic Goree Island in Senegal. These highlights were made possible by volunteers, activists and donors. They require commitment and planning. They require your support.

Welcome to our annual report. Enjoy! If you're not a volunteer, activist or donor yet make sure you join our campaign to make this continent fit to hand over to our children and our children's children.

A handwritten signature in black ink, consisting of stylized initials and a surname.

Charles Abani

2. A word from the Executive Director, Michael O'Brien-Onyeka

Dear friends and supporters,

Welcome to your Greenpeace Africa Annual Report!

My name is Michael O'Brien-Onyeka and it is a great privilege for me to take the reins of Greenpeace Africa in April 2012. I also take this opportunity to thank our former board member, Ann Lamont, who stepped in as Interim Executive Director in May last year – the role she played in ensuring stability during a transition can only be described as outstanding.

I would also like to acknowledge the role of South African born, international executive director for Greenpeace International Dr. Kumi Naidoo for his role in bringing environmental justice issues to the fore around the world.

Briefly, about myself. The last 20 years of my life have been devoted to seeking human and environmental justice across the globe with organisations such as Amnesty International, the African Child Policy Forum, the National Democratic Institute for International Affairs, and Oxfam GB. My position at Greenpeace will draw upon every one of my experiences. But I know that I have big shoes to fill! This is where you come in.

Most of us have experienced some kind of change to our environment such as drastic changes in weather patterns and increased incidences of drought. As these changes deepen, poor people are more likely to be negatively affected. So if we're serious about ending suffering in Africa we must demand real, immediate change in the actions of our governments.

With your continued support, and that of the dedicated staff and volunteers at Greenpeace Africa, we have the opportunity to make solid gains on protecting the environment and ushering in a better world where the resources of this beautiful continent are used in a sustainable way to the benefit of the people and Mother Earth.



In this issue of the Annual Report, I am delighted to introduce our programmes across the African continent as well as our challenges and successes. Behind all these are our staff and supporters - men and women from across the globe, whose passion for the environment has driven them to take up a fight that will inevitably pave a path for a sustainable future for themselves and generations after them.

On behalf of the Greenpeace Africa family, I urge you to read the Annual Report, share with your friends and family, and join us in our commitment for environmental justice, which is a battle that can only be won collectively. We do need you now, more than ever!

Thank you!

A handwritten signature in black ink, which appears to read "Brien". The signature is stylized and somewhat abstract, with loops and flourishes.

Michael O'Brien-Onyeka

3. What were the campaign successes and lessons from 2011?

Our Climate and Energy, Forests, and Oceans campaigns have all made inroads towards achieving the changes that we'd like to see as Greenpeace Africa.

The Climate and Energy campaign in South Africa has produced three key reports indicating the dangers of reliance on outdated dirty energy sources like coal and nuclear, and illustrating the potential for renewable energy to flourish in South Africa. In addition, the documentary *The Weather Gods* and the follow up report both make clear the impact of climate change on individuals, communities and countries. Through participating in debates on nuclear energy, and ensuring that our comments are noted on the Environmental Impact Assessment 1, we have made it clear that Greenpeace Africa will oppose nuclear in Africa. These reports and films have been well supplemented by actions from our new Actions team. We dumped coal outside Eskom's Megawatt Park, climbed the cranes of Kusile, protested outside the Department of Energy and at COP17 all to show that there is no future for dirty energy in South Africa. These actions and campaign successes captured

the media's imaginations and Greenpeace's work has been on a number of front pages and TV screens in 2011.

The Forests campaign has been successful in generating community support for the work of Greenpeace, and we have developed strong partnerships with communities in the DRC. These are key relationships because they will ensure that we protect the forests, and that those on the ground are equipped with the knowledge and skills to do so as well. In Oshwe, Bandundu and Equateur we have ensured that safe foresting practices have been shared with communities. Our investigations into violence in Bumba, and the role of Siforco in this violence, allowed us to produce a report which made clear who was at fault. Focussing on Reducing Emissions from Deforestation and Degradation (REDD), our reports on the role of McKinsey in deforestation helped to form the basis of our actions on forests at COP17, as did the poems from people across the DRC about the future of their forests. Greenpeace campaigns helped to make it clear that deforestation must be avoided at all costs, and identified key allies and enemies in this struggle.



© Greenpeace / Benedicte Kurzen. Action at Kusile Power Station in Africa, 2011

The World Social Forum in Dakar in 2011 was an excellent launching pad for Greenpeace Africa's campaigns in West Africa. The Oceans campaign went global this year with artisanal fishermen from Cape Verde, Senegal and Mauritania travelling to nine European countries to present the effects of overfishing on their lives to European parliaments, and decision makers. The report *How Africa Feeds Europe* provides an excellent resource indicating the long and short term effects of overfishing in West Africa. The report *Empty Nets, Empty Future* particularly showed the effects of illegal fishing licenses granted to foreign fishing fleets on the pelagic fish supply and on the lives of local fishing communities. Our strong campaign work helped us to strengthen regional networks, and communicate clear messages through our new live-wire system.

The successes of 2011 indicate that our campaigns form an integral part of the work of Greenpeace Africa. They also show that all other elements of our offices, from fundraising, to communications, to actions and the website are working well to form excellent opportunities for even stronger campaigns in 2012.



© Greenpeace / Junior D. Kanah. Presentation of Petition to Congolese Government, 2012

4. Campaigns

Climate and Energy campaign, South Africa

South Africa (SA), the country once the toast of the free world after its miraculous and peaceful transition from apartheid, is beset by an energy crisis. Deriving 90% of its energy from coal, its answer to planning for the future of South Africa's energy needs is to build two of the world's biggest coal powered stations, Medupi and Kusile, and produce a further 9600 MW from new nuclear power plants.

SA has some of the best solar and wind resources in the world. Using renewable energy would not only make a huge contribution to averting runaway climate change, but would also deliver affordable electricity to all South Africans and create green jobs.

This is not idle speculation. All Greenpeace campaigns are underpinned by a solid basis of scientific research. Last year's Climate and Energy campaign is a case in point where we published a series of reports including the *Advanced Energy Revolution* report in May, a roadmap for the shift from coal and nuclear towards renewable energy complete with a companion report on the job creation potential. Over and above this, our *True Cost of Coal* report, exploded the hidden costs of Kusile and the associated costs of pollution, on the safety and health of the people of SA.

These reports were followed up by high-profile interventions, chief among them the dumping of five tonnes of coal outside Eskom's Megawatt Park offices, and the unfurling of banners atop the giant 150m high cranes of Kusile.

