

GREENPEACE 綠色和平



2018
ANNUAL
REPORT

—
East
Asia

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Hong Kong

10/F, Stelux House, 698 Prince Edward Road East, San Po Kong, Kowloon, Hong Kong

☎ +852 2854 8318

✉ donor.services.hk@greenpeace.org

Seoul

6 Floor Cheongryong Bldg 257, Hangang-daero, Yongsan-gu, Seoul, Korea

☎ +82 (2) 3144 1997

✉ supporter.kr@greenpeace.org

Greenpeace East Asia Keep in touch!

🏠 greenpeace.org/eastasia/

📘 www.facebook.com/GreenpeaceEastAsia/

🐦 twitter.com/greenpeace_hk

Beijing

Room 303A, Tower B, Jiachengyoushu Office Building, 25 Dongsishitiao, Dongcheng District, Beijing, China 100007

☎ +86 (10) 6554 6931

✉ greenpeace.cn@greenpeace.org

Taipei / Taichung / Kaohsiung

No.109, Sec. 1, Chongqing S. Rd., Zhongzheng District, Taipei City 10045, Taiwan

No.66, Sec. 1, Meichuan W. Rd., West District, Taichung City 40357, Taiwan

No.22, Chengde St., Sanmin District, Kaohsiung City 807, Taiwan

☎ +886 (2) 2361-2025

✉ donor.services.tw@greenpeace.org



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Together, we're making changes and creating our Climate Future!



Last year was a tough one for our planet.
It sweltered under heatwaves and droughts.
It was battered by super storms and wild fires.
Glaciers melted and species became extinct faster than ever.
Top scientists warned we have until 2030,
or just 11 years, to avert climate catastrophe.

Because of you and millions of people just like you,
we believe in Positive Change Through Action.

We stand together, with HOPE.



Renewable is the key

We have witnessed a big uptick in the growth of renewable energy in East Asia in 2018. Let's continue pushing governments and businesses to switch to sustainable power. To ensure carbon emissions are halved by 2030, we will ask for more renewables, which should soon be dominating the energy mix.

Less plastic, then plastic free

There's been a sea-change in how disposable plastics are treated. Companies, cities and countries all over the world are banning or phasing them out with public support. Together we can achieve a plastic-free future. Next up: problematic plastic packaging in supermarkets and the commercial waste trade.



Shout it from the treetops!

Protecting the world's major forests, such as Brazil's Amazon, is crucial to combating climate change. Thanks to you and 1.3 million supporters we succeeded in protecting the Indonesian rainforests from further destruction by the palm oil industry. By saving our forests, we are also saving endangered species, helping indigenous peoples, and safeguarding the future of our planet.

Sanctuaries on the high seas

Although we narrowly missed getting countries to agree to create an Antarctic Ocean Sanctuary, we have 2.7 million ocean warriors behind us so we know we will succeed. Our fleet of ships is currently sailing the world as part of our campaign to secure a Global Ocean Treaty that would protect all the marvellous living species and critical life support systems in our seas. Because we know that protecting the oceans is crucial for humankind and the Earth's survival.

Our planet, our voices

We've started a movement that is bringing millions of people together for our planet. In Taiwan, we united with 127,000 people and persuaded the government to shelve plans for a coal-fired power plant in Shen'ao. In Hong Kong, 53,000 voices joined us to protect our country parks from development. Each person, each voice, means we CAN make change.

Get sustainable!

Greenpeace is advocating for smarter and greener cities. We are developing recommendations on renewable energy, smarter resource usage and waste management. We are calling for cities of the future that put people first and create spaces for nature and societies to coexist.

You matter

What can you do about the climate crisis? Start by making small changes in your daily life. Choose less packaging, a greener diet with less meat, walk or cycle, and enjoy nature. We cannot say thanks enough for your support to Greenpeace. Because of you, we have #ReasonsForHope and we will make positive change through action.



Another fruitful year because of you



Mr. Santosh Pai
Lawyer, Board Chair
Greenpeace East Asia

2018 was an unusual year. While some people still clung on to climate denial, we stood with those who have witnessed and experienced the impacts of frequent and extreme weather events and know that climate change is an unfortunate reality. Amid the turbulence and challenges we face, Greenpeace continues to steadfastly stand for positive change through action and is able to defend the planet we all immensely treasure because of your support.

Due to newly emerging global dynamics, East Asia is now playing an increasingly important role in shaping the world's future and protecting our precious nature. Climate change knows no national borders. Even as East Asia is influencing the world's climate, it is also being affected by it. The need for collective effort across our international offices to deal with globalised environmental problems and respond to regional changes is far greater now than it has ever been. I am thrilled that Greenpeace East Asia is working so strongly on campaigns that address local and regional environmental threats and at the same time furthering our global vision to the next level.

As an international non-governmental body, we are committed to achieving true transparency and accountability. This is where the Board of Directors seeks to make a contribution. We appoint and supervise the Executive Director, and by working with senior management, we provide strategic direction for the regional office. Each member of the board is elected by a collegium comprising Greenpeace volunteers and employees across national and regional offices.

The board is entrusted with the role of ensuring Greenpeace East Asia's adherence to internationally-accepted good governance and financial management standards. The board also keeps the organisation moving in the right direction in conjunction with Greenpeace's global mission. I am pleased to note that Greenpeace East Asia is recognised as one of the leading offices in this regard.

The exemplary accomplishments of Greenpeace East Asia are only possible thanks to you, and many more people like you, who decide to act and add your voices to our campaigns. You sow the seeds of real change. I am honored to be a part of this journey. Your continued support motivates us. It gives us hope that we can create a safer and more resilient future, because we are stronger together. Thank you for standing by us through another successful year, and many more years to come.

Hello! We are Greenpeace!



Sze Pang Cheung

Executive Director
Greenpeace East Asia

At the end of last year, Greenpeace requested its staff to make a special telephone call to all our members. We wanted to offer our thanks for your support and to listen to any of your ideas or feedback on our environmental work. This special program gave all of us at Greenpeace a chance to speak directly to you, our members, including me! It was great to take part.

Although we may not have met each other, there is a bond between us. Some of our members said they followed our work closely; some of you mentioned that as well as donating funds you often help out with online campaigns; others, who didn't have much time to chat, still said: "I'll continue to support Greenpeace!" Your strong commitment is a reminder to us when we are campaigning that we are not alone. We have you beside us.

We are living in a time of great environmental challenges and what happens here in East Asia will have an immense impact on the future of our planet. We feel fortunate that at this critical time and in this influential part of the world, we are striving to achieve something so meaningful and that all the while you believe in us and bolster us with your selfless support.

Because you stood by our side, last year Greenpeace persuaded Korean smartphone maker Samsung to promise to switch to 100% renewable energy and Taiwan's government to ditch plans to build a new coal-fired power plant. In Africa, our investigative work ensured that Chinese fleets that were engaging in illegal fishing practices were investigated and punished and we also saved Hong Kong's country parks.

These successes are all down to your support. Our work partnering with local environmental organisations has also empowered us to achieve even greater results. In the face of such immense environmental challenges, we have leveraged the amazing collective strength of people power to realise an even greener and more peaceful world.

That's why we feel so honoured to have your support and trust. This annual report introduces all our achievements from last year and includes a detailed financial report so that we can demonstrate to you how we are judiciously using your generous donation for each and every environmental campaign.

One more thing. Thank you again for helping protect our beautiful planet for the next generation.

The 7 victories

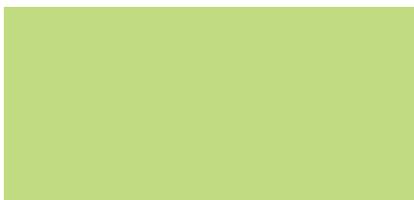
YOU helped us make in 2018

© Greenpeace



When you long for something, the entire universe conspires in helping you to achieve it.

He loves Hong Kong; she journeyed to the South Pole; he loves our oceans; she adores our forests; they stood side-by-side to block a new coal-fired power plant while they worked together to make restaurants turn plastic-free. By taking action together, we have built a force fuelled by people power to protect our planet. Because of you, we are celebrating 7 positive changes we made together in 2018.





We lead the fast food industry to a plastic-free future

We're all haunted by images of marine wildlife wounded or killed by our plastic waste. With your support, we are starting to see the impact of plastic reduction efforts.

In 2018, Greenpeace research estimated that over 17 million pieces of plastic rubbish are flushed from the city into the sea via the Shing Mun River every year. We lobbied and held countless direct actions to demand Hong Kong's fast food industry take responsibility for their deadly plastic waste. We pushed industry heavyweights Café de Coral and Fairwood to take the first steps and now they're replacing plastic with paper straws.

Greenpeace also joined hands with environmental organisations to create a Plastic-free Alliance and in just one year we persuaded over a thousand restaurants to go plastic-free, while some of them started to offer discounts to



customers who bring their own utensils! Thank you to all our amazing volunteer "search teams" and our plastic-free people power (including you!) for making this happen!

“

Although the leading fast food chains have taken the first steps towards a plastic-free future, they absolutely should not stop here. With so many resources and so much manpower, they can definitely offer customers better choices.

Chan Hall Sion
Greenpeace Campaigner

”

In Numbers

8

Café de Coral and Fairwood give out about 150 million plastic utensils in 2017; placed end-to-end they would stretch 8 times the distance between Hong Kong and Tokyo.

33,000

We gather voices from 33,000 petition signers and demand fast food chains provide more incentives to go plastic-free.

376

Greenpeace volunteers select 376 plastic-free restaurants in Hong Kong, identifying them with a white or blue sticker.



02

We save our Green by calling for Brown development!

“Is this what paradise looks like?” This is a line from our remake of classic Cantopop song, *Swallowtail Butterfly*. It became the new theme tune to save our country parks. In early 2019, the government announced it had accepted the Land Supply Task Force’s recommendations and halted plans to develop country parks.

Greenpeace and civil society groups got together and used every means possible - surveying, exposing illegal e-waste dumps on brownfields, holding public forums and coming up with practical solutions to the crisis, such as meeting our urgent housing needs by prioritising the development of brownfields - to amplify our voice.

