



GREENPEACE

annual
report

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Greenpeace goes east

Greenpeace was founded 26 years ago in Canada. Today, it has grown to be a global force, committed to halting environmental abuse across the planet. We are sharply aware that our roots as an organisation, and for the most part as individuals, are firmly Western. Inevitably, that informs our attitudes, and our strategy.

Yet if we are to mount an effective challenge to global environmental problems, we need to operate in areas which have hugely different values and traditions, far removed from those of the so-called Western democracies in which Greenpeace has evolved.

We need to open to the east: to work in emerging markets, where environmental problems, as well as opportunities, are mounting rapidly.

Greenpeace has campaigned for years now in the eastern Mediterranean, India and Japan, as well as Latin America. In 1996, we opened an office in Hong Kong, as a first step towards planting Greenpeace in China. We are now investigating whether to establish Greenpeace in South-East Asia – where highly-polluting industrial growth is all but out of control.

This presents us with a new challenge: how to export our successes to such regions, without making the mistake of dictating to people, of presuming we know best. It's a challenge requiring sensitivity, as well as commitment. Greenpeace can only succeed in these areas by becoming a part of the national culture. It is the people in these areas who will play a major part in defining our role. Increasingly, people from the East and the South will help to

shape the future of Greenpeace as an international body.

As this report makes clear, our work in new areas will involve new approaches, different to those we are familiar with in the North. Some of these areas enjoy neither a free press nor an open democracy. In such cases, this will mean finding new tactics and new ways of confronting environmental wrongs.

It will require imagination, targeted use of our human and financial resources, and an uncompromising commitment to our campaign goals and organisational values.

Global environmental challenges require a global response. No other environmental organisation is so well placed to make this response. It is a challenge we are ready and willing to take up.



Thilo Bode
Executive Director
Greenpeace International



Cornelia Durrant
Board Chair
Greenpeace International



Feb.97 Crack in Larsen ice shelf Antarctica, due to global warming.

11/6/96 La Caruna landfill collapsed

soya, New Orleans USA.