

2017 ANNUAL REPORT

EAST
ASIA



GREENPEACE 綠色和平

Real change is possible

I'm delighted to be sending you our 2017 annual report.

Over the last year, Greenpeace has gathered a powerful voice that crosses generations and knows no borders. It's carrying the message of our environmental mission, while we uphold our independence and impartiality in overseeing governments and corporations.

Thank you for believing that real change is possible.

In Hong Kong we're witnessing a huge public push for less plastic, and the call to save our country parks is growing louder. Many more changes are happening around the world and at the heart of each and every one is you. Today, Greenpeace East Asia has close to 130,000 donors in our family, each one contributing and adding their strength to our strength.

Your valuable and continued support is the key to our environmental successes.

I invite you to open up your annual report and read about how we are putting your generous donation to good use. Together we will succeed in saving our precious planet.



Cristina San Vicente

Deputy Executive Director & Director of Fundraising
and Engagement, Greenpeace East Asia

**YOU're helping to change
the world**

To read all about our campaign successes
in 2017, please see our other report,
Greenpeace This Year 2017.

<https://act.gp/gpea2017>



Campaigns on the move!

It takes just an instant to destroy something. But to protect it, we must keep on working at it. With so many environmental challenges today, Greenpeace has to be both creative and courageous, and we are able to keep our resolve because of you!

Everyone's going
plastic-free!

Have you noticed that more and more people no longer want a straw with their drink, or are bringing their own food container for a takeout? These might just be chance encounters, but they continue to inspire us.

In the past two years, our "Plastic Free Now" campaign has really kicked off. A.S. Watson Group and 759 Store both promised to eliminate microplastics from their products. We then set our sights on the fast food industry. Soon after, the Rainbow Warrior sailed into Hong Kong and the crew conducted a wide-ranging survey of plastic pollution in our waters. A big change did happen: several chain stores came out with a no plastics policy this year.



Our goal: a plastic-free community

Two pieces of news really affected me: the shocking discovery of a plastic bag in the Mariana Trench—the deepest point in the ocean bed, and a Greenpeace study that horrifyingly found microplastics in water samples collected in the Antarctic. They made me more determined than ever to give our plastics campaign everything I have.

I want to thank you for all that you have done this year. Whether that's signing a petition, taking part in our Earth Day workshops, attending our Rainbow Warrior public open

days, or even using less plastic yourself.

What's next? Well, while working hard on pushing fast food chains to adopt strong no plastic policies, we're also working with Go Cup, Gaomadyeah, Green Sense, SEE Network, Utentials and Ma Wan Neighborhood Association in our Anti-Plastics Alliance to encourage more schools and restaurants to come on board. Are you hungry? Come and join us for plastic-free dining!

Chan Hall Sion

Greenpeace Campaigner

Saving our country parks

Three years ago, Greenpeace launched a Detox Outdoors campaign to phase out the use of hazardous PFCs, which was enthusiastically supported by nature lovers. Now our country parks are facing the possibility of being dug up and developed. Once the bulldozers move in the destruction can never be reversed. We cannot sit back and let that happen.

30,000 people sign our petition

There are a lot of untruths clouding the land supply debate, so Greenpeace jumped in to reveal the hard facts—we spoke to the media, we made two public surveys to canvass opinions, and we organized public forums to unravel the myths. Thanks to you and all our supporters, in just a few months, 30,000 people signed our petition to save our country parks. This is the kind of people power that can make change.

Greenpeace is a wholly independent environmental organization. We never accept government or corporate funding so that we

can remain impartial. This means that we are able to push the government to develop existing land such as brownfield sites and private recreational leases. These resources are enough to meet public housing needs and our beautiful country parks can be left intact.

Our country parks have been with us for over four decades. They offer crucial green spaces for us to relax and enjoy. Your signature and continuous support show you care.

Andy Chu

Greenpeace Campaigner

**Likes + shares
= power**

Not a second to lose

Social media keeps evolving. People are now getting their news online and key opinion leaders (KOL) can sway ideas. It represents both opportunities and challenges for Greenpeace.

So we have set up a dedicated team to cope with these changes. Its main responsibilities are running our social media and building websites to promote our campaigns. It also stays clued up on the hot button issues, ready to respond at a moment's notice. You could say we are combat ready every day!