“What’s next for Hong Kong?” We’re sure it’s not the one promised by the government’s *Lantau Tomorrow Vision*, a project that will reclaim at least 1,000 hectares of land. Stay



with us while we continue this topline campaign: creating a stable climate, a healthy environment and a good life.

“

Greenpeace exposed the illegal dumping of e-waste on brownfields multiple times and inefficient use of land. We’ve collected the signatures of more than 50,000 Hongkongers urging for the proper use of brownfields. The government should sort out the mess of brownfield sites and give up its plans for Lantau Tomorrow Vision.

Andy Chu
Greenpeace Campaigner

”

In Numbers

53,000

A record 53,000 people sign our petition calling on the government not to bulldoze our precious country parks.

2 million

Our MV *Swallowtail Butterfly* gets more than 2 million views, awakening a new generation to environmental causes.

8

Our editorial team launches eight media actions to expose the vested interests behind the scenes of the potential development of country parks.



03

© Jaemin Byun / Greenpeace

We push Samsung to take a leap into renewable energy

We've been powering an energy transformation in East Asia. First Samsung agreed to switch to renewables, then Hong Kong began implementing feed-in tariffs, and finally Google purchased a massive solar energy project in Taiwan. You are behind all these changes.

Thank you! With more than 50,000 petition signers, we pushed Samsung to announce a renewable energy policy in June last year: by 2020 the smartphone giant will power all of its factories, offices and operations in China, the US, and Europe with 100% renewable energy.

Locally, after years of hard campaigning from Greenpeace and other environmental groups, Hong Kong launched its "feed-in tariff" scheme in the last quarter of 2018, offering economic incentives to individuals and companies that

install renewable energy. In Taiwan, Google bought its first ever renewable energy project in Asia at the start of 2019 - a 10MW solar array in Tainan, representing a huge step forward for Taiwan's green energy market!

“

As an individual, I choose to buy from those companies that are more environmentally-friendly, but my impact is limited to that 'single phone'. But when an industry leader decides to switch to renewable energy, well, that has a worldwide impact.

Jackie
Greenpeace Activist

”



© Chong Kok Yew / Greenpeace

In Numbers

5 Seoul, Taipei, Berlin, New York, and London. We launch five big unified actions in these five cities to push Samsung to go renewable.

12 Samsung's new policy sets off a domino effect - 12 companies in Korea, including Ikea and SK Hynix, sign up to a statement urging greater use of renewable energy.

2030 In early 2019, the Secretary for Environment of Hong Kong suggests a complete phase out of coal for electricity generation by 2030.



© Paul Hilton / Greenpeace

04

We stop the krill killing in the Antarctic

Our oceans appear vast and omnipotent, but they are fragile. The voices of 2.7 million people helped to keep Antarctic krill from being completely wiped out by the fishing industry. Krill are at the heart of the Antarctic food chain, key to the survival of penguins, whales and other marine animals, but are heavily fished and used in pet food and health supplements. Through research, lobbying, and directly intercepting krill fishing vessels, in July we secured the support of 85% of the krill fishing companies to stop fishing in the environmentally fragile areas of the Antarctic.

To safeguard wildlife and to help mitigate the impacts of climate change, we are aiming at creating a sanctuary for at least 30% of the world's oceans. Even though China, Norway and Russia blocked us in 2018 at the Antarctic Ocean

Commission, together we will continue the challenge when the whole world comes together to debate a Global Ocean Treaty at the UN this year.

“

This is not a place for man, but a place to be studied, documented, protected. Here, everything eats krill, or eats something that eats krill. Without krill, everything is done for.

Javier Bardem
Greenpeace Antarctic Ambassador

”



© Christian Åslund / Greenpeace

In Numbers

2,000 Our Protect the Antarctic campaign is featured in more than 2,000 stories in print and video by global media including CNN, BBC and Al Jazeera.

80 Oscar-winning movie star Javier Bardem slips into one of our two-person submarines to inspect the Antarctic seafloor, joining more than 80 celebrities leading the call to protect the Antarctic.

7 Our Pole to Pole expedition will cover seven stops to help bring the world together in calling for proper protection for our oceans.



05

© Bjorn Vaughn / BOSF - Greenpeace

We get a palm oil giant to make a promise to the forest

With your support, our call to protect the forests has echoed all over the globe and has been loud enough to get the world's biggest palm oil trader, Wilmar, to listen. In December, it announced a clear-cut and detailed plan on how it would protect the forests.

The move follows an intensive global campaign that aimed to end deforestation for palm oil across the supply chain of the biggest household brands and palm oil buyers in the world. We have conducted years of research, carried out direct actions, established fire teams helping local people protect their homes, and unravelled the link Wilmar has to household brands like Oreo.

Because of you, and over 1.3 million people, Wilmar announced in December that it was going to publish a detailed action plan to track its suppliers by the end of 2019.

Together we'll make sure Wilmar keeps its word over the next year.

“

I am taking action because companies who promised to fix the problem are not... I don't want to look back at the destruction and feel like I didn't do anything about it.

Waya Maweru
Greenpeace Volunteer

”



© Greenpeace

In Numbers

193

The palm oil industry is directly threatening 193 species that are classified as vulnerable to critically endangered.

20

Rare birds of paradise spread their wondrous wings on walls in 20 cities around the globe, as graffiti artists help draw attention to how palm oil threatens their survival.

40%

Wilmar supplies 40% of the world's palm oil. Its commitment should kickstart a chain reaction that will transform the entire industry.



06

© Greenpeace

We keep oil drilling off the Amazon Reef

This May, the United Nations released a report warning that over 1 million species are currently at risk of extinction. Thanks to you and the support of over 2 million people from around the world, we stopped greedy oil companies from drilling near the Amazon Reef off the coast of northern Brazil, which would have further driven extinctions, last year.

British oil giant BP and France's Total have been trying to drill for oil in the area for years, that's why our ship the Esperanza set sail once again to expose exactly how devastating it would be if they were allowed to start operations. We also got 250 of our activists to peacefully interrupt Total's AGM to protest company plans to drill in the Amazon Reef.

Your voices were heard, and at the end of 2018, Brazil rejected Total's application. In 2019, Total said it's relinquishing its license to drill off the coast of French Guinea after failing to find oil and gas there.



© Thomas Mendel / Greenpeace

“

This victory should send a message to other oil companies that when they try to exploit places like the Amazon Reef, a movement of millions will rise up to face them.

Thiago Almeida
Climate and Energy Campaigner

”

In Numbers

50

The latest study says the Amazon Reef may be as large as 56,000km², that's equivalent to 50 Hong Kongs!

5

Total submitted five applications to drill for oil near the Amazon Reef. Thanks to you, Brazil said no every time.

1.28

On 28 January 2018 we celebrate the first Amazon Reef Day, one year to the day that we took the first amazing images of this underwater biodiversity miracle.



07

Choose people over oil

After ambitious and sustained campaigning, we got Canada and New Zealand to take their own first steps to quitting their attachment to fossil fuels. And YOU made this happen!

Following a Greenpeace report showing how Canada's Trans Mountain Pipeline, a massive project to run a pipeline from the Alberta tar sands to British Columbia, would threaten the livelihoods of indigenous communities and the southern resident orcas, the Federal Court of Appeal ruled to withdraw the pipeline's permit, forcing the government to rethink the project in August 2018. And in New Zealand, the government announced it was ending all new offshore oil and gas exploration after seven years of Greenpeace campaigning.

But the Arctic, Great Australian Bight, and Patagonia still face threats from oil drilling, seismic blasting and fracking. Wherever there's a threat, that's where we'll be, with you, campaigning to bring an end to the age of oil.



© Monika Wieland-Shields / Greenpeace

“

Indigenous people have led this fight, thousands of allies across the country and globe have joined them, and hundreds of people, from grandmothers to faith leaders, have been arrested protesting this pipeline. While we will all celebrate this massive win tonight we will be ready to continue the fight should this project ever try to endanger these lands, waters or our collective climate again.

Mike Hudema
Greenpeace Canada Spokesperson

”

In Numbers

50,000

New Zealand's commitment means that more than 4 million km² (that's about 50,000 x Hong Kong island) of its exclusive economic zone is now protected from the threat of oil drilling.

74

There are just 74 southern resident orcas left. It's critical for us to protect them!

2

Two Dutch financial services companies, NN Group (which manages 240 billion euros) and Aegon (the 19th largest insurance company in the world), announce that they are divesting from tar sand projects.

Taking bold action to save our world and seek **climate justice**



© Pak Chai Tse / Greenpeace

6 things we can all do in our daily lives to tackle climate change



Don't buy things we don't need.



Eat less meat, more veggies and reduce food waste.



Walk, cycle and use public transport.



Push governments and big companies to use renewable energy.



Ask the government to plant more trees and protect the environment.



Support our climate actions!

2018 was the biggest year yet for calls around the world to stop the climate crisis, from urgent UN meetings to grave warnings from top scientists. Let's join hands and amplify these calls so the world confronts the climate challenge as one.

The world is on fire

As we slipped into summer last year, heatwaves struck Europe and Korea; devastating typhoons lashed the Philippines and Japan; and here in Hong Kong we were battered by savage Typhoon Mangkhut. People are the very real victims of climate change. Highlighting #ReasonsForHope, Greenpeace is calling on everyone to connect and act upon advice from the UN and start the process of saving our planet from climate crisis.

There's no time to waste

The world's top scientists issued their most urgent advice ever – we have just 11 years left: before 2030, we must halve global carbon emissions to limit global heating below 1.5°C. Last November, Greenpeace East Asia paralleled the urgency of the UN's body on climate change, the IPCC, with a report that showed glaciers in western China were melting at a frightening rate.

In 2018, thanks to YOU, we made concrete steps to combat the climate emergency

❶ Fossil fuels are OUT!

