



Annual Impact Report 2021

Rainbow in the Pacific
© MARTEN VAN DIJL / GREENPEACE

GREENPEACE

Together, we are changing the world!

Thank you for all that you did to help build a green and peaceful future in 2021



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Executive Director Report



RUSSEL NORMAN

In 2021 we got used to campaigning on the climate and biodiversity crises while living through a global pandemic. But it wasn't the same. We didn't do a lot of real-world actions because of all the lockdowns and other Covid restrictions.

But necessity is the mother of invention. We invented a new campaign concept – mail-in water testing for nitrate contamination. When we could no longer hold testing events in community halls due to the pandemic, we provided people with the option of a free mail-in water test. Rural people around the country drinking from private bores sent us hundreds of samples. We bought the testing equipment, hired the right technical staff, and Greenpeace Aotearoa now has the biggest data set in the country of nitrates in private bore drinking water.

And it's not a happy story. People are getting cancer from their private bores in clean green Aotearoa – contaminated by industrial agribusiness. Dairy corporations and lobby groups claim to speak for rural New Zealanders, but they speak for money. Ordinary rural New Zealanders get the poisoned well while Fonterra gets the million dollar bonuses. One thing we have demonstrated is that what is bad for freshwater biodiversity is bad for people too – which is not a surprise because we are part of nature, not separate from it.

There are lots of great farmers showing how to do it well, and we celebrated the stories of organic regenerative agriculture. They show that you don't need to drown the soil in urea and Round Up. The National Iwi Chairs Forum came out in support of a phase out of synthetic nitrogen fertiliser. How we grow our food needs a revolution on planet earth. Greenpeace is doing the heavy lifting to show the problem and the solution, in spite of relentless opposition by the status quo.

Off the land and on the oceans, we had a big Supreme Court win against seabed mining, alongside iwi and other environment groups. The battle through the courts against seabed mining took years but it is now pretty difficult for them to dig up the seafloor. The endemic blue whales living in the South Taranaki basin are safe, for a while at least.

But beyond the boundary of New Zealand's Exclusive Economic Zone, across the Pacific, the campaign against seabed mining is really only starting. In 2021 we opened a front against an industry that is yet to exist – industrial seabed mining in the Pacific. We want to stop it before it starts.



Industrial fishing however is an industry which has existed for some decades and the practice of bottom trawling was a particular focus throughout the year. Corals older than Jesus are being destroyed on seamounts across the Pacific by New Zealand fishing companies – hidden far out to sea and far under the waves. Greenpeace activists took action against Talley's in Nelson and we produced all the evidence to show what's really going on. We haven't stopped it yet but we will. We did however get the Government to agree to stop fish dumping and put cameras on most fishing boats which were wins.

Our plastics work made small gains. We have been laying the groundwork of ideas we need for systemic change from a throwaway economy to a circular economy, but we still have miles to go.

None of this would have been possible without our supporters. Greenpeace doesn't take money from government or business which gives us the independence to uncompromisingly tell the truth, and to fight for what is needed rather than what is palatable. It was gratifying that in 2021 we grew the number of regular donors to Greenpeace Aotearoa.

Kia kaha

Russel

Russel Norman
GREENPEACE AOTEAROA
EXECUTIVE DIRECTOR

Thank you!

*Greenpeace couldn't exist without people like you.
Everything you do helps to build a better world.
Whether it's through donating, signing a petition,
sharing social media posts, leaving a special
gift in your will, or attending a peaceful
protest, you're making a difference.*



Growing the Movement



257,979

ONLINE ACTIONS



5,628

NEW REGULAR
DONORS IN 2021



72,105

PHONE
CONVERSATIONS



\$0

TAKEN FROM
BUSINESSES OR
GOVERNMENT

REGENERATIVE Agriculture

The dairy industry is responsible for more climate-wrecking emissions than the entire domestic aviation industry, largely through the use of synthetic nitrogen fertiliser. The dairy industry uses synthetic nitrogen fertiliser for fast grass growth, to allow more cows to be crammed onto the land
– **polluting and contaminating rivers, the climate, and drinking water.**

With your support, we've been campaigning for Aotearoa to transition to more plant-based regenerative organic farming, which works in harmony with nature, rather than against it. This will have multiple benefits for the planet, including reducing climate change causing emissions, producing healthy food for more people, and cleaning up rivers and drinking water.