In today's dynamic digital world, we also have to be prepared to push our campaigns and engage the public in ways that reflect that. We

invited Hong Kong actor Michael Tong Man-lung to our World Oceans Day event to talk about his thoughts on plastic pollution and how to live a plastic-free lifestyle. It got a huge response from netizens, who followed it closely online. Our motto, "Positive change through action", is a well established Greenpeace philosophy and we are now getting good at doing it online too. This year, our Protect the Antarctic campaign collected about 1.8 million online supporters and we successfully pushed commercial krill fishing companies to voluntarily stop operating in huge areas around the Antarctic Peninsula to protect local wildlife!

Every time you like, share or comment on one of our posts, you are helping to spread our environmental message. You are our strength. Thank you so much!

Wu Ho Tong

Greenpeace Engagement Manager



©Ho Tong Wu / Greenpeace

Greenpeace East Asia at a glance

Without YOUR support, Greenpeace could never achieve such amazing victories and milestones as shown by the numbers below. Thank you for your being part of our family.

Members in Hong Kong

41,209

Members in Taiwan

59,775

Members in Korea

29,006

10,000

Rainbow Warrior opens her decks in Taiwan and Hong Kong for 10 days and welcomes around 10,000 visitors on board

29

In 2017, we published 29 reports, revealing the most urgent environmental crises

12,000

We have over 12,000 people following our Greenpeace East Asia Twitter page

1+1 is more than 2 when it's people power

30,000

people in Hong Kong demanded fast food companies scrap plastic

60,000

people in Taiwan joined our Plastic-Free Now campaign

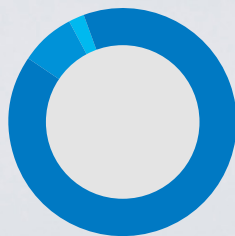
50,000

people urged Samsung to adopt renewable energy

Anti-Plastics Alliance!

Tableware	3,799,144	(items)
Bags	300,730	
Bottles	56,719	

Saving more than 4 million throwaway plastic items for Hong Kong.



Protecting their homes



#BreakFreeFromPlastic



#ProtectAntarctic



#SustainableFishery

Thank you for being with us.

It's all because of your support and encouragement that our Greenpeace teams are able to focus on fighting for the environment. Our work is difficult, but you give us inspiration and strength. Thank you.

You give us the heart and strength to keep going

Everytime we're in a Hong Kong restaurant and overhear a customer saying they don't want a straw; even hearing that more people are opting for minimalist living or have gone vegan, it should remind us that these changes are happening because of our work together.

Environmental campaigns often follow a bumpy path, but every time we feel your encouragement, it rekindles our fighting spirit.

On the phone or at events, I often tell our members: "It's so busy living in the city, how many people are there like you, willing to spend a bit of extra time to help protect our planet?" When I think about this, I realize how important you are.

The way ahead is long, but we are lucky to have you by our side. Each one of our members, added together, are our "environmental foot soldiers" and they allow us to make the impossible, possible.



Greenpeace Supporter Services Team

A surprise encounter on the street

"I'll help sign your petition!" "Good luck!" Now and again, a passerby or one of our members might tap us on the shoulder and say some words of support like these. It's people like you who give us the motivation and the stamina to keep delivering our environmental message.

Just because an environmental issue can't be seen doesn't mean it's not happening. That's why it's important to have direct dialogue, face to face.

As a team leader, you have to get your hands dirty and help with beach clean ups with your teammates; you have to practice what you preach and take water bottles everywhere. Even though our responsibilities are many, it is worth it when we can make change as a team.

Thank you again for believing in us. We promise to stay dedicated and connect with more people like you who share the Greenpeace mission. Let's make positive change together.

