



# 2011

## Impact Report

GREENPEACE

Greenpeace New Zealand

© Greenpeace / Malcolm Pirman

# CONTENTS

Looking back.....	3
<i>Rena</i> oil spill & deep sea oil drilling .....	4
Defending the Arctic.....	6
Saving Ancient Forests .....	8
Thousands of Kiwis put pressure on Sealord .....	12
International victories .....	14
Actions international round-up.....	16
Organisational report.....	23
Financial report.....	24



## OUR VISION

Is for a green – ecologically healthy – and peaceful planet.

## OUR MISSION

Greenpeace stands for positive change through non violent action.

We champion environmentally responsible and socially just solutions, including scientific and technological innovation, to protect the ability of the earth to nurture life in all its diversity.

We investigate and expose environmental abuse by governments and corporations.

Greenpeace works in several key areas to further our vision. Our campaign goals include protecting the climate, defending ocean life and ancient forests, and exposing nuclear, chemical and biological threats to the environment and human health.

# Looking back

Bunny McDiarmid, Executive Director



The challenge of creating a clean energy future was sharply focussed for many New Zealanders last year following the Fukushima nuclear disaster in Japan and the *Rena* oil spill in the Bay of Plenty.

It's never been clearer that the urgent change we need for our planet requires not only your generous financial support but also your active engagement in your own communities and networks. And that's exactly what happened in 2011 as you took action, whether it be helping with the clean-up in the Bay of Plenty, protesting deep sea oil drilling, or one of the many other ways people like you are using your power as a citizens, consumers and activists to effect change. Your online activism is growing. In 2011 we had an average of 35,000 visits to our website every month, along with tens of thousands of email messages generated by New Zealand Greenpeace supporters to dirty companies and governments.

The year started with dramatic action at sea as the 'stop deep sea oil flotilla' disrupted exploration activities by Brazilian company Petrobras off the East Coast for seven weeks. The alliance between Greenpeace and Te Whānau ā Apanui created powerful opposition to the Government's plans to allow deep sea oil exploration in the Raukumara Basin.

The *Rena* grounding that resulted in 350 tonnes of oil washing up onto our shores was a stark warning of what a deep sea oil disaster could do to New Zealand's precious marine environment and economy.

Greenpeace sent a scientific researcher and provided a 30-person crew to help Maritime New Zealand with the oil clean-up operations. The Oil on Canvas exhibition - a series of prints made with real birds that died in the *Rena* oil spill - is a permanent reminder of the *Rena* tragedy.

The work we did on deep sea oil and the *Rena* oil spill helped us to highlight and challenge the Government's fossil fuel agenda and show that there is broad opposition to its 'dig and burn' approach to economic development.

We showed that a clean energy future was possible and that a strategy based on investment in clean technology and renewable resources would be of more benefit to New Zealanders and protect our land and our waters for future generations.

Greenpeace took to the high seas in the Pacific in 2011 to help protect tuna fisheries and support the creation of high seas "reserves" where fishing is closed so that tuna stocks are given a chance to recover. We also urged New Zealand's main brands to stop selling tuna caught using fish aggregation devices (FADs) with purse seine nets. Thanks to your support there was a quick response from Foodstuffs which shifted most of its Pams range to FAD-free and pole and line caught tuna. Sealord, the country's largest tuna brand is not showing any signs of shifting yet but we're keeping the pressure on it to change to more sustainable caught tuna.

Using consumer pressure we also highlighted the use of rainforest fibre sourced from Indonesia in Cottonsoft toilet paper. Some retailers subsequently removed Cottonsoft from their shelves. We continue to keep the pressure on here and internationally through campaigns against Asia Pulp and Paper (APP), a company which is helping to drive deforestation in Indonesia.

The links between our environment and the economy are increasingly clear, whether it is through the Government's commitment to support fossil fuel extraction, sell off environmental assets or subsidise water use. Greenpeace will continue to challenge our country's decision makers' addiction to an economic strategy that treats our 'natural capital' as inexhaustible. Actively developing an alternative economic direction that moves New Zealand away from our current 'economic development at any cost to the environment' approach is a challenge that Greenpeace is taking on. We have the support of many New Zealanders who want to see an alignment between our identity and values as Kiwis and our economic and social direction.

So thank you for making a new future possible. Whether you are one of our nearly 60,000 donors, our hundreds of volunteers and activists, or our dozens of outreach campaigners around the country, you made a difference in 2011.

This year and beyond, we will need all of you and more if we are to create the change in direction that is so urgently needed.

# Rena oil spill & deep sea oil drilling

When the container ship *Rena* crashed in to the Astrolabe Reef near Tauranga leaking tonnes of oil into the sea, we already had an idea of the damage we could expect from the spill.

In 2010 the Greenpeace ship, the *Arctic Sunrise* was part of a three-month expedition to support independent research into the impacts of one of the worst environmental disasters in United States history, the Deepwater Horizon spill in the Gulf of Mexico.

Partnered with teams of independent scientists, Greenpeace investigated the effects of the oil spill and of the toxic dispersants used to break up the crude oil spilled in that disaster.

The work was a counter balance to the BP financed research project.

Upon hearing of the *Rena* disaster, Greenpeace immediately offered our boats, boat drivers and volunteers to Maritime New Zealand to assist with the clean-up. We were also able to organise an independent clean-up to complement existing efforts – in line with international best practice on the handling and disposal of oil.

A Greenpeace team was dispatched to Tauranga to monitor and assess the situation, to liaise with the local community and to be an independent voice on the ground.

Working with scientists, we were able to gather and disseminate information on the toxic effects of oil and the dispersant Corexit 9500 on the marine ecosystem. We were also able to bring in a specialist researcher, who was aboard the *Arctic Sunrise* in the Gulf of Mexico last year.

Scientists estimate that 20,000 New Zealand seabirds, such as albatrosses, dotterels and penguins, could have been killed by the *Rena* spill. Greenpeace was determined that those deaths would not be forgotten, and using some of the birds and oil our volunteers cleaned up from beaches, a series of striking artworks entitled 'oil on canvas' were produced and shown around the country to communicate the true impact of oil spills. Thanks to the generosity of our supporters, we've been able to air television advertisements featuring the artworks, resulting in thousands more Kiwis joining the campaign to stop deep sea oil.



© Greenpeace / Natalie Robertson

## STOPPING DEEP SEA OIL

Research from the US also informs our work campaigning to stop deep sea oil drilling in New Zealand waters. There are plans to drill up

to 3,100 metres deep off several areas of the New Zealand coastline. This is twice as deep as the drilling in the Gulf of Mexico where the rig

the Deepwater Horizon disaster occurred, spilling over 600,000 tonnes of oil in to the sea.