As the hosts of the international climate negotiations (COP 17) in Durban, and the biggest carbon emitter on the African continent, the spotlight was very much on South Africa and its actions on climate change in December 2011.

Greenpeace Africa consistently hammered away at the government's insistence on listening to polluters like Eskom, rather than the needs of the people it was elected to serve. Greenpeace led by example during its COP activities. We organized a solar-powered tent at COP17 as tangible proof of the alternatives of renewable energy, and released a hard-hitting documentary on the impacts of climate change on the African continent titled *The Weather Gods*.

Greenpeace Africa's voice on nuclear issues in South Africa has only just begun to be heard. In 2011 we released the *True cost of Nuclear* report. The report outlines South Africa's costly nuclear history, its failure to learn from past mistakes, and how the country could leave dirty and dangerous energy behind by investing in renewable energy.

To achieve a nuclear-free South Africa, whilst still reducing the country's dependency on coal, the electricity sector needs to be the pioneer of renewable energy utilisation. We have requested numerous meetings with the Department of Energy to have an open and frank discussion on nuclear. However, these requests were not welcomed and as yet we have not had a meeting with the key department on energy.

As a result of this inability to engage in discussion we held two protests outside the Department of Energy and made substantial comments on the Environmental Impact Assessment for Nuclear 1. In addition, we contributed and participated in various workshops and civil society discussions on the nuclear debate, which allowed us to build our networks and work within the anti-nuclear space.

Choosing nuclear power in SA would be a political decision, more than it would be a suitable solution to the energy needs of the country. It is thus imperative that our work tackles the issue at various levels including media, policy and public mobilisation. Greenpeace has repeatedly appealed to the Minister of Energy to reconsider the role of nuclear energy in South Africa and put a moratorium on any new nuclear reactors, at least until the safety implications of the Fukushima nuclear disaster in Japan have been fully evaluated.

Our campaign in the coming year will continue to increase awareness and debate on the issue of nuclear energy - including the secrecy, cost and waste.

The reality is that renewable energy is mature, ready and deployable on both a large and decentralised scale. It will play a vital role in providing secure, reliable, and zero-emission energy in the future. But, we are running out of time. The South African government needs to listen to the people and then start putting processes in place to make the change before it is too late.



© Greenpeace / Shayne Robinson. Use Me More Wind Chime Project in Durban, 2011



© Greenpeace / Shayne Robinson. Raising a Wind Turbine in Durban, 2011

Climate and energy documentary: The Weather Gods

In 2011, Greenpeace Africa commissioned a documentary to study the impact of changing climates in Africa with the support of Greenpeace Netherlands.

Uhuru Film Productions, helmed by Rehad Desai, was then tasked to produce this film. The project showed just what effect the rapidly changing environment is having on various communities across sub-Saharan Africa. What this project also reiterated was that women and children are hardest hit by drastic changes in rainfall patterns, increased droughts and flooding, among other types of climate change.

We chose three regions with varying climate change intensity across Africa; Kwa-Zulu Natal in South Africa; Guelekoro in Mali, East Africa; and, the Turkana District in Kenya, West Africa, specifically because of the research that had been done there.

Ten-day field trips were organised, with our campaigners hitting the ground before the film crews arrived to forge

strong relationships with the communities and offer those who wanted their voices to be heard an opportunity to take part.

We drafted a research report as part of the overall project, looking at the scientific causes of effects the communities were facing. The report, *Facing the Weather Gods*, is available via our website.

We flighted the documentary at the Greenpeace Africa Solar Tent on 30 November 2011 during the United Nations Framework Convention on Climate Change (UNFCCC) or COP17, in Durban to key public figures, decision makers, partner organisations and civil society. The documentary played a critical role in sparking debate about climate change, and the need for developed nations to take responsibility for human induced climate change.

“Women and caretakers of farms suffer most. We walk long distances to fetch dried firewood, hunt for water, and sell farm produce. The size and quality of our food crops have deteriorated over the years. This climate change has negatively impacted our tradition and lifestyle.” Women leaders in Tumu, Ghana Climate Justice Hearings 2009.



© Greenpeace / Philip Reynaers. Women Collect Water in Niger, 2009

Forests Campaign, Democratic Republic of Congo

The forests of the Congo Basin are the world's second lung after the Amazon and they are under threat like never before from unscrupulous international logging companies, abetted by governments who should know better.

Almost two thirds of these forests are in the Democratic Republic of Congo (DRC). These sustain 70% of the Congolese people through their wealth of plant and animal species. Yet, the forests contribute less than 0,7% to the country's GDP – testimony to the lack of good governance in the DRC and effective control of this resource.

In 2011 Greenpeace Africa stepped in to work with DRC civil society, grassroots forest communities, and political leaders at regional and national level, to stop the plunder before it is too late.

Community Dialogues

One of our critical initiatives of 2011 was to reach out to local communities and explain just how and why they should protect the forest, and held discussions on their rights to earn a sustainable livelihood from them while suggesting viable and sustainable alternatives to deforestation.

Oshwe, in the Mai-Ndombe district of Bandundu Province, was chosen as Greenpeace Africa's (GPA) priority in 2011. The 43,000 km² area, which borders the Salonga national park, is an important biodiversity reservoir whose mostly poor inhabitants survive through a mixture of farming, fishing and hunting. When the forest is finally destroyed so too will their entire way of life.

Several of these activities were conducted in the provinces of Bandundu and Equateur where the lives of members of the local communities are closely linked to the forest.

The Bokongo community has been at war with international logging company Sodefor for years. In 2010, 20 villagers were arrested and jailed in Inongo – at Sodefor's behest. Today, neither side trusts the other. The community claims the company has refused to pay them money it is legally bound to after logging in the area for years, but Sodefor claims it won't pay until the government has established whether it must pay the money to the Bokongo community or its neighbour, the Mbindjankama community. Because of this unresolved conflict, the Bokongo people will not sign off the obligatory contracts which will allow Sodefor to operate legally.

Greenpeace got involved last March, training villagers across Oshwe how to negotiate and structure viable social agreements with the logging companies. This training was accompanied by discussions with the villagers about sustainable community forestry and how these communities could benefit if the process was done in an open and equitable manner. Greenpeace was joined by members of DRC civil society who helped in the education initiative by conducting field trips to all communities.