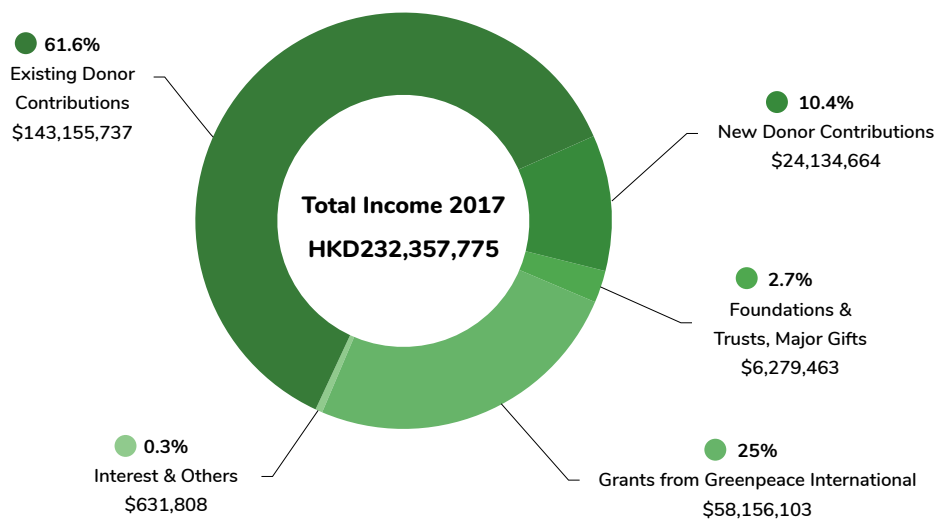


Cherry & Tung

From Greenpeace Direct Dialogue Team

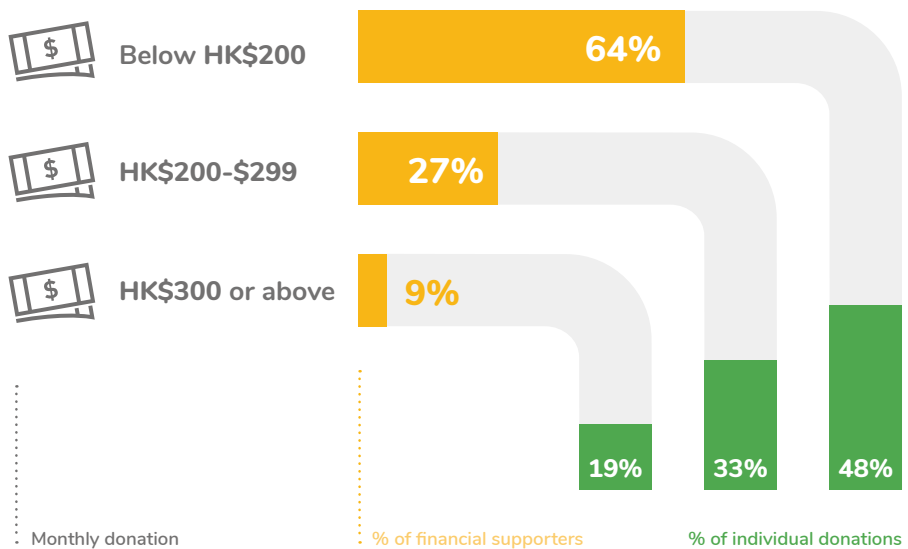
Stable funding is our foundation

Thank you! Having a strong and trusted source of funding means we can focus on campaigning for the environment.



Every dollar donated makes us stronger

Because of YOU, Greenpeace is able to continue to refuse support from governments or corporations and that means we can protect our independence and stay impartial when fighting environmental crimes. In 2017, 91% of our donors in Hong Kong gifted us a monthly support of below HK\$300, making up 81% of the donations from personal gifts.



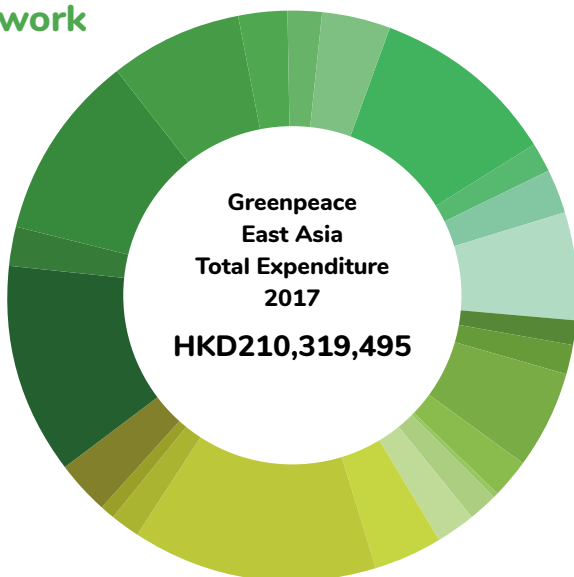
Making every dollar work

Every staff member in each one of our four regional offices works tirelessly to protect our environment!

