



Annual Report: Celebrating 5 years of Greenpeace in Africa

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1. Looking back at 2012

In 2008, Greenpeace Africa (GPAf) was born out of a small office in Melville, Johannesburg; and since then it has grown to include three regions on this vast continent: South, Central and West. From a fledgling team of three, we now have a pool of over 60 people drawn from different parts of the world. Our corps of volunteers, supporters and donors has grown steadily and for that we want to say a hearty thank you to each of you for your continued involvement and dedication to the cause.

Feedback from supporters, activists, decision-makers and critics alike has shown that we are making some impact whether it is at the policy level or within communities. As a learning organisation we have also endeavoured to address some of the challenges that will be highlighted in this report.

In this annual report, we reflect on the achievements; draw lessons from some of the challenges; and share some insights on where Greenpeace Africa wants to be in the next five to ten years.

Our victories were immense

Greenpeace Africa has registered several successes in its campaign to demand the protection of Africa's rich marine resources particularly from industrial fishing fleets. As a result of this, in 2012 Greenpeace Africa's work led to the cancellation of 29 fishing licenses by the new President

of Senegal, Macky Sall. Following that decision, many artisanal fishermen have reported that they now have joy of full nets.

Our forest campaign was highly successful in promoting solutions by providing solar power to local communities in the Democratic Republic of Congo (DRC). Working with our partners in the isolated forest community of Oshwe we installed a solar-powered radio station which has enabled hundreds who live within a 240 km radius to access much-needed information. We also worked with youth groups in DRC's capital Kinshasa on how to use energy-efficient clay stoves – with many of the learners reporting that not only was the methodology cheaper but it was also cleaner.

On the climate and energy front: as a result of our intense lobbying, direct communications, working with like-minded organisations, as well as the publication of a series of well-researched reports on topics ranging from coal and water usage to the Eskom factor, we managed to elicit direct responses from key South African ministers. Their reaction on key media platforms is a clear sign that we are being heard at the right ranks of power.

Our Solutions and Youth work has seen tremendous uptake with our volunteer numbers growing. We currently have vibrant and fully functioning volunteer groups in Johannesburg, Cape Town and Durban. In addition, the solar training has been a great success and through it we feel there is great potential for moving our climate and



energy campaign forward. We are therefore particularly keen to form partnerships towards the fulfilment of some of this work.

The visit by the Rainbow Warrior, Greenpeace's ship to South Africa in August last year brought a lot of attention not only to our organisation but more importantly to the causes that we campaign on. Thousands of Capetonians and Durbanites had a chance to see the state-of-art iconic ship.

Over the past year, the Greenpeace Africa board has worked very closely with the team, providing overall direction to ensure that we work to promote environmental justice for the many vulnerable African communities and particularly women. At the international level, Greenpeace has continued to support the Africa operations; providing financial, operational, programme and capacity-building support; as well as helping GPAf forge stronger linkages with other Greenpeace affiliates.

On the organisational development front, we have enhanced our human resources, IT and management support services; including the roll-out of coherent and staff-friendly policies and procedures.

As part of our programmatic work, we continue to investigate, document, lobby as well as hold governments

and corporates to account. We have sought dialogue with our "temporary" foes but where our pleas for justice have not been heard, our direct communications and non violent direct action have helped stir debate.

We have encountered various challenges given the environment within which we work. These range from security concerns, poor infrastructure, to lack of adequate human and financial capacity. This report will also provide an overview of how we intend to overcome some of these pertinent problems so that we can continue to be a force to be reckoned with.

Overall, it was a very busy but also rewarding year for what is now a 5-year old organisation. In celebrating our five years of operations, we invite you to join us and share your insights on how to make this world a better place for our children and their children.

Thank you,

Charles Abani
Chairman, Board of Directors

Michael O'Brien Onyeka
Executive Director

2. Why we do what we do in Africa

With your support, Africa can become the champion for environmental justice.

Africa seems to bear the worst manifestations of most of the global environmental problems. Furthermore, the environmental issues are intrinsically linked to social injustice and poverty. The huge diversity of the continent's environmental and developmental status translates into differing consequences, among others:

- Accelerated biodiversity loss
- Deforestation, degradation and desertification
- Resource extraction
- Overfishing

- Impacts of industrial agriculture
- Water pollution and increased water scarcity
- Land pollution / waste
- Persistent environmental emergencies

As a result of these challenges, we are already seeing increased resource conflicts between communities, tribes and nations; and subsequently massive inequality that continues to produce contradictions on a continent that desperately needs lasting solutions.

However, there is hope for this continent. Climate change offers Africa a chance to unite and to work together to give environmental issues the prominence it deserves. The fact that many Africans live closer to nature and that there is a distinctly immediate human dimension to environmental threats means that we need to act now to stop this crisis from escalating.

Join us - become a member, an activist, a volunteer, or a supporter. Lend your voice, your heart, your innovative ideas and your passion to the environmental cause. Visit our website, call us, sign up to our Facebook and Twitter pages to find out how you can play your part for a better world.



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3. Spotlight on Africa

Campaigning for lasting change

Looking back at 2012

In 2012, our key strands of work on oceans and forests together with climate and energy continued to focus on transformation and sustainable solutions in the regions where we work. We also identified other opportunities such as the sustainable agriculture and the consumer campaign that are geared towards sharpening our relevance; supporting existing programmes at regional and global level, as well as have potential for lasting change.

This section highlights our achievements and lessons.



Climate and energy

In 2012, the Climate and Energy campaign was strengthened by the addition of a youth and solutions campaigner, creating three strong pillars to the operation, aimed at generating an Energy [R]evolution in South Africa through a shift away from coal and nuclear, towards renewable energy and energy efficiency.

Youth and solutions

The Youth and Solutions campaign had a good start, focusing on reinforcing Greenpeace as a solutions orientated organisation. It synthesised practical work and in-depth research, ensuring that Greenpeace is at the centre of both providing solutions and constantly finding new ways to tackle climate change.

Greenpeace provided solar training for communities and its staff with the belief that the skill will enable them to assist in the installation of solar home units. In addition, an energy audit for Greenpeace staff was developed to enable the organisation to use energy efficiently. A process to solarise

all our offices was initiated during the last quarter of the year. First it was Kinshasa (September 2012), followed by Dakar and Johannesburg.

The unit also carried climate and energy campaigns to empower young people. One such initiative is the Greenpeace Africa bi-monthly publication of stories from young reporters who are concerned about the planet and are finding inspiring ways to share this with other young people. This included live updates and reporting from the Rio+20 Conference held in June 2012.