Last year, coal was getting the boot all over Asia. In October, South Chungcheong, a province in Korea that generates half of the country's coal-fired power, joined the Powering Past Coal Alliance; indicating its intention to transition to clean energy. That same month, Taiwan shelved plans to build a new coal-fired power plant in Shen'ao. And from April to June, the Rainbow Warrior sailed around Indonesia and Thailand to lobby them to really reap their renewable energy potential.



© Greenpeace

❷ Race to the renewables

Last year was a great year for renewable energy. With your help, we pushed Samsung to make a solid commitment to go renewable; Hong Kong adopted feed-in tariffs; and Taiwan got its first crowdfunding platform, Sunnyfounder, for solar energy projects. Greenpeace also pushed hard for policy support. In Hong Kong we urged the government to think more creatively, demonstrating that school rooftops in the city could easily be fitted with solar arrays, for example.



© Basri Marzuki / Greenpeace

❸ Upholding climate justice

Starting in 2016, Greenpeace East Asia has been supporting survivors of Typhoon Haiyan (Yolanda). Last year, they attended various hearings at the Commission on Human Rights of the Philippines, which accused energy companies of contributing to climate change. Another milestone in Climate Justice in 2018: one member of the Climate Vulnerable Forum, Vanuatu, is now poised to become the first country in the world to sue the world's big fossil fuel companies for causing climate change.



© Josh Edelson / Greenpeace

❹ A new generation for Climate Action

This March, 1.5 million school students all over the world (including Hong Kong, Taiwan and Korea) took to the streets to demand governments take concrete action to stop climate change. Founder of the #FridaysForFuture movement, Swede Greta Thunberg, was nominated for a Nobel Peace Prize. Here's what the nominators suggested: 'If we do nothing to halt climate change it will be the cause of wars, conflict and refugees.'



© Greta Calderon / Greenpeace

❺ Hong Kong advocacy

Students here in Hong Kong also took part in that strike as the voice of the next generation. Greenpeace has been campaigning hard, urging Hongkongers to get involved and play a part in their future; to push the government to be smart about renewable energy and to think stronger, faster, and more long-term. With people like you by our side, we have plenty of #ReasonsForHope!



© Greenpeace

7 words to save Hong Kong from being wrapped in plastic

Greenpeace is calling on Hong Kong to go Plastic Free! Our action code is P-L-A-S-T-I-C, and it spells seven aspects of our plastic campaign. Let's work together to complete our journey to a plastic-free future!



Producers must quit quick plastic

Producer

/prə'dju:sə/

Greenpeace carried out brand audits and surveys on waste plastic, demanding the two fast food giants, Café de Coral and Fairwood who hand out over 150 million pieces of throwaway plastic a year, to urgently stop this practice. Our next challenge is excessive packaging in supermarkets.



Hey Big Waster! It's time to make some laws

We all love Big Waster, the mascot of the Environmental Protection Department, but when it comes to plastic waste-related legislation, the government has been dragging its feet. Greenpeace is lobbying for Hong Kong to keep pace with the global move against plastics. Last year, limiting disposable plastic tableware was finally mentioned in the Policy Address.



Legislation

/ledʒɪs'leɪʃ(ə)n/



Ocean Defenders take action across the world

Action

/'ækʃ(ə)n/

Greenpeace is working hard to defend our oceans against plastics. Our ships have documented swirling rubbish in the Philippines and the Great Pacific Garbage Patch. In Taiwan, we worked with the government to draw up a 2030 Plastic Action Plan. And in Korea and the Philippines, we exposed an illegal shipment, forcing Seoul to take back 1,400 tons of plastic waste.



Students are the force for change

Community Outreach Campaigner Natalie teamed up with kids, parents and volunteers to urge business owners to go plastic free. So far, Greenpeace and our Plastic-Free Alliance partners have identified over a thousand plastic-free restaurants! Other children painted their hopes for a plastic-free ocean and handed them over to fast food chains.



Student

/'stju:d(ə)n/



Together we are part of the plastic-free movement

Together

/tə'geðə/

When we make a choice not to use plastic we are making change. Over the last year, Greenpeace held many events to build momentum, such as the Rainbow Warrior Plastic-Free Dinner Party in January, a Plastic-Free workshop on Earth Day in April and Make SMTHNG Week in December, attracting 152 supporters and their friends and families.



Investigation

/ɪnˌvɛstɪˈɡeɪʃ(ə)n/

Investigation holds the key to cracking the plastic problem



Members of Greenpeace's Research Unit and Dr. Lincoln Fok from the Education University of Hong Kong collaborated on the first comprehensive study of plastic pollution in the waters around Hong Kong with the help of the Rainbow Warrior. They collected samples from 20 locations and discovered that the microplastics concentration has risen 11-fold in just three years, while plastic debris in Hong Kong waters appears to mainly come from land-based sources. We also carried out scientific research and estimated that more than 17.5 million pieces of plastic are getting flushed into the sea through the Shing Mun River every year; we also found that 60 percent of wild flathead grey mullet, sampled in Hong Kong, contained microplastics.

The reports raised public concerns about the scourge of plastic waste, and ocean warrior Raymond Lo, set off solo in his canoe to support Greenpeace's Ocean Defenders campaign. It was heartwarming to see Raymond, who overcame terrible weather and completed his 60 km voyage to raise funds for Greenpeace. Thank you Raymond!



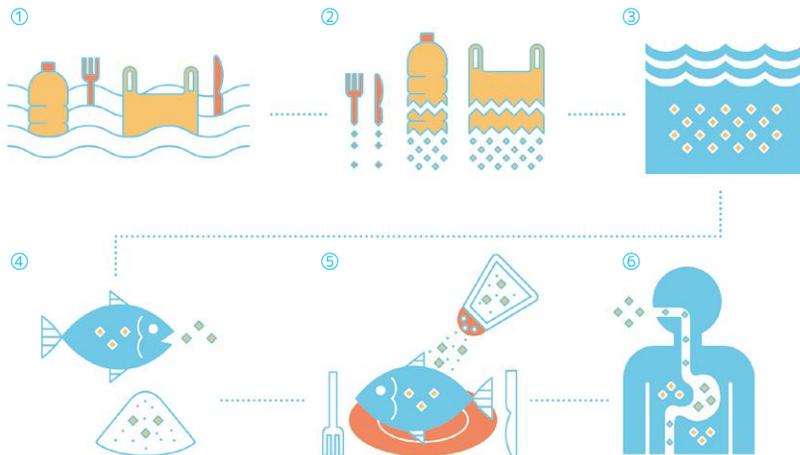
Celebrities convert the unconverted

We have been working with environmentally conscious celebrities to reach out and speak to those who may not be aware of the issue. We arranged for actor Michael Tong to talk at a World Ocean Day event and for actress Leila Tong to visit plastic-free restaurants in Sham Shui Po. Their celebrity status turned the issue viral on the Internet.

Celebrity

/sɪˈlebrɪti/

Don't feed yourself plastic



- ① Every day huge amounts of throwaway plastic flows via rivers into the sea.
- ② Waves and the sun break this plastic into tiny pieces (microplastics).
- ③ Microplastics remain in the ocean, accumulating for many years.
- ④ Marine organisms mistakenly ingest the microplastics.
- ⑤ Microplastics invade our food chain; when we enjoy seafood, we could be eating tiny bits of plastic.
- ⑥ Microplastics may carry persistent organic pollutants (POPs) such as pesticides and plasticizers, which may interfere with the human endocrine system.

Illustration / Minjin Lee

3 lines of action for building our liveable city



July 2018

Escape from 'shoebox flats', breathe in nature

We work with concern groups to take 30 grassroots residents on an outing up Tai Mo Shan. While we enjoy the country park, we also observe huge areas of usable brownfields that could be used to build affordable homes. This is evidence in front of our eyes, that country parks and housing can coexist.

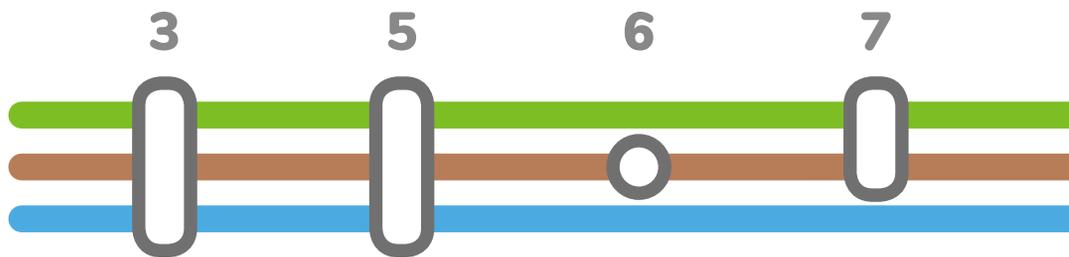
How can we make our Hong Kong into a liveable city? The 'big debate' on land supply has dominated our lives over the past year. Throughout, Greenpeace has resolutely stood by an evidence-based, people-first, environmentally-friendly solution to the housing crisis with three key messages: Defending our oceans; developing brownfield sites, and saving our country parks. Our journey has just begun, but by standing together we will succeed.

2018

Saving country parks

Developing brownfields

Defending oceans



March 2018

The debate starts and we're ready!

Since the government said it was looking into developing periphery areas of country parks in 2017, we argue that with careful and proper planning, development and preservation can co-exist. We join 19 environmental groups to hold a forum to demonstrate that we don't need to build on country parks to solve the housing crisis.



May 2018

Listen to the people and experts

What's the real cause of unaffordable housing in Hong Kong? We commission a public survey and find that more than 60% of people don't believe that housing prices will come down after the government releases more land, while in another survey most people said that it was important to protect country parks.

June 2018

Why are we e-wasting our land?

Back in 2005, Greenpeace discovered illegal e-waste storage sites were contaminating soil and wasting land resources. Thirteen years later, our study estimates about 50 brownfield sites are being used as illegal hazardous e-waste sites. We urge the government to prioritise brownfield management.



December 2018

You help us save our country parks

It's been a manic five months. When the Task Force releases its findings, country park peripheries are not in the final list of eight priority areas for development. The voices of 53,000 people calling to save our country parks were heard!



