

# 2014

## Impact Report



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**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.

# The courage to act



**Together we have made a difference, says Greenpeace New Zealand Executive Director Bunny McDiarmid**

The 2014 that was.

Welcome to your 2014 Annual Report. As we go to print, the Government is about to start a last-minute, sham consultation process in the lead up to the big, inter-governmental climate-change meeting in Paris. I am reminded that, in the last year, it has been the people, not the government, who have been making the biggest positive difference to looking out for our land, our waters and our clean green potential. From the 'I am a climate voter' collaboration with five other organisations, through the Statoil work to prevent deep-sea oil getting a toehold in NZ (because we know we have much better, cleaner, smarter ways for us to do business), to the ban on shark finning - all of these outcomes have been because of you and your support, whether financial, on the street or on the keyboard.

Together we have made a difference. We have challenged and broadened the definition of what it means to be a Charity and defended the right to debate important issues in the run up to elections. Last year we shifted the legal pendulum more towards the right to take a stand.

This year is the 30th anniversary of the Rainbow Warrior bombing and we will remember it on 10 July by celebrating courage. The courage to act is where New Zealand and Greenpeace history come together and you, as a supporter of Greenpeace, ensure that this continues.

# Throughout 2014



**Kiwi Greenpeacers are stepping up internationally, says Greenpeace New Zealand Board Chairperson Stephanie Mills**

Throughout 2014, the Board continued its oversight of Greenpeace Aotearoa/NZ's work, which is increasingly inter-twined with Greenpeace's global work. Kiwi Greenpeacers are stepping up internationally - leading the fight against the exploitative practices of the tuna industry across and around the Pacific, drawing attention to Shell's plans to drill in the Arctic through courageous actions at sea and taking our message against deep-sea oil drilling to Statoil's Norwegian HQ.

We are also proud of the work Greenpeace Aotearoa/NZ has done here at home, in partnership with iwi opposing Statoil's plans to undertake deep-sea oil drilling in Northland. We have taken the right to speak up and speak out seriously, promoting the climate voter work in 2014 and launching the SafeSource project - a whistle-blowing website to help build a cleaner and fairer New Zealand.

Our income continued to increase in 2014 - thank you to all of you who contribute in support of our work. Our online and social media reach grew as we gained thousands more followers. This provides significant campaign strength, giving us huge lobbying power for our campaigns.

Thirty years on from the Rainbow Warrior bombing, Greenpeace continues to inspire, to act and to confront the powers that be.

With your support, we remain committed to asking the uncomfortable but necessary questions about the changes we must make to create a green and peaceful world.

# The fight against deep-sea-oil drilling grows



The key to resistance is persistence, says our Climate Campaigner Simon Boxer

“The key to resistance is persistence”, said Greenpeace New Zealand Executive Director Bunny McDiarmid at the start of the Stop Deep Sea Oil march in 2015. Indeed, the fourth year of our offshore oil campaign - 2014 - was a demonstration of the necessity and value of persistence.

Off the back of the dramatic flotilla opposing Anadarko in late 2013, we kicked off 2014 by supporting the South Island's Banners on the Beach protest which coincided with Anadarko's second drilling attempt off the Otago coast. On 17 February, over 2,000 people at more than 20 beaches joined together to show opposition to the drilling. Reports later in the year revealed that Anadarko had failed to find commercial quantities of oil for either of their exploratory deep sea wells.

A new target loomed in Norwegian oil giant Statoil who had been awarded oil permits off Northland's dramatic West coast. Greenpeace Norway colleague Martin Norman visited our shores in time for the Hikoï from the Far North that targeted Auckland's oil conference which was backed by Statoil. The Hikoï culminated in a 3,000 strong march up Queen Street on 30 September and was followed by a couple of disruptive actions including a powerful vigil of oil-covered Greenpeace activists, including many staff, outside the official closing dinner.

A face to face meeting with Statoil executives revealed the company's surprise at the level of opposition by iwi resistance from the Far North and beyond. The power of Greenpeace's international structure was beneficial in facilitating an independent Maori delegation to Norway that was conceived at the close of 2014.



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15

the number of new onshore and offshore oil block offers awarded to oil companies

19,000

the number of Greenpeace supporters who emailed Statoil to 'go home'

600,000

the number of people making the call for a clean energy future



# The great Climate Voter debate



60,000 Climate Voters helped shape the political agenda, says our Senior Energy Campaigner Steve Abel

Election year is always a challenge, so in 2014 we tried something different.