## OIL SPILL VOLUMES

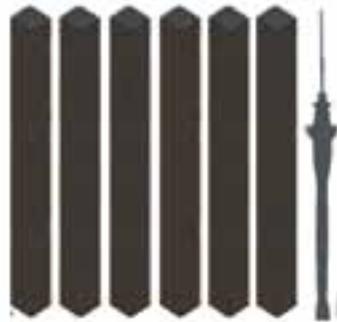
The *Rena* oil spill is an environmental catastrophe. When it hit the reef near Tauranga the *Rena* was carrying **two million litres of heavy fuel oil**.



**4 drums**  
= 800 litres of oil



**Total oil on *Rena***  
2 million litres



**Oil tanker**  
Total capacity 126,823,466 litres



**Gulf of Mexico**  
Total spill 36 Sky towers  
= 780,000,000 litres

## NASA'S JAMES HANSEN TELLS JOHN KEY TO SUPPORT RENEWABLES

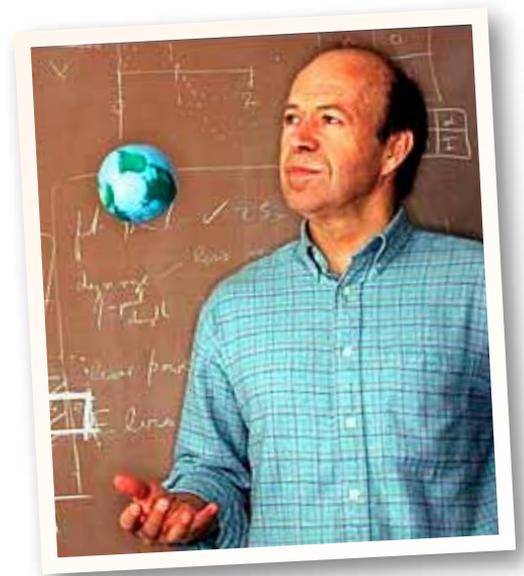
In May last year Greenpeace helped to bring Dr James Hansen, one of the world's foremost climate scientists, to New Zealand. Dr Hansen is the one who brought the issue of climate change to the world's attention in 1988, when Al Gore invited him to testify to the US Congress.

Hansen is an adjunct professor at Columbia University's Earth Institute, and head of NASA's Goddard Institute of Space Studies.

Hansen has been warning us for years about what will happen if we don't act on climate change. He was gagged by the Bush administration, but has steadfastly refused to stop speaking out. He's starting to get angry at the lack of government action and has come to the view that it's the people who have to take action.

He testified in the Kingsnorth Trial in the UK where six Greenpeace activists were acquitted for painting a chimney at the Kingsnorth coal-fired power station, telling the court that the anger of the activists in the face of government inaction was justified.

While in New Zealand, he met the Government's science adviser, Sir Peter Gluckman, and climate change ministers, Hon Nick Smith and Hon Tim Groser, and wrote an open letter to John Key, "on behalf of the young people of New Zealand" advising that New Zealand should leave the massive deposits of lignite coal in the ground and instead take the opportunity to develop its natural bounty of renewable energies and energy efficiency.



# Defending the Arctic

The Arctic is warming faster than the rest of the globe and is experiencing some of the most severe climate impacts on Earth.



© Greenpeace/Nick Cobbing

## LEADING SCIENTIST PREDICTS ICE FREE POLE IN THE NEXT DECADE

In early Summer 2011 Professor Peter Wadhams, head of the Polar Ocean Physics Group at Cambridge University told us he thought there was more than a fifty per cent chance that 2011 would witness a world record shrinking of the summer sea ice, driven by the rise in global greenhouse gas emissions.

He added that his counterparts at the National Snow and Ice Data Centre (NSIDC) – the main institute in the US for studying Arctic sea ice – believe that by 2030, the summer sea ice could have disappeared completely. Professor Wadhams predicted it would occur even sooner, perhaps in the next decade, suggesting that the North Pole itself could be open water sooner, maybe even next year.

In late 2011 two of Professor Wadhams' Cambridge colleagues and renowned sea ice experts, Nick Toberg and Till Wagner, joined Greenpeace's expedition to the Arctic pack ice.

The scientists conducted three

weeks of field research into the thickness and volume of the sea ice. Using drills, coring techniques, aerial imagery, snow depth measurements and GPS readings, they established the properties of sea ice at ten different sites.

They also pioneered a new approach to measuring the thickness of the ice by working with Will Trossell and Matthew Shaw – two experts on laser scanning that joined the trip from University College, London.

The data collected will make a contribution to understanding what is happening to this fragile region where 28,000 square miles of ice is disappearing every year – and what that means for the stability of the global climate. Just as miners used to have canaries to warn of rising concentrations of noxious gases, climate researchers have Arctic sea ice.

With information from satellites, complex computer models and dedicated field campaigns such as this, we will all be better able to comprehend what our fossil fuel addiction means we're losing before it becomes too late.

## OIL COMPANIES MOVE IN

As the sea-ice recedes because of fossil-fuel driven climate change, oil companies see it as an opportunity to move into the Arctic to exploit the oil reserves – both onshore and offshore.

The US Geological Survey has estimated that the entire Arctic could contain up to 90 billion barrels of oil, but it is important to stress two key words: estimated and could. There might be that much, there could be a lot less. At the moment no one knows.

But what we do know is that at current global consumption rates, 90 billion barrels would only provide just three years' worth of oil. Shell is seriously suggesting we wreck the planet's last great wilderness for a three-year fix.

The dangers of drilling for oil in the Arctic are immense. Oil spill into near freezing water takes many times longer to dissipate than in warmer oceans. The freezing temperatures, severe weather and remote location pose unprecedented challenges to any spill response. Oil pollution in Arctic seas could poison some of the most important and productive marine ecosystems in the world.

The US Minerals Management Service estimated a one-in-five chance of a significant spill occurring over the lifetime of energy activity in just one block of leases in Arctic waters off Alaska.

Many scientific institutions have pointed to the need for a better governance regime as the Arctic opens up. However, the political response to the combined pressure on the Arctic has been slow.

---

Greenpeace continues to focus on the companies such as Cairn Energy or Shell that seek to be first movers in the race for Arctic oil.

To effectively tackle climate change we have to get off oil, but companies like Cairn Energy and Shell refuse to believe that demand could ever fall.

This is simply untrue. The International Energy Agency admits that demand for oil in countries like the US is now falling, while the industry itself has said they will never sell more petrol than in 2007. At the same time Deutsche Bank believes that “this is the end of the

20th Century of Oil,” suggesting that global improvements in efficiency and demand reduction will “spell the end of the oil age.”

If we were to adopt the International Energy Agency’s more ambitious scenarios for future energy supply, which aim at reducing greenhouse gas emissions to keep global temperature rise under two degrees, oil demand could be cut by almost 60 billion barrels compared to Shell’s business-as-usual strategy.

In other words, if we cut demand to protect the climate we wouldn’t need to go drilling in places like the Arctic.