Moving away from coal

South Africa is a water-scarce country facing major water shortages in coming years, and coal-fired electricity is incredibly water-intensive. In 2012, Greenpeace Africa worked on exposing the huge water costs of coal expansion in South Africa, focusing on the future water-use of Kusile, one of the two mega coal-fired power stations being built by South Africa's power utility, Eskom.



© Greenpeace / Benedicte Kurzen, Action at Kusile Power Station in Africa, 2011

A series of three reports were released: Coal's Hidden Water Cost (written by independent journalist Yolandi Groenewald), The Eskom Factor: power, politics and the electricity sector in South Africa and Water Hungry Coal: Burning South Africa's Water to Produce Electricity. The reports exposed Eskom's increasing lack of accountability and transparency, combined with the utility's exceptionally heavy water-use. Eskom already uses 10 000 litres of water per second.

These reports clearly show how the energy choices being made at the moment (in favour of coal expansion) are putting South Africa's scarce water resources at risk – potentially creating the right conditions for conflict over water in the future.

In October 2012, Greenpeace Africa, Earthlife Africa Johannesburg and GroundWork joined forces and held a non-violent direct action (NVDA) at Eskom's headquarters, Megawatt Park. The message behind the peaceful action was that the utility consistently fails the people of South Africa – in terms of affordable and accessible electricity, water use and health effects of using coal and nuclear. Fourteen activists were arrested and later released; and the campaign to influence Eskom to shift away from coal and nuclear, towards renewable energy continues.

Saying no to Nuclear Energy

2012 saw Greenpeace Africa become more visible and vocal on the anti-nuclear arena. The campaign started on a strong but poignant note to commemorate the one year since the Fukushima Daiichi nuclear disaster in Japan. Greenpeace Africa hosted a survivor and witness from Fukushima. Panel discussions were organised with partner

organisations and pro-nuclear speakers in Johannesburg and Cape Town.

This set the tone for the rest of the year and Greenpeace Africa continued exerting pressure and took nuclear debate a step further. A protest was held outside the "Nuclear for Africa" conference in Johannesburg in May 2012. Despite being peaceful, protestors were 'man-handled' by security staff. The activity pushed the nuclear debate further as it was well covered in the media.

As a result of the sustained pressure, the South African government has slowed down its plans to build nuclear energy resources. Comments made by civil society on the Draft Environmental Impact Assessment forced Eskom to have additional specialist studies done. This has also caused a delay in the release of the final report now expected in June 2013. During the latter part of the year, Greenpeace Africa, Earthlife Africa and community based organisations held workshops in and around Thyspunt, Bantamsklip and Duynefontein identified by the government to develop a nuclear power station.

An important aspect of the anti-nuclear campaign is to highlight the secrecy and lack of transparency of the way in which the South African government and the nuclear industry operates. Greenpeace Africa submitted five Promotion of Access to Information Act (PAIA) requests. Of the two submitted to the Department of Energy, one was declined and the second one did not receive any response. Legal advice is being sought in this regard.

In November 2012, Greenpeace Africa took part in Earthlife Africa's initiative to have a public march against nuclear energy. The march was a huge success, attended by over 2000 people.



Oceans campaign

The Oceans campaign was bolstered just before the Senegalese presidential elections early in 2012. The objective was to influence presidential candidates to place sustainable fisheries management on their agenda.

Work started in earnest in January when Greenpeace launched the “My Voice, My Future” caravan. The caravan went across different fishing ports and villages asking community members to make handprints on a giant banner in support of sustainable fishing and 6 000 signatures were collected then handed over to the politicians during the campaigns. The tour ended with a beautiful human banner in the shape of a fish, formed by 400 school children.

Between February and April, the 2012 West Africa Ship Tour, started in Senegalese waters putting the spotlight on the industrial foreign super trawlers operating in the Exclusive Economic Zone (EEZ).

A key discovery of the gallant expedition was the Russian trawler “Oleg Naydenov” fishing illegally in a prohibited zone in the Southern Senegalese waters. The media coverage of this Illegal, Unreported and Unregulated (IUU) case laid bare the criminal activities of these trawlers.

In April the newly elected President cancelled 29 licenses unlawfully acquired by foreign pelagic super trawlers and halted the issuing of new permits for a year.

The second leg of the expedition focused in Mauritania. It enabled Greenpeace to strengthened its networks with all stakeholders in the industry. Our participation at regional and local workshops also strengthened rapport with

fishermen’s associations, media, government institutions and scientists. The field trips were extended to Ghana to document the rampant overfishing practices.

Exposing scandals

Greenpeace’s sustained campaign against the plunder of West Africa’s oceans by Western trawling companies exerted pressure on the government of Senegal forcing it to cancel the permits, as well as suspend the issuance of new ones for a year.

This was a major victory for the Oceans team because they exposed the scandal that had rocked the country’s fishing industry undetected for years.

The report ‘Plunder Of A Nation’s Birthright’, chronicled the extent to which foreign fleets had between March 2010 and April 2012 side-stepped both international and local laws to get permits legalising their pillage of traditional fishing grounds. Senegal lost about \$15 million of income, based on official figures of 52 000 tonnes in 2011 and 125 000 tonnes caught during 2012 early season. Greenpeace received a congratulatory letter from the Senegalese parliament and copies of the report ran out due to high demand.

Another milestone in the Oceans Campaign was the launch in September 2012 of “The Toxic Truth” compiled in collaboration with Amnesty International after three-years of investigation. It provided an in-depth look into the tragic failures that created medical, political and environmental disaster in Abidjan, Ivory Coast in 2006. It details how a company, Trafigura bypassed laws aimed to prevent such tragedies and how government’s failure to halt the Probo Koala and its toxic cargo had affected the health of over 100,000 people.

Alliance building

It was also during 2012 that Greenpeace embarked on an alliance building mission with actors in the fishing industry in Senegal. One such alliance is with the Platform of the Artisanal Fishing Actors of Senegal (PAPAS) which aims to revolutionise the participation of the Senegalese fishermen in the fisheries management.



© Greenpeace / Pierre Gleizes. Painting Action against Russian Trawler in Africa, 2012



The forest campaign

In 2012, the focus of the Forest Campaign in the DRC was on illegal logging and community awareness, while in Cameroon emphasis was on stopping the expansion of industrial palm oil plantations.

In the DRC, Greenpeace Africa worked with a coalition of civil societies and the Catholic church in researching, documenting and publicising the enormous scale of illegal logging in the Congo Basin. Politicians and all major players were made aware of scandals taking place in the timber industry.

Two highly creative communication initiatives which had a big impact in spreading awareness about the importance of protecting the forest amongst rural communities and young people in the DRC were launched during 2012.