Mangarara ecological farm © GREENPEACE / BEN SARTEN



Mangarara ecological farm
© GREENPEACE / BEN SARTEN



Urban ecological farming in Auckland
© SHUJIN LIU / GREENPEACE



Ecological farming in Northland
© SHUJIN LIU / GREENPEACE



As part of this campaign, in February 2021, we delivered a petition signed by 33,000 people to Parliament, calling on the New Zealand Government to phase out synthetic nitrogen fertiliser. The petition was in the form of a huge banner with the names of all the people who had signed it.



© MARTY MELVILLE / GREENPEACE

Soon after, the issue of how synthetic nitrogen fertiliser contaminates drinking water took the spotlight. Research has found a link between nitrate contamination in drinking water and increased rates of bowel cancer, as well as higher rates of preterm births. This risks the health of people across Aotearoa who get their water from bores and groundwater.

FREE Water Testing



© GREENPEACE / ZOE DEANS

Last year, thanks to our generous supporters, we launched free water testing around Aotearoa. We visited towns right in the heart of dairy country, helping New Zealanders get informed about potential risks from nitrate contamination in their drinking water. In addition to this, when COVID-19 prevented us from visiting towns in-person, we branched out to offer mail-in water testing. The results have been alarming. **A whopping three quarters of the drinking water samples we have tested have been above the level of nitrate contamination linked to increased rates of bowel cancer. This shows the importance of the work we're doing – highlighting the issues with nitrate contamination, and working to phase out synthetic nitrogen fertiliser and reduce the dairy herd.**

With you by our side, we'll keep on fighting for safe drinking water for all, and a transition to more plant-based regenerative organic farming.



Protecting the Ocean

The vast oceans feeds us and stabilises the climate

*They sink carbon and are home to over half of all life on this planet.
Your support has helped protect our vast and precious ocean through challenging
industrial fisheries and other destructive industries. It's helped us campaign
for ocean sanctuaries to allow marine life and ecosystems to replenish.*



Humpback whale © PAUL HILTON / GREENPEACE

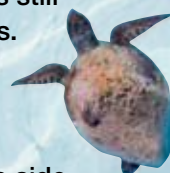
One of the priorities for 2021 was the strengthening of our campaign against seabed mining, both here in Aotearoa and globally. Scientists have repeatedly warned that deep sea mining would have terrible consequences for essential ocean ecosystems, but giant machines are already being lined up for experimental mining of the seabed in the Pacific Ocean.

That's why in April 2021, activists onboard the Greenpeace ship *Rainbow Warrior* took action miles out to sea, against deep sea mining company DeepGreen (now 'The Metals Company'). We also launched a petition to ban seabed mining in Aotearoa and have supported grassroots movements in Pacific countries calling for a moratorium on seabed mining in their waters.

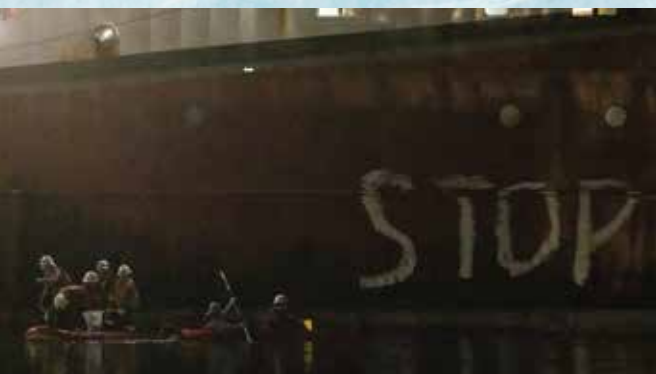
This campaign had a great victory in September, when the Supreme Court unanimously dismissed Trans Tasman Resources' (TTR) appeal of a 2018 High Court ruling. This ruling quashed the EPA's decision in 2017 to give TTR resource consent to begin a giant seabed mining operation in the South Taranaki Bight.



