

GREENPEACE

A photograph of two young girls standing in a grassy field. The girl in the foreground is wearing a white short-sleeved shirt with red trim and red shorts, holding a small white flower. The girl in the background is also wearing a similar uniform. They are standing in front of a body of water under a cloudy sky.

The Environmental Changemaker

**Become the strongest pillar
of support for our earth.**



Are you ready to be an Environmental Changemaker?

From the Amazon to the Arctic, in protecting our natural environment and advancing sustainable government and corporate policies, Greenpeace has conducted numerous research and campaigns to expose environmental issues and safeguard our world from further destruction.

Greenpeace relies on a set of solid and long-standing strategies, known as the **IDEAL** (**I**nvestigate, **D**ocument, **E**xpose, **A**ct, **L**obby) model. We investigate and collect comprehensive information including evidence of environmental destruction, pollution sources and so on. These scientific outputs form the basis for our actions, campaigns and advocacies.

Greenpeace is ready to commit our expertise and global network with you to make the world a better and greener place to live. We invite you to partner with us and make a high impact gift to the areas and issues of your concern.



Strengths of Greenpeace in Environmental Protection



Track record of successful actions and campaigns

Greenpeace is experienced in taking effective actions for a better environment. Examples of environmental victories we secured include the Hong Kong government's amendment of import and export controls on plastic waste following Greenpeace's investigation, driving Chinese tech and mega companies like Alibaba, Baidu, Tencent to use 100% renewable energy or achieve net-zero carbon emissions by 2030, and the abandonment of Shell from drilling in the Arctic, among others.



Solid alliance and working model

World-renowned scientists, grassroots organizers, policy experts, documentarians and campaign strategists expose environmental problems and promote solutions using groundbreaking research and investigations, incisive policy analysis, non-violent direct action, community education and wide-reaching media work.



Global network and connections

We are able to conduct worldwide research and campaigns and advocate for positive environmental change on a global scale.



Completely independent

No government or corporate donations are accepted, ensuring our capacity for independent research and campaigns, exposing environmental problems, lobbying for environmentally friendly policies, and creating positive environmental impacts without constraints.



Completely transparent

Every campaign has a well-documented budget and spending record, which is included in our financial report every year and is transparent for all.

How the Environmental Changemaker Program Works

1

You can collaborate with us on our focus areas in ocean, climate, plastics, forest, city development etc.

2

Contact our Major Gifts Manager to discuss your environmental interests, preferences and the campaigns/projects you may be interested in.

3

We will explain our works in the areas that concern you in detail.

4

Based on your donation amount, you will be invited to join our Environmental Changemaker group. Exclusive and dedicated activities will be offered for you to witness the impact you have created.

5

We will host our annual ceremony to recognize your effort and connect you with fellow Changemakers.



What you can get from being an Environmental Changemaker

- ▶ Project specific experience
 - ▶ Bi-annual tailor-made impact report
 - ▶ Project update report upon breakthrough
 - ▶ Annual gathering and exclusive events for Greenpeace's Environmental Changemakers
 - ▶ Award and acknowledgement in Annual Reception event and publications
 - ▶ Dedicated staff to handle any campaign or donation related enquiries
 - ▶ Tax reductions
-



We Need Major Support FROM YOU



Greenpeace never accepts donations from governments and corporations. We solely rely on the support and passion of individuals, independent trusts, and foundations to sustain our work. Your generous and dedicated support would be vital to enable numerous capital intensive, time consuming and technically demanding research, investigative, and campaign work to be successfully completed, ultimately delivering a holistic and all-rounded impact.



© Joerg Modrow / Greenpeace

GREENPEACE 綠色和平

If you are interested in discussing any specific project you wish to provide major support and becoming one of our Environmental Changemakers, please leave your contact information. Our Major Gifts Manager will contact you soon to follow up.

✉ changemaker.hk@greenpeace.org

☎ (852) 2854 8311

📍 Units 2202B-2205, Port 33, 33 Tseuk Luk St, San Po Kong, Kowloon, Hong Kong