These activities have formed the foundation for continued community engagement in 2012. In 2012, Greenpeace will hand over the recently installed solar energy system for Oshwe's community radio, showing how renewable energy can guarantee the community's ability to sustain its commitment to keep its people informed.

Fact-finding Missions

In May 2011, brewing tension erupted into open conflict between the Yalisika community in Bumba territory (Equateur province) and the Industrial Forestry Society of Congo (Siforco). The root cause of the tension lies in the seven year failure by Siforco to honour its social agreement obligations such as building schools, providing basic health care and developing roads for the community. Between May 1 and 2 2011, about 60 soldiers and police officers descended on the Yalisika community, beating up villagers, raping women and killing at least one man.

Greenpeace and the National Resource Network (RRN) conducted several fact finding missions to Yalisika in 2011, ultimately releasing a report, *Human Rights Abuses Against Bosanga Community Members*, on what actually happened on May 1 and 2 last year.

Reducing Emissions from Deforestation and forest Degradation (REDD)

In 2011 Greenpeace upped the ante when it issued a report, *Forest Reform in the Democratic Republic of Congo: Leaving People Out*, lashing international consultants McKinsey by showing how their advice was actually aiding and abetting deforestation across the world, from Indonesia to Guyana, Papua, New Guinea and the DRC.

In a bid to formulate a national REDD strategy for the DRC that would work for the local residents as well as preserve blocks of intact forest, a series of workshops happened across the DRC and South Africa ahead of the all important COP17 meeting in Durban in December 2011.

The activities within the DRC culminated in a series of special activities at COP17 showing delegates just how important tropical forests are in the fight against climate change. One of these was a video of *The Future of Forests in Poetry*, a competition open to the 14 to 21 year old Congolese children and youths that encouraged them to write about just how important their forests were to them. A total of 2600 poems were handed in between Oshwe and Kinshasa, in French and Lingala; true cries of the heart, and an appeal for the preservation of the Congolese forest.

Many of the young poets decided to take their activism to the next level approaching Greenpeace to find out how they could become volunteers while local authorities, parents, teachers and pupils have all asked for a second edition of the contest.

But by February 2012, Greenpeace was back in the frontline, engaged in desperate fight. The Minister of the Environment, Nature Conservation and Tourism, Jose Endundo, announced he was legalising 15 forest titles and lifting the moratorium on the expansion of industrial logging in the country – potentially endangering up to 25 million hectares of forest.

Greenpeace called on the Congolese government and the World Bank to commit to maintaining the moratorium to help develop a proper and sustainable national REDD for the DRC, which will be funded by international donors. This call was heard at several levels of government.

In March, Greenpeace organised a forest management workshop with RRN and the Provincial Assembly of Equateur's environment committee to get everyone involved in the forests; from villagers all the way through to political leaders to urge the DRC government to bolster the moratorium on all new logging concessions and to ensure that all existing concessions are closely monitored and regulated.

There was light at the end of the tunnel though, Greenpeace then took part in a panel discussion at the University of Kinshasa, hosted by the NGO Biogenesis, to explain forest issues which ended with 350 students planting trees on the campus.



© Greenpeace / Kate Davison. Children in Sodefor Log Camp, 2007

Oceans Campaign, Senegal

September 2010 was a watershed for Greenpeace Africa, with the opening of Dakar office in Senegal completing the trinity of campaigns that began with the energy campaign in South Africa and the fight for the forests in the Democratic Republic of Congo.

The Senegalese office was going to be the launching pad for a very focused campaign prioritising five countries in West Africa: Mauritania, Senegal, Ghana, Guinea Bissau and Cape Verde. The reality of available staff and resources however, coupled with distance and the difficulty of working on the ground – or out at sea – meant that by 2011, this original project was whittled down to three countries in 2011; Senegal, Mauritania and Cape Verde.

Research and publicity campaigns

The last two years have seen a combination of research and some very basic, though incredibly profound, publicity campaigns.

From a research point of view we set out to get the best understanding possible of the local fishing industry, as well as getting to know the culture of the various countries we also recruited many willing, committed and able volunteers to the cause – both of which are critical to successful campaigning in Africa.

On the campaign front, the 2011 World Social Forum, which was held in Dakar in February 2011, gave us the

opportunity to introduce our three campaigns. In addition – in tandem with Greenpeace Switzerland – we hosted a highly successful solar event on the legendary Goree Island.

The choice of Goree, the last place many African slaves destined for the 'free world' would ever see of their homeland, was very apt, as we showed the assembled journalists, political leaders and environmental activists a blueprint for a green-friendly world powered by renewable energy and freed from the slavery of dirty energy systems.

We followed this up with a press conference to release our expedition report, *How Africa feeds Europe*. This report lifted the veil on the criminal over-fishing of the traditional West African fishing grounds – depriving an entire region of a foodstuff that was once not just their birthright but a free form of protein, and is today a luxury destined for the tables of the rich in Europe and America. Our presentation drew a lot of interest, allowing us to recruit volunteers and create a substantial network of contacts from key players at the conference.

The success of *How Africa feeds Europe* set the scene for our next project, *African Voices*, taking artisanal fisher folk from West Africa around Europe to tell the truth of what was happening to them and their generations old industry. The idea had two aims. The first was to discourage European fish lovers from buying mega trawler's catches by meeting these artisanal fisher folk and hearing their

tales. The second was to increase pressure on European governments to regulate these mega trawler fleets and look for ways to help the most badly affected countries to protect their fishing grounds.

The momentum that we had built up evolved into our report *Empty Nets, Empty Future*, a dramatic and damning indictment of both the pirate fishing fleets and the greed of the local governments selling unregulated fishing licences without considering the consequences of allowing these trawlers into their waters.

At the same time as these activities we attended national and regional meetings and conferences with key people in

the region (from government to business and community activists) and continued our field trips, when we were in Senegal, Mauritania and Cape Verde.

The upshot of all these interventions was a strengthening of our regional network and increased respect across the West African society as an organisation that is committed to changing the lot of those affected by over-fishing and other environmental crimes with the local population's interests at heart. In keeping with the Greenpeace ethos, we were also adamant about putting forward solutions, rather than just standing on the sidelines wringing our hands.



© Greenpeace / Pierre Gleizes. Artisanal Fishing Pirogues in Senegal, 2012

5. Actions

Greenpeace Africa's brand new actions team has been characterised by expertly planned operations executed with military precision and breathtaking daring.