In July, Greenpeace Africa launched the continent's first solar-powered radio station in Oshwe. The project has proved to be a tool of empowering forest communities. Through the radio station they share and access vital news and information, including hints on forest protection.

Another victory was the launch in October of the "Forest Song", whose lyrics are based on the winning poems submitted to our "Future of the Forests in Poetry" youth competition. It was performed by 11 internationally celebrated artists from the Congo Basin. The song can be downloaded on <http://www.greenpeace.org/africa/en/Multimedia/Video1/Video-Voices-Of-The-Forest/>

Although we scaled down our permanent presence in the DRC, our earlier efforts bore fruit. We saw more policy makers seeking our opinion; youth making their wishes for the future.

Greenpeace also held several workshops for local communities. Forest communities in Oshwe as well as suburban Kinshasa were trained to build and use energy efficient clay stoves to reduce the use of firewood or charcoal, and thus reduce deforestation. Representatives of civil society organisations and government ministries participated in Greenpeace-organised workshops on solar installations.

A campaign on palm oil and deforestation in Africa was launched in response to many more foreign palm oil companies' quest for expansion in African forests.

In Cameroon, working in collaboration with other non-governmental organisation, we confronted the powers that be, armed with a very bad example of a proposed American industrial palm oil project, the Herakles Farms.



Our New Initiatives

Sustainable agriculture

In the last quarter of 2012, Greenpeace Africa celebrated the inception of a brand new and thrilling campaign - the Sustainable Agriculture (SAGE) unit- seeking to transform farming and ensure future food security in the continent. Agriculture is vital to Africa's economy with an estimated 70% of the population engaged in farming in one way or the other.

The campaign, officially launched in October, intends to shift support from industrial corporate-driven agriculture to ecological farming. Greenpeace believes that ecological farming is the way to go for Africa. It guarantees healthy farming and food for today and tomorrow, by protecting soil, water and the climate. It also promotes biodiversity and does not contaminate the environment with chemical inputs or genetic engineering.

The SAGE team will be working closely with civil society in Africa, particularly in East Africa.

Tanzania was the team's first port of call. The visit in 2012 provided the team with an opportunity to meet with stakeholders in the industry and assess how Greenpeace can make a significant impact. The campaign is in development in 2013.

Greenpeace subscribes to the view that with access to 60% of the world's potentially available crop land; Africa's agriculture sector could deliver growth and food security throughout the continent and beyond.

Reaching out to consumers

A landmark development in 2012 was unveiling of the Consumer campaign aiming to link Greenpeace Africa's broader campaigns to individual responsibility.

Media coverage on the campaign was beyond expectations and supporter response was overwhelming. Feedback from players in the industry so far has encouraged the team to believe in the success of the campaign.

In the latter half of 2012, Greenpeace Africa took part in an international Detox 2.0 project by coordinating a Detox Flash dance which saw 591 people sign up for the project online. Detox 2.0 was geared to encourage international fashion labels to 'detox' by eliminating hazardous chemicals from their entire supply chain.

The campaign attracted an additional 127 supporters on the Greenpeace Africa newsletter mailing list. The numbers continue to grow.

The Consumer unit has already released an online Green Consumer guide for everyday suggestions on how to green consumer habits. <http://www.greenpeace.org/africa/en/getinvolved/consumerguide/> What choices can you as a consumer make to make a difference? Visit

<http://www.greenpeace.org/africa/en/getinvolved/consumerguide/>.

4. Communications

Innovative communications and digital mobilisation

In line with our global and Africa communications strategies we have continued to foster engagement, dialogue and to ensure that our audiences join us on an inspiring journey, towards a better tomorrow for people and the climate. In this regard;

- We have continued to tell simple stories particularly in the forest and oceans campaign that have turned to be powerful, emotive and that have encouraged different conversations with new audiences.
- We have also attracted quality (on-message), top-tier and sustained media coverage on fundamental issues across the continent.
- We have built substantial networks with key local, regional and international media and are often called upon to provide expert opinion on wide –ranging issues.
- Our reports and exposés appear to have been read and quoted by policy makers and opinion leaders.
- By working to showcase our values or work in a positive and creative way, we have been able to trigger constructive action from key decision makers and power blocs.

Digital Communication: a glimpse

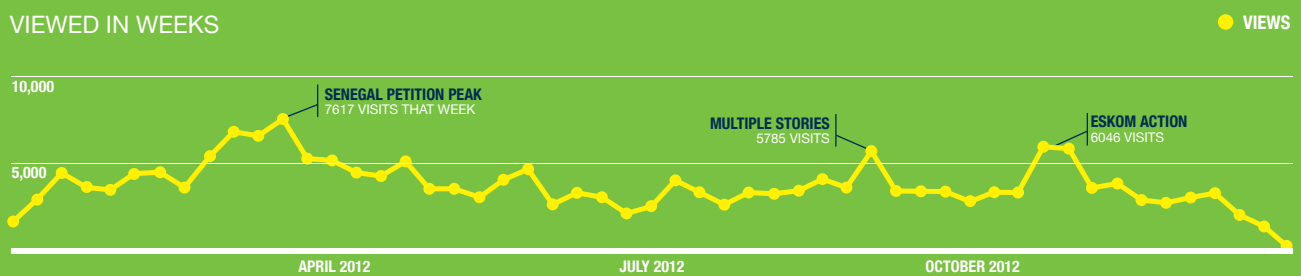
2012 was a good year for digital communications. It saw a 36% growth in online traffic to our website; 81% increase in social media followers and a 60% increase in our email list. The highlight of the year, in terms of traffic and engagement, was a petition we ran on the French site calling for an end to the plunder of Senegalese fisheries. The Eskom action in October was also a high point for the year.

In 2013 our key focus will be in growing our email contact lists. We hope to increase how often we speak to our supporters via email. In this regard audience segmentation is an important aspect of these communications, ensuring we engage our audiences regularly on topics that they like.

The graphs below provide an overview of our work.

2012 Web traffic

VIEWED IN WEEKS



© Greenpeace / Jennifer Bruce. Activists Confront Eskom in Johannesburg, 2012

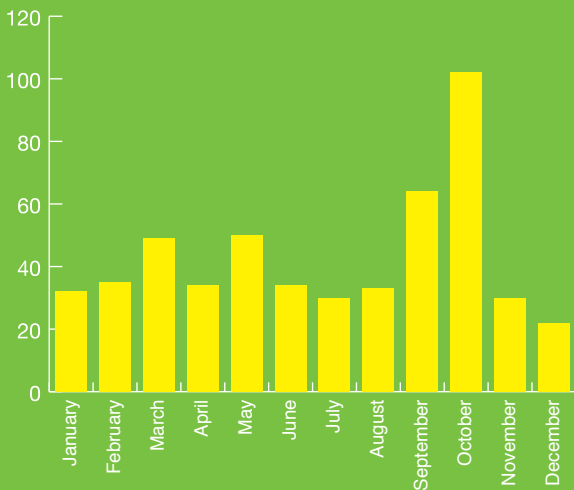


Our performance at a glance

We believe in a broad all-encompassing communications approach to campaigning; we pride ourselves on our abilities to set and shape the environmental justice agenda in key regions of Africa. In 2012 we continued to target all levels of media – from community right through to international level. These graphs are derived from the Greenpeace International media monitoring systems.

