

GREENPEACE



2015

ANNUAL REPORT

EMBRACING  
CHANGE

SHAPING THE FUTURE





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**GREENPEACE**





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# A MESSAGE FROM THE INTERIM EXECUTIVE DIRECTOR, FRIKKIE MEINTJES

© Greenpeace / Phillip Schedler. Greenpeace Africa Interim Executive Director, Frikkie Meintjes, 2015.



The year 2015 brought change to the heart of what we do at Greenpeace Africa. It was a defining year across the global organisation — marked by the active implementation of several change processes. In many ways, these processes confirmed that Greenpeace is synonymous with change. We advocate and campaign for change, we ask our board, staff, volunteers and supporters to work with us towards change. At Greenpeace Africa, we interpret the change we seek as people, actions and solutions. We believe that change only happens when committed and brave individuals demand action, and use action towards sustainable solutions for our planet.

We continued to campaign for change across Africa: for a renewable energy revolution in South Africa; a stop to destructive overfishing in Senegal; the protection of the world's second largest rainforest in the Congo Basin; and the promotion of ecological farming in East Africa. We worked hard with our partners and allies to amplify our voice, and demand environmental justice. We demanded the fair treatment of fisherfolk in Senegal and advocated for a fisheries code that prioritises sustainability; we tracked illegal timber across the

world; we introduced ecological farming during a food fair in Kenya, and we used our signature actions to protest against the South African government's planned nuclear investments.

We also witnessed internal change at Greenpeace. We thanked and said *au revoir* to our South African-born International Executive Director, Kumi Naidoo. We thanked two Greenpeace Africa board members for their invaluable support: chairperson Charles Abani and Georges Tshionza Mata; and we paid tribute to our own Executive Director Michael O'Brien-Onyeka who left Greenpeace Africa at the end of 2015.

Change also allowed us to welcome new perspectives and ideas into the organisation: we welcomed a new chairperson of the Greenpeace Africa board, Brian Kagoro and board member Emilia Siwingwa. Staff members left our organisation and we found new talent to replace them. A huge thank you to all of them!

At Greenpeace International, change continued to be a daily reality for all. We welcomed Greenpeace's first two female International Executive Directors: Bunny McDiarmid and Jennifer Morgan. We also continued our road of discovery for a new Greenpeace, and listened to thousands of supporters through our big listening exercise. By taking part in this process, you have added your voice in defining the future of Greenpeace. This may mean changing the way we do things, as well as where they are done.

We are grateful to our volunteers, activists, donors, the Greenpeace Africa board, our colleagues from other Greenpeace offices, our colleagues at Greenpeace International, thousands of supporters and our staff! who journeyed with us steadily in times of change. I thank you and salute you!

Much work needs to be done in 2016.

Change is coming!

Interim Executive Director

**Frikkie Meintjes**

# MEET BRIAN KAGORO

## GREENPEACE AFRICA'S NEW BOARD CHAIR



© Greenpeace / Dumisani Mawoneke. Greenpeace Africa's New Board Chair, Brian Kagoro, 2016.

Brian is a Pan-Africanist and socio-economic justice activist with a longstanding interest in sustainable development. He is a Zimbabwean national with extensive experience working in and across Africa. He is a sought after International Speaker who has worked in a variety of institutions and organisations that include National Civil Society Organisations, International NGOs and the United Nations.

His tenure as a Senior Manager within the UNDP Africa Regional Service Centre (REC) included advisory work to the AU and REC's, national governments and non-State actors. Prior to that, Brian served as Pan African Policy and Advocacy Head at Actionaid International.

Brian was instrumental in the formation of several civil society groups, including the National Constitutional Assembly; the NGO Human Rights Forum; Crisis in Zimbabwe Coalition; Development Foundation for Zimbabwe (DFZ) and the Centre for Citizen Participation in the African Union (CCP-AU). He has served on boards of both private sector and civil society groups, including: National Foods Ltd, Workers Trust, Amani Trust, and Zimbabwe Lawyers for Human Rights (ZLHR), NEPAD Capacity Building Initiative Steering Committee and Actionaid International – Ghana.

He has recently been nominated to serve on the boards of two continental NGOs, Greenpeace Africa and Atrocities Watch Africa.

## WHY I JOINED GREENPEACE AFRICA

Just over 50 years have passed since many African states became independent, symbolising how far Africa has travelled post-liberation from colonial domination. The continent is confronted with increasing demands for greater accountability, transparency and inclusiveness by an increasingly restless citizenry. Mobile telecommunications and increased uptake of social media by African youth have increased the scrutiny of governments by citizens. ICTs have also enlarged and broadened the spaces for social organising, mobilisation and action.

The Environment is Africa's next and last frontier of liberation. The ideas that Greenpeace have historically represented and fought for, face serious assaults from corporate and governmental forces in Africa. This requires an adaptation of Greenpeace's mode of operation. Historically, African elites in collusion with corporates have consistently pillaged natural resources under the guise of either trade, scientific research or official secret-covered deals. The adverse effects of the plunder of Africa and indeed the new scramble for African resources should be understood as daylight robbery of both present and future generations of Africans.

In the area of environmental justice, activists and policy experts alike must work closely to ensure that global compacts are never undermined by short-term conveniences. Eradicating poverty in Africa is inextricably intertwined with embracing clean sources of energy, conserving and protecting African forests and oceans as well as sustainable forms of agriculture.

### **I therefore joined the Greenpeace Africa Board to do three things:**

- Join with the brave staff that is fighting for ecological and environmental justice in Africa in the face of corporate and state onslaught
- Help define the distinct African value-add to the global debate and policies on environmental justice
- Support the effort to make Greenpeace relevant to African needs, ideas and contexts.