## ARCTIC FACTS

- The past six years have been the warmest ever recorded in the Arctic
- The largest bodies of ice in the Arctic are declining faster since 2000 than they did in the 1990s
- The Arctic Ocean is projected to become nearly ice-free in summer within this century, likely within the next 30 to 40 years
- There is no known technology existing today to recover oil from ice



© Greenpeace/Jiri Rezac

# Saving Ancient Forests

## COTTONSOFT AND APP INVESTIGATIVE WORK

In August 2011 Greenpeace was able to publish the results of forensic testing carried out on Cottonsoft tissue products sold in New Zealand. The results indicated that Cottonsoft branded products contain fibre from Indonesian rainforests.

IPS, which carried out the tests for Greenpeace on Cottonsoft products, is a heavyweight independent testing lab used by major companies in the international paper industry, such as Kimberly-Clark and Procter & Gamble. The lab's clients also include the U.S. Department of Defense and the FBI.

However, this didn't stop Cottonsoft's parent company and pulp fibre supplier, Asia Pulp and Paper (APP) from attacking the results as being from an unqualified source.

However, further results from a German laboratory also showed that rainforest fibres were present in Cottonsoft products.

Finally – and causing the most damage for APP – just last month we were able to publish extensive evidence gathered during a year-long undercover investigation at APP's main pulp mill in Indonesia, Indah Kiat Perawang, exposing how ramin logs are illegally mixed in with other rainforest species in its pulpwood supply.

Ramin trees are legally protected under Indonesia's laws and its national Convention on International Trade in Endangered Species (CITES) regulations.

The Greenpeace investigation identified the APP paper mills in Indonesia and China with which the Indah Kiat Perawang pulp mill trades. Fibre testing of products from these mills revealed the use of fibre from rainforest clearance. Products from these mills are traded internationally to the vast majority of countries that are signatories to the CITES treaty. These APP mills supply copy paper, packaging, books and other paper products containing rainforest fibre to companies including Xerox, National Geographic and Danone.

### Results

Because of the irrefutable evidence, many companies have announced that they will no longer do business with Asia Pulp and Paper (APP) due to the links with rainforest destruction.

The New Zealand company, The Warehouse, suspended orders of Cottonsoft products.

National Geographic has notified us that they won't use any APP paper in future.

Danone have put out a statement stating they no longer use APP paper for the Nutricia brand in Indonesia. No mention of their other brands so far, so for now we need to press them further.

Even APP's own subsidiaries are making noises about stopping purchases from them, with Collins Debden Australia, stating that the company had stopped taking paper products from Indonesian mills.

© Greenpeace/FB Anggoro



---

## THE SUMATRAN TIGER

**The Sumatran tiger is endangered, with only around 400 remaining in the wild. As the pulp and paper industry in Indonesia expands, their habitat diminishes.**

One of the main destroyers of the Sumatran Tiger's rainforest home is APP.

**In July 2011**, Greenpeace released shocking video footage of a tiger caught in a trap on an APP logging concession. The tiger was trapped for six days before rescuers were able to get to it, but sadly they were too late and it died soon after.

When APP builds a concession in tiger habitat, the roads and logging bring disruption to the tigers' way of life – forcing them into contact with people and resulting in tragedies like this.

Greenpeace's international campaign against APP saw several major brands severing their ties with the company in 2011, including Mattel.



© Greenpeace / Melvinas Priananda

---

## THE ORANGUTAN

The critically endangered orangutan is also a victim of rainforest destruction by profit-seeking companies. The currently unsustainable palm industry is one of the chief destroyers of orangutan habitat and Greenpeace has campaigned strongly to stop this destruction.

Greenpeace has highlighted the role of dairy giant Fonterra in driving this destruction through its use of palm kernel animal feed.

**In January 2011**, activists peacefully boarded a shipment of palm kernel arriving at Port Taranaki, in order to prevent it from unloading, drawing nationwide attention to the issue.

**In February 2011**, a sustained Greenpeace campaign against palm industry giant Sinar Mas led their palm oil branch Golden Agri-resources (GAR) to unveil a plan to stop destroying forests and peatlands in Indonesi



© Greenpeace / Steve Morgan

## GLOBAL CONSUMERS TAKE ACTION TO SAVE INDONESIA'S RAINFORESTS

### Toy companies exposed and lobbied by thousands

In June 2011 a Greenpeace investigation revealed that several toy companies – including Mattel, Hasbro, Disney and Lego – were wrapping toys in cheap packaging that regularly contained fibre sourced from Indonesian rainforest. By including Asia Pulp and Paper (APP) in their supply chains, these major toy brands were fuelling climate change and pushing Sumatran tigers and orangutans towards the brink of extinction.

Consumers across the globe responded to show their concern and distress through Twitter, Facebook, emails and the sharing of You-Tube videos. Many took to the stores themselves to share their message that these toy brands need to stop sourcing packaging that was destroying rainforests.

In another huge success, in January of this year Lego, Mattel and Hasbro all introduced procurement policies to tackle these issues and have stopped buying from Asia Pulp and Paper. Disney is still finalising a new policy.



'Warning' stickers were placed on Barbie Mattel products sold in leading Jakarta supermarkets as part of the campaign to stop toy companies driving deforestation in Indonesia. The stickers read "Warning: packaging may contain destroyed rainforest". © Greenpeace



#### Action At Toys "R" Us in Israel

A Toys "R" Us employee asks Greenpeace activists to leave as they stage an action inside the shop. The activists are dressed as 'Barbie' holding chainsaws, and 'Ken' holding a sign in Hebrew reading "Barbie It's Over, I Don't Date Girls Into Deforestation". © Greenpeace / Eyal Morag



© Greenpeace/Ulet Ifansasti

## GREENPEACE REVEALS FONTERRA'S CARBON FOOTPRINT



PKE being unloaded from a bulk carrier at the Port of Tauranga, September 2009. © Greenpeace / Fraser Newman

In December, Greenpeace New Zealand identified that the dairy giant, Fonterra, could have a huge carbon footprint as a result of its palm kernel expeller (PKE) imports.

The published report, written by Dr Rob Carlton, who specialises in calculating carbon footprints, and peer reviewed by Professor Pete Smith, a member of the Intergovernmental Panel on Climate Change, is the first comprehensive report produced on the carbon footprint created by PKE.

It revealed that the 1.4 million tonnes of PKE imported into New Zealand during the 2010/2011 dairy season could have produced up to 8.9 million tonnes of greenhouse gas emissions. This is the equivalent to 12 per cent of New Zealand's entire annual greenhouse gas emissions.