Greenpeace East Asia financial statement for the year ending 31 December 2017 was audited by certified public accountants PKF. For more details, please visit:
<https://act.gp/2017gpea-auditreport>



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



Environmental Projects & Campaigns

- Climate & Energy
\$25,183,451 (12%)
- Contributions to Greenpeace International for global activities (Climate & Energy)
\$4,627,172 (2.2%)
- Toxics/Detox
\$21,891,609 (10.4%)
- Oceans
\$15,833,008 (7.5%)
- Food & Agriculture
\$6,086,487 (2.9%)
- Forests
\$4,140,871 (2%)
- Cross Campaign Projects
\$8,454,161 (4%)

Campaign Support

- Campaign Communications & Media
\$22,071,969 (10.5%)
- Public Information & Outreach
\$3,322,437 (1.6%)
- Action & Volunteer
\$5,473,797 (2.6%)
- Policy, Business & Science
\$12,595,597 (6%)

Fundraising & Donor Engagement

- Supporter Information & Mobilization
\$5,667,944 (2.7%)
- Supporter Care & Development
\$2,229,843 (1.1%)
- Supporter Database, Licenses & Management
\$3,617,901 (1.7%)
- New Supporter Outreach
\$29,118,244 (13.8%)
- Fundraising Staff & Coordination
\$8,383,792 (4%)

Organization Support & Governance

- Senior Management, Governance
\$3,221,270 (1.5%)
- Legal Advisory
\$3,523,842 (1.7%)
- Human Resources
\$11,548,901 (5.5%)
- Administration
\$4,483,577 (2.1%)
- Financial Control
\$1,126,708 (0.5%)
- Regional & Staff Development
\$3,130,732 (1.5%)
- IT Support
\$4,586,182 (2.2%)

Distribution of Resources: Environmental Projects & Campaigns

Toxic/Detox

Total: \$21,891,609

Project	Highlights	HKD
Hazardous Chemicals Management / Mainland China	Conducted field investigations in one of the largest chemical industrial parks in Jiangsu province and exposed the potential risks from illegal known and probable human carcinogens. It successfully drew top officials' attention to discuss how to solve the issue.	3,264,346
Overconsumption / Hong Kong	<ul style="list-style-type: none"> ● As part of Greenpeace's global work to address overconsumption which is driving a vicious cycle of environmental destruction, we released a consumer survey based on 2,000 Hong Kong respondents. The study debunks the myth that "shopping buys you happiness," with a significant proportion of shoppers reporting that once the excitement of shopping had worn off, they felt even hollower. We urges Hong Kong public to reflect on their buying habits and consumer mentality, to fight overconsumption and wasteful shopping. ● Held 20 talks and workshops to promote a more sustainable lifestyle, including MAKE SMTHNG Week with 400 participants committed not to buy new clothes. 	3,763,954
Overconsumption / Taiwan	<ul style="list-style-type: none"> ● To ensure that our human economies function within nature's limits, we worked with fashion industry insiders to reveal the dark side of shopping festivals and marketing gimmicks, which highlighted that a throwaway culture of fast fashion is leading to unsustainable consumption. Our work on consumption attracted a lot of media attention which helped to raise the environmental impacts of our fast fashion industries on our planet's resources. ● Held various educational workshops to raise awareness of more sustainable lifestyles. 	2,503,051
Overconsumption / Mainland China	Seized the Singles Day shopping craze in China to release a report on the environmental impacts from online shopping. Related terms such as "sustainable shopping" became trending keywords.	1,162,695
Plastic-Free Life	<ul style="list-style-type: none"> ● Launched a "Plastic-Free Life" themed audience awareness campaign including a website to offer useful tips for plastic alternatives and boost awareness for East Asia internet audiences to go plastic-free. ● Conducted a regional behaviour survey to better understand the abuse of single-use plastic in everyday situation. 	1,591,696