To empower the multitudes who regard climate change as an issue belonging higher up the political agenda, Greenpeace spearheaded the formation of an alliance of six not-for-profit organisations to orchestrate the 'Climate Voter' initiative.

Alongside Oxfam, Generation Zero, 350 Aotearoa, Forest & Bird and WWF, we sought to mobilise New Zealanders to use their vote in the September election to support action on climate change.

Climate Voter was launched in June, and by July over 20,000 people had signed on.

But there were hurdles: Shortly after the launch, the Electoral Commission notified us that they regarded the initiative as a form of electoral advertising and in breach of the Electoral Act. With the support of Matthew Palmer QC and Greenpeace's own legal team at Lee Salmon Long, the six organisations headed to the High Court to get clarification on New Zealand electoral law.

Here, we were vindicated, and with some minor adjustments to website wording to meet court findings, we were back on track.

The first-ever 'Great Climate Voter Debate' was hosted by TV3's Samantha Hayes at Auckland's Q Theatre and saw Climate Minister Tim Groser, Labour deputy leader David Parker, Green Party co-leader Russel Norman and representatives from the New Zealand First, Maori and Mana Parties, go head to head.

The politicians had to convince a live audience that their party would take real action on climate change.

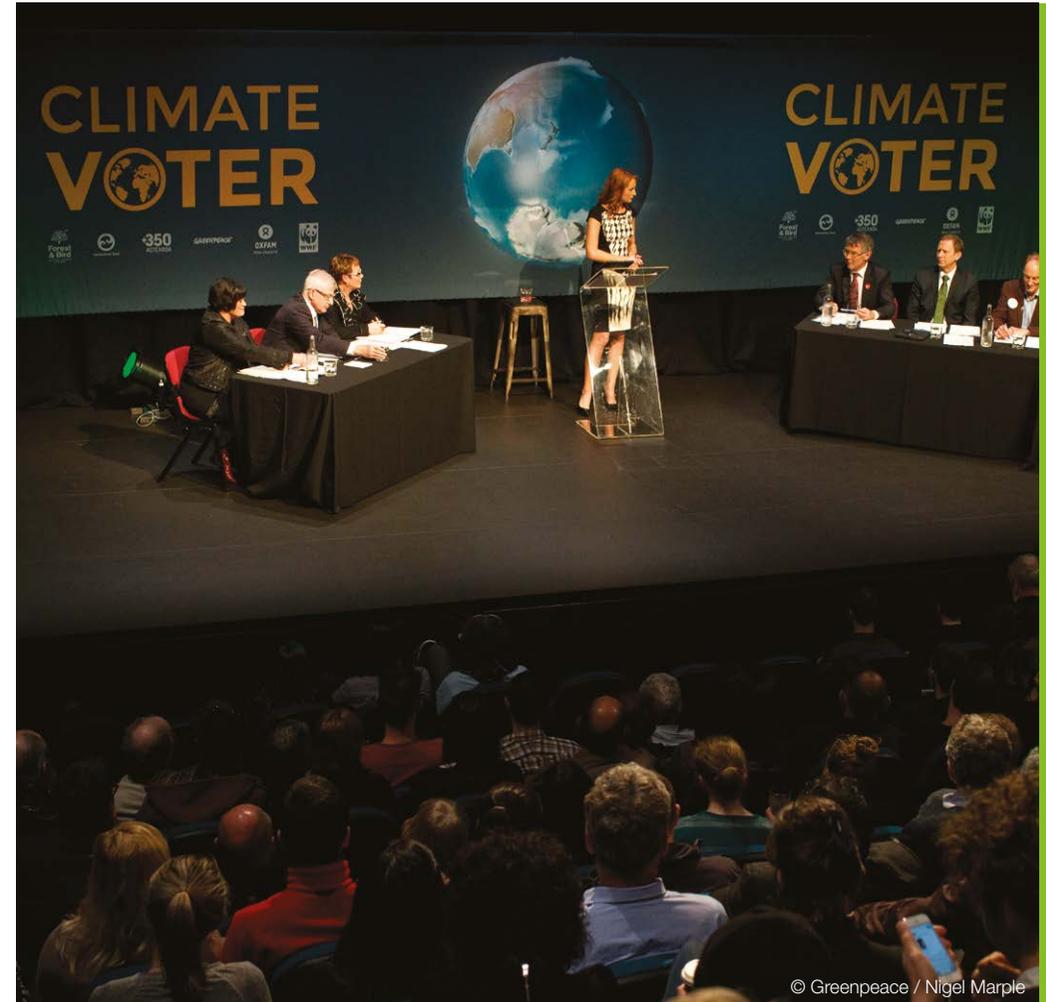
A 90-minute debate was followed by a panel discussion with Lucy Lawless and Metro Editor Simon Wilson. Joining the sell-out theatre crowd was a 13,000 strong online audience - unprecedented in terms of livestream numbers - and subsequently our #ClimateVoter hashtag trended on twitter for over 24 hours.