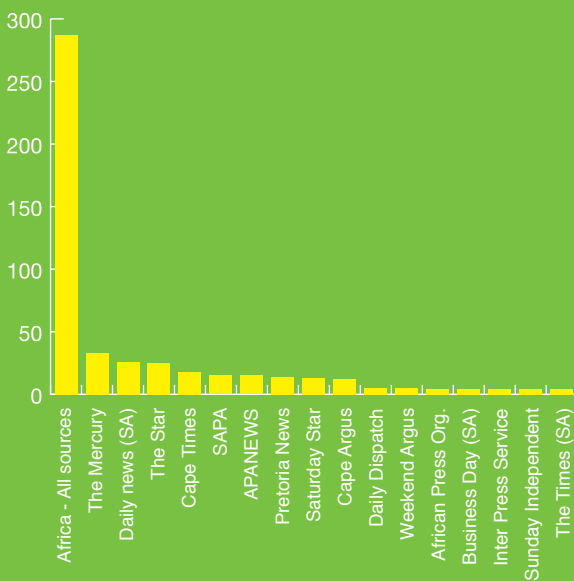
GREENPEACE AFRICA / MEDIA COVERAGE ANALYSIS / 01-01-2012 to 14-12-2012 PRINT MEDIA COVERAGE

Distribution over months

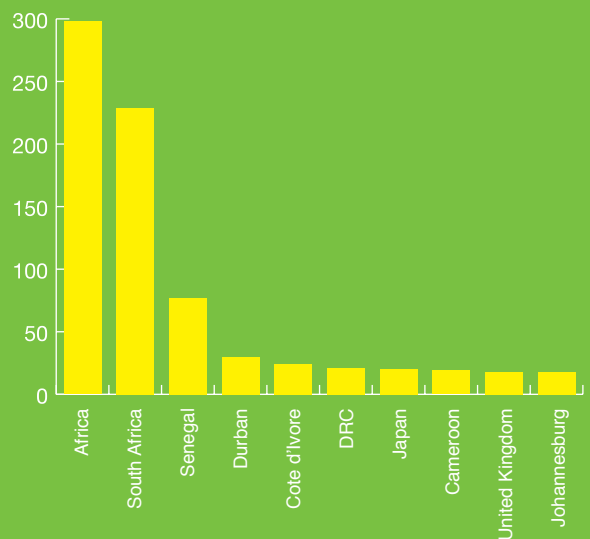


GREENPEACE AFRICA / MEDIA COVERAGE ANALYSIS / 01-01-2012 to 14-12-2012 PRINT MEDIA COVERAGE

Most mentioned sources



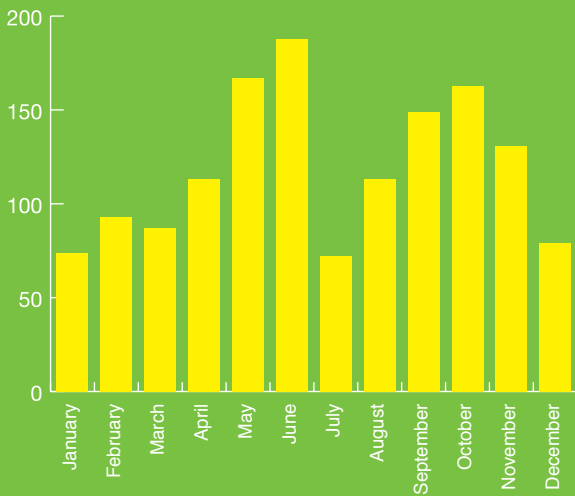
Most mentioned regions



GREENPEACE AFRICA / MEDIA COVERAGE ANALYSIS / 01-01-2012 to 14-12-2012

ONLINE MEDIA

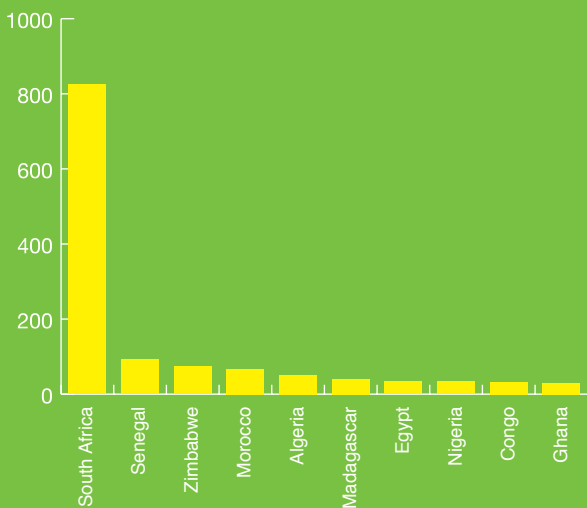
Distribution over months



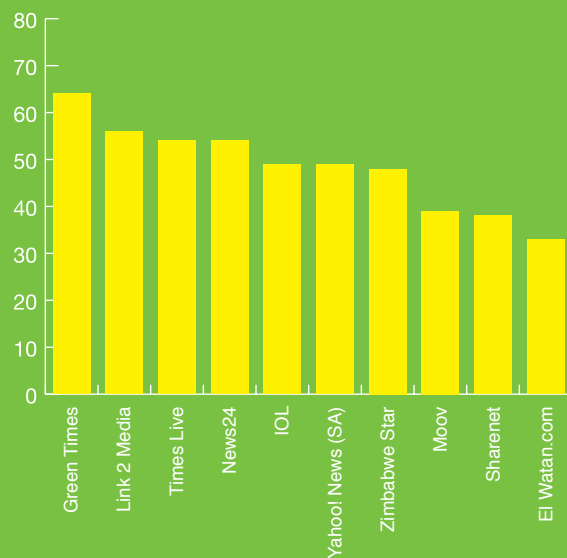
GREENPEACE AFRICA / MEDIA COVERAGE ANALYSIS / 01-01-2012 to 14-12-2012

ONLINE MEDIA

Top Ten Countries that generated coverage (accounting for 1276 articles, i.e. 89% of overall coverage)

