

GREENPEACE

annual
report

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what we did and how we did it

Greenpeace in 1995 had a higher profile than ever before. In large part, this was due to our campaigns on the Brent Spar oil platform and the French nuclear tests. Both campaigns were striking successes.

With Brent Spar, we succeeded for the first time in mobilising consumer power as a united, highly-effective force to change the course of a vast multi-national: a company which was behaving in a way which was neither ethical nor environmentally responsible.

On nuclear tests, the public pressure which Greenpeace brought to bear helped force the French government to agree to the conclusion of a 'zero yield' test ban treaty. We are proud to have contributed to this crucial change in the French position. It made for a successful end to a 24 year campaign.

We learnt important lessons from both these campaigns. We learnt the importance of meticulous planning and advanced communications, and we were shown again

that the strength of Greenpeace lies in peaceful non-violent protests.

These public victories helped consolidate our financial base, enabling us to invest in improvements in ships and communication technology.

1995 also saw substantial changes to Greenpeace's legal structure, which will help us to act together as one organisation, with one public voice. This will enable us to stage more efficient, and effective international campaigns.

In 1996, Greenpeace celebrates its 25th anniversary. We thank our supporters for their confidence over the years, and we look forward to receiving their support in the future, to help us rise to the immense challenges which await us.



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