We've also been calling for a national ban on bottom trawling on seamounts, which are incredible underwater mountains home to coral forests and an array of precious marine life. New Zealand fleets are currently the only ones still bottom trawling on seamounts in our surrounding international waters.



To draw attention to this issue, in July, Greenpeace activists painted **"STOP"** on the side of Talley's vessel the *Amaltal Enterprise* in Port Nelson. This delivered Talley's a strong message – stop destroying ocean habitats, killing endangered species and exacerbating the biodiversity and climate crisis.



© GREENPEACE / JASON BLAIR



© GREENPEACE / JASON BLAIR

Then, in August, Greenpeace activists further underlined the call for bottom trawling to be banned on seamounts, confronting Talley's ship the *Amaltal Explorer* as it headed out for more ocean destruction. A small team of activists deployed banners from an inflatable boat in the port of Dunedin calling for an end to bottom trawling on seamounts.

In 2021, work also continued on lobbying for a strong **Global Ocean Treaty**. Unfortunately, at the last round of negotiations, delegates did not reach a final agreement, so we are still campaigning for this to be finalised in 2022.



Activists paint deep sea mining industry vessel in the Pacific Ocean © MARTEN VAN DIJL / GREENPEACE



Action to stop bottom trawling in New Zealand © GREENPEACE / JASON BLAIR



Together, we can care for the ocean – and the future of our planet – by fighting for strong protections

PLASTIC-FREE Future

*Supporters like you are helping create a world where unnecessary single-use plastics are a thing of the past. Where reusable and refillable systems are the norm. **Where oceans and beaches aren't littered with bottles and caps.***

In 2021, we worked hard to hold companies that are producing billions of throwaway plastic bottles each year to account, renewing our calls for a ban on single-use plastic bottles. One way we did this was through revealing a sculpture of a toroa (albatross) with a ten-metre wingspan, at Mission Bay in Auckland. The haunting artwork was made out of single-use plastic bottles and crafted in honour of a toroa who starved to death after swallowing a plastic bottle.



Giant Albatross sculpture made of plastic bottles in Auckland © BEN SARTEN / GREENPEACE

We also condemned the connection between the oil and plastics industries, calling foul on NZ Rugby's decision to sign a sponsorship deal with the oil and plastic-polluting petrochemical giant INEOS.

INEOS

We also spoke out against a new proposal to build a waste to energy incinerator in Waimate to burn 350,000 tonnes of plastic, toxic sludge, nappies and other waste. The incineration process would pose a serious threat to public health in the Waimate community. On top of all the pollution issues, the whole waste to energy incineration concept undermines the very pressing efforts to reduce waste in Aotearoa because it requires rubbish to operate, thus incentivising waste production.

At a time when the world is awash with plastic pollution, we need to be focused on shifting to a circular economy where there is no waste, not falling for false solutions like waste to energy incineration or more recycling schemes. Plastic production is at crisis point. Microplastics are found in the most remote places on land and in the ocean as well as in our food. Now several studies around the world have confirmed they are also present in the air we breathe and in our blood.

Together, your support means we can push harder on phasing out unnecessary, single-use plastic, with a bottle ban the next logical step, and ensure Aotearoa transitions to circular practices where well-designed products and materials are kept in use for a long time.

Plastics Waste EXPORTS CRISIS



Plastic waste at a dumpsite in Ipoh, Malaysia © GREENPEACE

Not only that, but we also exposed our Government's failure to act on the plastic waste exports crisis, following the release of new data on the quantity of these exports. Much of our plastic waste intended for recycling is shipped off to countries like Malaysia and Thailand, where a 2018 Greenpeace investigation revealed much was being illegally dumped and burned. We held a special Zoom event to hear from Malaysian activist Pua Lay Peng, who has dedicated her life to the fight against plastic pollution after experiencing its increasing devastation in her community, and the health of her people.