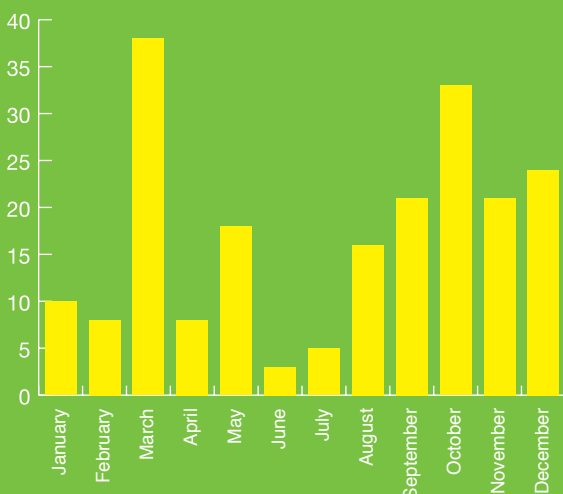


Top Ten Sources (accounting for 484 articles, i.e. 33,9% of overall coverage)



COVERAGE OF OCEANS CAMPAIGN IN KEY MEDIA – 2012 - 2013

Monthly distribution of 2012 hits



5. Reaching out to youth and communities

Despite a number of challenges encountered in 2012, the Outreach unit went on a major drive to strengthen volunteer groups by conducting essential training programmes and also refining our online volunteer page, making it more appealing to both existing and prospective members.

The highlight of the year was the successful Volunteer Group Skill Share workshop in Johannesburg. It brought together all Greenpeace Africa volunteer groups for three days to share ideas and skills, as well as make new connections.

After the three days, feedback received from participants was encouraging, an indication that the meeting had been a tremendous success. New ideas and proposals poured in. Unfortunately, some of the projects intended for 2012 were not executed due to challenges which include limited funding.

We also, together with the Actions unit, held another successful training series for volunteers covering making of protest banners, first aid, conducting non violent direct action (NVDA) and tips on scaling heights. The programme was extensive and extended to volunteers and Greenpeace Africa staff members in Senegal.

Our online volunteer page

The online volunteer page has become more engaging, allowing existing and potential volunteers to constantly interact with the Digital Communications unit. Aspiring volunteers can now become online members while waiting for response from the Outreach unit or a specific group that they intend to join.

Johannesburg volunteer group

The Johannesburg volunteer group was restructured, bringing in new corps of volunteers to lead the group into 2013. A workshop which ushered in the new leadership was held towards the end of the year.

Durban volunteer group

The Durban Group had most of its planned activities successfully executed. The remarkable thing about the Durban group is that most of the activities were initiated and executed by themselves, sometimes in conjunction with other organisations in the Durban environs. The Outreach unit gave some financial support but most of the work was done on their own initiatives. Strong alliances were formed with organisations like Earthlife Africa Durban and 350.org among others. Well done Durban team!!

The group also participated in activities organised by the Campaigns and Actions units.





6. Actions

The Actions unit continued to prove that it is a professional and effective force to be reckoned with; resulting in it being given additional responsibilities to offer security support to the ever growing campaigns in West and Central Africa.

Security matters pertaining to the Forests campaign in the DRC and Oceans campaign in Senegal now fall under the auspices of the audacious Actions unit.

The efficiency and effectiveness of the unit has also been noticed by other departments in the wider organisation, including the international office, which now regularly source for assistance as-and-when the need arises.

Following the visit by the Rainbow Warrior ship to Cape Town and Durban in 2012, the unit has since been approached for support with onboard logistics for the now active Indian Ocean Tour. Unfortunately, the unit has not been able to send a representative yet due to conflicting activities.

The teams' climbing capabilities are growing stronger and the dream to be a self-sufficient climbing training hub is fast becoming a certainty. Initial steps have been taken with the climbing team-leader already having attended a workshop in the United States; undergone a level two training in Germany and trained the German and Swedish climbing teams. Two in-house climbing trainings have been held so far. A recent beneficiary of the team's training is Greenpeace International Executive Director, Kumi Naidoo, in preparation for his Arctic oil rig action.

However, the highlight of the Actions team activities for 2012 was "The Firm" where a new management was introduced to South Africa's monopoly utility Eskom head office. In the words of Brett Trollope, the actions coordinator "for the first time in South Africa, working closely with two leading NGOs we managed to catch Eskom napping and the action elicited a response from the Eskom management, who had no choice but to engage in dialogue with lead climate and energy campaigners."





Eskom
ER NEW
GEMENT

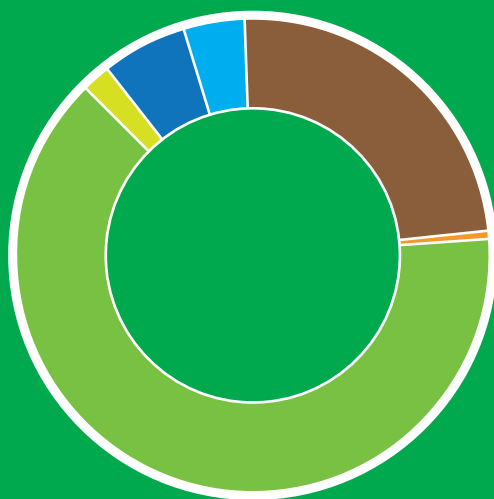


7. Fundraising

Direct Dialogue

Greenpeace around the globe is able to speak with truth to power. What primarily enables us to do this is our Fundraising model. This model empowers us to continue to do our work in a manner that is transparent, credible and politically autonomous. The heartbeat of this model is the financial support we receive through our Direct Dialogue Canvassing (DDC) program. In 2012 Greenpeace Africa continued with DDC as the backbone of all Fundraising operations. Although the programme performed significantly lower in terms of the Organisation Developmental Planned targets. This was only with regards to the quantity of donors (signups) envisaged. In order to ensure quality we gained much ground with improvements in the recruiter journey, heightened supporter journey, correct donor data and the quality of the donations we received.

Number of donors by region (RSA)



2012 KPI Focus	
Donors Recruited	2 900
Debit Success	9 428
Debit Failures	4 393
Cancelled	1 309
Donors Without Success	1 322
Average Canvassing Hours (Month)	900
Canvassing (DDC & Upgrades) Income (Aprox)	R 4 800 000.00

Future plans

Our plans in 2013 are simple. We aim to recruit more donors and at the same time retain our existing donors. We will undertake this by consolidating the success obtained in 2012. We will roll up our sleeves and work on the challenges of banking systems and processes, performance management, Fundraising contexts and the relationships with all fundraising stakeholders.