# GREENPEACE AFRICA CAMPAIGNS IN 2015

ACHIEVEMENTS, VICTORIES AND CHANGES



Photos © Greenpeace, 2015.





Photos © Greenpeace, 2015.





# FORESTS

"This is a useful and exemplary way to protect the planet. So I breathe and I respect the forest. My way of saying you are brave,"

said a University of Kinshasa student after a tree planting exercise in December 2015.

It is statements like these that give us the strength and courage to continue doing what we do. Through our work and with continued support from volunteers and supporters, we are committed to reducing access to markets for illegal timber from the Congo Basin by using the leverage of the European Union Timber Trade (EUTR) and US (Lacey Act) legislations. We seek to push for the development of legislation to prohibit the import of illegal timber into China. In addition, we will continue to build on tangible successes from our campaign over the last 2 years, aiming at creating a challenging climate for investment in destructive palm oil and rubber projects.

We are proud to report that these goals informed our work in 2015 in both the DRC and Cameroon. In DRC, joint activities were carried

out with national NGOs to lobby for the finalisation of the legal framework related to community forestry. We also participated in a national workshop on community forestry where debates revolved around government and civil society view and vision on processes for elaborating a framework to share experiences with other regions.

At international level, Greenpeace has continued to lobby and influence the community forestry process. This was also linked to supporting both technically and financially the committee responsible for the validation of the community forestry order. Greenpeace also translated the decree on community forestry (in Swahili, Lingala and Kikongo) to be used to sensitise communities in the Congo Basin. We developed a position paper on community forestry with the same objective for awareness building.



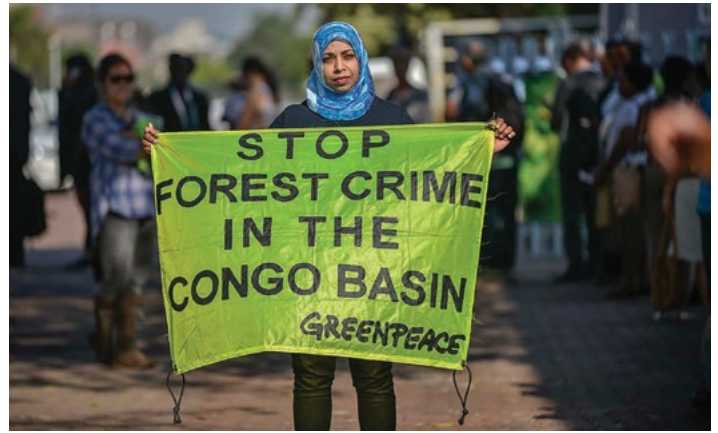
© Greenpeace / Alex Yallop. Coastal Rainforest in Cameroon at the fringe of the Congo Basin, Cameroon, 2012.



Further, a solutions conference was held and had its focus on sharing experiences on alternative ways of managing natural resources sustainably. Experts shared experience on ecological/organic farming, community forestry, cooperatives. Local farmers, local community members, local chiefs, politicians, donors, government officials and local NGOs in Cameroon took part in the Conference.

In our strife to ensure that large strips of forests are not destroyed by industrial agriculture projects, Greenpeace continued to target problematic investments in selected destructive projects in the Congo Basin. This is in a bit to expose them to exemplify the threats and deter toxic investments, and to work towards piloting a standard setting approach for 'responsible' investments.

Above all, our work in 2015 brought to the attention of both international and Chinese media the fact that Chinese companies are making China the laundering centre of African illegal timber. This was achieved through various reports that were published throughout 2015. Through our reports, we also increased the pressure on EU countries and addressed the current inaction to effectively implement and enforce the EUTR.



© Greenpeace / Mujahid Satodien. Protest at World Forestry Congress in Durban, 2015.



# CLIMATE AND ENERGY

“Well done Greenpeacers! We are the people of this country, we have a right to refuse a disastrous plan. The government cannot just acknowledge the letter, we want answers, nay!, we want solar and wind power! Our country is beautiful, nuclear will ruin it for generations to come! South Africa, listen to the cries of your country!”

commented Tarryn Lynn Munro on an action where a team of Greenpeace activists locked themselves on a “Trojan horse” in front of the Department of Energy in Pretoria in August 2015.

The protest was in line with the climate and energy campaign mandate to highlight the dangers associated with government’s plan to expand nuclear in South Africa. Our proudest moment in 2015 saw the Rainbow Warrior in South African waters. It was onboard this Greenpeace ship that we announced the beginning of Greenpeace Africa’s first litigation related to increasing the level of nuclear liability in South Africa, which aimed at avoiding taxpayers being held responsible for the majority of the costs in case of a nuclear accident.

Whilst in Cape Town we took the opportunity to undertake an action at the 2nd Nuclear Industry Congress Africa by dropping a banner stating “Nuclear Investments Cost the Earth”. This served as a direct communication to conference participants that nuclear energy is too expensive and is a high risk option for South Africa.

**In a bid to limit the dangerous and expensive expansion of nuclear energy in South Africa, we focussed on two key legal areas in 2015:**

- challenging the level of nuclear liability in our current regulations
- working with Earthlife Africa Johannesburg to challenge the assumptions made in the Environmental Impact Assessment (EIA) for the construction of the first planned new nuclear reactor and we intend on continueing to challenge this EIA process legally.

With a potential R1 trillion pricetag, significant concerns and debate have been raised in South Africa regarding the financial viability of new nuclear investments. We will continue to work to highlight that nuclear is a trap and will deliver far too little electricity, far too late and at far too high a price.