	<ul style="list-style-type: none"> ● After 5 months of people powered action around the world, Samsung responded to our demand to recycle all its 4.3 million recalled Galaxy Note 7's. Further actions including refurbish unsold smartphones, repurpose non-problematic components to be used and resold in future phones, extract and recycle the raw materials in an environmentally-sound way. 	
Detox My Smartphone	<ul style="list-style-type: none"> ● Raised public awareness of planned obsolescence by a series of public events as well as the Make IT Last report, ranking 17 IT brands and their best-selling/flagship products by repairability. ● Released the <i>Guide to Greener Electronics</i> to inform the customers how their choices affect the environment by ranking global brands on renewable energy/resource efficiency/chemical management. ● A global action in 5 cities and continuous corporate work successfully pushed Samsung to commit to 100% renewable energy by 2020 in US, Europe and China. 	3,342,286
Detoxing Outdoor Brands	<p>Following a two-year campaign with 200,000 supporters behind us, Gore Fabrics, the maker of GORE-TEX® products, committed to eliminate hazardous chemicals and transitioned to more environmentally-friendly weatherproof technologies. We believed that the textile industry could build up on this commitment to further go 'detox' and reduce health impacts on both customers and employees.</p>	167,623
Green Tech Companies / Mainland China	<p>Kept up with the thriving trend in world market and released several reports on renewable energy adoption targeting the world's biggest tech companies, including Alibaba, Tencent and Huawei.</p>	2,392,496
Combat Water Pollution in China	<p>Assessed China's water management goals and held provincial governments accountable for their lack of efforts to protect water quality. Eight provinces responded to our demands.</p>	3,703,463

Project	Highlights	HKD
Microplastics / Hong Kong	The campaign reached a great success as the largest international health and beauty retail group – A.S. Watson, expanded its microplastics ban to all rinse-off cosmetics products/personal care products. Also, the 759 Store (a popular local chain store selling groceries) announced an immediate ban on all cosmetic products and personal care products containing microplastics after conducting a revolutionary live-streamed meeting with Greenpeace.	2,917,342
Microplastics / Taiwan	As a direct result of our efforts, Taiwan's Environmental Protection Agency (EPA) announced a ban on all microbead products from 2018. Continued our unwavering advocacy efforts for a plastic-free future, staged an aerial dance performance and documented the action with the film 'Against the Wall', serving as a great engagement opportunity to raise public awareness.	1,124,731
Microplastics / Korea	Campaigned for a ban on microbead products and more than 25,000 citizens signed our petition. It helped bring the result of Korean Ministry of Food and Drug Safety forbidding the use of microbeads in cosmetics from July 2017.	558,507
Marine Pollution Study / Korea	Part of a global study to power our campaign to combat marine pollution in East Asia and around the world.	406,730
Save the Arctic / Korea	A VR (Virtual Reality) pilot project to test and develop innovative campaign communication avenues. We set up preliminary studies and collected data through behavioural research.	230,210
Protect the Antarctic / Korea	Participated in a three-month trip to the Antarctic as part of a campaign to create an Antarctic Ocean Sanctuary. Carried out pioneering scientific research to document the area's unique wildlife threatened by climate change, overfishing and pollution.	1,694,019
Chinese Fishing Activities in West Africa	Formed a joint patrol with local authorities in West Africa and identified seven Chinese distant water fishing vessels involving in various illegal, unreported and unregulated (IUU) fishing behaviours. In March 2018, five out of the seven cases had been further investigated and punished by the Chinese Ministry of Agriculture.	5,836,232

Illegal & Overfishing / Taiwan	<ul style="list-style-type: none"> ● Carried out extensive international research and published a hard-hitting report, <i>Misery at Sea</i>, on environmental and human rights abuses in the distant water fishing industry. The campaign has successfully built up awareness through wide media coverage. ● Conducted political briefing with governments and agencies to push for changes in the system. ● Worked with major fisheries companies to adopt best practice in the supply chain. 	2,279,419
Domestic Oceans / Mainland China	<p>Investigated the impact of fishing juvenile fish (aka baby fish) for fishmeal production for aquaculture & livestock feed, exposing the destructive nature of overfishing in China's domestic waters. Report and videos/images were released in August, with extensive media, public, experts and government officials responding to the report. The Chinese Ministry of Agriculture issued a regulation on maximum catch and proportion that could be juvenile fish in early 2018, in line with our recommendations. Several INGOs and local NGOs used that groundbreaking report to launch their own projects.</p>	785,817