In 2013 and in the years to come we will push for growth of the programme with the realisation and understanding that without growth in revenue we will be unable to solve large scale environmental issues.

With this, the Direct Dialogue Canvassing Team wishes to thank all the supporters we meet in the shopping malls, universities and events. The 60 seconds or more that you gave us to speak to you in 2012 is playing a crucial and an active role in the fight for environmental justice.

In this spirit of transparency and accountability we included detailed information in the chapter relating to finance on how Fundraising income has been spent.

Telemarketing

Telemarketing has demonstrated to be an effective mechanism of promoting Greenpeace's vision and activities among our supporters and the communities we serve.

In 2012 we registered a sharp rise in the number of people interested in our activities and those willing to offer the much needed financial and in kind gifts. This brought the total number of active members to 6 000.

Incepted in 2011, the Telemarketing unit does not only provide Greenpeace Africa with a means of increasing its financial support base but also serves as a way through which supporters get to give direct feedback about the organisation's activities as well as make valued suggestions. The inter-personal communication touch involved in the strategy created mutual trust between us and our supporters.

2012 Accomplishments

The Greenpeace Africa Direct Dialogue and Telemarketing teams continued reaching out to the South African public throughout the year. We have continued engaging with our supporters by means of regular telephone conversations, newsletters and reports, meetings, presentations, volunteer

outreaches, and of course face to face interaction in shopping centres, street corners, university events and during the visit of our Rainbow Warrior to South Africa. Greenpeace Africa has also identified the need of our supporters to engage with us from anywhere in the world in an easy and accessible manner. We have therefore introduced a new donation / giving platform called GivenGain.

GivenGain has opened the doorway to a new fundraising world to both Greenpeace Africa and to our supporters from across the globe. Besides enabling online giving, GivenGain also lays out the opportunity for everyone and anyone to become an activist in a creative manner and so raise funds by themselves for our beloved continent in support of Greenpeace Africa. Currently we have 66 active supporters from as far as Switzerland who are on Givengain. And our traditional giving supporters are now over 7 000.

Greenpeace Africa has also continued in our various Fundraising campaigns – Upgraded Supporters, Reactivated Supporters, and Validated Supporters. In total these groups’ response rates stand at 6 538.

Numbers continue to grow and this triumph could not have been achieved without the excellent work by other units in the organisation that have created awareness among interest groups by clearly articulating our vision and cause. The task of engaging with potential supporters is no longer as difficult as it used to be a year ago.

The Telemarketing team ensures that supporters’ information is up to date and also get more involved in our activities throughout the year.

We are very committed and encouraged by our success so far and looking forward to another victorious year.

Our GivenGain fundraising page

Monica Davies

monxdavies.givengain.org

givengain

ONE WORLD, ZERO BARRIERS

Helping Greenpeace's awesomeness

PROJECT OVERVIEW | UPDATES & COMMENTS (0) | DONORS & MESSAGES (1)

50 ZAR
raised from 1 Donor

75 DAYS
to reach 1,000 ZAR

Donate Now!

0 100 200 300 400 500 600 700 800 900 1,000

[Tweet](#) [Like](#) 0

ABOUT THIS PROJECT

Dudes and dudettes, I'd like to become a star fundraiser for the awesomeness that is Greenpeace Africa. I <3 this organisation and want to see it go from strength to strength for a long time.

Peace & love.
— 20 February 2013

This project benefits **"Greenpeace Africa"**, a program of **Greenpeace Africa**.

Web www.athousandguita...
Bio Aspiring activist. Born to boogie.

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<http://www.givengain.com/activist/80745/projects/>

8. Message from the Finance Director

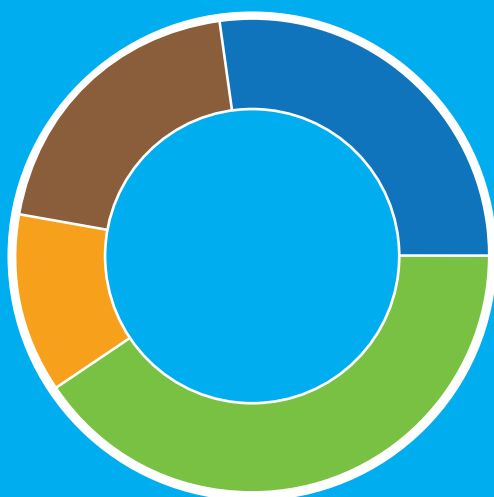
I am proud to include Greenpeace Africa's 2012 annual financial statements in this report.

Greenpeace Africa was able to increase overall revenue by 5.6%, in line with South Africa's official consumer inflation index.

Expenses increased by 20% overall from 2011, mainly due to additional staff and volunteer costs as a result of the increased number of campaigns together with printing and publishing costs associated with an increase in actions. Travel and accommodation expenses increased by 13 % due to a review of our programs and a change in our campaign focus. To ensure sustained impact, forest campaign activity management are increasingly done remotely via South Africa and Cameroon.

Overall, 80% of resources were spent on campaigns and campaign support and the remaining 20% on organizational support activities.

The chart below indicates the breakdown of 2012 expenditure by campaign activity.



CAMPAIGN SUPPORT 20% OCEANS 27%
CLIMATE AND ENERGY 12% FORESTS 40%





© Greenpeace / Junior D. Kamah. Presentation of Petition to Congolese Government, 2012

About Gerhard

Introducing our new Finance Director

Gerhard is a Chartered Accountant with over 12 years post-article international experience managing finance and administrative functions for corporate, government, non-governmental, and relief agencies in diverse geographic locations including South Africa, the USA, Botswana, Namibia, Kenya, Southern Sudan, and Uganda where he held various positions including at Glenrand/AON South Africa as Finance Manager; Management Sciences for Health (USA) as Regional Controller: East Africa and Senior Finance and Operations Officer; USAID as Finance Consultant; Higher Education South Africa (HESA) as Finance & Administrative Director; UN College Fund as Finance Manager; and PricewaterhouseCoopers as Audit Manager



Financial Statements for the year ended 31 December 2012

Statements of Financial Position

	2012	2011
	R	R
Assets		
Non-Current Assets		
Property, plant and equipment	945,275	762,976
Current Assets		
Receivables	755,885	948,108
Cash and cash equivalents	8,759,727	6,192,402
	9,515,612	7,140,510
Total Assets	10,460,887	7,903,486
Reserves and Liabilities		
Reserves		
Retained Income	1,475,211	772,413
Liabilities		
Current Liabilities		
Borrowings	365,279	365,279
Payables	8,620,397	6,765,794
	8,985,676	7,131,073
Total Reserves and Liabilities	10,460,887	7,903,486