All the work that we do falls within the overall mandate of this campaign which ultimately works towards realising an urgent and just transition away from expensive, polluting and dangerous coal and nuclear and towards renewable energy and energy efficiency. We envision a country, region and continent that benefits from using a mix of renewable energy to supply the needed electricity as opposed to unsustainable options like nuclear and coal.

South Africa is in the midst of an electricity crisis, important decisions are being made now that will impact on our long-term energy future. There are big plans to increase coal and nuclear investments, which would be at the expense of cheaper, cleaner and reliable, renewable energy sources like the wind and the sun. It is our job to ensure that the remaining barriers to renewable energy are removed and we are able to put power back into people’s hands and there is no better time to do this than now.

**We would not have been able to do the work that we do in South Africa if it was not for the support and dedication of Greenpeace volunteers and supporters across all spectrums. Between 2016 and 2017 we are going to focus all our energy on:**

- shifting South Africa away from coal energy and into a mix of renewable energy instead
- keeping a ‘watching brief’ on the rest of Africa, particularly Southern Africa, and exploring opportunities to increase renewable energy investments across the continent
- stopping the expansion of nuclear energy in South Africa
- removing the barriers to investments in renewable energy in South Africa

Achieving all of this requires us to remain enthusiastic and vigilant; it is our promise that the good fight continues through 2016!





© Greenpeace / Mujahid Safodien, Nuclear Trojan Horse Action in Pretoria, 2015.

© Greenpeace / Anand Prabhu, Climate March, Johannesburg, 2015.

© Greenpeace / Justin Sholk, SAIREC Renewable Energy Banners Action in Cape Town, 2015.



# OCEANS

“It has been a great experience to join the struggle against overfishing. We hope to see in the coming months and years more activities by Greenpeace staff and volunteers.”

says Greenpeace volunteer Rosalie Nandrey Zobo.

From preparing an integrated 3 year oceans strategy and releasing the two Amigo reports which travelled significantly in media in Senegal and beyond, to the engagement work with strategic parliamentarians and key stakeholders during the vote of the new fisheries code in Senegal, we can collectively declare 2015 a successful year!

As a result of the reports, Greenpeace pushed the governments of Senegal, Guinea and Guinea Bissau to investigate the alleged tonnage fraud made by Chinese companies and joint ventures that were exposed in the report. In Senegal, these reports allowed us to set the debate on joint ventures, fishing capacity management and transparency issues in the fishing sector.

Through traditional and online media mobilisation of small scale fishermen communities in Dakar, we successfully sensitised 150 Senegalese Members of Parliament. We brought the issue of sustainable fishing at the forefront in Senegal’s highest sphere of policy making. At least more than 10000 people signed our petition for a progressive fisheries code in Senegal and our recommendation to ban monofilament nets - which are dangerous

fishing gear for marine life — was taken into account in the new legislation.

As 2015 drew to a close, we had renewed energy to continue monitoring Senegal’s policies and practices while pushing for the government to take the lead toward a more preservation oriented and socially equitable fisheries management across the region.

In partnership with the Sub Regional Fisheries Commission (SRFC – consisting of 7 countries), we were able to reinforce Greenpeace Africa’s presence in West Africa. We achieved this goal by, among other things, supporting representatives of fisheries surveillance with much needed technical skills that enabled them to control and monitor fraudulent fishing vessels in our waters.

For 2016, we are determined to continue building on existing work; more importantly, we will not only strengthen our relationships and join forces with our strategic allies to pressure the relevant regional bodies; but also endeavour to influence governments to improve their own fisheries management.

© Greenpeace / Clément Tardif. Collecting Fisheries Petitions in Senegal, 2015.







© Greenpeace / Clément Tardif. Collecting Fisheries Petitions in Senegal, 2015.



© Greenpeace / Clément Tardif. Collecting Fisheries Petitions in Senegal, 2015.



# FOOD FOR LIFE

“It is good to see African people who are not falling for the lie of ‘progress through mechanisation, GMOs and chemical-based agriculture’. Protect your heritage seeds, because you have seeds tailored to your climate conditions. We have found in the USA that mass-production in farming produces low-quality crops with great unspecified dangers to our health, now and in the future — especially for the farmers and fieldworkers. Congratulations on your wisdom to embrace organic farming and reject GMO chemical-based agriculture!”

commented Paul Kemp after watching a video on the Greenpeace Organic Food Fair in Kenya



© Greenpeace / Cheryl-Samantha Owen. Ecological Farmer in Kenya, 2015.



Food, music and merry making – those are the terms that best define 2015 for the Greenpeace food for life campaign. Our first business of 2015 was launching the campaign in Kenya; a first for Greenpeace in the East African region as the launch and subsequent activities in the past year marked the start of our work in the region.

Greenpeace's food campaign is hinged on the realisation that our food system is broken, a problem that needs collective responsibility to address. Our vision is to create an equitable food system for the people who actually produce the world's food.

Together with fellow "foodies" we are committed to supporting a growing global food movement based on "ecological farming". Ecological farming is a bouquet of techniques used to produce environmentally sustainable and healthy food for everyone.

Many African countries recognise agriculture as their most important and largest contributor to the gross domestic product, supporting the livelihood for about 80% of the people in the region. Most of this agriculture is practiced by small-scale farmers who till on about 2-3 acres of land.

In East Africa, some small-scale farmers are already practicing ecological farming by building on the traditional agriculture methods based on local landraces and knowledge from our forefathers. Ecological farming is exactly that; it combines local farmers' knowledge with the most recent scientific knowledge to create new technologies and practices that increase yields without negatively impacting the environment. In 2015 we brought these stories to global audiences, stories of resilience and pride on how local farmers were defying climate change by practicing traditional farming methods.