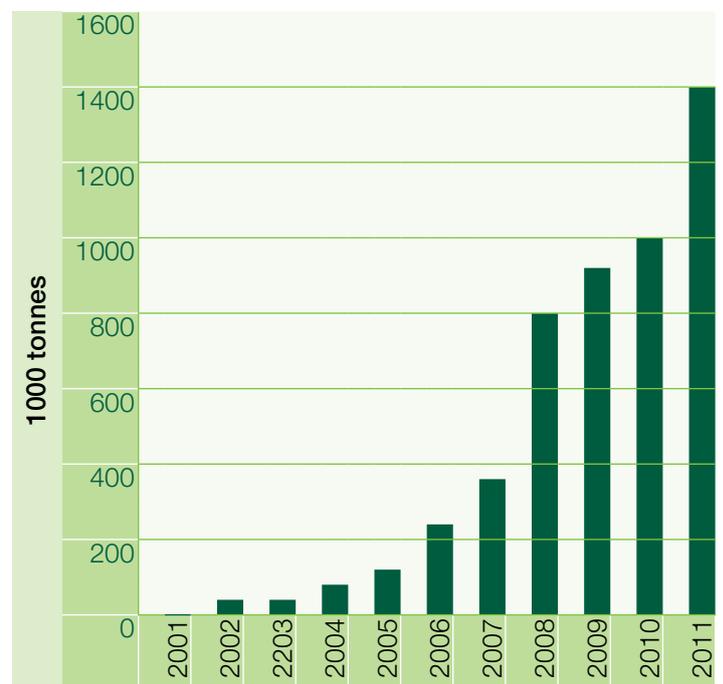
As 90 per cent of imported PKE goes to the dairy sector, and 95 per cent of dairy farms are owned by Fonterra, the report makes it clear that Fonterra's use of PKE – which has increased exponentially since 2005 – is likely to be having a significant effect on the carbon footprint of its milk products. New Zealand currently buys over a third of global PKE stocks.

The report comes at a time when New Zealand's key export markets are taking the issue of PKE very seriously, because of the palm products industry's forest and climate impacts.

A recent UK Government report highlighted the use of PKE for animal feed as an area needing urgent attention, due to its links to deforestation. This is part of a trend for retailers overseas to demand more sustainable, climate-friendly goods. In 2009, the major UK supermarket chain Tesco became the first retailer to label the carbon footprint of milk.

- Deforestation and destruction of peat land increase greenhouse gas emissions, as land is cleared to make room for palm plantations
- 1.4 million tonnes of PKE was imported to New Zealand in 2010/11 dairy season
- This is the equivalent of up to 8.9 million tonnes of greenhouse gas emissions
- This is equal to 12% of New Zealand's entire GHG emissions

**Figure 1: Imports to New Zealand of oil cake and other solids from extracted palm oil fruit (PKE)**



\*Figures are given for seasonal (July – June) years. The data for April to June 2011 are provisional (Statistics NZ 2011).

# Thousands of Kiwis put pressure on Sealord

In 2011, Greenpeace launched a public campaign to urge New Zealand seafood brands to start sourcing sustainably caught tuna. With the help of thousands of Kiwi consumers we have lobbied tuna brands to stop buying tuna from companies using destructive fishing methods such as purse seine nets combined with fish aggregation devices (FADs), which kill endangered sharks, turtles, juvenile tuna and other ocean species.

Due to lobbying and mounting consumer pressure Foodstuffs announced in June that it would change most of its Pams range of canned tuna to FAD-free by the end of the year.

**However, despite receiving more than 13,000 emails from concerned consumers and hundreds of posts on their Facebook page, Sealord are still refusing to change their policy.**

Greenpeace will continue to raise awareness of this issue and inform people across the country of Sealord's policies, so that they can take action to not only lobby Sealord, but so they can choose to buy tuna that is FAD-free.

Most of New Zealand's canned tuna comes from the Pacific which, until recently, had the world's last healthy tuna fisheries.

These are now under threat as industrial fishing fleets, which have exhausted tuna stocks in other oceans, are concentrating their efforts in the Pacific. There are close to 6,000 industrial tuna vessels licensed to fish in the Western and Central Pacific region. In 2009 those vessels caught almost 2.5 million tonnes of tuna – around 60 per cent of the world's tuna supply.



© Greenpeace/Nigel Marple

---

## THEY CALL THEM 'BYCATCH'

**We call them endangered sharks, turtles, juvenile tuna and marine mammals. They are the species caught up and discarded, dead or dying, by the wasteful and greedy practices of global industrial fishing. In the Pacific, tuna fishing that uses fish aggregation devices (FADs) with purse seine nets results in high levels of 'bycatch'.**

**In November 2011,** Greenpeace released shocking video footage of scenes onboard tuna fishing boats in the Pacific, which were obtained from a Kiwi helicopter pilot-turned-whistleblower who had worked for the fishing industry and was distressed by what he saw. The footage of ray, marlin and whales dying after being caught up in tuna catches put further pressure on Sealord to change its policy on FADs.

**Internationally, Greenpeace has seen many successes in getting major tuna brands to go FAD-free and the campaign pressuring Sealord to follow suit continues in 2012.**



© Greenpeace / Alex Hofford

# International victories

## PEOPLE POWER FORCES NIKE AND ADIDAS TO DETOX THEIR PRODUCTS

**On July 13th 2011 Greenpeace activists protested with a banner displaying the message 'Detox' outside the main entrance of both the world's largest Adidas store and a nearby Nike store in Beijing, urging the sportswear giants to remove toxic chemicals from their supply chains and from their products. The demand came after a year-long Greenpeace investigation into toxic water pollution in China.**

Greenpeace then called on its supporters and consumers around the world to challenge major brands

to 'Detox' their supply chain and products and to champion a toxic-free future.

Thousands of people then took action by sending messages to the two companies via email and Facebook.

In a hugely successful result, Nike, Adidas, Puma, H&M, C&A and Li-Ning have now committed to Detox their supply chains and eliminate instances of toxic water pollution from their factories.