Food & Agriculture

Total: \$6,086,487

Project	Highlights	HKD
Sustainable Agriculture / Mainland China	<ul style="list-style-type: none"> ● Aimed at working on solutions and helped establish ecological farming in six provinces in China. ● Sampled tea and strawberries and published a guide on eco products in China to raise public awareness. ● Launched an innovative 'Eco-farmer Fellowship' to empower new young eco farmers through a 12-month training. Five experts acted as mentors to provide professional guidance and knowledge. ● Gave a keynote speech at the annual conference of the Community Support Agriculture Alliance and China Farmers Alliance, with 1,300 experts, government officials, media and small farmers in attendance. 	6,086,487

Project	Highlights	HKD
Coal Chemicals & Overcapacity	<ul style="list-style-type: none"> Released a report on China's coal chemical industry plan, revealing to the public the carbon emissions from those plans. Stack overflow: Gave recommendations on regulating industrial emissions and certification in the report which analyzed industrial pollution emissions in Hebei and Jiangsu provinces. 	1,973,536
Coal and Water	Findings from our report on solving water scarcity in China scaling down coal power are being incorporated into recommendations for China's Energy Administration's overcapacity.	1,795,972
Coal and Air Pollution	Provided data and strategic expertise for tackling air pollution from coal power plants to Greenpeace offices around the world.	449,953
Renewable Energy Curtailment	Established and updated a user-friendly approach to visualize and track data on wind and solar curtailment in China. It is widely used by journalists, industry professionals and academia.	471,227
Energy Solutions / Mainland China	<ul style="list-style-type: none"> Pushed for renewable energy development potential in Hebei province where the problem of air pollution is serious. A clear pathway towards energy transition is officially endorsed and integrated into local energy action plans. Continued our effort in non-profit clean energy incubation platform PowerLab, so far four winning teams selected. Some of them will be expected to be grounded firmly in the market. Reported and communicated through a series of documentaries on various social sectors' interactions with clean energy. 	4,809,143
Sustainable Finance	Developed a report on China's green bonds, met with the People's Bank of China and established a system to analyze green bonds, improve transparency and ensure capital raised is invested in projects that bring environmental benefits.	1,465,792
Overseas Energy Investment / Mainland China	Delivered presentations at several high profile and international conferences and discussions on green industry cooperation and development on China's One Belt One Road initiative.	631,333

'From Glaciers to Sea Mouth'	Prepared for a documentation and investigation related to climate change and glaciers in Western China. More public output is expected to raise awareness about the issue.	146,465
Renewable Energy / Taiwan	<ul style="list-style-type: none"> ● Conducted a press tour to Germany and a report on Germany's energy transition experiences. ● Held an experts' forum on promoting the participation of civil society in developing renewable energy. ● Held workshops on Power Purchasing Agreement (PPA) to encourage companies to buy renewable energy and support market development. 	2,474,090
No Nuclear / Korea	<ul style="list-style-type: none"> ● Pushed government to meet major commitments on energy in Korea. President Moon Jae-in announced a major shift towards renewables through the phase out of nuclear and coal. ● Contributed expert evidence to the Shin Kori 5 & 6 nuclear reactors process and helped steer a movement-wide coalition to argue for the cancellation. ● Worked with six local groups to mobilize 1,000 people in Dangjin to protest the expansion of the world's largest coal power plant. ● Filed a list of greenwashing companies to the civil rights committee with several consumer rights groups. 	7,365,996
Air Pollution / Mainland China	<ul style="list-style-type: none"> ● Revealed top 366 China's cities by air quality to highlight the continued problem of PM2.5 air pollution. ● Collaborated with Tsinghua University on a city health impact program. 	1,761,958
Renewable Energy / Hong Kong	<ul style="list-style-type: none"> ● Led a media tour to Seoul to showcase its sustainable energy policy just before the 5th anniversary of the Fukushima nuclear disaster. ● Held a workshop with the Baptist University of Hong Kong and 350HK on Feed-in Tariffs and made policy recommendations for the government. 	1,301,595
UN Climate Talks	Attended and led Greenpeace's global delegation to the UN climate negotiation talks as NGO observer. Provided international communications support to Greenpeace International's global climate policy advocacy at UN climate negotiations.	338,800
Energy Solutions / Korea	Collaborated with information technology sectors to speed up an energy transition in Korea.	197,591