The team was established in May 2011, with mentorship and seed funding from Greenpeace International and help from our national and regional offices (NROs). More than anything else the Actions team brings the work of Greenpeace to the forefront of the public's imagination, to newspaper front pages and to prime time broadcast news. We've done this through a series of actions around the country.

Our first action was the simple, though highly effective, public protest at South Africa's monolithic power utility Eskom about their continued addiction to dirty coal. We dumped five tons of it on the doorstep of their upmarket corporate headquarters in Johannesburg. The media admiringly described the operation as having been handled with "military precision".

We followed this up with some low intensity public protests outside the Department of Energy in Pretoria as a precursor to our greatest spectacular yet.

We scaled incredible heights to break into a building site and draw attention to the construction of one of the world's largest and dirtiest coal fired power stations, Kusile.

One team of activists thronged around the front gate of the Kusile construction site, displaying banners and chaining themselves to the gates, while another team snuck in through the back gate to scale a 150m high crane and unfurl banners decrying the true costs of coal fired power on our climate and environment.

After the success of this manoeuvre, we redeployed the entire team to Durban and the COP17 climate negotiations to lend our particular brand of support to the struggle against climate change.

In the short time we've been around, we've proved that we can make a real difference to the organisation. The trick now is to train our volunteers and activists to create and adapt their own top class and innovative protest actions – safely and within the law.



© Greenpeace / Shayne Robinson. Action at Eskom Megawatt Park in South Africa, 2011



© Greenpeace / Shayne Robinson. Anti Nuclear Action in Pretoria, 2011



© Greenpeace / Benedicte Kurzen. Action at Kusile Power Station in Africa, 2011



© Greenpeace / Shayne Robinson. Climate Protest at COP 17, 2011

6. Outreach

2011 was a fantastic year for us. It was the start of our first real outreach strategy and saw us developing a local volunteer group in Durban over six months. This group went on to provide the core of our volunteer group during COP17. They attended a week long solar outreach training camp, which they put to good effect interacting with the conference goers and general public.

Up in Johannesburg, our local group has continued to grow in confidence and independence ever since it was launched in 2010. A major concern however remains the turnover of members. We stopped recruiting and focussed instead on retention. This was successful enough to allow us to send a Joburg team down to COP17.

The World Social Forum in Dakar was an epic experience for everyone involved, because it showed us just how hungry people really are about learning the truth about environmental issues and finding solutions to cope. We were swamped with people wanting to know how to volunteer for Greenpeace, leaving us with the challenge of how to communicate with them more effectively.

One of our major challenges is staffing, with the outreach coordinator doubling up as the volunteer coordinator, which impacts negatively on his ability to actually get out and about to recruit and encourage.



7. Media and Communications

Communications is a key pillar of our work across the continent particularly in terms of setting the agenda, steering the debate and encouraging our audiences to join us in the quest for a greener and better Africa. In 2011 we focused on exposing the truth, holding governments and corporates to account, telling stories from the field, giving voice to communities with whom we work, and enhancing our media relations across all spheres of Africa, particularly at the community level. We have also showcased solutions such as the Durban solar-powered tent. Additionally we have established Greenpeace Africa's narrative with a focus on collaborative grass-roots work and regional media outreach.

Media Spotlight

Greenpeace Africa received substantial coverage in mainstream media throughout the year. We received requests for commentary on community, national, and international media on issues ranging from forest destruction through to shale fracking. We were also invited to provide different angles to various development debates on the continent.

Generally reports were objective and balanced particularly around the release of our reports, community events and protests. Instances of negative reporting generally served as an opportunity for us to reinforce our campaign and organisational objectives.

The most significant media coverage has been around our protests such as the June ESKOM and November Kusile Actions. Our work in Senegal was also widely reported not only in West Africa, but also in Europe. On the forest front, our voice has been heard across the Congo Basin and in the corridors of power in Europe.

Digital Communications

The last year has seen some incredible growth across our digital platforms, from the website, to our email communications, and our social media accounts.

The graph below shows how traffic to the website has grown over the course of the last year: a growth of 222% from March 2011 to March 2012.

The growth can be attributed to a number of reasons; chief among them our use of social media platforms coupled with our increased use of email. Twitter and Facebook have become key drivers of traffic to the website, and regular email communications (with increased levels of audience segmentation and follow-up emails) keep our subscribers and supporters engaged with Greenpeace Africa campaigns.

Online Actions

In the past year we have run a number of online petitions and actions that have asked users to send emails, take photos, and sign onto Greenpeace statements.

The largest of these has been the *Use Me More* campaign, which has attracted almost 10 000 signatures calling on people to ask South Africa's Government to increase its renewable energy ambitions.

While the campaign has not been an out-and-out success, it has been an incredible master class in online campaigning and mobilisation in South Africa, with the consequence of effectively recruiting a possible 10 000 more South Africans willing to involve themselves with Greenpeace Africa.

March 2011 - March 2012

● Visits



Mobilisation

In the coming months, one of most important tasks will be to shift from providing information to engaging people drawing them into the broader online Greenpeace community – and developing a whole new crop of activists.

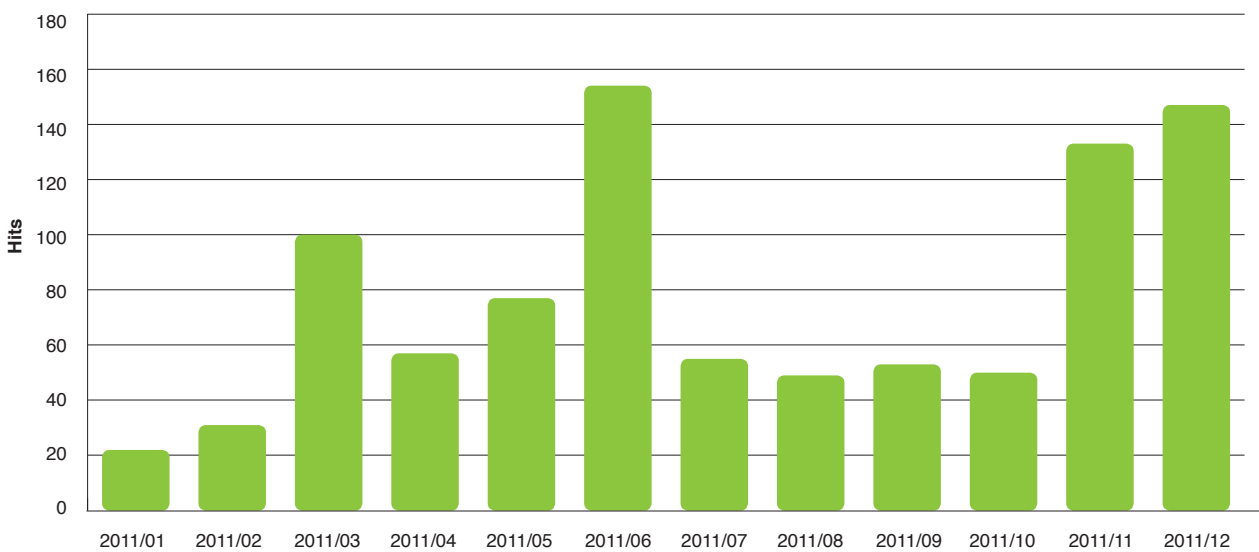
Web traffic will still be a very important metric, but we will also start tracking how much people are getting involved with our campaigns far more closely, ensuring we consistently provide online users with ways to become (online) activists, coinciding with the push internationally towards developing a critical base of people who are willing to act.