It is our belief that farmers in East Africa and indeed the entire African continent, particularly small-scale farmers should be celebrated and sufficiently funded because they have an amazing opportunity to feed the continent with healthy and nutritious food.

Greenpeace believes that the journey to fixing our broken food system is a two way street. It is this belief that has informed our work with our partners like Kenya Biodiversity Coalition (KBioC), Kenya Organic Agricultural Network (KOAN) and the Institute for Culture and Ecology (ICE).

Together, we continue to live by the message, *local ni poa, local ni tamu* (local is good, local is delicious). Under this mantra, we celebrate our local food in its diversity. It is a journey that we hope you will continue to join and support!



© Greenpeace / Cheryl-Samantha Owen, Ecological Farmer in Kenya, 2015.







# A NEW COLLABORATION AND FRIENDSHIP

BY ANNE MAINA (KENYA BIODIVERSITY COALITION)

The Greenpeace Africa Food for Life campaign launch in April 2015 concretised the collaboration between the Kenya Biodiversity Coalition (KBioC) and Greenpeace Africa. As part of the launch, we held a media mkutano (meeting), a cook-off competition and concert with the main message being the need for Kenyans to appreciate indigenous and ecologically farmed local foods for their health and wealth.

From as far back as 2007/2008 Greenpeace Africa and KBioC began working together in testing products and seeds in the Kenyan market for GMO contamination. This aspect of testing was very critical at that stage in Kenya, as we needed to be sure if GMOs were in the Kenyan market at a time when there was no local legislation and a regulatory agency to set clear rules on Kenya's position with regard to GMOs. Greenpeace Africa supported KBioC in sending samples to Europe for confirmatory tests. The testing conducted confirmed our fears that there were actual genetically engineered products in Kenya's supermarket shelves and also seeds sold to unsuspecting farmers. This testing helped us in our advocacy and campaigns especially with policy makers to put in place proper legislative measures.

With the launch of the Food for Life campaign, our emphasis has been on promoting agroecology to ensure seed and food sovereignty for Africa. Agroecology promotes the kind of agriculture that works in harmony with nature and does not depend on chemical fertilisers and pesticides for productivity. The chemical fertilisers, pesticides and herbicides deplete the soils over time and kill our soils. With agroecology we focus on using ecological land use management practices that over time replenish and build the soil for the benefit of our current and future generations.

Research done by Greenpeace Africa in Kenya and Malawi has shown that ecological farming does actually make the cents, kwacha, shillings and dollars. In Kenya, income per acre for farmers practicing Push and Pull technology rose to US\$ 510.50 and for women farmers the results were even better at US\$ 558 while those using Non-Push Pull technology only earned US\$ 167.50. By practicing agroecology women are the greatest beneficiaries. Women are also able to diversify their crops on the farm which ensures that their families get nutritious and healthy foods.

For the World Food Day Celebrations on October 16, 2015, KBioC and Greenpeace Africa held a one day training for farmers, Community Based Organisations (CBOs) and other allies in Nakuru, Kenya. We also marched on the streets of Nakuru town, Kenya's breadbasket in the heart of the Rift Valley, calling for the Kenyan government to keep the ban on GMOs on while making a clarion call to the county government of Nakuru to make Nakuru County a GMO Free Zone. A press conference was also held after the demonstrations where we explained why agroecology is the way to go and not GMOs! We also held a public forum in Nakuru town where residents took part in a debate for and against GMOs. The evaluation of the public forum showed that Kenyans are thirsty for more information with regard to GMOs and most are not willing to accept GMO foods.

The collaboration with Greenpeace Africa is the start of a long journey with complementary aspects. KBioC has been quite strong in its advocacy against GMOs while Greenpeace Africa brings in what we stand for in promoting ecological agriculture. We hope this collaboration will continue for as long as we eat food and demand that it is produced in an ecological and sustainable manner.



© Greenpeace / Paul Baswet: Food for Life Cook-off in Nairobi, Kenya, 2015.



# VOLUNTEERING AT THE HEART OF GREENPEACE

## ZOOM IN ON DURBAN'S VOLUNTEER GROUP

Limited capacity and resources make it challenging for Greenpeace Africa to maintain visibility across all corners of the African continent but thanks to our strong and dedicated volunteer groups, Greenpeace Africa is able to extend its influence beyond the barriers of its physical locations. The introduction of online platforms such as Greenpeace Xtra, and Greenwire have enabled Greenpeace Africa to better mobilise, train and equip volunteer groups with valuable skills that allow them to be the gatekeepers of environmental injustices affecting their communities and cities.

One such group is the 'Greenpeace Africa Durban Volunteers' based in Durban, Kwa-Zulu Natal, South Africa. The group is well known for their passion and commitment toward safeguarding their environment. Their work is not limited to Greenpeace Africa campaigns but they advocate for environmental justice on all matters close to their hearts and relevant to their communities and circumstances.

Throughout 2015 the Durban Volunteers were involved in several projects that supported local communities in building self-sufficiency and resilience with projects like 'Seed of Unity' which was part of the World Interfaith Harmony Week. The event was a collaborative effort between Greenpeace and the KZN Environmental Network and other participating environmental societies. The event brought together Primary and Secondary schools to exhibit their projects and activities relating to environmental awareness, recycling, permaculture and education.

From beach clean-ups to rallies and marches the Durban volunteer team have defiantly asserted themselves as a force to be reckoned with.



Photos © Greenpeace, 2015.