8

12

2019

3

to be continued...



August 2018

Once nature is damaged there is no turning back

The Task Force on Land Supply's public consultation is nearing its end. Our activists stage protests at public forums, bringing with them sounds and images of nature. Our message loud and clear is: once the bulldozers are brought in our country parks will be lost to us forever.

March 2019

Land reclamation rears its ugly head again

We only just start to celebrate the great news about country parks when the government drops a bombshell by pushing forward a destructive and expensive land reclamation project. Lantau Tomorrow Vision is expected to cost HK\$624 billion, compared to the estimated cost of HK\$33.3 billion for developing brownfields which can supply 140,000 public housing flats.



March 2019

Rare species at risk from reclamation

The government says the area for reclamation has 'relatively low ecological sensitivity'. But we and six other environmental groups prove that's not true: it's home to the protected White-bellied Sea Eagle, rare sea pens and the Dibamus bogadeki, a legless lizard unique to Hong Kong. We urge the government to do a more rigorous assessment before destroying the habitat of rare species.



Make a wish for our oceans blue

Oceans regulate our climate and rainfall; they provide people with resources, food and countless jobs; and are a magnificent part of our natural world. However, human activities like oil exploration, overfishing and pollution are major threats. Thanks to you we have been able to focus on two key strategies over the last year to save our beautiful blue oceans.



© Paul Hilton / Greenpeace



Safeguarding marine wildlife and habitats



Have you heard of something called “krill”? They are just 6mm long, but are an essential food for marine animals - like penguins. Last year, we persuaded a majority of krill businesses to stop fishing in the Antarctic!



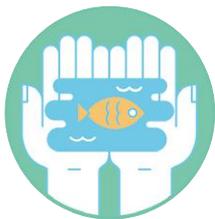
We are striving for a strong and ambitious Global Ocean Treaty to protect our shared seas. The next two years are critical as the UN debates a deal.



Even the Antarctic is now polluted with plastic. We're campaigning for the world to go plastic-free. We need action from you, us, companies and governments.



We employ scientific research to show the value of marine ecosystems, assess threats and identify those responsible and lobby them to take action.



People power protecting oceans



Our Protect the Antarctic campaign has more than 2.7 million supporters; our older Save the Arctic movement counts 8 million. People power!



We work with international and regional partners campaigning for sustainable oceans and fishermen's rights; researching and documenting abuses. People power with no borders!



We monitor industrial fishing fleets, push for tighter supervision and pressure governments to change policy to protect our oceans from predatory ships.



It is you who give us strength to push for a sustainable seafood industry. You are our secret weapon for defending our oceans.

The oceans are in our hands

North & South Poles in deep water

Things are changing at the ends of the Earth. Starving polar bears roam human settlements, a storm kills an entire colony of baby penguins, and sea ice is vanishing. But there is hope and there is positive change. A 2016 voluntary agreement by fishing companies to stop destructive bottom trawling in the Norwegian Arctic became law this year. We are also working with local environmental group Nature and Youth to appeal (all the way to the Supreme Court) Oslo's decision to allow oil exploration in a pristine area of the Barents Sea.



Slaves on the high seas

Voracious industrial fishing fleets are guilty of abhorrent human rights abuses including the trafficking of migrant workers. Our report, *Misery at Sea*, revealed how men still slave on Taiwanese long-distance fishing boats, are beaten, deprived of sleep, and scared for their lives. One migrant fisherman even died.

With your support, and with the cooperation of civil rights groups, we finally got Taiwan's biggest seafood supplier FCF to tighten oversight over its supply chains.



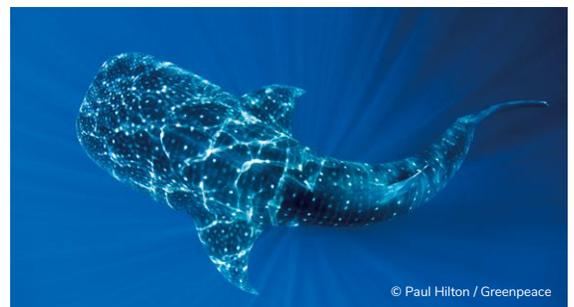
Until the very last fish

Industrial sized fishing fleets are depleting our oceans at an unsustainable rate. More than 90% of fish species are overfished or at the limits of maximally sustainably fished. Meanwhile, countless seabirds and whales are slaughtered as bycatch by mistake. Whether it's protecting the Patagonian Sea from the polluting salmon farming industry in Chile and Argentina, exposing illegal fishing, or pushing for a roadmap to make fisheries sustainable in southern Europe, we are working hard to heal our precious oceans.



For the love of whales

Just 2% of the world's oceans are under protection. Scientists say we must make at least 30% of the oceans marine sanctuaries by 2030 if we want to save biodiversity and avoid the worst effects of the climate crisis. We are campaigning alongside a UN process to make a Global Ocean Treaty in 2020. We launched a voyage from the Arctic to the Antarctic to gather support; and with top academics, we've mapped out those needed marine sanctuaries in *30x30: A Blueprint for Ocean Protection*. Let's join hands, we will save our oceans together!





© Rendra Hermawan / Greenpeace

At the front line of saving our forests

Forests burst with life, but they are being destroyed by mining companies and bulldozed for palm oil plantations. We are working towards protecting forests for our future and your voice in 2018 was stronger than ever before.

Indonesia: protecting paradise

Back in 2013, a Greenpeace campaign pushed the world's largest palm oil trader, Wilmar, to promise to stop supporting deforestation. Over the intervening years, we watched them closely and found they were continuing to ravage Indonesia's rainforests. We traced the slash and burn plots, we lobbied for transparency on supply chains and persuaded banks to stop funding deforestation. With 1.3 million people lending their voice to ours, last year we finally got Wilmar to back down and issue concrete commitments to ditch dirty palm oil.

Brazil: standing with indigenous peoples

Forests store vast amounts of carbon and protecting them is a key part of the challenge to avert a climate disaster. The Amazon Forest alone holds between 80 and 120 billion tons. Last year, after careful research, Greenpeace published a report exposing how the Brazilian government had weakened environmental laws and the land rights of indigenous peoples, allowing logging companies to violently uproot them from their homes. In 2019, we will continue to stand with local people in their struggle to save the world's most important rainforest. The world is watching!

Information

Other key forest works

Cameroon: The home of the bonobo is saved -- A powerful Greenpeace campaign that tracked how Sudcam, a rubber plantation was decimating Cameroon's Dja Faunal Reserve, home to the endangered bonobo chimps in the Congo Basin, forced the company to halt all new forest clearance.

Germany: Saying No to Coal -- Greenpeace has stopped German energy giant RWE from devouring Hambach Forest to mine brown coal. Along with other environmental groups, we staged a massive #WeWillEndCoal march, while a court ordered RWE to halt tree-felling in the 12,000-year-old forest.

Canada: Sound of freedom -- Canadian logging company Resolute Forest Products tried to bully Greenpeace into silence after we exposed its unsustainable practices but we prevailed. A US court in January this year dismissed all Racketeering claims by the company against us! It's great news for freedom of speech and for the forests!

Here's how you and I got Wilmar to go sustainable

Palm oil companies flatten forests and threaten wildlife

Slash and burn is cheap but causes deforestation and killer smog

Palm oil can be sustainable with proper forest assessment and peatland restoration

Wilmar

Wilmar, the world's largest palm oil trader, keeps purchasing 'dirty' palm oil

Dirty palm oil is sold to global brands and made into chocolate & shampoo

1.3 million forest defenders demand Oreo & other brands drop Wilmar

Oreo:
No Dirty Palm Oil!

Together we make Wilmar issue a new promise to the forests

Let's stay together to protect our beautiful green forests and to promote a green future!

Green living on every level

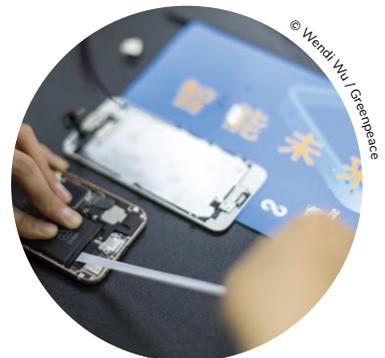


© Wendi Wu / Greenpeace

Caring about the environment means caring about people, as our lives and our health depend on it. In China, the world's most populous country and its second biggest economy, our teams in Beijing have been very busy, working on everything from phones to PM2.5 and from glaciers to green investment. Thanks to your support, we know we are making a difference.

Making smartphones smarter

We've been pushing China's electronics industry to become transparent, switch to renewable energy, pioneer new designs, use recyclable materials, phase out harmful substances, and set in place good systems so that old, unwanted phones can be recycled. We've been reaching out to people, companies and local governments to show recycling can be profitable.



Happiness doesn't come from consumerism

We all know, money can't buy you love and shopping can't buy you happiness. We team up with NGOs and key online influencers to get people to reflect on the endless consumer cycle, how it is unsustainable and poisoning our planet. We hold all kinds of fun activities -- workshops, toy swapping events, and classes on how to repair, upcycle, recycle and reuse; hundreds take part.



Winter could soon be history

In November, we published a groundbreaking report that sparked huge international interest: glaciers in western China were melting at an alarming rate. Climbing temperatures could cause torrential rains, flooding, glacial collapse, not to mention disrupting water resources for millions of people downstream. More hard evidence we have to act upon climate emergencies.



Bullish on green investment

We work hard to encourage investors to focus on clean energy projects, which will in turn spur the transformation of our societies away from fossil fuels. We publish quarterly reports on green energy investment, analyse the latest policies and developments in China's green financial sector, and lobby policymakers to meet international standards for green bonds.

Breathing easier

We start an innovative new research project with Tsinghua University to track PM2.5 levels and the health of volunteers over the course of a year. We continue to keep a close eye on the government's air pollution action plan and urban smog data and keep providing solutions to help them be more ambitious with their clean air targets.