Future plans

The last year has been phenomenal for Greenpeace Africa when it comes to digital communications. Greenpeace Africa is becoming a well-recognized name online, both locally and internationally.

There are some exciting challenges in the coming year, and we are in a very strong position to face them. As the digital team grows, we'll tackle those opportunities head-on, turning them into success stories for next year's annual report.

Greenpeace Africa (Online News Coverage 2011)





© Greenpeace / Shayne Robinson. Lighting a Tree with Bicycles in Durban, 2011

8. Fundraising

Greenpeace Africa has harnessed the power of the individual to take this on by turning small regular gifts to Greenpeace Africa into campaigns which will, with continued energy and effort, and growing number of supporters, continue to challenge and change this landscape.

Direct Dialogue

Since 2008, Greenpeace Africa, with the support of Greenpeace international has grown its supporter base in South Africa to over 9000 supporters giving an average of ZAR35 a month.

Shopping centres in the major centres of Johannesburg, Cape Town, Bloemfontein, East London and Port Elizabeth have provided venues for Greenpeace teams of staff and volunteers to spread the message of support for Greenpeace Campaigns across the continent. The power of vested interests in programmes to fish the seas off the west African coasts, deforest the jungles of the Congo, and retain and expand polluting coal and nuclear technologies in South Africa is immense.

We have nine direct dialoguers who travel the country spreading the Greenpeace Africa message. We have made sure that these skilled communicators can educate the public about our campaigns and concerns, and the way that they can become involved in supporting our work.

From all at Greenpeace Africa, a warm and sincere thank you to our fundraising teams, our donors, our volunteers, our network of shopping centres and other people and organisations who continue to make our work and our successes possible.

Telemarketing

In the third quarter of 2011 we tested telemarketing in house with great success. The team of five called everyone on our list of supporters, validating both accounts and contact details and encouraging many to upgrade their monthly commitments.

Many of our generous supporters did just that and the results are as follows:

Supporters upgraded	Response rate	Average upgrade amount	Annual amount
921	27%	R 33.25	R370 963

As a result of the success of this campaign we are now in position to roll out our telemarketing full time in 2012. We hope that this will have continued success.

9. An overview from the Organisational Support Unit

Greenpeace Africa has seen tremendous growth since its establishment in 2008. This is evident in our annual income – which increased from R13,5m in 2008 to R32,6m at the end of 2011.

This growth however means that we also had to appoint additional staff – from the hard-working campaigners, to our talented communication staff that make sure that Greenpeace Africa is regularly mentioned in the media. The fundraising team plays a key role by profiling our organisation to the public, and to our valued supporters.

To ensure that the organisation spends our supporters' donations wisely, the Organisational Support Unit was created in 2011. This unit, headed by the Organisational Director, is responsible for organisational effectiveness and administration. The unit comprises of the finance, office management, human resources (HR) and Information and Communication Technology (ICT) departments. We ensure that we provide the most cost-effective and appropriate tools and information so that Greenpeace Africa is empowered to deliver its mandate.

A key feature of the Organisational Support Unit's objectives in 2011 was to implement and report on green issues. We subsequently established a "Greening the Office" committee that would advise on environmentally-friendly practices within the Greenpeace Africa offices – such as recycling, buying environmentally-friendly office paper, and ensuring that we buy electronic equipment according to Greenpeace International standards.

We also committed to reporting our greenhouse emissions as per the requirements of the INGO Accountability Charter. We have established baseline reports, and will in future report on car rental and flights – domestic and international flights, with flights classified as short haul (up to 463km), medium haul (between 464km and 3,699km) and long haul (more than 3,700km).

The Board of Directors have also approved a Renewable Energy Policy, which aims to reduce our reliance on energy provided from fossil fuels.

The Board of Directors appointed a Finance Sub-Committee that guides the Organisational Support team in financial reporting at a strategic level. Our financial statements are audited annually by PriceWaterhouseCoopers Inc. Greenpeace International has also recently appointed an Internal Auditor, and Greenpeace Africa's internal audit is scheduled for August 2012. In order to strengthen our internal processes, we appointed Ethic Financial Management, an independent consultancy to review and advise on internal processes.

Our legal registration includes:

- Company registration number: 2008/004583/08
- VAT number: 425 024 7253
- Registration as Non Profit Organisation: 067-126-NPO