Statement of Comprehensive Income

	2012	2011
	R	R
Income	34,426,367	32,602,439
Other income	201,325	247,267
Operating expenses	(33,985,785)	(28,344,561)
Operating surplus (deficit)	641,907	4,505,145
Finance income	61,037	23,210
Finance costs	(146)	(28)
Surplus (deficit) for the year	702,798	4,528,327
Other comprehensive income	-	-
Total comprehensive income	702,798	4,528,327

Statement of Changes in Equity

	Retained income	Total equity
	R	R
Balance at 01 January 2011	(3,755,914)	(3,755,914)
Changes in reserves		
Total comprehensive income for the year	4,528,327	4,528,327
Total changes	4,528,327	4,528,327
Balance at 01 January 2012	772,413	772,413
Changes in reserves		
Total comprehensive income for the year	702,798	702,798
Total changes	702,798	702,798
Balance at 31 December 2012	1,475,211	1,475,211

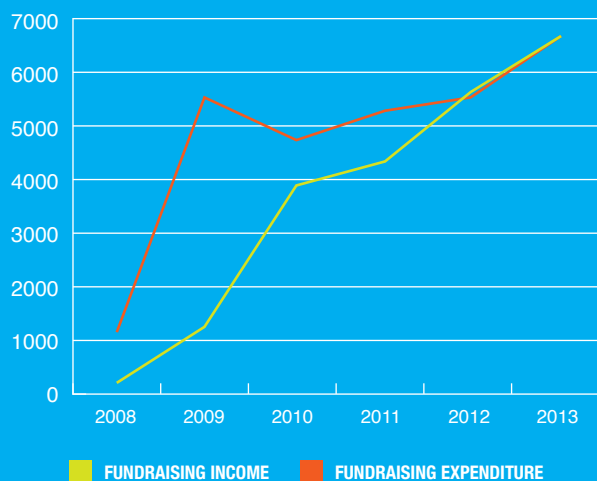
Statement of Cash Flows

	2012	2011
	R	R
Cash flows from operating activities		
Cash generated from operations	3,000,696	5,531,036
Finance income	61,037	23,210
Finance costs	(146)	(28)
Net cash used in operating activities	3,061,587	5,554,218
Cash flows investing activities		
Purchase of property, plant and equipment	(494,262)	(335,986)
Cash flows from financing activities		
Repayment of loan from related party	(241,756)	241,756
Loan received from related party	241,756	365,279
Net cash (used in) / generated from financing activities	-	123,523
Total cash, cash equivalents and bank overdrafts movement for the year	2,567,325	5,341,755
Cash, cash equivalents and bank overdrafts at the beginning of the year	6,192,402	850,647
Total cash, cash equivalents and bank overdrafts at the end of the year	8,759,727	6,192,402

Historical information: 2008 - 2013

Income and Expenditure	2008 Actuals	2009 Actuals	2010 Actuals	2011 Actuals	2012 Actuals	2013 Budgeted
Non-restricted funding - Greenpeace International	13 301	13 745	12 229	21 392	15 206	15 206
Restricted funding - Greenpeace International	0	0	0	3 102	8 538	8 520
Activity based income - Greenpeace International	0	0	0	1 462	1 650	3 834
Other income - Greenpeace International	0	0	0	353	2 646	2 872
Bilateral funding	0	0	0	1 459	285	180
Other non-fundraising income	112	383	363	773	765	0
FR Income	160	1 254	3 931	4 332	5 600	6 618
FR Expenditure	1 168	5 541	4 815	5 258	5 493	6 618
Net FR Income	- 1 008	- 4 287	- 884	- 926	107	0
TOTAL Income	12 405	9 841	11 708	27 614	29 197	30 612
TOTAL Non-fundraising expenditure	8 373	11 570	17 767	23 386	28 494	30 605
Surplus / (Deficit)	4 032	-1 729	-6 059	4 229	703	7

Historical fundraising information



9. Organisational support

Creating the space for Greenpeace to campaign

The Organisational Support Unit, comprising of Finance, Human Resources (HR), Information and Communications Technology (ICT) and Office Management ensures that both financial and in kind gifts from our supporters are put to good use and that resources are distributed in line with our mandate, company policies and procedures and country laws.

Greenpeace is a non profit company and therefore complies with all the relevant laws in South Africa, the Democratic Republic of Congo and Senegal. In South Africa, we are registered as follow:

- Company registration number: 2008/004583/08
- VAT number: 425 024 7253
- Registration as Non Profit Organisation: 067-126-NPO

Our financial statements are audited and issued annually by PricewaterhouseCoopers. A summary of our financial position is provided in this annual report. The unabridged report is available on our website and on request from our offices.

As an organisation that defends the environment, it is important that we “walk the talk”. During 2012 we made good progress towards limiting our carbon emissions. We also secured donations of solar panels for our offices in Kinshasa, Dakar and Johannesburg which have already been installed.

We continue to subscribe to the Greenpeace International Green Electronics Guide to inform our choices of productivity tools. With support from Greening the Office committees, and audits and recommendations from our volunteers our environmentally-friendly practices in our offices continue to improve. The practices we are engaged in include recycling, buying environmentally-friendly office paper and limiting the use of electricity. For instance, we limit the use of office lights and each desk is issued with a desk lamp.



© Greenpeace / Shayne Robinson, Action Outside IDC In Johannesburg, 2012



Our greatest and most important asset remains our people – our full time staff, part-time staff, volunteers and supporters. We have therefore revised our Human Resources policies and procedures to ensure a conducive working environment so that our staff can reach their full potential. We also participate in elements of the global People Strategy.

We continue to provide opportunities for staff to improve their professional development. Staff members from the Africa offices have participated in in-house training in campaign, fund-raising, middle management, change management and future leaders. We also provide learning and development opportunities for our volunteers and supporters such as training in renewable energy practices, principles of Non-Violent Direct Action (NVDA) and office-based volunteering opportunities and internships.

Greenpeace Africa continues to fine-tune its approach to people and people development. We were fortunate to have the pro bono services of a Non-Executive Director for Ethics, Diversity and People Development. We have launched a Total Ethics Management Programme and implemented an Ethics and Integrity Thermometer. In 2013, we will continue to work with our staff to understand their roles and behaviour to align to our organisational values.