The success of Climate Voter has become a touchstone demonstration of the possibilities for alliances among organisations in the climate movement.

Promisingly, it's already proving beneficial to planned collective action in the lead up to UN climate talks in Paris in 2015.

View the Great Climate Voter debate online at:

[www.climatevoter.org.nz/debate](http://www.climatevoter.org.nz/debate)



© Greenpeace / Nigel Marple

15

the number of local screening events

62,796

the total number of climate voter pledgers

300

people who came to watch the live event

# THE GREAT CLIMATE VOTER DEBATE

#ClimateVoter



# Major shifts in clean energy investment



**Our supporters chose the climate and a clean energy revolution, says our Chief Political Advisor Nathan Argent**

Last year was yet another busy year, not least of all because of the election in September, in which a National-led government was returned to the Treasury benches. It was a disappointing outcome for our climate work as National has overseen some major increases in pollution in the last six years.

As our campaign to highlight the risks of deep-sea drilling off our coastlines continued, so did our work to communicate the enormous and exciting opportunities from moving to a cleaner, smarter, healthier way of powering our homes and businesses. Our own ground-breaking research has shown that harnessing the wealth of clean energy expertise here in New Zealand could create many tens of thousands of jobs, a multi-billion dollar boost to our economy and safeguard the oceans and rivers we swim in.

Yet, with a government who has done little to capitalise on these opportunities, instead fixating on polluting fossil fuel extraction, Treasury officials estimate the cost of not taking pollution out of economy could be as high as \$52 billion - that's \$34,000 per household.

That's why, as major shifts in global clean energy investments in solar and battery storage technology soared last year, we staged a hugely successful and vocal march to challenge oil executives at the Auckland Petroleum Summit. The message was clear: Kiwis wanted to be part of this clean energy revolution and not have oil washing up on our beaches.

As the cost of clean energy continues to plummet this year, politicians are running out of excuses not to put in place a real climate action plan in Paris later in 2015.



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**\$4 billion**

what the NZ geothermal market could be worth per year

**\$52 billion**

the estimated cost to New Zealand taxpayers if we don't act to cut pollution

**3,000**

people showed up to march against deep sea oil drilling

# Sharks and whales celebrate our win



Sharks and whales were far safer by the end of 2014, says our Oceans Campaigner Karli Thomas

Japan's sham 'scientific whaling' programme in the Southern Ocean was declared illegal by an international court early April 2014.

This meant that, for the first time in more than 100 years, there was no whale hunting in Antarctic waters at the end of the year. It was a huge victory for the thousands of people who have campaigned for many years to end commercial whaling.

Greenpeace has sent anti-whaling expeditions to the Antarctic nine times, first in 1989 and most recently in 2008. Since then, we have been working within Japan to oppose the subsidies that keep whaling alive and to weaken the market for whale meat. The market for whale meat in Japan is collapsing and the Antarctic hunt has not been profitable for a long time.

We'll be watching closely as Japan looks at ways to get around last year's ruling so it can resume its annual whale hunt in the Southern Ocean.

Whales were also the subject of collaboration with the creators of the Beached Az cartoon. On World Oceans Day, we jointly released their latest video which highlighted the issue of ocean pollution and the impacts on marine life. Since then the video has had more than 60,000 views.

After an extended consultation process, the New Zealand Government finally listened to the thousands of Kiwis who gave feedback, and made shark finning illegal. This meant that we joined around 100 other countries and states to have the practice banned. It was good progress, but the laws fell short of the best international standards and New Zealand is still lagging behind the Pacific countries which are world leaders in shark conservation.