Powering up the energy transformation

We work out a smart case study scenario for Hebei province to go renewable and it gets the local government interested. They took our roadmap and plugged it in to their own action plan for a renewable energy pilot zone. If this model works well, it can be copied elsewhere spurring on the end of fossil fuels and powering up a new energy transformation!





© Patrick Cho / Greenpeace

YOU made dreams come true

Saving the planet is an ambitious goal but it's one that we know we can do, campaign by campaign, with you behind us. When our dreams, your dreams, and the dreams of all our members, volunteers, activists and fundraising teams are brought together, we have the strength to make them real, so that we can build a safer and healthier world for everyone.

Let's take a look at how many of you helped us make a few dreams come true in 2018:

69,461 people signed our petitions

1,583 people took part in our volunteer and member activities

43,400 people from Hong Kong and Macau are members of Greenpeace

Hello!
We're from **Greenpeace!**

Do you still remember the first time you made contact with Greenpeace? For many of you, it might have been the time when you bumped into one of our Direct Dialogue Fundraisers on the street. Meeting people like you is what motivates them to brave all kinds of weather and approach strangers day after day. Here are some of their stories:



Jerry
Direct Dialogue
Fundraiser



Yan
Direct Dialogue
Fundraiser

Your trust = My motivation

I majored in sociology so I've always wanted to work for an NGO. After I joined Greenpeace, I learned that it was the first organisation in the world to use Direct Dialogue Campaigning, in other words talking to people face-to-face in the street about environmental issues. I feel really proud to be a member of one of these teams in Hong Kong.

We stay outdoors the whole day and often have to deal with unexpected situations. Every member of my team takes our mission seriously and we're always supporting and encouraging each other. But the biggest motivation for me is you, and many more people like you, who become Greenpeace members.

I'm really moved whenever I meet someone on the street who tells me about the environmentally-friendly things they are already doing or the petitions they've signed supporting our campaigns. I feel your trust in us, so no matter what difficulties I encounter in my work, I will continue to meet the challenges and to protect our planet in my own way. I encourage you to do the same.

We're only strong because of you

"What's Greenpeace's stance on climate change?" I was in Macau introducing Greenpeace's work to the public when a man approached me and asked me this question.

He told me he was a firefighter and he started to become concerned about climate change when he saw that extreme weather events were becoming more common. When Typhoon Mangkhut struck Macau, his family needed to flee their home because of rising water, but he was at work and couldn't go back to help.

He signed up to become a member of Greenpeace immediately after hearing about how we were campaigning to bring about an energy revolution and develop renewable energy. I'm glad that I get the chance to meet so many people like him and you, willing to do something for change. Thank YOU for standing up for the only planet we have! In the end, we're only strong because of you.

Did you know?

Over the last last year, our Direct Dialogue Team made...

100,000

conversations to explain urgent environmental issues to the public

240

visits to Hong Kong and Macau places to reach out to people from different backgrounds

YOU are guardians of the planet

Greenpeace East Asia is connecting people who share a love for this beautiful planet of ours. That includes you and me and tens of thousands of our supporters. Let's meet some guardians of the planet.



My green routine

I've been following Greenpeace's plastics campaign closely... that's why my wife and I are now using much less plastic. When we eat out we rarely go for takeaway. When we choose a restaurant we check out what kind of tableware they have; if they're using disposable plastics then we'll leave and find somewhere else that doesn't. By not using straws and plastic bags, we're trying to reduce the burden on our planet.

..... **Chris** / Hong Kong Supporter



We can protect our planet if we all pitch in

I became interested in environmental issues after I had my daughter and I first heard about Greenpeace through its Save the Arctic campaign, when I heard about their activists on boats trying to stop companies from drilling for oil. Direct action wasn't something I saw other organisations doing, and I could see how motivated and determined they were.

This year, I can tell Greenpeace's plastics campaign has been very successful in raising public and pushing businesses to come up with new measures to phase them out. Whenever I go shopping, I always take my own bags and food containers; it's no exaggeration to say I've saved thousands of plastic bags this year! This shows that whoever you are, you can do something for the planet.

..... **Sharon** / Hong Kong Supporter



It all starts with volunteering

When I heard that Greenpeace were looking to recruit members for a "microplastics search team", I joined out of curiosity. The experience really helped me understand the problem much more deeply than just reading about it in the news. It was great that I got a chance to volunteer in a whole range of activities and do my bit for the planet.

..... **Alice** / Hong Kong Supporter & Volunteer



© Greenpeace + Gloria

Protect our country parks because we care for our home

I started working with Greenpeace last year when I learned about the government's plan to develop Hong Kong's country parks. Greenpeace released a remake of a Cantonese song *Swallowtail Butterfly*, and when I heard the schoolchildren sing: "Is this what paradise looks like?" tears slowly rolled down my face.

I've always been concerned about the environment because it's so tightly bound up in our own lives and impacts our family's survival.

Our country parks are so precious not only because of their ecological value but because they're where anyone can come and just breathe and enjoy nature with friends and family. As hongkongers we should be proud that the National Geographic Society picked the MacLehose Trail as one of the world's 20 best hikes.

I do believe that we can coexist with nature and I held onto this simple hope when I supported Greenpeace's country parks campaign. I'm so glad now that I joined so many other hongkongers and we succeeded in protecting them.

..... **Gloria Yip** / Hong Kong Actress & Artist

Who knew eco-graffiti could be so colourful?



© Greenpeace



© Greenpeace

Nature doesn't have a voice but I do!

I'm a primary school student and my first encounter with Greenpeace was with a direct dialogue teammate in the street. I learned about ocean conservation and saving the Arctic. I love polar bears so I was sad to hear that their frozen home is melting. After that, I started paying more attention to environmental news and the fact that our abnormal climate is driving many species to extinction.

I saved up my pocket money to support Greenpeace and I try to practice green habits in my daily life, such as turning lights off when I leave a room and saving electricity and water. I also tell my friends and family about environmental issues. I believe that although I'm only a youngster I can still do something. If I get a chance I want to make a book with my own cartoon characters called Green and Peace who are determined to save the world's endangered species.

..... **Hahyun** / Korean Supporter

Greenpeace invited me to take part in a global street art campaign to protect the Indonesian rainforests. I painted a glorious bird of paradise, four-storeys high on the side of a building in Taipei. It was to raise awareness about how their home is being destroyed because trees are being felled for palm oil.

These days most people are glued to their mobile phones and pay little attention to what's around them. I hope my painting will encourage people to look up and to start caring more about people and things all around them. Then, we may begin to explore how to really protect our planet.

..... **ANO** / Taiwan Artist

Sometimes it takes a child to change the world

Brian Kan is 10 years old. From his appearance, he looks just like any other little boy. You'd never guess that he's already written and illustrated two picture books about animals and nature and raised money for Greenpeace on top of that. For your annual report this year, we made a special trip to meet up with Brian and his mum, and ask him what gave him the idea to start making books so young?



© Tai Ngai Lung / Greenpeace

A story is born

Brian wrote his first book, "The Tale of Tom The Turtle," back in 2016. "I've always loved animals!" Brian said, his face shining with excitement. His mum told us that when he was very young he would pore over an encyclopedia about wildlife that she had given him. It inspired him to write a story about a boy called James who learns that plastic could end up hurting his friend Tom the Turtle, so he resolves to use less of it. He entered a story competition and won it!

A summer spent sketching

At the beginning of the summer holidays, Brian's mum suggested that he draw pictures to go with his prize-winning story. She never thought that he would illustrate the whole book. "I kept drawing until I was happy with the result," Brian said. His mum had a sudden inspiration: why not make it into a picture book and publish a few copies just to give to their friends and family?

Connecting with Greenpeace

Brian was sitting down watching TV at home one day when the news came on. It was a story about a Greenpeace report on the harm plastics were doing to marine animals and people's health. Brian told his mum he wanted to sell his book and give the money to Greenpeace. His mum smiled and said: "I hesitated, but he kept on asking me. Shouldn't we, as adults, support our children when they're trying to do something so meaningful?" In the end, his mum put Brian in touch with us.



Brian created these lovely paper mache artworks.



Challenge yourself

Brian set high standards for his book and it took more than six months to get it ready. He did book readings in local schools, spreading environmental messages to kids even younger than him. Finally, in 2018, Brian and his mum visited Greenpeace's office to donate the money he had raised. Full of youthful innocence, Brian said: "I'm so happy that I achieved what I had set out to do!"

Brian first makes sketches before he paints the images for his books.



Brian held talks about his book's message at several schools in Hong Kong.



Embrace your dreams

Brian is full of hope for the future: people will care more about the environment, reducing waste, reusing things and creating a circular economy and building sustainable lifestyles. Brian said: "Maybe I'll become an environmentalist... and work with others to protect the planet." Gazing at her son, his mum said tenderly: "I'll always support him... I care about the planet too because I care about my family."

Brian does his best to live by his principles. "We recycle our rubbish at home and try to make as little waste as possible." His mum added: "When we have guests over, we don't use disposable utensils, and we ask them to bring food in reusable containers." Brian has had an impact on people around him and that just goes to prove, that no matter your age, no matter who you are, every one of us can help to build a greener world.



Brian, with his mum, shared some of his favourite drawings from his book.

All our lives are linked with the health of our planet. And like Brian, a little boy who wrote a book about a turtle, we believe that every one of us matters. When one person acts, it can change those around them. And when we all come together, we can change the world!

Greenpeace's Supporters Service Team

We were all moved when we first heard about Brian's wish to help fundraise for Greenpeace and then stunned to hear that he was only six years old at the time. So young and yet so full of ideas, dedication and creativity. Like Brian, if you want to help Greenpeace protect the planet and have an idea for a fundraising activity -- such as a charity birthday dinner or leaving a legacy in your will -- we would be delighted to hear from you. You can reach us at donor.services.hk@greenpeace.org or by phone on (852) 2854 8318.

Sailing towards a greener future together



© Esther Horvath / Greenpeace

2018 was a very busy and successful year for our whole region and our supporters have been truly amazing. They have signed petitions, volunteered hundreds of hours, spoken out to demand solutions on climate change, changed their own lifestyles to reduce plastic, and given donations to fund many more actions for our environment.