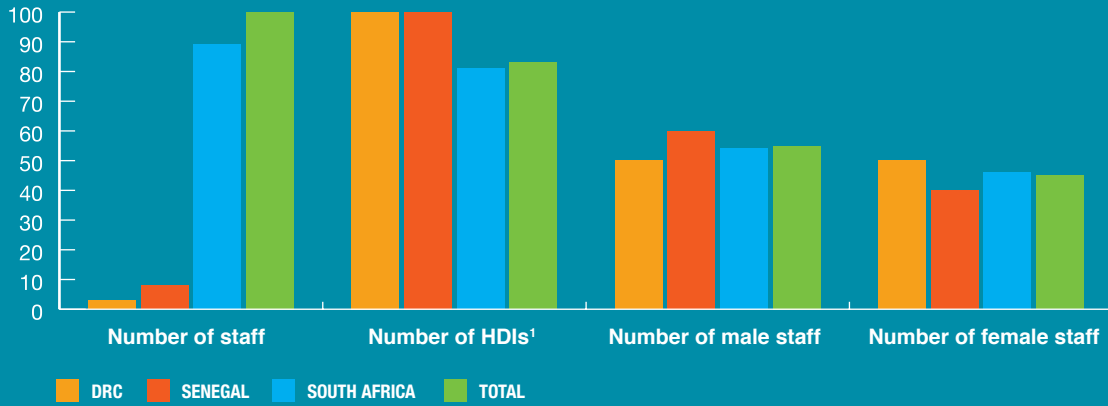
We believe that we are providing a professional service, and therefore need professional guidance and support to our staff. During 2012, we introduce a new job evaluation and grading system, which measures the competencies required in our staff to successfully execute their roles.

Greenpeace Africa values the participation of our staff in key organisational decisions, and has therefore established a Staff Workplace Forum, to be consulted on major decisions that affect the well-being of staff.



Staff profiles

Number of staff, ethnicity and gender split per country

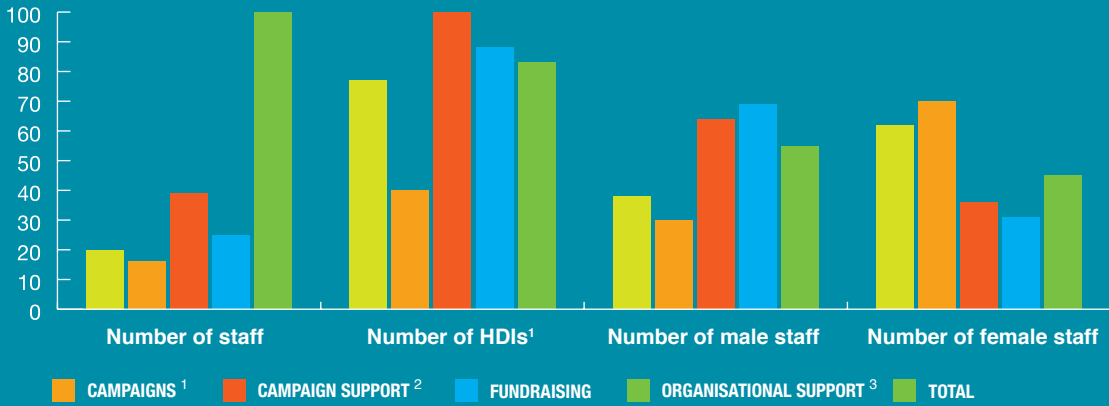


¹ Historically Disadvantaged Individuals (HDIs) as per South African legislation refers to African individuals, and shown as % of total number of staff



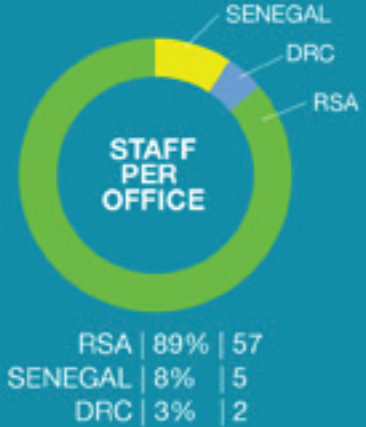
© Greenpeace / Shayne Robinson. Action Outside IDC in Johannesburg, 2012

Number of staff, ethnicity and gender split per function / department



¹ Campaigns refer to all campaigns offered by GPAf: Climate and Energy (Coal, Nuclear, Renewable Energy and Consumer Campaign), Forests, Oceans & SAGE
² Campaign Support includes Campaign Co-ordination, Actions, Communications and Digital Mobilisation, and Outreach
³ The Executive Director and Executive Assistant are included in Organisational Support





NUMBER OF STAFF / DEPT.

1. Campaign Support includes Campaign Co-ordination, Actions, Communications and Digital Mobilisation, and Outreach





© Greenpeace / Philip Schedler. Staff dance after a meet and greet in Alexandra, Johannesburg, 2013



© Greenpeace / Trevor Wilkins. Rainbow Warrior Arrives in Cape Town, 2012

10. Personal perspectives

NICK ▶ “The highlight for 2012 had to be the Rainbow Warrior visiting the Rainbow Nation. For me the Greenpeace ships are a reminder of the lengths society will go to commit environmental crimes in remote parts of our planet. At the same time, they are a beacon of hope for the environmental movement.”

AHMED ▶ “Senegal’s small-scale fishermen communities have shown us that the fight against the predators of our planet resources can be won.”

ANGELA ▶ “Hosting the first ever open-boat for the Rainbow Warrior in Africa was a memorable experience, it was humbling to witness the hundreds of diverse supporters that turned up to view the ship.”



5

“The setting up of a major gifts (Development) section highlighted the amazing potential that exists in terms of those individuals open to funding Greenpeace and those who are keen to work with us. Internally within Greenpeace we were able to map out ways to integrate the programs more, a process that reinforced the interrelatedness of our work and encouraged a holistic view thereof. Being part of this process has been an honour for me and a source of great optimism for the opportunities that exist going forward.”

◀ **NOSIPHO**

“2012 was the year digital communities really started coming alive in Greenpeace Africa; people from all over the continent started finding their voices and the courage to get involved for a better planet.”

◀ **MIKE**

“For me, 2012 was a challenging but exciting year filled with the work necessary to expose how South Africa’s coal addiction will push us closer to a water crisis; collaborative work with other NGOs; speaking truth to power and building a strong socially-conscious environmental movement in this country.”

◀ **MELITA**

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Greenpeace exists because this fragile
Earth deserves a voice. It needs solutions.
It needs change. It needs action!

Greenpeace is an independent global
campaigning organization that acts
to change attitudes and behavior, to
protect and conserve the environment
and to promote peace. It comprises of
28 independent national/regional offices
in over 40 countries across Europe, the
Americas, Asia, the Pacific and Africa
as well as a co-coordinating body,
Greenpeace International.

Greenpeace has been working in Africa
to end environmental destruction and
fighting for the right of Africans to a
healthy environment since the early
1990s. Our campaigns focus on climate
change, halting the destruction of tropical
forests and preventing the degradation of
marine ecosystems.