Greenpeace / Shayne Robinson. Climate Protest at COP 17, 2011

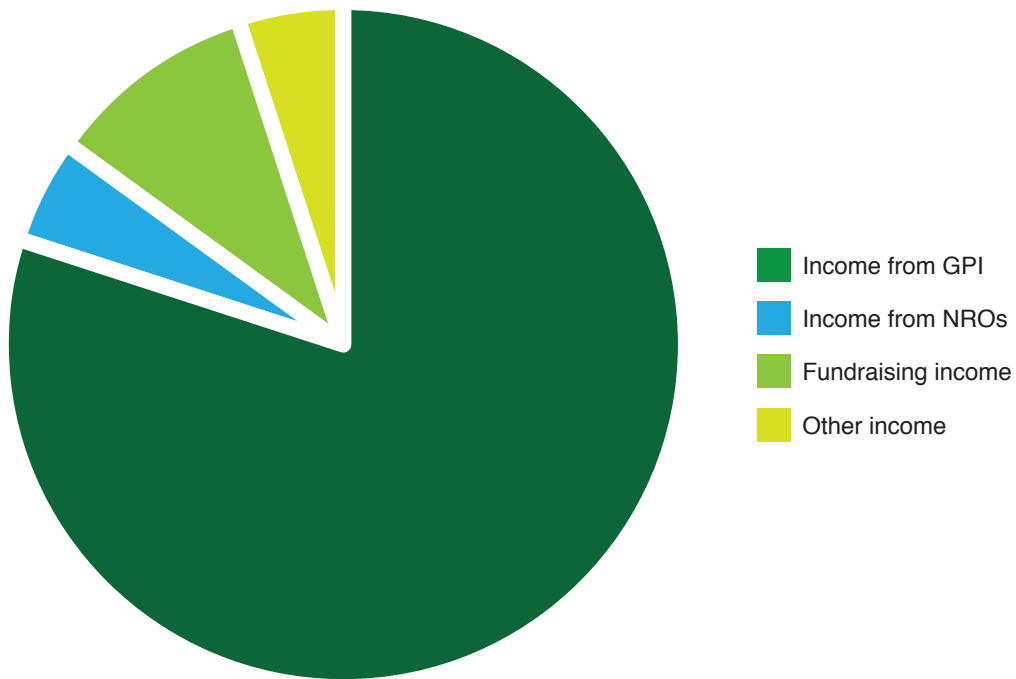
10. Financials

Greenpeace Africa is proud to present an overview of our financial position as at 31 December 2011. The information provided comprises our office locations in Johannesburg, South Africa; Kinshasa, Democratic Republic of the Congo; and Dakar, Senegal. Our financial statements are audited annually by PriceWaterhouseCoopers Inc.

We are presenting herewith our income of R32,9m, and our expenditure of R28.6m on the following pages.

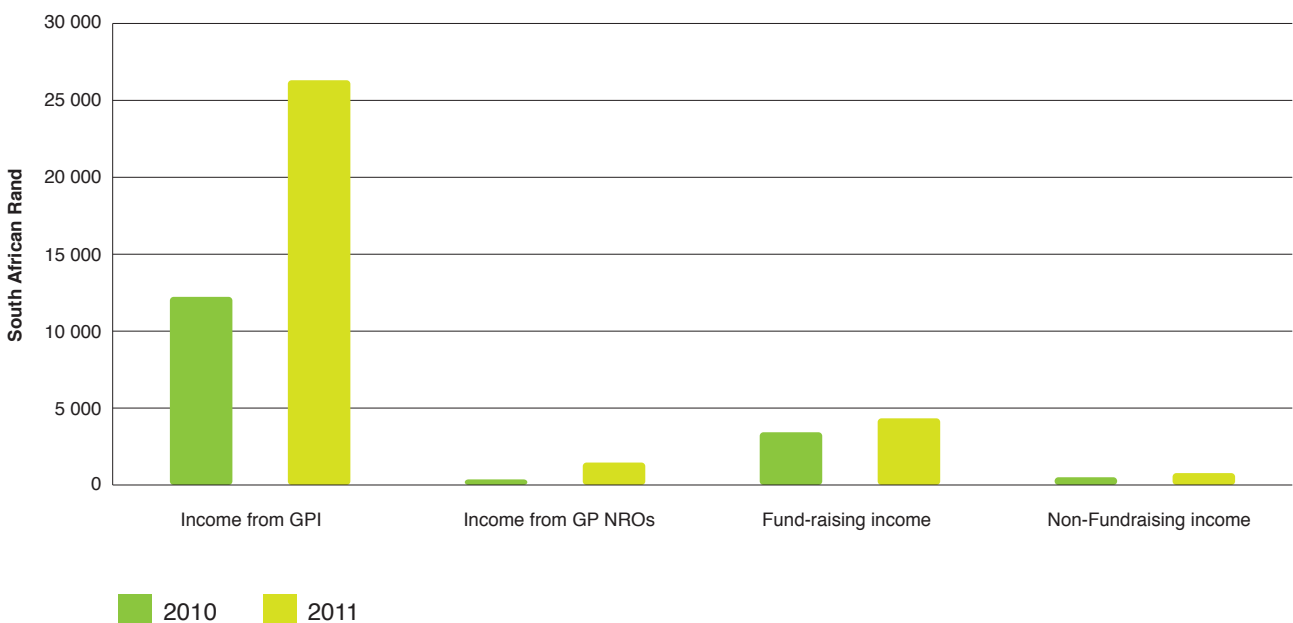
Income

Income has more than doubled from 2010; from R16,5m to R32,9m 2011 Income was generated from the following sources:



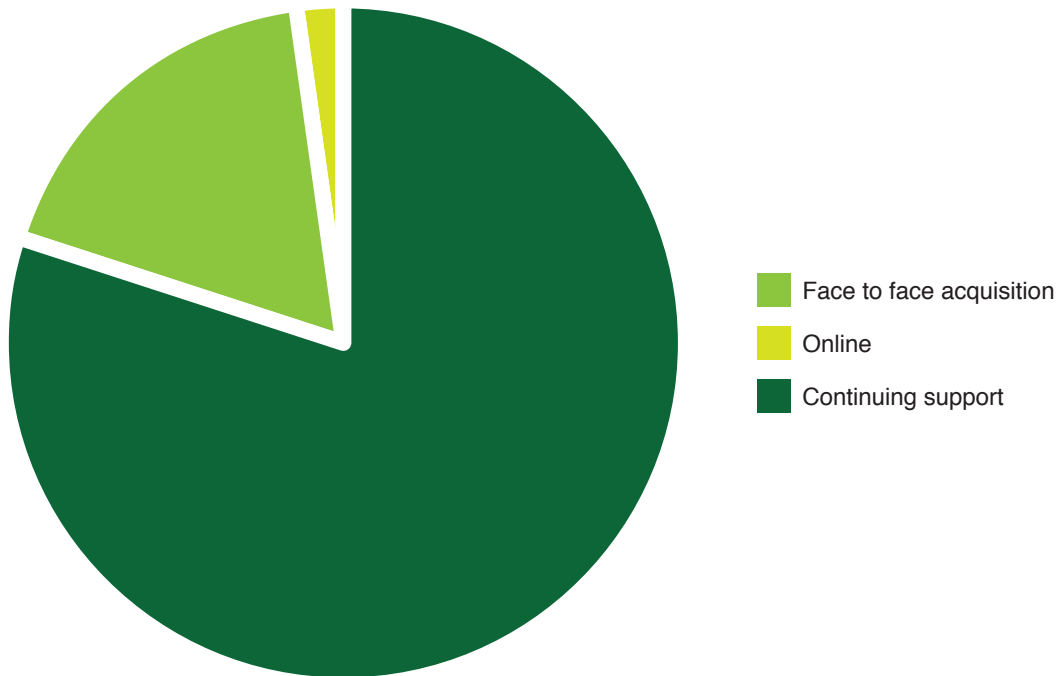
Income (continued)