THANK YOU for adding your voice to create a better and greener planet.

After months of campaigning and actions, together we persuaded local fast food chains to cut plastic waste. We were part of a movement that forced the world's largest palm oil trader, Wilmar, to end deforestation. Then, together, we pressured the vast majority of krill fishing companies to stop destructive fishing in huge areas around the Antarctic Peninsula. And you joined over 2.7 million people worldwide in calling for an Antarctic Ocean Sanctuary.

We did all of this together, because every single action makes a difference.

Today, we are seeing more people like you joining us in this journey. I'm extremely thrilled and also humbled to see so many of you put your trust in us. The next few pages will show you how your generous gifts have been put to good use. With you by our side, we will work together to build a future where our planet is a safe and healthy place to live.

Once again, I'd like to say a big thank you for all your wonderful support and actions.

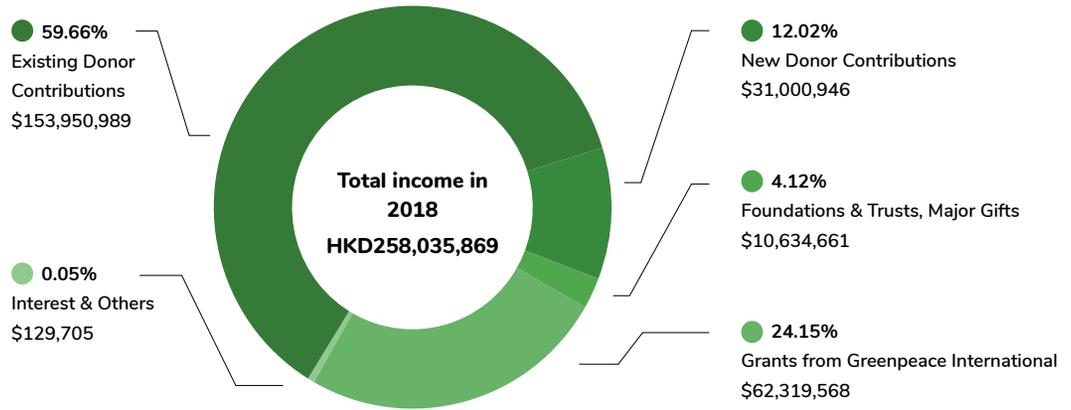
Cristina San Vicente

Deputy Executive Director
of Greenpeace East Asia

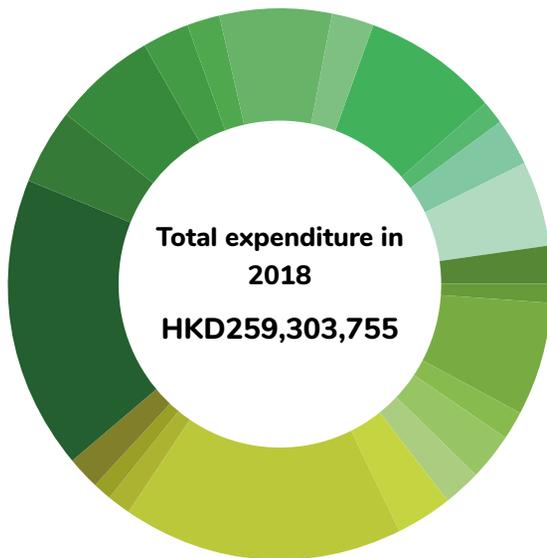


Making every dollar work

Steady support from people like YOU is our lifblood. To guarantee our independence and integrity, we do not accept funding from companies or governments. Each and every donation from the public, whatever the amount, works together to drive strong and far-reaching positive changes for our environment.



*Figures may not add up to total due to rounding.



Environmental Projects & Campaigns

- **Climate & Energy**
\$43,892,183 (16.9%)
- **Contributions to Greenpeace International for global activities (Climate & Energy)**
\$10,667,909 (4.1%)
- **Oceans**
\$15,684,717 (6.1%)
- **Forests**
\$7,165,003 (2.8%)
- **Food & Agriculture**
\$5,212,189 (2%)
- **Toxics/Detox**
\$16,927,427 (6.5%)
- **Cross Campaign Projects**
\$6,998,986 (2.7%)

Campaign Support

- **Campaign Communications & Media**
\$20,131,200 (7.8%)
- **Public Information & Outreach**
\$3,805,540 (1.5%)
- **Action, Volunteer Outreach & Community Management**
\$5,312,653 (2.1%)
- **Policy, Business & Science**
\$14,339,512 (5.5%)

Organization Support & Governance

- **Senior Management, Governance**
\$5,699,827 (2.2%)
- **Legal Advisory**
\$3,212,228 (1.2%)
- **Human Resources**
\$16,607,017 (6.4%)
- **Administration**
\$5,556,002 (2.1%)
- **Financial Control**
\$9,704,902 (3.7%)
- **Regional & Staff Development**
\$5,513,153 (2.1%)

Fundraising & Donor Engagement

- **Supporter Information & Mobilisation**
\$5,409,551 (2.1%)
- **Supporter Care & Development**
\$2,866,091 (1.1%)
- **Supporter Database, Licenses & Management**
\$3,683,034 (1.4%)
- **New Supporter Outreach**
\$42,495,679 (16.4%)
- **Fundraising Staff & Coordination**
\$8,418,953 (3.3%)

Greenpeace East Asia financial statement for the year ending 31 December 2018 was audited by certified public accountants PKF. For more details, please visit:

<http://www.greenpeace.org/hk/Global/hk/publications/audit-reports/GPEA-2018-Audited-Report.pdf>



For every **\$300** we spent on our environmental campaign projects and supporting works in 2018, we used:

Thank YOU! Having a strong and trusted source of funding means we can focus on campaigning for the environment. Because of YOU, we can make a difference!



\$88

Saving our climate

Mission: to keep global temperature rise under 1.5°C



\$35

Contribution to global activities and others

We're all part of the global movement!



\$34

Eliminating toxic pollution

Together, we can build a toxic-free future



\$48

Environment campaign message promotion and mobilisation

Spreading our message



\$31

Protecting our global oceans

To clean and protect seas that foster life on our planet



\$16

Research and investigations

To bear witness, collect evidence and propose viable solutions



\$14

Protecting pristine forests

Because the Earth cannot sustain life without healthy, thriving oceans



\$13

Sustainable financing & public affairs

In close liaison with decision makers from governments to the private sector



\$10

Safeguarding our food system

We're promoting ecological farming to reconnect people with food



\$11

Action and volunteer engagement

Peaceful, creative action is a powerful way to grab global attention

Distribution of Resources: Environmental Projects & Campaigns

With you beside us, we have widened the scope of our environmental work and we have made some great campaign breakthroughs in 2018. Greenpeace is accountable to its supporters, the public, and regulatory bodies. This is where we explain our budgets with breakdowns for all the campaigns and supporting expenses so you can see at a glance how your generous gift was put to work.

Climate

Project	Highlights	HKD
Coal, Water and Air Pollution	<ul style="list-style-type: none"> • We created a global coal & water story map with Greenpeace coal water teams around the world. It is helping the public and media understand how the coal industry drains and pollutes water resources. • We have also been analysing data to assess risks to watersheds and river basins internationally. • Our Global Air Pollution Unit continued tracking air quality and fossil fuel use in East Asia, releasing reports on coal demand and CO2 emissions and on the alarming rise in summer ozone concentrations. • Taiwan shelved the Shen'ao coal power project following our campaign, where we highlighted the health impacts of building the power station. • Our work included keeping up the pressure on China, Japan and Korea to improve poor emissions standards for overseas coal power projects. • We are developing a database of emission levels linked with health studies that will allow us to use science-based research to better demonstrate the dangers to health from coal. 	3,328,081.78
Energy Solutions / Mainland China	<ul style="list-style-type: none"> • Our case study on Hebei renewable energy is being used by the local government to guide the province towards clean energy. • We used our clean energy incubation platform PowerLab to act as a bridge between energy corporations and clean energy startups. • Following a media analysis to identify what was missing in the debate on energy, our team built a network of energy experts and key opinion leaders to frame needed narratives promoting renewable energy in the public sphere. 	2,953,465.04
Sustainable Finance	<ul style="list-style-type: none"> • We sent investors quarterly reports on green energy investment and lobbied policymakers in China to meet international green bond standards. • Important policy recommendations on environmental information disclosure for China's green bond market were also sent to officials. 	628,018.10
Overseas Energy Investment / Mainland China	<ul style="list-style-type: none"> • China is our key target in the coal campaign because of the scale involved, so last year was the kick-off for a 15-month project aimed at slowing down its considerable overseas investments into coal. We are pushing policymakers to encourage renewable energy investments and to make them the more competitive option. • We worked with scholars from the Chinese Academy of Sciences and Tsinghua University to draft reports on the benefits of overseas renewable energy investment. • Shanxi Finance University teamed up with us to research the risks of investing in coal in Indonesia - that report will be out in 2019. • We also worked with the All-China Environment Federation to study China's overseas green investment policies. 	3,361,764.73
China Glacier and Climate Change Impacts	<ul style="list-style-type: none"> • The highlights were field investigations of five glaciers in western China; working with top glaciologists we collected data on climate changed-induced melting. • Our subsequent report on glacier disasters in 2018 was cited and discussed at top academic climate conferences. • To bring the science alive and make it urgent to the public, we created engaging infographics, six videos and one photo story, attracting huge media attention. 	6,300,508.89