## DURBAN VOLUNTEERS EVENTS SCHEDULE 2015

<b>DATE</b>	<b>EVENT</b>
<b>13 – 14 February</b>	Divestment Days
<b>14 February</b>	South African Youth Climate Coalition (SAYCC) Conference
<b>28 Feb and 1 March</b>	Rainbow Warrior Tour
<b>20 March</b>	The South Durban Basin Beach Clean-up
<b>2 May</b>	I Heart Market
<b>4 May</b>	Volunteer Public Speaking Training, Howard College, UKZN
<b>23 May</b>	March Against Monsanto
<b>23 May</b>	‘Lettuce Turnip the Beat’ Durban MAM After Party
<b>8 June</b>	Green Camp Community Seed Bank Workshop
<b>27 June</b>	Site Visit to the Clermont Central Conservancy
<b>18 July</b>	Mandela Day – Clean-up of Our Pinetown Rivers
<b>15 July</b>	Garden Visit and Seed Swap
<b>5 August</b>	Food Garden Visit and Seed Exchange – Roseway Waldorf School
<b>8 August</b>	Durban Induction Meeting at Green Camp
<b>14 – 16 August</b>	2015 Sustainable Living Exhibition
<b>22 August</b>	Nuclear Power, a Disaster for South Africa
<b>7 September</b>	World Forestry Congress
<b>7 – 11 September</b>	Civil Society Alternative Programme (CSAP)
<b>10 September</b>	Real Forests Rally
<b>25 September</b>	Street Activation – Artists United Against Corruption
<b>29 September</b>	Demonstration – No to Nuclear Expansion
<b>30 September</b>	United Against Corruption March
<b>28 October</b>	Seed Freedom Celebration and Seed Play Workshop
<b>9 November</b>	CCS Seminar on Paris Climate Change Conference
<b>6 – 8 November</b>	Aller River Walk
<b>26 November</b>	Community Connect: Join Us on a Journey to the Heart of the World
<b>12 December</b>	Roundup Out – Builders Warehouse Protest
<b>29 November</b>	Global Climate March Durban



# OUR TIRELESS VOLUNTEERS

## DELWYN PILLAY

South Africa

The main reason why I choose to volunteer for Greenpeace, is because like Greenpeace: I believe that our fragile Earth deserves a voice. It needs solutions. It needs change. It needs action! Greenpeace provides me with a platform to do just that and also because Greenpeace has such a rich history of activism and has always been at the forefront of environment protection. In my role as one of the core team members coordinating for the local Durban group, I try and effect real change by tackling issues of environmental sustainability, both on the streets, by being active in local communities as well as online via social media. My experience and expertise has led me to a number of volunteer opportunities and community leadership roles but my greatest accomplishment is that I am part of the Greenpeace Africa family.



## DR SHIRK SHAKA

Democratic Republic of the Congo

“It’s always a pleasure to work for a global cause!”

“Greenpeace deserves support from all young people to prevent environmental disaster,” after planting trees on the 5th of December with students in University of Kinshasa.



## MYRIAM YOKO

Democratic Republic of the Congo

“This is a useful and exemplary way to protect the planet. Because I breathe, I respect the forest. My way of saying you are brave.”

“Greenpeace, great protector of nature.”

Photos © Greenpeace, 2015.



## IBRAHIMA MAR

Senegal

“We feel very happy to be with Greenpeace, where we learn more and meet different people. We ask for more activities with volunteers and a real support in the vision to spread the Greenpeace information in communities and schools”



Photos © Greenpeace, 2015.



## ROSALIE NANDREY ZOBO

Senegal

“It was a great experience to join the struggle against overfishing as a beginning. We hope, in the coming months and years, to join in more activities and to enjoy the presence of Greenpeace in our volunteers’ activities.”

## ABDOU DIOUF

Senegal

“We feel as if we’re part of the Greenpeace family and we are proud to have built a team spirit in the volunteers’ group. We feel it is our duty to do even better.”



## ELVIS BOGONKO

Kenya

I chose to volunteer for Greenpeace because it is more of an environmental organisation, though Kumi Naidoo has taught us that we cannot separate environment and poverty. I am moved by the spirit of Greenpeace and its mission statement of caring for the environment and better policies in the world. As you know Greenpeace is one of the best organisations in the world seeking to protect our ecology.



# FUNDRAISING

## SUPPORTING CHANGE

2015 was marked by an extensive reform of the fundraising strategy within Greenpeace Africa. The Fundraising department has continued to make significant progress with the launch of the Direct Dialogue (DD) programme in December and transnational funding for the campaigns.

We had 5113 active regular donors (1887 short of our 3 year plan target of 7000) and with a growing rate of 25 donors being reactivated weekly (100 per month). We received income of R20 504 consisting of 30 new donations (9 new monthly signups and 21 once-off) from the GivenGain online platform. The largest amount of R8 364 from a Swiss supporter. We've registered with another online funding platform called BackaBuddy – in conjunction with engagement, we will aggressively promote this platform.

To enhance our donor acquisition programme Greenpeace Africa partnered with eGenetics (Leads Agency), a company that supplies the organisation with 5000 fundraising leads per month.

We are pleased to report that our Fundraising Investment Fund (FIF) application was approved by Greenpeace International (GPI) and as such the DD was outsourced. Greenpeace Africa conducted a Direct Dialogue Test and Loyalty Programme in a bid to prove and rollout new acquisition channels for Greenpeace Africa. With the suspension of the in-house dialogue programme, this initiative gave the organisation an opportunity to restart its dialogue acquisition programme within a short timeframe of three months. With a significant investment from the global organisation (Greenpeace International) we were able to invest in face-to-face



© Greenpeace, 2015.

fundraising in shopping malls. Greenpeace Africa Direct Dialogue is now outsourced to Youco Agency and was officially launched on 23 November 2015. The teams now have a national presence in 10 shopping malls consisting of 4 shopping centres in Cape Town and 4 centres in Durban resulting in +-150 signs-up per month and 2 centres in Johannesburg.