© Greenpeace/Alex Yallop



© Greenpeace

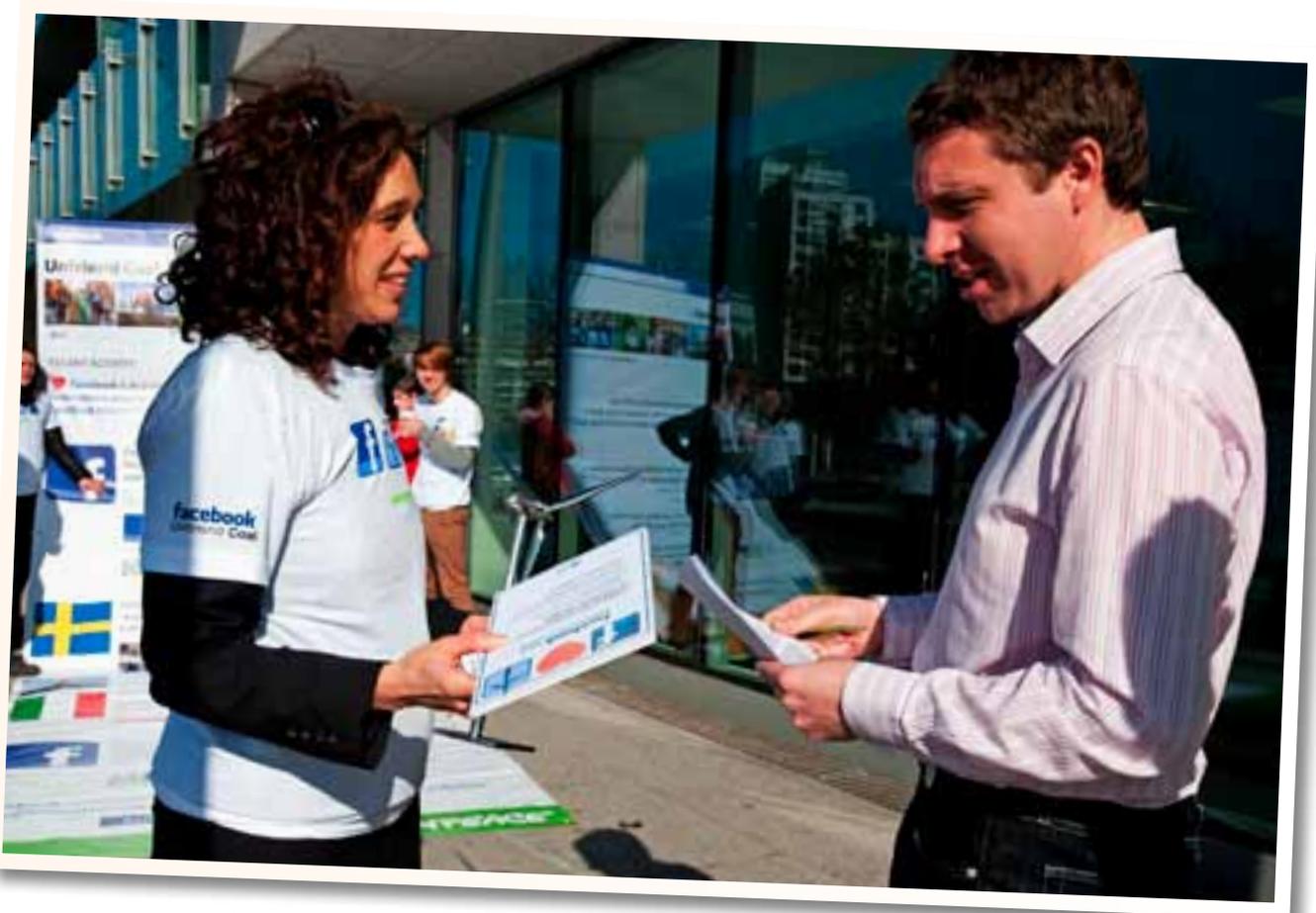
## FACEBOOK VICTORY

In December of 2012, Greenpeace declared victory after nearly two years of campaigning to pressure Facebook to reduce the environmental impact of its data centres. Most of the electricity that powers Facebook's data centres — and most other data centres — came from coal-fired power plants.

Greenpeace's Facebook campaign, Unfriend Coal encouraged Facebook to switch from coal to renewable energy to power their data centres

around the World. The campaign activated 700,000 supporters from around the world and also achieved a Guinness world record for the most Facebook comments in a 24-hour period.

Facebook's company has since agreed to adopt a policy for new data centres that states a preference for access to clean and renewable energy.



### **'Unfriend Coal' Facebook in Dublin.**

*Tzaporah Berman, Climate and Energy Co-Director for Greenpeace International presents Facebook director of Online Operations Colm Long with a windmill outside Facebook's Dublin offices.*

© Greenpeace/Kim Haughton

# Actions international round-up

**“NEVER DOUBT THAT A SMALL GROUP OF THOUGHTFUL, COMMITTED CITIZENS CAN CHANGE THE WORLD. INDEED, IT IS THE ONLY THING THAT EVER HAS.”** Margaret Mead

Greenpeace is synonymous with action. We do not just make comment on environmental wrong doing. We take action and find real solutions to protect the environment.

Greenpeace is best known for taking non-violent direct actions that confront environmental problems directly and peacefully at their source. But non-violent direct action is not the only method we use to protect our environment.

We bear witness to environmental wrongs, we lobby governments and companies to implement change, we use science and technology to promote solutions that are good for the environment, and we communicate with the world to stimulate people, like you, to also take action for our shared environment.

Non-violent direct action is taking action physically, in person, to stop environmental destruction at its source. Non-violent direct action is at the core of Greenpeace's values and work. Essentially this enshrines the idea that wrong doing, both environmental destruction and the abuse of power which causes it, must be confronted.

Taking action is not about kicking and screaming, but about achieving real change.

High-profile activities, such as those highlighted over the next few pages, can draw attention to environmental crimes and force the companies and governments to change their behaviour. Combined with good campaign strategy, Greenpeace has proved time and time again how effective taking action can be.

## Actions: key highlights from around the world 2011

### January 16 – Israel

Greenpeace activists climbed the Chords Bridge in Jerusalem to protest against plans for a new coal-fired power station in Ashkelon. They unfurled a huge banner, imploring Prime Minister Benjamin Netanyahu to stop the construction of the station's charcoal-burner.



© Greenpeace

### January 24 – Taiwan

Activists on board the *Rainbow Warrior* exposed a ship suspected of violating Taiwanese fisheries laws. The activists projected messages onto the hull and called on the Taiwanese Fisheries Agency to investigate the Pacific-bound ship, *MV Lung Yuin*, which has previous violations in Japan and now supplies US tuna brands.



© Greenpeace / Paul Hilton

### February 1 – Turkey

Greenpeace activists carried out a 'red phone' action – encouraging citizens to call the Ministry of Agriculture to demand action about undersized fish being caught in fisheries, damaging future stocks. After five days of intense pressure, the Ministry had to make a statement that they will consider the undersize fish issue in a meeting in June.



© Greenpeace

### February 2 – New Zealand

Greenpeace activists boarded the cargo ship *MV Great Motion* and occupied its cranes. The *MV Great Motion* had 10,000 tonnes of palm kernel on board and was at anchor just outside the port, where it had been waiting to unload the animal feed predominantly used by Fonterra dairy farmers. Greenpeace is calling for the Government to put a stop to Fonterra's expanding use of palm kernel (also known as palm kernel expeller), which is typically grown on land cleared of rainforest often including orangutan habitat.



© Greenpeace / Nigel Marple

### February 14 – China

On Valentine's day, and during the Symphony of Lights – the world's largest electricity-hogging light show – Greenpeace projected the message of "Forget Nuclear, Love Energy Efficiency – It's Destiny!" from the *Rainbow Warrior* onto the Hong Kong Cultural Centre.



© Greenpeace

## March 12 – Germany

More than 60,000 participants formed a 45 kilometre-long human chain to protest against nuclear energy. They ranged from the nuclear power plant Neckarwestheim to the Baden-Wuerttemberg in Stuttgart.



© Greenpeace / Nicolas Foju

## March 10 – Finland

Greenpeace activists protested in front of a nuclear power plant while the Finnish government made a decision to vote against Fortum's nuclear plans.



© Greenpeace / Sami Mannerheim

## Japan Nuclear Disaster Rapid Response

- **March 13** – The first Japan field trip started. The main objective was investigation and documentation of the extent of radioactive contamination in the Fukushima area, outside the 20 km exclusion zone.