Project	Highlights	HKD
Renewable Energy / Taiwan	<ul style="list-style-type: none"> • Our team built an online platform to help corporations understand how best to procure renewable electricity and hosted forums and workshops in Taiwan's major cities on the same topic. • We lobbied the government to allow non-utility companies to directly purchase renewable energy and to force corporate consumers to at least, in part, use use renewable energy. • After working with NGOs and environmental and health experts, holding press conferences, staging actions, and collecting more than 120,000 signatures -- a record for our Taiwan office -- we persuaded the government to shelve a new coal-fired power plant at Shen'ao. 	6,285,970.00
Air Pollution / Mainland China	<ul style="list-style-type: none"> • Tsinghua University joined hands with us to launch a one-year project in which citizen scientists (our volunteers!) collect real-time PM2.5 data to help illustrate air pollution's impact on public health. We have received thousands of posts and messages and are preparing a full report to be published in 2019. • We connected with key stakeholders, conducted data analysis and provided timely suggestions to the central government on national air quality policy. 	1,249,695.16
Renewable Energy / Hong Kong	<ul style="list-style-type: none"> • Working with Hong Kong Baptist University, we ran a study to uncover the potential for putting solar panels on school rooftops; the government later sought our advice on helping schools adopt renewable energy. • We made a video, with climate expert Lam Chiu Ying, to help explain how climate change and extreme weather events are connected, attracting 362,000 views. • A donor event at Tai O threw the spotlight on the devastating damage caused by Typhoon Mangkhut and helped tie it with climate change in media reports. 	1,968,761.51
UN Climate Talks	<ul style="list-style-type: none"> • We led Greenpeace's global delegation to the UN climate negotiations as an NGO observer, initiating critical bilateral talks with policymakers to lobby for a more ambitious climate goal. • Our team provided international communications support to Greenpeace International's global climate policy advocacy at the negotiations. • Keeping up the momentum, the office launched an online action to capitalise on the urgency of a UN Intergovernmental Panel on Climate Change report, pushing countries to meet their Paris Agreement commitments. 	5,474,943.07
Energy Solutions / Korea	<ul style="list-style-type: none"> • We launched a 3-year project to shift Korea's car industry from fossil fuels, interviewing key stakeholders, holding focus group interviews and developing campaign narratives and strategies. • Youth are a key source of strength for Greenpeace and we mobilised university students nationwide to push for renewable energy at their institutes. • Collecting more than 20,000 signatures, our team petitioned the Korean government to drop its overseas coal investment using public taxpayer funds. That campaign included sending a statement to President Moon. • For the second year running, we joined 560 plaintiffs in a lawsuit against the Nuclear Safety and Security Commission to get them to cancel the construction permit for two reactors (Shin Kori 5&6). An online platform was launched and actions were staged calling on the President to start a safe and clean energy transition in Korea. 	9,843,840.81
Coordination and oversight	Overall regional campaign oversight and coordination expenditure.	2,497,134.14
		43,982,183.23

Oceans

Project	Highlights	HKD
Marine Pollution Study / Korea	<ul style="list-style-type: none"> We released our science-based study of microplastics contaminating commercial salt around the world to highlight the seriousness of plastic pollution and the need to take strong urgent action on single-use plastics. Our report was also published in Environmental Science & Technology, a respected scientific journal, and attracted almost 1,000 stories in the press. 	215,559.11
Protect the Antarctic	<ul style="list-style-type: none"> Spearheading a global campaign to set up the largest protected area on earth: an Antarctic Ocean Sanctuary, we used petitions, public engagement, working with key influencers and building networks with decision makers, scientists and NGOs, and gathered over 2.7 million supporters worldwide. Our team was part of a three-month ship tour of the Antarctic Ocean to document its unique wildlife under threat from climate change, overfishing, and marine pollution. Our research identified four vulnerable marine ecosystems, now approved for protection. The people-powered campaign persuaded the world's five largest krill fishing companies, including state-owned China National Fisheries Corporation, to halt operations in 'ecologically vulnerable' waters off the Antarctic Peninsula starting 2020. 	10,068,870.35
Illegal fishing & Overfishing / Taiwan	<ul style="list-style-type: none"> Our report, Misery at Sea, highlighted how Taiwanese fishing vessels were guilty of keeping migrant crew like slaves, including ships owned by Fong Chun Formosa Fishery Company. The impact of our reporting forced the firm to agree to discuss sustainable fishery policy with Greenpeace. We lobbied Taiwan's government to commit to a timeline for implementing the Distant Water Fisheries Law, improve information transparency and corporate social responsibility and clean up the industry by making the Fisheries Agency, Council of Agriculture and the Premier's department work together on this problem. 	2,513,972.89
Domestic Oceans / Mainland China	<ul style="list-style-type: none"> In 2018, the focus was on by-catch and mortality from fishing activities acutely threatening global shark species; our report will be published in the next two years. We are working with other researchers, collecting data and case studies and investigating how China's fishing industry is impacting shark numbers at home and overseas. We have been continuing to forge networks with scientists and policymakers to drive the sustainable transformation of China's fisheries. 	2,610,234.19
Coordination and oversight	Overall regional campaign oversight and coordination expenditure.	276,080.07
		15,684,716.61

Contributions to Greenpeace International for Global Activities

Project	Highlights	HKD
No New Coal Global Campaign	<p>Last year, we worked closely with Greenpeace Southeast Asia on two big projects:</p> <ul style="list-style-type: none"> Our Climate Justice and Liability campaign aims to use the law to drive governments and corporations to change; we collected detailed testimonies from communities devastated by climate change and used science-based evidence for submission at public hearings at the Commission on Human Rights of the Philippines. Our Rainbow Warrior Ship Tour docked at The Philippines, Indonesia and Thailand to campaign for scrapping coal now, promoting renewable energy and highlighting the link between climate and human rights. 	10,667,908.84
		10,667,908.84

Forests

Project	Highlights	HKD
Congo Basin Rainforest	<ul style="list-style-type: none"> Working with Greenpeace Africa, we researched what happens to timber illegally logged from the Congo Basin so we can target those responsible. We also built links with parties who can help push for stronger legal protections to stop illegally-harvested timber from entering China. 	214,331.91
Indonesia Rainforests	<ul style="list-style-type: none"> We were part of a massive global campaign that finally forced the world's largest palm oil trader, Wilmar, to ensure its suppliers are not ripping up Indonesia's rainforests. Engaging the public online and offline is hugely important and we held multiple activities and events, working with more than 800 volunteers and attracting 1.3 million signatures to our petition to protect the forests. 	771,678.79
China Natural Forests	<ul style="list-style-type: none"> Our focus last year was lobbying for better management of wildlife habitats and national parks in China and building public awareness on the urgency of wetland protection. We connected with potential partners for carbon sink research in Yunnan and a national park case study in Anhui, both important approaches to forest protection. Our forest team and a local partner worked together to pinpoint the location of ancient trees -- more than 1,100 years old -- in a nature reserve in Yunnan, as the first step in ensuring this key ecologically-diverse area gets protection. We are also working on a documentary series to raise public awareness that is set for release in 2019. 	5,821,431.85
Coordination and oversight	Overall regional campaign oversight and coordination expenditure.	357,560.41
		7,165,002.96

Food and Agriculture

Project	Highlights	HKD
Sustainable Agriculture / Mainland China	<ul style="list-style-type: none"> We are driving environmentally-friendly farming by engaging eco-farmers through our Eco Agriculture Platform Fellowship, and building an online community to share farming techniques and marketing and sales tips. Lower meat consumption will help in the world's fight against climate change and agricultural pollution. With this our goal, we joined hands with agriculturalists and nutritionists to plan strategies to encourage people to eat less meat. 	4,706,909.13
Coordination and oversight	Overall regional campaign oversight and coordination expenditure.	505,279.37
		5,212,188.50

Toxic / Detox

Project	Highlights	HKD
Hazardous Chemicals Management / Mainland China	<ul style="list-style-type: none"> • Huayuan County, Hunan, has China's most polluted soil. We explored possible partners in this region to find solutions to this environmental disaster. 	693,276.73
Overconsumption / Mainland China	<ul style="list-style-type: none"> • Wasteful shopping is a huge environmental burden on our planet, so we worked with 11 local NGOs to host online and offline public engagement activities aimed at encouraging people to shop more sustainably, especially during China's Single's Day. Our events urged people to visualise the impacts of this consumption on their environment. • Key online influencers in China are crucial to engaging youth and we worked with several to promote sustainable lifestyles. 	584,223.19
Over-consumption	<ul style="list-style-type: none"> • Our two-day Make SMTHNG Week event in Hong Kong was a great success, with participants learning how to make stuff from non-plastic materials, taking part in upcycling games and enjoying exhibitions, food and drinks. • We held a number of fun workshops on how to lead a sustainable life in Taiwan, which built upon our 2018 campaign on throwaway culture. 	153,693.27
Detox My Smartphone	<ul style="list-style-type: none"> • As the world's best-selling smartphone maker, Samsung wields considerable influence. After our April 2018 report showing how the company could easily switch to renewable energy, they agreed to go 100% renewable! For this massive campaign, we partnered with energy experts and the public -- online and offline -- to put the pressure on Samsung. 	658,418.34
Combat Water Pollution in China	<ul style="list-style-type: none"> • A big part of our 2018 work involved science-based research, leading to two reports on contaminated areas. • We also researched policy suggestions for improving industrial wastewater treatment and we will release these in 2019. • Networking with academics and local NGOs and engaging with local media to build up public awareness on pollution were some of our other focuses in 2018 since water pollution is poorly covered in Chinese media. 	1,021,859.68
Plastic-Free Life	<ul style="list-style-type: none"> • To promote a Plastic-Free Life we built a website with tips for cool alternatives and worked with local groups, communities and key influencers to promote living a life free of plastic. 	898,592.44
Break Free from Plastic / Mainland China	<ul style="list-style-type: none"> • Food delivery is an industry which heavily abuses disposable plastic and we invited leading online food delivery platforms and designers to workshops to come up with a plastic-free food delivery service. • To enrich the debate on throwaway plastic, we tracked where the plastic used in an online delivery of food ended up, and produced a report on what we found out with Dalian Maritime University. 	2,406,369.29
Break Free from Plastic / Hong Kong	<ul style="list-style-type: none"> • Greenpeace believes in science-based campaigning, so we worked on a yearlong research with the Rainbow Warrior, collecting surface water samples at 20 coastal locations to research marine plastic pollution. • By engaging the public, we collected 33,000 signatures urging local fast food companies to go plastic-free. • 70 volunteers helped us persuade more than 300 restaurants to encourage plastic-free takeaway meals. 	5,551,060.01
Break Free from Plastic / Taiwan	<ul style="list-style-type: none"> • Marathons have really taken off in Taiwan and so we launched our Plastics Free Marathon campaign to encourage runners to go plastic-free from rejecting free gifts to using reusable water bottles. The Taipei mayor signed a deal with us to drastically reduce the use of single-use plastics at the December Taipei City Marathon, the largest one in Taiwan. Other big marathons also started offering reusable cups and cut plastic at their events. • Working with local NGOs, we set up a Marine Debris project to use beach surveys to identify plastic pollution hotspots and collect other data. We will push for these to get priority cleanup and tighten plastics legislation. • Our GreenDay events featuring VR booths, a photo gallery, and DIY workshops engaged more than 2,300 people to promise to reduce their use of single-use plastics. • We persuaded more than 84 schools to host plastic-free events, encouraging families to adopt green habits. 	3,112,430.06