Part of the readiness plan at Greenpeace Africa includes strengthening of the current early retention through the introduction of a clear welcome e-mail plan, a personal thank you call and a petition sign-up. The pilot was a huge success and will be fully implemented in 2016.

Our welcome call cancellation percentage was 7%, and our first debit successful percentage was 78%.

**Income received in 2015 included:**

- A Gift Legacy of R325 500.
- Total income received in 2015 from GivenGain was R177,741 from 172 donors.
- Transnational Funding received: Greenpeace Netherlands: €30,000 towards the Forest Campaign and \$50,000 from Greenpeace U.S.A.



© Greenpeace, 2015.



# FINANCE

Greenpeace Africa is proud to include a summary of our annual financial results for the year ended 31 December 2015. Comprehensive audited annual financial statements are available for download on the Greenpeace Africa website.

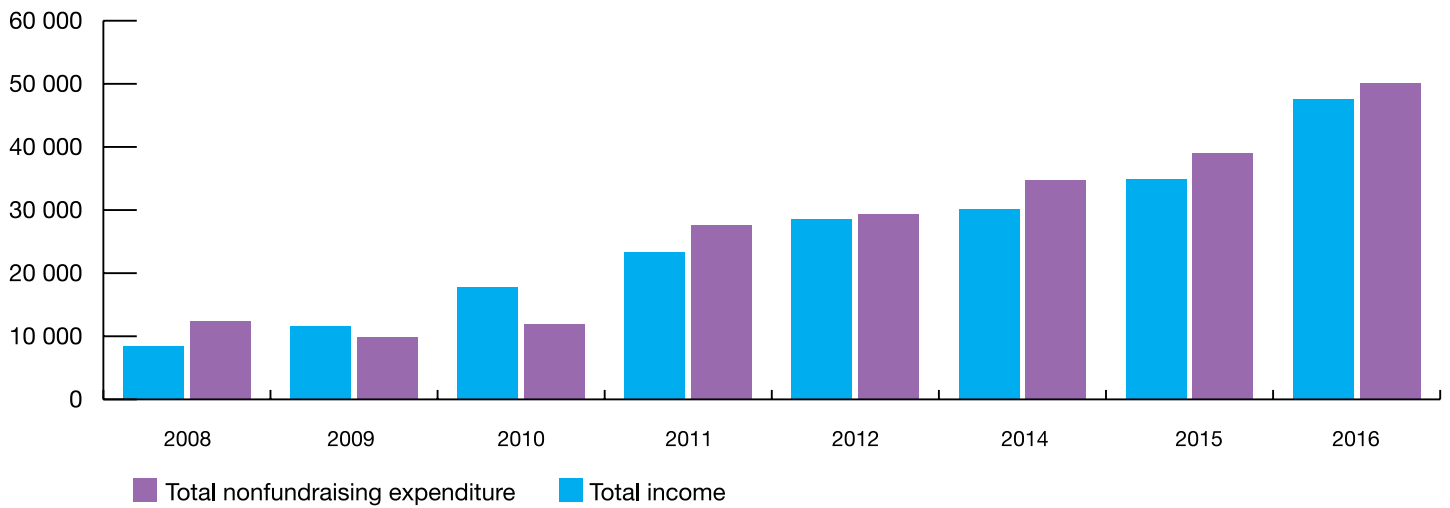
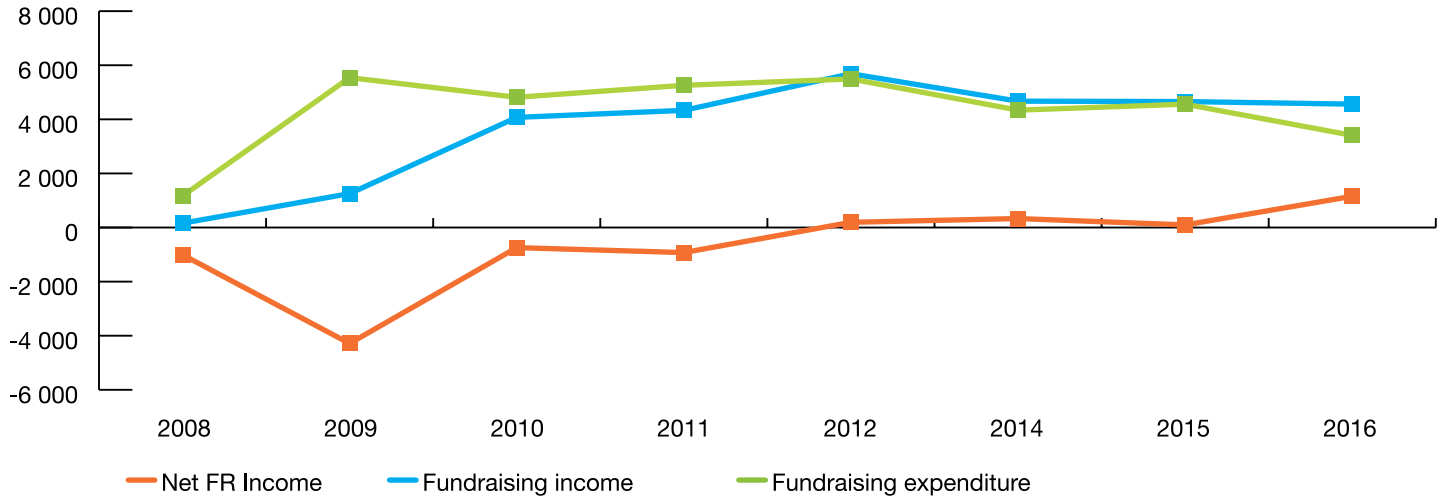
Operating throughout Africa poses fundamental risks, not least of which is the exchange rate. Even though the South African Rand depreciated substantially during 2015, causing the cost of activities in the rest of Africa to soar, we were able to generate a net exchange rate profit of R1,222,071 enabling us to fund the higher costs of our US Dollar (DRC and Cameroon) and Euro (Senegal) activities.