Contributions to Greenpeace International for Global Activities

Total: \$4,627,172

Project	Highlights	HKD
No New Coal Global Campaign	Supported Greenpeace Southeast Asia with three sub-projects: ● "Quit Coal Indonesia": launched a human health impact report with testimonials about how coal mines and power plants drastically affect the health and livelihoods of people living near Jakarta, urging government to reduce emissions. ● "Break Free from Fossil Fuels": joined the global civic movement to promote renewable energy and global energy transition, as well as defend the rights of women and indigenous communities affected by fossil fuels in 4 key regions: Thailand, Jakarta Indonesia and Cebu Philippines. ● "Climate Resilience": pushed government and corporations to take immediate climate actions and successfully urged the Commission on Human Rights in the Philippines to call on 47 carbon producers to attend an unprecedented Climate Justice Public Hearings concerning typhoon Yolanda.	4,627,172

Forests

Total: \$4,140,871

Project	Highlights	HKD
Congo Basin Rainforest	Along with Greenpeace Africa, revealed illegal logging in the Congo basin and the timber trade. This was complemented by an extensive photo story on illegal logging in the Democratic Republic of the Congo (DRC) to preserve the fourth-largest terrestrial carbon reservoir in the world.	700,840
Indonesia Rainforest	Participated in a global Greenpeace campaign which led to HSBC agreeing to stop funding deforestation. Released Dirty Bankers report, carried out media and social media work and utilized public demand for HSBC to protect the forests, local communities and unique wildlife.	316,949
Great Northern Forest	Collected more than 13,000 signatures to support the global campaign demanding Resolute drop lawsuits against Greenpeace for exposing its deforestation practices in this area, with an end goal to reduce the climate impact and to protect the home of the Siberian Tiger and the bear and the salamander and countless other species.	345,731
China Natural Forests	Uncovered how illegal mining and dam construction is deforesting the endangered green peafowls' habitat in Yunnan province, China (also a UNESCO heritage site). The report combined remote sensing data and field visits to show mining is leading to deforestation, water pollution and habitat loss in the mountains of north-west Yunnan. The Yunnan government immediately investigated and shut down illegal mining and dam construction.	2,777,351

Cross Campaign Projects

Total: \$8,454,161

Project	Highlights	HKD
Global Environment Influence / Mainland China	Provided insights on energy solutions for China's One Belt One Road initiatives by attending various international forums and seminars, including the United Nations Industrial Development Organization.	349,770
Break Free from Plastic / Mainland China	Pressured Coca Cola to come up with sustainable solutions to its use of plastic bottles by holding an art exhibition and an online awareness campaign.	231,515
Break Free from Plastic / Hong Kong	● Investigated disposable plastic use in McDonald's throughout HK. More than 10,000 signatures were collected for the action on curbing plastics use to pressure McDonald's to promise it will completely phase out polystyrene containers. ● Organized beach cleanups and engaged local communities to identify the companies responsible for polluting beaches and raise awareness on ocean plastic pollution.	913,098
Break Free from Plastic / Taiwan	● Formed an alliance with local NGOs and Taiwan's Environmental Protection Administration to develop an action plan that commits to phasing out plastic bags, straws, takeout cups and disposable utensils by 2030. ● Promoted zero plastic bottles practice during the Universiade Games in Taipei and provided water to event goers that carried their own bottles. More than 700 rental reusable cups are provided to the game visitors.	673,901
Break Free from Plastic / Korea	● Organized a public art installation of used plastic bottles with local artists and raised awareness of ocean plastic pollution among the local communities. ● Invited 80 supporters to a cleanup in the Sorae wetlands and engaged the public with the filmed footage.	302,731
Rethink IT / Taiwan	● Joined Greenpeace global campaign on pushing the smartphone sector to move towards using renewable energy. Launched reports on examination of energy and resources used in smartphone production and organized public activities to promote the sustainability in digital world. ● Held a screening of the documentary 'Death by Design' to raise public awareness of planned obsolescence, an idea to design a product with limited life span, and its consequences.	2,634,263
Plastic-Free Campus / Taiwan	Provided toolkits and educational materials to local schools for organizing plastic-free school fairs. 17 schools adopted the plastic free practice at their annual fairs, saving more than 260,000 items of single-use plastic tableware.	162,013
RW Ship Tour / Hong Kong	● Hosted a ship tour with Greenpeace's iconic Rainbow Warrior to raise the importance to stop using single-use plastics among fast food sector. ● Teamed up with experts from the Education University of Hong Kong to conduct the first comprehensive scientific research on ocean plastic pollution in the waters around Hong Kong.	400,198