The increase in income from 2010 to 2011 was as follows:



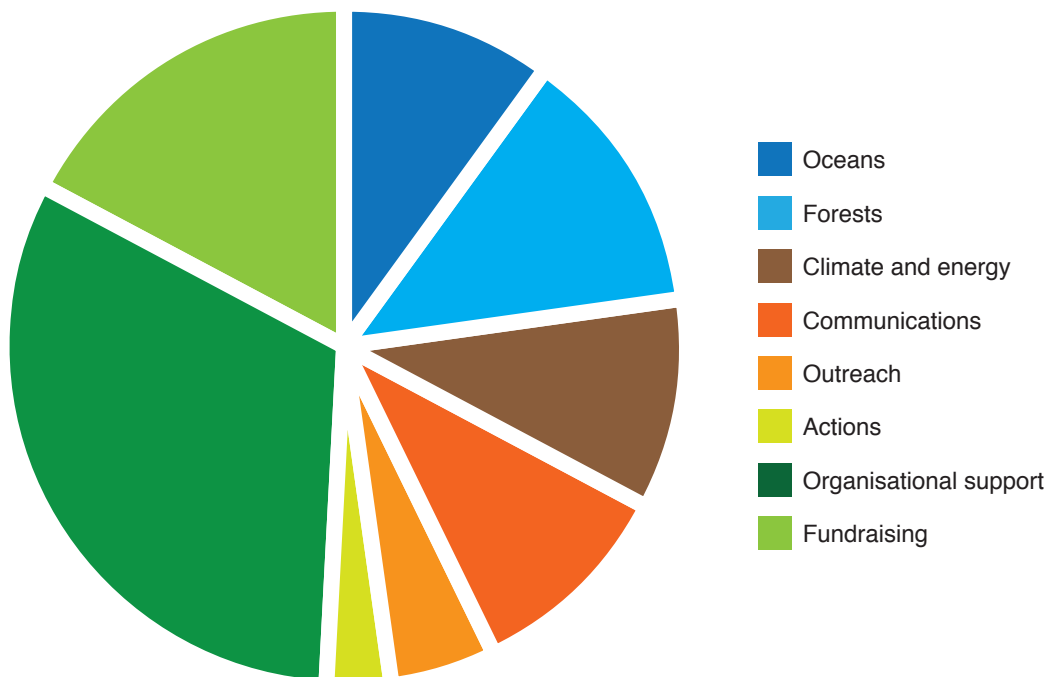
Fundraising Income

Fundraising income of R4,3m was generated as follow:



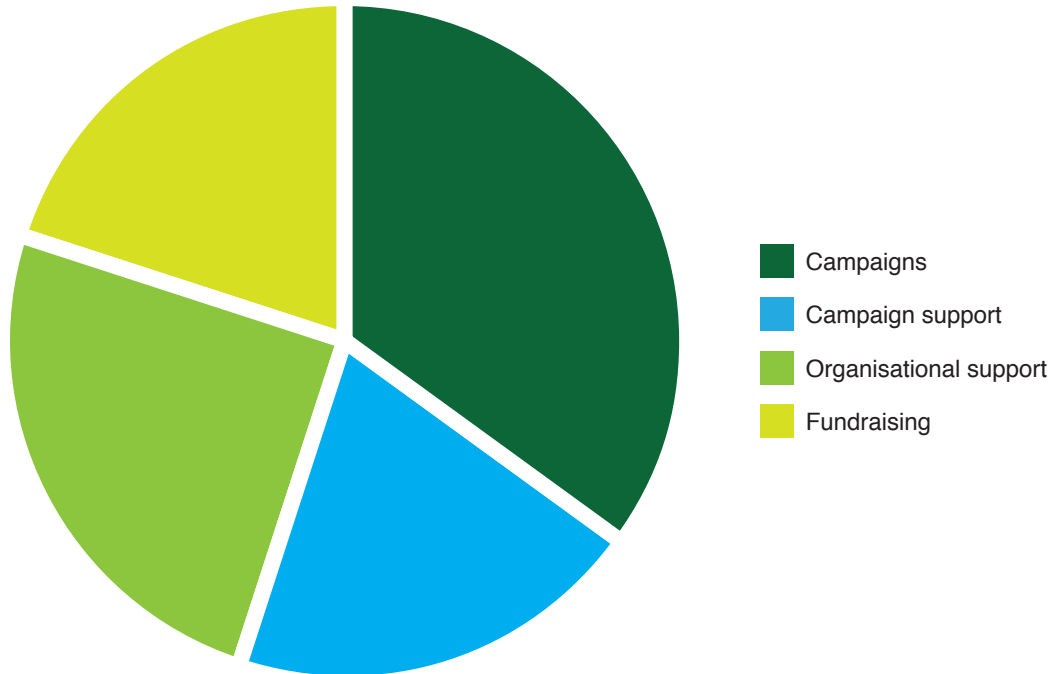
Expenditure

We increased our expenditure from R23,3m to R28.6m. Expenditure was allocated as follow:



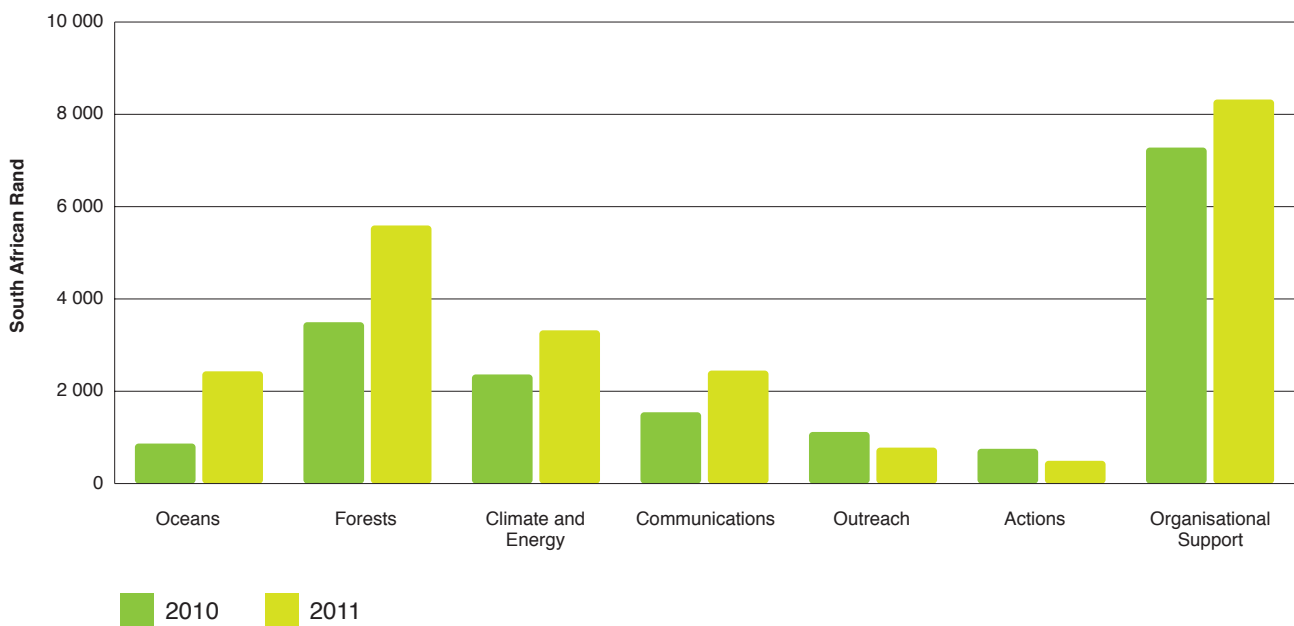
Expenditure

Expenditure was allocated as follow:

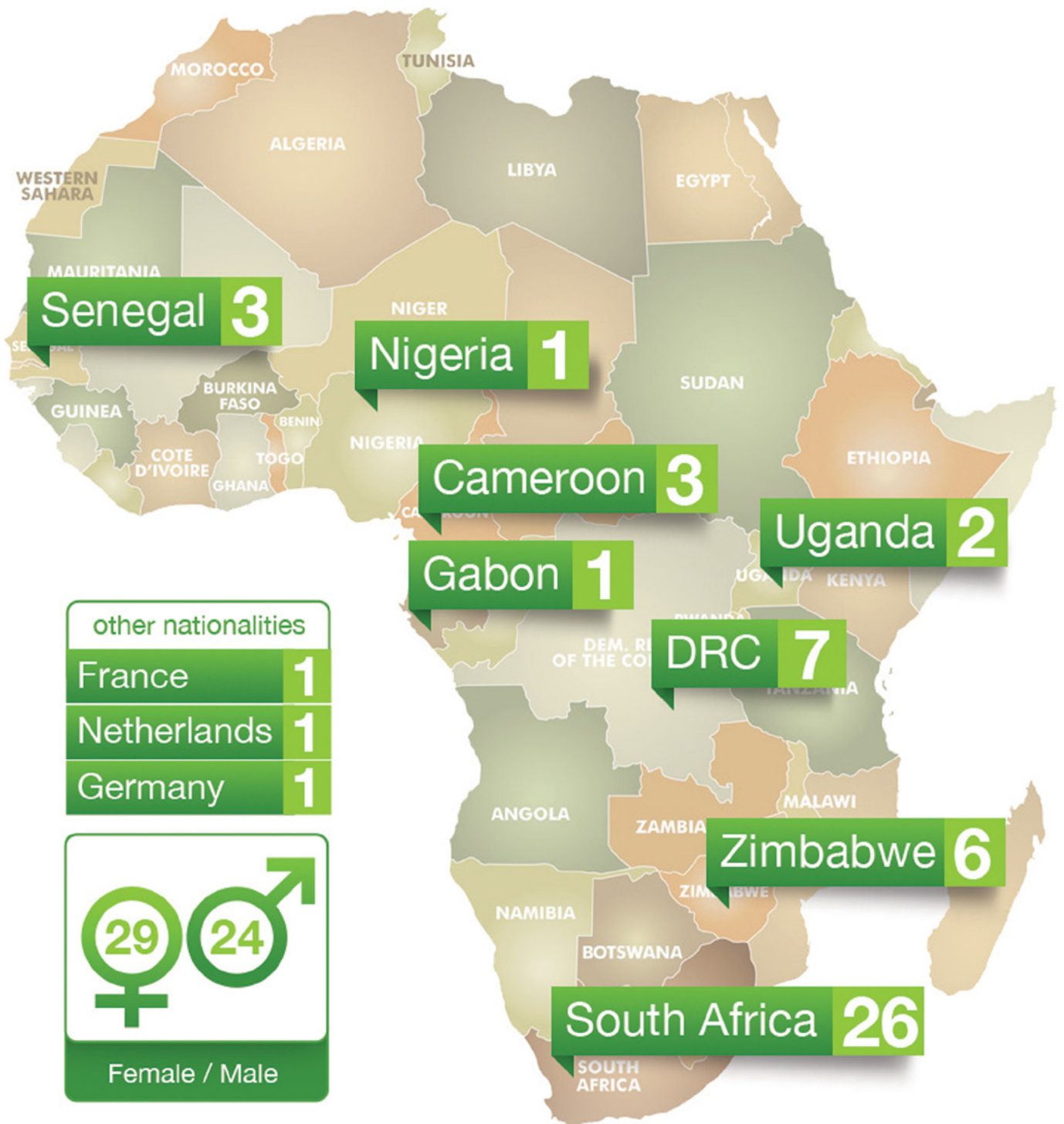


Expenditure

The increase in expenditure from 2010 to 2011 was as follow:



11. The people behind Greenpeace Africa





© Greenpeace / Benedicte Kurzen. Greenpeace Volunteers in South Africa, 2010



© Greenpeace / Clément Tardif. 'My Voice, My Future' Action in St. Louis, 2012



Out of
a green
past /
comes
a bright
future.

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Greenpeace exists because this fragile Earth deserves a voice. It needs solutions. It needs change. It needs action!

Greenpeace is an independent global campaigning organization that acts to change attitudes and behavior, to protect and conserve the environment and to promote peace. It comprises of 28 independent national/regional offices in over 40 countries across Europe, the Americas, Asia, the Pacific and Africa as well as a co-coordinating body, Greenpeace International.

Greenpeace has been working in Africa to end environmental destruction and fighting for the right of Africans to a healthy environment since the early 1990s. Our campaigns focus on climate change, halting the destruction of tropical forests and preventing the degradation of marine ecosystems.