Greenpeace Africa was able to increase overall revenue for 2015 by 28.6% over 2014 levels. Expenditure increased in-line by 28.9%.

On 31 December 2015 Greenpeace Africa had an accumulated reserve balance of R12,368,131 (R9,754,714 for 2014), an increase of 26.8% over 2014, generated entirely from donation income and foreign exchange profits. The current total reserve equates to about 24% of budgeted 2016 expenditure, a significant progress towards our aim of holding 3 months costs as a reserve to reduce cash flow risks to an acceptable level.

Income and Expenditure	2008	2009	2010	2011	2012	2013	2014	2015
	Actuals ('000)	Actuals ('000)	Actuals ('000)	Actuals ('000)	Actuals ('000)	Actuals ('000)	Actuals ('000)	Actuals ('000)
Non-restricted funding – Greenpeace International	13,301	13,745	12,229	21,392	15,206	15,206	37,479	39,583
Restricted funding – Greenpeace International	0	0	0	3,102	8,538	8,520	350	6,149
Activity based income – Greenpeace International	0	0	0	1,462	1,650	4,840	0	0
Other income – Greenpeace International	0	0	0	353	2,646	5,835	0	0
Bilateral Funding	0	0	0	1,459	285	1	341	1,231
Other non-fundraising income	112	383	363	773	765	1	697	2008
Fundraising Income	160	1,254	4,072	4,332	5,686	4,672	4,657	4,562
Fundraising Expenditure	1,168	5,541	4,815	5,258	5,493	4,340	4,560	3,407
Net FR Income	-1,008	-4,287	-743	-926	193	332	97	1,155
TOTAL Income	12,405	9,841	11,849	27,615	29,283	34,734	38,964	50,126
TOTAL non-fundraising Expenditure	8,373	11,570	17,767	23,386	28,494	30,159	34,935	47,513
Surplus / (Deficit)	4,032	-1,729	-5,918	4,229	789	4,575	4,029	2,613

Net fundraising income also showed improvement during 2015 as a result of reduced overhead costs. Fundraising expenditure will however increase substantially during 2016 as we implement a number of initiatives to boost our donor numbers in the long term.





# SPOTLIGHT ON OFFICE MANAGEMENT

As has become tradition, we would like to introduce you to a few staff members that make Greenpeace what it is. Meet a special team of people who make it possible for the Greenpeace office to function on a day to day basis – our office management team!



## STANLEY MBATHA SOUTH AFRICA

Stanley describes himself as “The Man behind the scenes” who does what needs to be done. Colleagues and staff on the other hand describe him as the kind, hard working and charming “Bra Stan”. Within minutes of meeting him, you will find out why we hold him in such high regard, his qualities will definitely stand out!

For six years, Bra Stan has provided safe and reliable transportation for all staff and visitors. He has a passion for cars and knows them inside out, a trait that is evidenced in how he takes care of all vehicles in his possession.

He is driven by the support, acknowledgment, team spirit and respect he gets from colleagues. His motivation to work for Greenpeace stems from being part of a team that is passionately fighting environmental injustice.



## OTHIS KITOKO YAMBA DEMOCRATIC REPUBLIC OF CONGO

The ever hard working and flamboyant Othis is the man behind the administrative, financial and logistical success of our Congo Basin Project in DRC. Othis’ wealth of experience in office management spans over 10 years in different organisations in the DRC.

He is results oriented and is motivated by healthy teamwork. Othis loves a good challenge, so if you want to see a determined fellow, throw a challenge his way and you will have jumpstarted his adrenalin levels. He also loves the fact that the working atmosphere at Greenpeace and staff relations, skills and cooperation provide for a happy and fulfilling environment to deliver.

But, please don’t pass up an opportunity to appreciate his work because as he puts it, “I naturally appreciate it when my supervisors compliment me for a job well done.”



## YOLANDA MGUNI SOUTH AFRICA

Yolanda Mguni joined Greenpeace Africa as a volunteer, today, she is the “face of the office” or the Office Assistant / Receptionist. Her signature smile will be your first encounter with Greenpeace Africa.

This Zimbabwean beauty embodies the diversity that is Greenpeace; she is fluent in three languages and her easy going demeanor is a bonus to a job that can make or break the organisation. On a daily basis, Yolanda ensures that the office operates like clockwork.

Volunteering with Greenpeace strengthened her appetite in preserving the environment for future generations. It is precisely this love for the environment that drives her to do what she does for Greenpeace Africa



## JOHANNES MABYANA SOUTH AFRICA

No one knows the ins and outs of flight schedules, the best flying deals and the best hotel deals like our own Johannes Mabyana. For the past 6 years, Johannes has worked as administrative support in Greenpeace Africa. A job he executes with ease and efficiency.