© Greenpeace / Paul Hilton

9

the number of times Greenpeace has sent anti-whaling expeditions to the Antarctic

60,000+

YouTube views of the Beached Az video highlighting ocean pollution and the impacts on marine life

100

the approx. number of other countries and states we joined in having shark finning banned

# Pulling together for positive change



In 2014 the way that people engaged in Greenpeace campaigns changed significantly, says our Volunteer Co-ordinator Jo McVeagh

The Greenpeace New Zealand volunteer and mobilisation staff developed new tools and processes to share the skills and tools of campaigning and to open more of our campaign work up to more people.

## Other campaigning activities:

- Helping to facilitate 'Banners Across the Beach' events, across the South Island. More than 2,000 people at over 20 beaches from Bluff to Golden Bay joined together to show opposition to deep-sea oil exploration.
- Hosting a face-to-face campaign discussion for regionally-based oil activists leading local campaigns opposing the expansion of the oil industry.
- The 'Act for Arctic' and 'Climate Voter' campaigns continued with a team of volunteers in New Zealand calling, talking to and engaging over 200 supporters.
- Creating the Greenpeace New Zealand 'Rapid Response team'. A segment of supporters who repeatedly take action with us online (and sometimes offline) were invited to join the team. They now receive more frequent and shorter emails from mobilisation staff asking them to take action on various campaigns.

## Sharing the skills of campaigning and activism:

- Providing training for key volunteers to be more involved in Greenpeace activities and other campaign work, including running two 3-day 'Basic Actions Training' courses training 50 activists, leadership training, media training, internships and other learning opportunities.



© Greenpeace / Richard Simkins

2,000

people attended  
'Banners on the Beach'

1,000

people invited to join Greenpeace's  
'Rapid Response team'

50

the number of activists  
newly trained in 2014

**232,680**

The approximate number of Kiwis who had a conversation about Greenpeace campaigns with one of our phone or face to face outreach teams

**60,000**

Kiwis signed on to support action on climate change through our Climate Voter campaign

**49,258**

Supporters made a regular donation to Greenpeace in 2014

**12,774**

People became new monthly supporters of Greenpeace New Zealand

**11,755**

People signed petitions on the Greenpeace New Zealand website

**5,000+**

People attended 'Banners on the Beach' events at over 45 different beaches, to demonstrate their opposition to deep sea oil drilling in New Zealand waters

**3,700**

People generously increased their regular support to Greenpeace New Zealand

**4,078**

People made contributions to urgent campaign appeals

**18**

Wonderful supporters left a gift in their will to Greenpeace New Zealand

**\$3.20**

Income for every \$1 spent on fundraising

**Thank you for all of your support in 2014!**

Greenpeace doesn't exist without its supporters. It's the generous efforts of those who give us a monthly donation, who sign petitions, sponsor the work of the Rainbow Warrior, share our posts on social media, respond to our urgent appeals, attend campaign events, purchase a Greenpeace calendar, write to their MP and those amazing people who leave us a gift in their will. You are standing up for our environment and it's your help that gives this fragile planet a voice.

Thank you.



© Greenpeace / Will Rose



© Greenpeace / Angela Glienicke

# Philanthropic gifts power us on



Individual donors are increasingly making large investments in Greenpeace campaigns, says Relationship Manager Andy Kenworthy

Many of us may find ourselves able to make a significant gift to an organisation like Greenpeace at some point in our lives. And these days many people are seeing their ability to show leadership on the challenges facing our world as a key feature of their success.

For this kind of investment, donors need to be confident their contribution will have a tangible and lasting positive impact. They must also be provided with the opportunity to personally experience that impact taking place. It means not just giving to an organisation, but becoming part of it.

Last year individual donors like this together contributed more than \$120,000 to Greenpeace New Zealand. Their outstanding contribution helped us fund the work of Greenpeace's global forest expertise; re-equip our small boats, and much more. A single anonymous donor also generously stepped forward to match dollar-for-dollar the first \$40,000 donated to our appeal to study the impact of seismic testing on whales in New Zealand waters. This generosity provided a massive boost to our ongoing campaign to stop foreign oil companies disrupting ocean life, accelerating climate change and risking devastating oil spills. It is these high value donations, along with those of the rest of our dedicated supporters, that are the power behind our work, and which allow us to continue our mission for a healthy and peaceful planet.