Project	Highlights	HKD
Break Free from Plastic / Korea	<ul style="list-style-type: none"> Working with our office in the Philippines, we helped document the illegal shipment of plastic waste from Korea to the Philippines, pushing the story widely to the media and lobbying Seoul to start regulating single-use plastic consumption. The ship was forced to return to Korea. 	1,194,436.16
Coordination and oversight	Overall regional campaign oversight and coordination expenditure.	653,067.38
		16,927,426.55

Cross Campaign Projects

Project	Highlights	HKD
Global Environment Influence / Mainland China	<ul style="list-style-type: none"> We offered ideas for energy solutions for China's One Belt One Road initiative at international forums and seminars, including the United Nations Industrial Development Organization. 	608,080.23
Rainbow Warrior Ship Tour	<ul style="list-style-type: none"> Our research with the Education University of Hong Kong on board the Rainbow Warrior as a follow-up to the first comprehensive research on ocean plastic pollution in Hong Kong waters was published as a report: <i>Microplastics and Large Plastic Debris in Hong Kong Waters</i> in March 2019. 	538,960.20
Rethink IT / Taiwan	<ul style="list-style-type: none"> How do phone companies compare on recycling handsets? We ranked them and published it in a report so the public could see who was the greenest and we could push the industry to do better on recycling. We were also part of the global Samsung campaign to go 100% renewable, staging several peaceful direct actions in Taipei. 	946,000.79
Rethink IT / Mainland China	<ul style="list-style-type: none"> Our work included pushing for the smartphone sector to go renewable; making four videos to encourage the recycling of handsets; and publishing blogs on risks involved with deep sea mineral mining and the benefits of recycling valuable metals from electronic products. 	234,076.90
City Development / Hong Kong	<ul style="list-style-type: none"> Our impressive Save our Country Parks campaign gathered 53,000 signatures urging the government not to bulldoze the protected areas. We were successful in getting country parks ruled out of land supply options. Our campaign saw us teaming up with 26 local green groups to urge brownfield development as a solution to land supply, including a special hiking event with grassroots families; staging non-violent direct actions to demonstrate the real value of country parks; and in producing a viral music video (2 million plus views) to get the public to back saving our country parks! 	3,432,532.17
Coordination and oversight	Overall regional campaign oversight and coordination expenditure.	1,239,335.56
		6,998,985.85

Distribution of Resources: Campaign Support

Our campaigns are so powerful partly because of a team of specialists we call our Campaign Project Support Team. These people work behind the scenes and provide our campaigners with expert guidance on a wide range of issues including environmental communications strategies, actions, research, investigations, and digital outreach. Also, our Sustainable Finance Team and Policy and External Affairs Unit act as bridges between us and the financial industry, government officials and other stakeholders.

Campaign Communications, Media and Public Outreach

Project	Highlights	HKD
Campaigns/ Environmental Project Communications Delivery	<ul style="list-style-type: none"> • 30 communications staff working on 34 campaigns across mainland China, Hong Kong, Taiwan and Korea. • Communication support for campaigns via media, including press conferences and introducing campaigns to local and global media. • Streamlining Greenpeace branding and messaging to the public in mainland China. • Additional costs include media monitoring of environmental stories in East Asia; collecting data, buzzwords, articles and visuals to improve communication strategy. 	10,050,655.11
Branding & Environmental Communications Research	<ul style="list-style-type: none"> • Investment into innovation and improvements to analytical, communication, multimedia work and social media platforms, to boost campaign impact and influence. • Sharing Greenpeace experiences in environmental campaigning, schooling local partners or individuals in environmental monitoring and compiling reports. • Producing videos, posters and brochures on Greenpeace campaign work and core values. • Collaborating with schools, universities and local key influencers promoting green lifestyles. 	7,825,398.40
Environmental Analytics	<ul style="list-style-type: none"> • Analysis of environment-related news coverage and social media posts to evaluate Greenpeace's campaign messaging. • Handling data on environmental issues on social media. 	1,567,978.62
Multimedia	<ul style="list-style-type: none"> • Production of graphics, photos and videos to support projects. • Maintaining multimedia library. • Developing new digital campaigning tools. 	495,286.25
Digital Mobilisation	<ul style="list-style-type: none"> • Supporter mobilisation and public engagement via digital channels – emails, social media, online platforms etc. across regional offices. 	191,881.33
Supporter Communications	<ul style="list-style-type: none"> • Published three Impact Reports and one Annual Report for updating and engaging supporters on Greenpeace achievements, ongoing campaigns and activities. 	3,805,539.81
		23,936,739.52

Action, Volunteer Outreach & Community Management

Project	Highlights	HKD
Regional Actions & Outreach Coordination	<ul style="list-style-type: none"> • Coordinating planning for actions, logistics, budget control and legal assessment. • Trainings for activists. • Assisting public engagement activities. 	2,893,494.59
Training & Equipment	<ul style="list-style-type: none"> • Infrastructure support for non-violent direct action (NVDA); equipment purchase and management. 	1,545,803.76
Action & Volunteer Management Warehouse	<ul style="list-style-type: none"> • Warehouse (equipment storage) for each office – rental, management and renovation. 	873,355.00
		5,312,653.35

Policy, Business & Science

Project	Highlights	HKD
Regional Research & Investigation	<ul style="list-style-type: none"> • Coordinating research and investigations across regional offices. • Exposing environmental crises and raising practical solutions. • Monitoring urgent environmental disasters and mobilising staff to bear witness and understand root causes. 	907,533.10
Environmental Research Development	<ul style="list-style-type: none"> • Researching audience perception of our campaigns; the result feedbacks into future campaign design and messaging strategies to maximize our impact. • Conducting regular trainings – scouting, sampling, online research and workshops – equipment management, risk assessment & security. • Holding regional knowledge-sharing workshops. 	3,955,930.13
Application of Advanced Cognitive Science	<ul style="list-style-type: none"> • Building scientific competence throughout 26 offices on applying advanced cognitive science (neuroscience, psychology, linguistics) to create social change through behavioural change. • Designing training framework and practical guidance on mindset campaigning for global offices and projects. • Building networks with partners working on mindset change. 	3,023,390.11
Advisory – Policy & External Affairs	<ul style="list-style-type: none"> • Providing consultation on liaising with governments and the UN. • Maintaining relationships with key political contacts in governments, research institutions and NGOs. • Monitoring environmental impact assessment reports and attending seminars. 	819,524.23
Advisory – Sustainable Finance & Business	<ul style="list-style-type: none"> • Developing and implementing strategies and providing professional advice to change corporate behaviour. • Engaging investment and financial communities; attending public and business forums. 	5,633,134.34
		14,339,511.91



Our 10 promises to supporters

We want to create a world where the environment doesn't need protection.



01 Commitment: Our mission for the past 48 years has been to use peaceful action to achieve positive change for the future of our planet.

02 Remaining free of vested interests: To guarantee our independence and integrity, we do not accept funding from companies or governments. We rely entirely on the support of individuals – such as you – who share our vision of a green and peaceful world.

03 Flexibility: Though tackling climate change is our overarching top priority, we are also dedicated to saving forests, oceans, and ridding the world of toxic pollution, since we acknowledge that these environmental issues are all linked. We also adapt campaigns to the local context and situation.

04 Effective campaigns on issues that matter: The IDEAL framework (Investigate, Document, Expose, Act, Lobby) is the driving force behind our environmental campaigns.

05 Mobilising the public: The collective power of individuals is our not-so-secret weapon in making companies and governments do the right thing for nature and the environment. We ask people to add their voices, support and funds to give our campaigns the biggest possible impact.

06 Accountability: We are committed to the Accountable Now (formerly the INGO Accountability Charter) and its principles of Ethical Fundraising. We are accountable to our supporters, the public and regulatory bodies.

07 Transparency: Each year we produce an Annual Report, including audited financial statements by independent auditors, to provide an overview of our work and financial management so that you can see how your generous donations have been spent, and what we have achieved as a result.

08 Quality: All of our fundraisers are well-trained and closely monitored when representing Greenpeace to recruit new donors and promote our environmental protection work. We have clear policies and fundraising principles. We continuously self-reflect, and aim to improve!

09 Data privacy: We care about protecting your personal information. Our privacy policy ensures your personal data will only be accessed by staff that need to perform specific tasks, such as sharing Greenpeace campaign information with you, inviting you to participate in activities and make donations, and to handle necessary procedures on donation processing.

10 Having an engaged, involved, two-way relationship: Through supporter events, campaign talks, our supporter publications, e-newsletters, or calling you directly, we want to stay in touch with YOU!

E	POSTAGE PAID HONG KONG CHINA	PERMIT NO. 特許編號
	中國香港 郵資已付	00333

Greenpeace East Asia

10/F, Stelux House, 698 Prince Edward Road East,
San Po Kong, Kowloon, Hong Kong

+852 2854 8318 donor.services.hk@greenpeace.org

greenpeace.org/eastasia