His philosophy in executing his work is that teamwork produces the best results, therefore, it takes more than one person to smoothly run and manage operations for Greenpeace Africa. Johannes is responsible for, among other things, coordinating day-to-day administration, arranging visas for staff and travel operations. Many of us would argue that it is an easy job, but Johannes will attest to the fact that “holding different aspects” of an organisation like Greenpeace is no mean feat! Thankfully, he is part of an efficient team that handles this work with professionalism and a smile!



## JACQUELINE COLY SENEGAL

Jacqueline is fondly referred to as “Noura” in the Dakar Office. For the last four years, she has doubled as the Dakar office finance “guru” and also provides administrative and logistics support to the office. Through this, she makes sure that she provides timely support and assistance to all her colleagues in their respective roles. Among other duties, Noura provides assistance for visa applications, administrative courier drafting, meeting and workshop organisation and flight bookings for the Dakar team.

As she enjoys her job, Noura also takes the time to learn about other colleagues work, and uses her “spare” time to learn more about campaign and mobilisation work. For this wonderful lady, it is a privilege to be part of a leading environmental organisation that passionately campaigns for social change on the continent. Beyond Greenpeace, Noura is an advocate for healthy oceans in Senegal!



## TRACY MOYO SOUTH AFRICA

As she quietly goes about her daily business, she is not only working towards leaving a lasting legacy for her children “to know that the world is their oyster”, but also glows with pride because she is part of a team that is planning and setting environmental standards for environmental protection.

Meet Tracy Moyo, the lady who ensures that “everyone else remains sane in the mayhem”, coordinates and ties up all the loose ends in office management. Together with her team, Tracy prides herself in looking after Greenpeace Africa’s number one asset — it’s people; and she feels that there is no greater reward than this!

Tracy credits her ability to deliver to a team that is ready and willing to share their joy, yet playful nature with all staff members.





# CHANGE IS HERE

## OUR NEW INTERNATIONAL EXECUTIVE DIRECTORS

For the first time in Greenpeace history, Greenpeace International appointed not one but two female International Executive Directors. Jennifer Morgan and Bunny McDiarmid took up the reigns in an innovative co-leadership role on 4 April 2016, to succeed South African born Kumi Naidoo.

**Bunny McDiarmid** is a 30-year veteran of the organisation as an activist, ship's crewmember, and most recently the Executive Director of Greenpeace New Zealand which, under her leadership, became a powerhouse of innovation in the Greenpeace world. Bunny has walked the decks of nearly every Greenpeace ship.

She was born in New Zealand and says she tried lots of “-isms” to explain the world she was growing up in. She wasn't won over by anything – until she found herself, at 21 years old, on a wooden boat, replacing rotting pieces of timber below the waterline in preparation for going to sea with a community of 12 people. “I had no carpentry or sailing experience, and this was a job that could mean sink or swim if I got it wrong. But people trusted me, believed I could do it, and I learned then and there that you can be more than what a piece of paper says you can be.” Bunny was a deckhand aboard the Rainbow Warrior in 1985, when Greenpeace moved the people of Rongelap from their island home that had been contaminated by radiation from decades of atmospheric nuclear weapons tests. “I saw a confluence of connection in the violence we do to Earth and the violence we do to people, and I was witness to how little it mattered to those who were doing it. The story of Rongelap was a tiny metaphor for a far bigger story that drew me in, and bonded me to the ideas that Greenpeace stands for.”



© Greenpeace / Bas Beentjes. Greenpeace International Executive Director Bunny McDiarmid., 2016.

“If we bring out the best in each other, we get a better organisation. If we can bring out the best in humanity, we get a better world.” says Bunny.





**Jennifer Morgan** was born in the US, lives in Germany, and got her masters degree in International Affairs at an American University. Jennifer has walked the corridors of power. As Global

Director of the Climate Programme at the World Resources Institute she's dealt with heads of state and CEOs. She's been a leader of large teams at major organisations, a climate activist, and a constant innovator. Her other ports of call have included the Worldwide Fund for Nature, Climate Action Network, and E3G.

She remembers clearly the day she found a slim book, *Fighting for Hope*, by Petra Kelly, founder of the German Green Party, in the student lounge. "I didn't move for the next several hours. I read the entire thing in one sitting. Kelly linked systemic problems and the need for new ways of thinking, she talked about the role of violence in society and the importance of reconnecting with nature as if someone had written down everything in my heart and mind that I hadn't been able to express. I found her incredibly courageous, and she became a role model for me in a way that changed my life."

"I know this sounds corny, but coming to Greenpeace feels like coming home. I've been out in the world, I've walked among government leaders and the halls of the corporate world. Greenpeace is much closer to my roots, and has this incredible advantage in its independence: the policy of refusing government or corporate donations means there's no need to pull punches for fear of offending anyone."

Jennifer has been described as an "anti-bureaucrat," building nimble teams within large structures. "It's about the right people, matched to the right goal, rather than structures or organograms. And it's about building a vision together, step by step, rather than having it imposed. Nothing has been more gratifying to me than creating conditions in which people can operate at their best, clearing the obstacles in front of them, aggregating diverse views and skills into something bigger than the individual components, and watching them hit their stride. There's no greater reward for a leader than watching talented people succeed and shine."

"Neither of us knows what that new edge looks like yet. And it may look different in different places. But if there's a single mission that will mark our leadership, it's trying new things and working together through the entire organisation to find it." *Jennifer hints.*







# 2015

## ANNUAL REPORT

# EMBRACING CHANGE

### SHAPING THE FUTURE

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

Greenpeace is an independent global campaigning organisation that acts to change attitudes and behaviour, 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 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, supporting ecological farming and preventing the degradation of marine ecosystems.

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