© Greenpeace / Jeremy Sutton-Hibbert

- **March 31** – The second Japan field trip started. The main objective was more elaborate surveying of radiation levels around the Fukushima power plant, as well as providing support to the local population by testing contamination in food.



© Greenpeace / Jeremy Sutton-Hibbert

- **April 11** – Greenpeace released a press statement asking the Japanese Government for further evacuation of pregnant women and children from high risk areas in Fukushima City and Koriyama.



© Greenpeace / Noriko Hayashi

- **April 12** – The third Japan trip started. The main objective was shore-based research, documentation and analysis of affected areas.

- **April 22** – Greenpeace released a press statement calling on the Japanese Government not to raise official radiation limits for children.
- **April 22** – *Rainbow Warrior* Japan trip started. The main objective was sampling for radiation in sea water, seaweeds and sediments.



© Greenpeace / xx

- **April 25** – Greenpeace activists joined a citizen march of 5,000 people in Shibuya, Tokyo, calling on the Japanese Government to abandon nuclear technology and move to clean, renewable sources of power.



© Greenpeace / Suchanshu Malhotra

Actions and protests were carried out worldwide, from China, Austria, Slovenia, Romania, Finland and Hungary to the USA, in a show of support for the people of Japan.

## March 27 – Lebanon

Greenpeace activists blocked a pipe that is used by Sanita (Unipack) to discharge effluents, produced by their factories, into the Lebanese maritime waters. This discharge consists of improperly treated chemical waste produced in the factory, as well as fuel residues from its private power plant.



© Greenpeace / George Atallah

## March 25 – India

Protesters in Delhi demonstrated against the Jaitapur nuclear plant site. The protest was organized by the Anti-Nuclear Struggles Solidarity Forum in New Delhi. Greenpeace volunteers participated in an anti-nuclear protest march initiated by the Civil Society of Delhi.



© Greenpeace

## April 10 – New Zealand

Inflatables carrying Greenpeace activists protested in front of the oil survey ship *Orient Explorer* and disrupted seismic testing by Brazilian oil giant Petrobras in the Raukumara Basin. The activists held banners reading "Stop deep sea oil", urging the New Zealand Government to

abandon plans for deep-sea drilling off New Zealand's coasts.



© Greenpeace / Malcolm Pullman

## April 14 – US

Greenpeace called on the social networking giant Facebook to start powering its services with renewable energy, instead of coal and nuclear power. The Greenpeace Airship A.E. Bates flies over Facebook headquarters with a banner reading "Facebook: Join the Energy Revolution" to draw attention to the campaign.

## Unfriend Coal

During April, the 'Facebook: Unfriend Coal' campaign kicked off, with worldwide actions and protests to encourage Facebook to drop coal and commit to 100 per cent renewable energy. This would enable the social network to cut its carbon footprint and help in the struggle to prevent catastrophic climate change.

Protests took place in Uganda, Senegal, Cameroon, Zimbabwe and South Africa (Africa), Ahmedabad (India), Milan (Italy), Gothenburg, Norrköping (Sweden), Dublin (Ireland) and Texas, North Carolina (US).



© Greenpeace / Kim Haughton



© Greenpeace



© Greenpeace



© Greenpeace



© Greenpeace



© Greenpeace / Kim White

## April 22 – Turkey

Greenpeace activists took direct action to protect the pristine Arctic environment from oil exploration, by stopping the drilling rig Leiv Eiriksson from departing Turkish waters for Baffin Bay, Greenland. The rig was due to begin deep-water oil exploration for wildcat oil company Cairn Energy, which is leading the new Arctic oil rush. The activists occupied the rig for 12 hours before a gale forced their retreat, and unfurled a banner demanding that Cairn “Stop Arctic Destruction”.



© Greenpeace / Markel Redondo

## May 29 – Arctic

Greenpeace activists scaled the underside of the 53,000 tonne Leiv Eiriksson oil rig and secured an Arctic survival pod with enough food and water to stay there for ten days. Their action prevented the rig from starting dangerous deep water drilling 100 miles west of the Greenland coast.



© Greenpeace

## May 7 – Russia

In the Shchelkovo district of Moscow, activists joined Greenpeace Russia to demand action on the restoration of forests.

## June 7 – Mattel and Deforestation

A Greenpeace action drew attention to the fact that toymaker Mattel is using packaging that is made from pulp supplied by Asia Pulp and Paper (APP) – who clear tracts of pristine rainforest to produce their paper. Greenpeace activists, dressed as ‘Ken’ dolls hang a huge banner on the Mattel Headquarters building. The banner depicts an angry Ken with a clear message to his former girlfriend: “Barbie It’s Over. I Do Not Date Girls That Are Into Deforestation.” Actions also took place in Greenland, The Netherlands, Switzerland, Australia, Indonesia, Israel, Canada, Denmark, Finland and the UK.



© Greenpeace / David McNew

## June 4 – Greenland

Once again, protesting against Arctic oil drilling, Greenpeace activists climbed ladders to the Leiv Eiriksson’s oil rig accommodation deck to meet the Drill Manager and demand to see a copy of the rig’s oil spill response plan. The operators of the rig, Edinburgh-based Cairn Energy, had refused to publish the plan, going against all industry norms.



© Greenpeace / Steve Morgan

## June 17 – Greenland

Greenpeace International Executive Director Kumi Naidoo and activist Ulvar Arnkvaern boarded The Leiv Eiriksson in further actions against Arctic oil drilling. They entered an exclusion zone to scale a controversial Arctic oil rig and climbed the ladder up the outside of one of the platform’s giant legs to deliver a 50,000 signature petition demanding the public release of Cairn Energy’s oil spill response plan.



© Greenpeace / Jiri Rezac

## August 29 – Arctic

The crew of the Greenpeace icebreaker *Arctic Sunrise* helped artist John Quigley recreate da Vinci's sketch 'The Vitruvian Man' from copper on the Arctic sea ice. Greenpeace commissioned the work to highlight the fact that the Arctic is melting and the need for world leaders to take urgent action on climate change. This September could mark the lowest sea ice minimum on record.



© Greenpeace / Nick Cobbing

## September 21 – Indonesia

Greenpeace launched its 'Save the Tiger's Home' campaign in Jakarta, urging the government to review existing concessions and protect peatland. Greenpeace urges industries to implement a zero deforestation policy in their operations.



© Greenpeace / Ulet Ifansasti

## July 13 – China – exposing Nike and Adidas' toxic products

Greenpeace activists protested against the toxic pollution of waterways in China. They unfurled a banner with the message "Detox" at the main entrance of both the world's largest Adidas store and a nearby Nike store in Beijing, calling on the sportswear giants to remove toxic chemicals from their supply chains and from their products. The demand came following a year-long Greenpeace investigation into toxic water pollution in China.