RW Ship Tour / Taiwan	<ul style="list-style-type: none"> Organized a ship tour with Greenpeace's iconic Rainbow Warrior, welcoming thousands of visitors onboard. Conducted the first microplastics survey in marine environment as the ship toured along the coast. Gathered 350 volunteers for a large-scale beach cleanup in Penghu with the ship crew and local communities. 	1,448,855
No New Coal / Taiwan	<ul style="list-style-type: none"> Held a public hearing with the Legislative Yuan to encourage a faster phase out of coal to ease air pollution. Released a report on how coal-fired plants have increased Taiwan's carbon emissions, creating air pollution and harming people's health. 	504,536
Greenpeace 20th Anniversary	<ul style="list-style-type: none"> Launched a 20th Anniversary exhibition remembering all our iconic actions in Hong Kong over the past two decades. Hosted an environment-friendly market with campaign booths and a solar cafe that used 100% solar energy, demonstrating to the public how to lead a greener life. After the government announced its plan to develop Hong Kong's country parks, a peaceful demonstration along with 13 other environmental groups was taken to voice to save them. The campaign is in full gear in 2018. 	833,280

Distribution of Resources: Campaign Support

Campaign Communications, Media and Public Outreach

Total: \$25,394,406

Project	Highlights	HKD
Environmental Media Monitoring	Daily environmental campaign issue monitoring in four offices on local and international environment-related media coverage.	2,685,036
Branding & Environmental Communications Research	Keeping abreast of latest trends and producing videos, posters and brochures to raise awareness about Greenpeace, its work and core values.	2,583,410
Environmental Analytics	Quantitative and qualitative analysis of environment-related news coverage and social media posts to identify environmental issues and evaluate Greenpeace's campaign messaging; data handling on related environmental issues covered on social media.	9,192,588
Multimedia	Graphic, photo and video production to support project communications, as well as maintenance of multimedia library and development of new digital campaigning tools.	3,533,848
Digital Mobilisation	Supporter mobilization and public engagement via digital channels – emails, social media, online platforms etc. across regional offices.	4,077,087
Supporter Communications	Published impact reports and annual reports to keep supporters updated with the latest environmental issues, campaign achievements and supporter activities.	3,322,436

Action & Volunteer

Total: \$5,473,797

Project	Highlights	HKD
Regional Actions & Outreach Coordination	● Coordinating actions planning, executions, activists development, trainings, logistics, budget control and legal assessment. ● Supporting local public engagement activities on awareness building.	3,509,995
Training & Equipment	Infrastructure support on the use of non-violent direct action (NVDA) to support environmental projects; equipment purchase and management.	1,145,647
Warehouse	Warehouse (equipment storage) for each office – rental, management and renovation.	818,156

Policy, Business & Science

Total: \$12,595,597

Project	Highlights	HKD
Regional Research & Investigation	● Coordinating research work and investigations across regional offices. ● Revealing environmental crises and raising practical solutions to uproot environmental pollution. ● Monitoring urgent environmental disasters and mobilizing staff to bear witness and understand the root causes.	5,492,503
Environmental Research Development	Conducting regular trainings – scouting, sampling, online research and workshops – equipment management, risk assessment & security.	1,013,698
Application of Advanced Cognitive Science	Building scientific competence throughout the organisation to apply advanced cognitive science (neuroscience, psychology, linguistics) to create social changes through tackling root causes and changing mindsets.	1,204,236
Advisory – Policy & External Affairs	● Providing consultation on liaising with government and UN for campaigns. ● Maintaining relationships with key political contacts in government, research institutions and NGOs. ● Monitoring environmental impact assessment reports and joining relevant seminars.	2,849,654
Advisory – Sustainable Finance & Business	● Developing and implementing strategies and provide professional advice to change corporate behavior. ● Engaging investment and financial communities; attending public and business forums.	2,035,507

Our promises to supporters

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

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01

Commitment: Our mission for the past 47 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: Tackling climate change is our overarching top priority, and 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

Building people power: 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 publication, e-newsletters, or calling you directly, we want to stay in touch with YOU!

GREENPEACE 綠色和平

greenpeace.org/eastasia

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