© Greenpeace / Phil Crawford

# Our supporters are our future



One of the most incredible ways everyone can make positive change happen long into the future is by putting Greenpeace in your will, says our Relationship Marketing Manager Fenella Humphreys

A gift in your will is a simple but powerful act that means you can continue to advocate for a better planet for our children and grandchildren.

This year over \$300,000 was left to the work of Greenpeace New Zealand in the wills of amazing people, some supporters during their lifetime and some not. These types of gifts take careful thought and planning so carry with them a particular weight of responsibility.

The values and ideals of these generous supporters inspired them to support the protection of the environment. They will now stay with us every step of the way, as we move towards a green and peaceful future together.

To show how important these gifts are to the future of Greenpeace, and give everyone the opportunity to make them, we are working with experts from Greenpeace International to adopt and adapt global best practice in this area in New Zealand. This covers everything from how we initially interest people in giving a gift to us in their Will to the manner in which we maintain and enrich these very special relationships with our supporters and their families to show the difference they have made and share our gratitude.



© Greenpeace / Nigel Marple

# Supporting sustained and lasting change



**Simple acts of generosity are at the heart of every Greenpeace campaign, says our Direct Marketing Manager Dana Killen**

Go on, have a read of the campaign articles in this report. They'll show you some of the victories and steps forward that were made in 2014 to create a better world for future generations, some global and some here at home in New Zealand, but each one made possible by generous people contributing gifts, time and pledges in their will to make the world a better place for others to come.

From keeping sharks protected against finning in our waters, to moving consumer goods giant Colgate-Palmolive's products to be free from forest destruction, the change you, our supporters, have put into action is humbling.

There are many ways to proactively support the protection of the world's forests, oceans and last remaining pristine wildernesses. It is our job to encourage as many people as possible to do this in the way that works best for them.

Some people support us through their online persona, helping to spread the word about important petitions (such as the Ban Shark Finning petition). Our online and social media reach is now a campaign strength – 120,519 'Likes' our Facebook page creates incredible lobbying power for our campaigns.

One of the most special things about Greenpeace is that it is entirely funded by individuals - no campaign was brought to you by a corporation or a government - they were possible through gifts and pledges in wills given by individuals concerned by the same things as you. And it's a growing number.

This year, people gave more to Greenpeace campaigns than ever before. Our special groups of people giving to protect the Arctic, ancient forests, the future of New Zealand and the Pacific Ocean are growing and our urgent special appeals were met with an amazing response.

A particularly generous group of individuals who contribute significant gifts each year towards the work of the Rainbow Warrior have helped the custom-built campaign ship take action against a fossil fuel future across Europe. Activists from the ship lead peaceful protests in Ibiza, Croatia, Italy, Turkey and Holland to put a stop to fossil fuel projects and demand renewable energy action.

That is how we can make sustained and lasting change happen - many simple acts of generosity and action. Thank you for yours.



© Greenpeace / Nick Tapp

**No campaign was brought to you by a corporation or a government - they were possible through gifts and pledges in Wills given by individuals concerned by the same things as you.**

# Greening Greenpeace - the future's bright



**As an organisation that defends our global environment, it is important that we lead by example, says our Organisational Supporter Director Rosa Armstrong**

We continuously look for ways to reduce the use of fossil fuels and greenhouse gases in all our operations. We measure and report on our organisational carbon footprint annually and strive for improvements year on year. We have sustainable commuting initiatives that include incentives for staff to use public transport; office bikes for general use during the working day; a scheme to make it easier for staff to purchase bikes; and, an upgrade to the bike stands to accommodate higher usage.

Because we believe that social and environmental justice are inextricably linked, we are an accredited Living Wage employer, which means that we commit to pay all of our employees at least the Living Wage. In 2014, we fully supported the mission of the Living Wage Movement Aotearoa New Zealand, which sees a Living Wage as a necessary step for reducing inequality and poverty in our society.

## **How Greenpeace New Zealand operates**

Greenpeace New Zealand (GPNZ) is an independent, not for profit organisation that is affiliated with Greenpeace International (GPI, based in the Netherlands) and 26 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. They ensure that the organisation is being managed in an effective and ethical manner. The Board is elected by the Voting Assembly, a group of 35 GPNZ supporters or staff from other Greenpeace offices (or GPI) and 10 former Greenpeace NZ staff.

While GPNZ is an autonomous organisation, our work 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 work collaboratively with GPI, and with their counterparts in other Greenpeace offices, to develop and implement global strategies and plans.