© Greenpeace / Martin Norman

## August 23 – Rebranding Adidas

Greenpeace volunteers surprised shoppers by performing a striptease outside the Adidas store in central Beijing. A striptease was carried out on the same day by more than 600 people outside Adidas and Nike stores in 29 cities in 10 countries, setting the record for the world's largest striptease and challenging the global sportswear giants to eliminate hazardous chemical releases from their supply chains and become champions for a toxic-free future. Adidas and Nike both subsequently agreed to remove toxic chemicals from their supply chains.



© Greenpeace / Yang Di

## August 29 – New Zealand

In Auckland, a massive outdoor ‘subvertising’ campaign was launched to expose Sealord’s sale of tuna caught using destructive fishing methods and urge it to change to more sustainable methods of fishing. Activists ‘converted’ the Three Kings water reservoir into a giant Sealord tuna can and labelled it ‘Bad tuna’, with a five-metre high shark fin protruding from the ‘can’ representing just one of the endangered ocean species at risk from destructive tuna fishing methods.



© Greenpeace / Nigel Marple

## October - Launch of new Rainbow Warrior

Greenpeace launched the third version of the iconic protest vessel the *Rainbow Warrior*. Built as a campaigning vessel, she carries state-of-the-art communications equipment, two fast rescue boats and can support a helicopter. Her unique A-frame masts carry 1,260m<sup>2</sup> of sail, helping keep her carbon footprint to a minimum and making her one of the most environmentally friendly vessels of her class.



© Greenpeace / Oliver Tjaden

## November - Brazil - Save the Amazon Forest Action

Greenpeace and other NGOs protested in Brasília against the revision of the Forest Code, urging Brazilian President Dilma Rousseff to reject the changes. The Bill will increase deforestation in the Amazon. The action was part of a worldwide effort along with similar activities taking place around the world.



© Greenpeace / John Robinson

## November - Amazon Action at COP 17 in Durban

Greenpeace activists protested at the COP 17 in Durban, dressed as trees, calling on President of Brazil Dilma Rousseff to “Save the Amazon, stop the chainsaws.” A Bill proposing a complete overhaul of the current Forest Code in Brazil, first issued in 1934, was approved by the lower House of Congress last May. Despite additional changes to the text by Senators, the Bill approved by the Senate this month still includes allowances that will open up the Amazon once again for rampant deforestation. The Bill will compromise international agreements signed during the Climate Conference in Copenhagen in December 2009, which commit Brazil to ambitious carbon dioxide emissions reduction targets.



© Greenpeace / Tico Fonseca

# Organisational report

## GREENPEACE NEW ZEALAND GOVERNANCE

One of Greenpeace's key strengths is its ability to work across borders, while running its national offices and campaigns in a way that is relevant and appropriate to the local context. Our governance structure has been critical to Greenpeace's success as a global campaigning organisation, and to Greenpeace's success in New Zealand. We sometimes get questions from supporters about how Greenpeace New Zealand is governed, so here is an explanation of how it works:

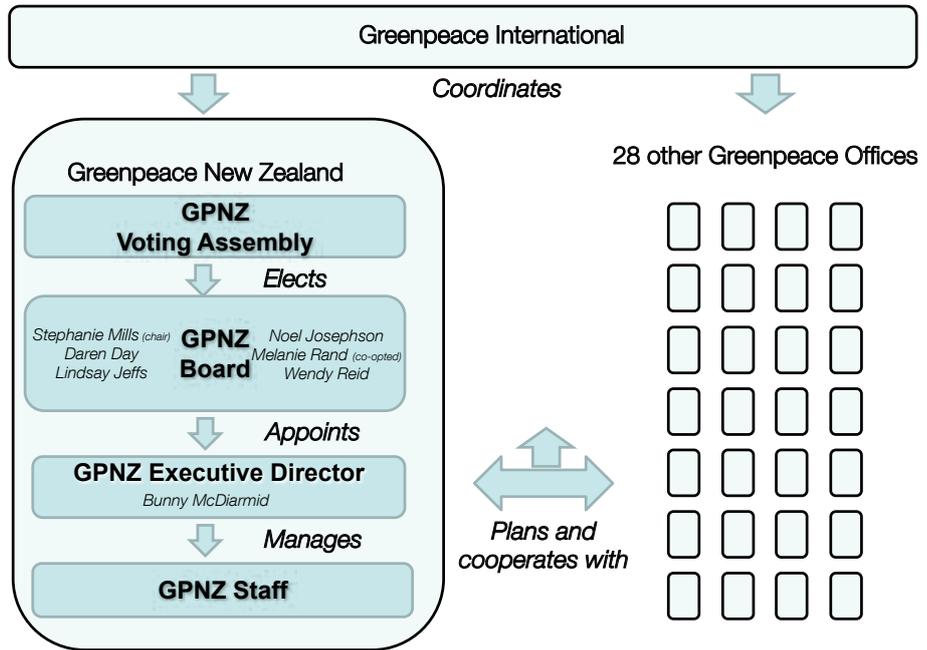
Greenpeace New Zealand Incorporated (GPNZ) is an independent, not for profit organisation which is affiliated with Greenpeace International (GPI, based in the Netherlands) and 32 other Greenpeace offices around the world.

The GPNZ Executive Director is responsible for overall management of the organisation. She reports to, and is hired by, the GPNZ Board.

The Board is comprised of six directors, who are elected at our Annual General Meeting held in June each year, each for a term of three years. They ensure that the organisation is being managed in an effective and ethical manner, in accordance with Greenpeace's objectives. The Board is elected by the Voting Assembly, a group of local supporters, staff from other Greenpeace offices and 10 former Greenpeace NZ staff.

While GPNZ is an autonomous organisation, its campaigns, fundraising and administration aligns with the framework and policies agreed by the organisation globally, this is what makes us a strong international campaigning organisation.

The Executive Director and other senior managers at GPNZ will work collaboratively with GPI, and with their counterparts in other Greenpeace offices, to develop and implement global strategies and plans.



As a global organisation and GPNZ we have signed up to the INGO Accountability Charter, a global cross not-for-profit sector accountability framework that aims at quality reporting in this sector to all stakeholders including donors, and we report each year on governance, our community and campaign impact and our carbon footprint.

## ENVIRONMENTAL STATEMENT

As an organisation that defends our global environment, it is important that we lead by example. Many of the day to day activities of Greenpeace do have an environmental impact. For instance, our commitment to effective direct action means we use ships, inflatable boats and road vehicles that run on fossil fuels. Our computers and office need electricity, and being a global organisation, meeting face to face is sometimes required, which (when you are from New Zealand) means flying.

In line with our core values we seek to minimise these impacts. We measure and monitor our impacts, review our practices, commit to improvements within set timeframes and report publicly on progress.