Financial Report 2021

Statement of Comprehensive Revenue & Expenses

FOR THE YEAR ENDED 31 DECEMBER 2021

	NZD \$000
REVENUE	
Donations	9,049
Bequests	1,559
Grants from Greenpeace International	313
Grants from Greenpeace Educational Trust	149
Interest Received	31
Miscellaneous Income	26
Total Revenue	11,126

EXPENDITURE

Fundraising	3,109
National Campaigns	3,005
International Campaigns & Coordination	1,901
Support Services/Rent/Audit Fees	1,244
Depreciation	370
Total Expenditure	9,628
Net Surplus	1,498

Statement of Financial Position

AS AT 31 DECEMBER 2021

	NZD \$000	
	2021	2020
Current Assets	4,150	2,400
Fixed Assets	275	468
Total Assets	4,425	2,868
Current Liabilities	636	578
Total Liabilities	636	578
Accumulated Fund Balance	3,788	2,290
Total Liabilities and Fund Balance	4,425	2,868

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A O T E A R O A

FUNDRAISING COST BREAKDOWN



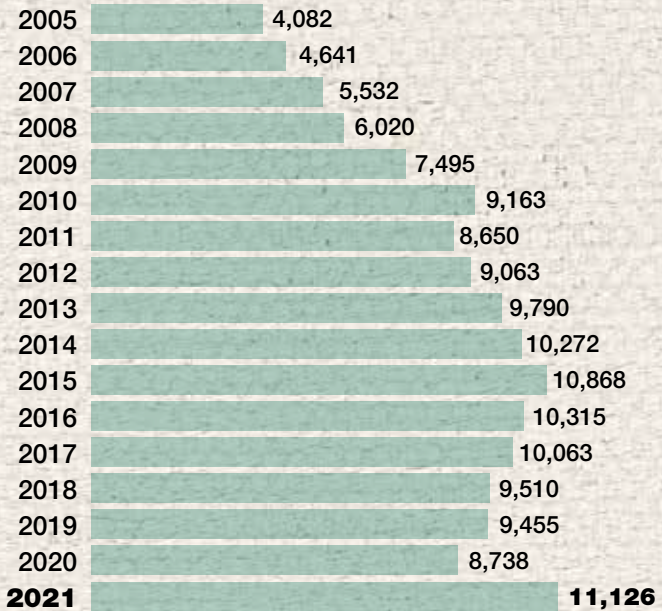
WHERE THE MONEY COMES FROM



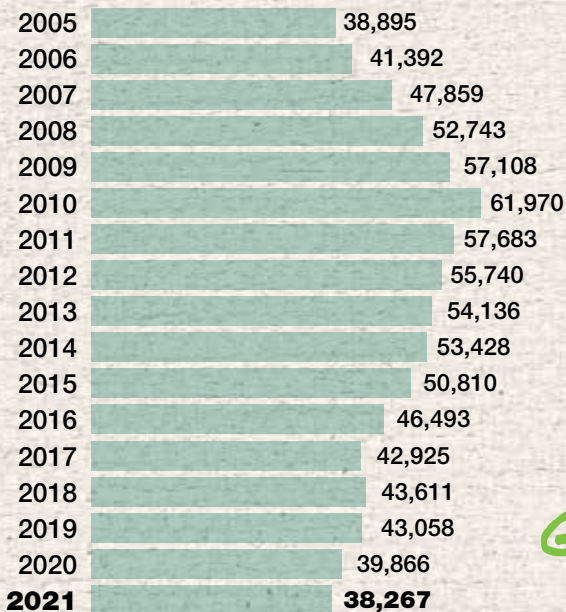
AOTEAROA CAMPAIGNING COST BREAKDOWN



INCOME NZD \$1000



FINANCIAL SUPPORTER NUMBERS



GREENPEACE
AOTEAROA



Arctic Sunrise in the Antarctic © MARIZILDA CRUPPE / GREENPEACE

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