# GPNZ financial report

## 2014 Income & Expenditure NZD\$000

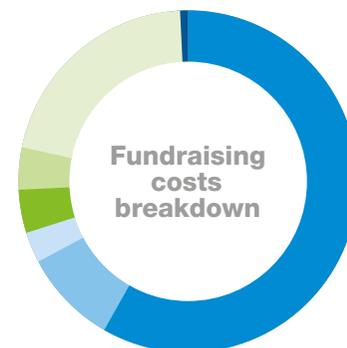
Income	
Regular giving (direct debit) supporters	\$8,865
Other supporter contributions	\$945
Bequests	\$301
Other income	\$161
<b>Total Income</b>	<b>\$10,272</b>
Expenditure	
Campaign activity	\$3,230
International campaigns, co-ordination & ships	\$2,344
Organisational support & governance	\$1,160
Fundraising	\$3,180
Depreciation	\$302
Impairment of Investment *	\$295
<b>Total Expenditure</b>	<b>\$10,511</b>
Surplus/(deficit)	(\$239)
<b>Net Fundraising Income</b>	<b>\$6,931</b>

\* Greenpeace NZ Inc. invested a portion of its cash current assets in Prometheus Finance Ltd which went to receivership at the end of 2014. PricewaterhouseCoopers were appointed receivers. In April 2015 PricewaterhouseCoopers confirmed that Greenpeace NZ Inc. will receive 100 cents in a dollar of their principal amount outstanding as at 17 December 2014 by 30 September 2015 as well as an interest on amount outstanding during the receivership.

The information in this report has been summarised from the annual accounts of Greenpeace New Zealand for the year ending 31st December 2014. The full financial statements have been audited by RSM Hayes Audit. Some of the breakdowns in this report differ from our audited accounts to make the data more useful for the public to interpret (our audited reports 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)

## Statement of Financial Position as at 31st December 2014 NZD\$000

	2014	2013
Current assets	\$3,247	\$3,934
Non-Current Assets	\$27	\$37
Fixed assets	\$932	\$898
<b>Total Assets</b>	<b>\$4,206</b>	<b>\$4,869</b>
Current liabilities	\$938	\$1,352
Non-Current Liabilities	\$27	\$37
<b>Total Liabilities</b>	<b>\$965</b>	<b>\$1,389</b>
Accumulated Funds Balance	\$3,241	\$3,480
<b>Total Liabilities plus Accumulated Funds</b>	<b>\$4,206</b>	<b>\$4,896</b>



## Income is still growing NZD\$000

2005	\$4,082
2006	\$4,641
2007	\$5,532
2008	\$6,020
2009	\$7,495
2010	\$9,163
2011	\$8,650
2012	\$9,063
2013	\$9,790
2014	\$10,272

Income for Greenpeace New Zealand hit an exciting milestone in 2014, raising over 10 million dollars. As we are financially independent, it means that money is not accepted from companies, governments or political parties.

The increase in income is thanks to the generous and committed donations from Greenpeace supporters, which enable action to happen, and make achievements possible.

## Online support is growing

Views on the Greenpeace website

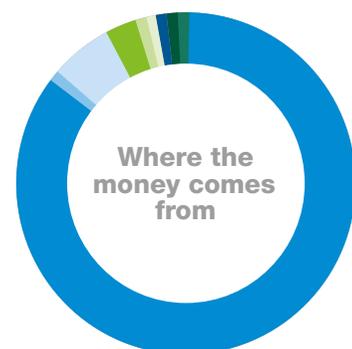
2012	1,069,943
2013	1,631,420
2014	1,670,503

Facebook Fans

2012	37,652
2013	68,760
2014	110,008

Twitter Followers

2012	18,654
2013	22,791
2014	26,123



- 87% Gifts from regular donors
- <1% Membership renewals
- 6% Special appeals, RWIII
- 3% Bequests
- 1% Merchandise sales (calendar and SO shop)
- 1% Major gifts and gifts in kind
- <1% Grants from Greenpeace International
- 1% Interest income
- <1% Fees for admin services to other NGO's

## Supporter numbers reduce slightly

2005	38,895
2006	41,392
2007	47,859
2008	52,743
2009	57,108
2010	61,970
2011	57,683
2012	55,740
2013	54,136
2014	53,428

# 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.

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