We are committed to better energy efficiency by:

- Continuously reducing the use of fossil fuels and greenhouse gases in our operations
- Reducing to a minimum our use of energy (fossil or renewable)
- Altering our transport use to reduce our contribution of greenhouse gas emissions
- Purchasing products and using suppliers that meet strict environmental criteria in line with our campaign objectives including using 100 per cent post-consumer recycled paper
- Separating our waste streams, re-using, recycling and composting materials wherever possible and working with suppliers to continuously move towards the goal of zero waste
- Altering our work practices to reduce our greenhouse gas production

These goals will be achieved without compromising our ability to campaign beyond national borders and continue our use of non-violent action. These changes will also be balanced against ensuring that we make the best use of our supporters' money.

# Financial report

## 2011 Income & Expenditure NZD\$000

Income	
Regular giving (direct debit) supporters	\$7,629
Other supporter contributions	\$593
Bequests	\$124
Other income	\$304
<b>Total Income</b>	<b>\$8,650</b>
Expenditure	
Campaign activity	\$2,471
International campaigns & co-ordination	\$2,023
Organisational support & governance	\$812
Fundraising	\$2,617
Depreciation	\$178
<b>Total Expenditure</b>	<b>\$8,101</b>
Surplus/(deficit)	\$549
<b>Net Fundraising Income</b>	<b>\$5,729</b>

## Summary of GPNZ Inc Financial Position NZD\$000

	2011	2010
Current assets	\$3,252	\$2,643
Non Current assets	\$130	
Fixed assets	\$838	\$802
<b>Total Assets</b>	<b>\$4,220</b>	<b>\$3,445</b>
Current liabilities	\$826	\$730
Non Current liabilities	\$130	
<b>Total Liabilities</b>	<b>\$956</b>	<b>\$730</b>
Accumulated funds	\$3,264	\$2,715
<b>Total Liabilities plus Accumulated Funds</b>	<b>\$4,220</b>	<b>\$3,445</b>

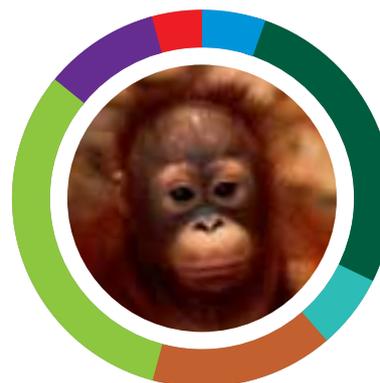
The information in this report has been summarised from the annual accounts of Greenpeace New Zealand for the year ending 31st December 2011. The full financial statements have been audited by Hayes Knight. Some of the breakdown of categories in this report differs from our audited accounts to make the data more useful for the general public to interpret (our audited accounts use the breakdowns required by Greenpeace International). Further information relating to the annual accounts including our auditors report, statement of financial position and performance, movement of equity, and our accounting policies can be found on the Societies website [www.societies.govt.nz](http://www.societies.govt.nz)

## Where the money comes from



88.2%	■ Gifts from Regular (Direct Debit) Donors
0.4%	■ Membership renewals
3.0%	■ Campaign Appeals
1.4%	■ Bequests
0.9%	■ Merchandise sales (calendar and SO Shop)
1.3%	■ Unprompted one-off gifts
1.3%	■ Major gifts and gifts in kind
2.3%	■ Grants from Greenpeace International
1.1%	■ Interest income
0.1%	■ Fees for admin services to other NGO's

## New Zealand campaigning costs breakdown



5%	■ Oceans Campaign
27%	■ Climate Campaign
6%	■ Campaign coordination
16%	■ Media and Campaign Communication
32%	■ Public information and outreach
10%	■ Actions support
4%	■ Political

## Fundraising costs breakdown



57%	Recruiting new supporters
10%	Supporter Care
2%	Info to Supporters
8%	Database (licenses and management)
3%	Bank Fees
19%	Other Fundraising
1%	Merchandise costs

### Fundraising by numbers

**300,000** Approx number of Kiwis our Face to Face and Phone Outreach team talked to about our campaigns in 2011.

**14,591** New supporters who joined Greenpeace NZ in 2011.

**19,002** Supporters who stopped donating in 2011.

**54,733** Number of regular giving (direct debit) supporters in 2011.

**2,998** Number of supporters who made a one-off gift in 2011.

**\$103** Cost to recruit a new supporter.

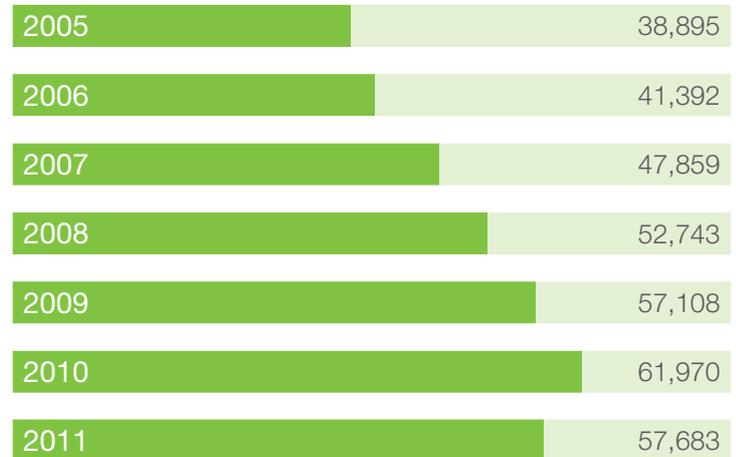
**\$3.15** The return for every \$1 spent on fundraising.

**16** Wonderful supporters left a gift in their will to Greenpeace and these gifts allowed us to take our campaigns one step further.



Greenpeace campaigner Steve Abel speaks to supporters and people from Te Whanau a Apanui prior to the Stop Deep Sea Oil Flotilla departing Auckland Harbour in March 2011.

## Supporter numbers reduce slightly



We had a much tougher year trying to recruit new supporters in 2011 as a result of increasing public wariness to fundraisers and a difficulty in recruiting enough Outreach Campaigners .

## Income is still growing - NZD\$000



Income in 2011 was lower than in 2010 but this is because in 2010 we received two large bequests from wonderful donors. If we were to exclude these bequests from the income we would see that despite tough economic times and the earthquake, our donors have remained loyal, steadily increasing their giving amount to the organisation.

## A BIG THANK YOU...

All the amazing supporters who make a regular donation, those that leave a gift in their will to Greenpeace, those that made specific donations to campaign appeals, those who are sponsoring the work of our new Rainbow Warrior, those who loyally send us a cheque every year, those who organised events and raised funds for us, those who purchased calendars... and everyone who made a donation the Greenpeace NZ in 2011. You make it possible for us to give this fragile planet a voice.

# GREENPEACE

**Greenpeace is  
an independent  
global campaigning  
organisation that acts  
to change attitudes  
and behaviour, to  
protect and conserve  
the environment and  
to promote peace.**

Greenpeace Aotearoa New Zealand  
Private Bag 92507,  
Wellesley Street,  
Auckland 1141,  
New Zealand.  
t +64 9 630 6317  
f +64 9 630 7121  
info@greenpeace.org.nz  
www.greenpeace.org.nz