

**GREENPEACE**  
AOTEAROA

**ANNUAL  
IMPACT  
REPORT  
2022**



## MAKING HISTORY TOGETHER | Russel Norman



*One of the enduring human experiences is the feeling that often the big things are out of our control. The feeling that the ‘system’ is making us an object in the great story of the world, rather than a subject with real choices and agency.*

But while it is true that the system that is driving us towards a climate and biodiversity cliff, it isn't true that we can't change the course of history. We can, we have in the past, and we will again.

*The beauty of being part of an organisation like Greenpeace is that we are all together making the choice* to be subjects in the great history of the world and not just objects. By being part of this remarkable civil society movement we are choosing to alter the course of history and not just watch while the world burns. Let me pick out just two examples to illustrate my point.

### *Global Ocean Treaty*

*In March 2023, we finally achieved a Global Oceans Treaty* that creates a framework to protect the high seas - the high seas is the 43% of the planet's surface that is beyond the exclusive economic zone of any nation. It took decades of work by civil society groups around the world to achieve this outcome, by putting pressure on governments.

*In Aotearoa in 2022 we presented our 60,000 strong petition in support of the Treaty* to the Foreign Minister; we lobbied the Prime Minister, ministers and MPs; and we met with many government officials. We spent supporters' money educating the general public on the importance of the Treaty, and gathering signatures in support. The New Zealand Government started out as a laggard government, but by the time we had mobilised public pressure, and informed Ministers and officials on its importance, they were a champion of the Treaty.

Around the planet in other countries Greenpeace teams were doing the same.

*Then, with your donated money, we sent our oceans campaigner to the negotiations.* At the end, for the final days of negotiations, the global Greenpeace team slept at UN headquarters in New York to make sure that civil society pressure was always there, to make sure that corporate opponents were not able to subvert the key aspects of the text.

The Global Oceans Treaty did not happen because of the 'system', it happened because we the people made it happen. Those of us who believed in the ability of ordinary people to make history brought the Treaty into the world.

Now while the Global Oceans Treaty is a great



Protect the Oceans Projection onto the New Museum in New York © Greenpeace

victory, it only creates a framework for marine protected areas on the high seas, and now the next step is to use this mechanism to deliver marine protection. And that is exactly what we are currently planning and once again we know that industrial fishing companies and seabed mining companies will oppose us every step of the way. But with your support we will be able to counter their destructive influence.

### **Rural water testing**

**Closer to home we have the impact of intensive dairying, which is driving climate emissions, freshwater ecosystem collapse, and drinking water pollution** while making agribusinesses rich. What coal is to Australia, and tar sands is to Canada, industrial dairying is to New Zealand. And the 'system' is very aligned to facilitating this destructive system because of the money and political influence of agribusiness.

**With your support, Greenpeace has been campaigning to drive a transition away from industrial agriculture towards regenerative organic farming.** And we have made some progress such as the fertiliser cap, the national policy statement on freshwater, the end to the \$400m Government irrigation subsidy, restrictions on intensive winter grazing etc. But there is really so so so much more to do.

**One of the key voices who have been absent from this debate is ordinary rural people.** Time and again we hear from agribusiness lobbyists that this is a rural versus urban divide. But is it really? The truth is that ordinary rural people are on the front lines of the pollution caused by Fonterra, Dairy NZ and Federated Farmers. And central and local Government just don't care about them. So in 2022, with your support, we were able to give them the chance to have their voices heard.

**We provided free drinking water testing across the country.** We offered mail-in testing and we went from one small town to another and invited people to bring in their water to be tested. We were overwhelmed with the response and for the first time thousands of rural people on bores were able to find out the truth about the level of nitrate poison in their drinking water.

**And once they had the information, and with our support** and the support of public health scientists, ordinary rural people were able to speak their truth on Breakfast TV and many other places.

**Rural people, who were being used as objects by agribusiness** to defend industrial dairy pollution, were given the agency to speak out for themselves about how they really felt about

dairy pollution of their kids' drinking water. And they had strong views!

Of course we haven't yet won the battle for the transition of our food system from an industrial polluting model to a regenerative organic model, but we will. This is just the beginning.

**There are many other stories in all the work that Greenpeace did in 2022** across many areas including seabed mining, plastic pollution, peace and more. We don't take money from corporations or government which means our supporters make all this work possible.

**With your support, together we will change the course of history. Together we will be the subjects in our own story of planetary flourishing, rather than the objects in someone else's story of planetary collapse.**

**Kia kaha!**



**Russel Norman**

Greenpeace Aotearoa, Executive Director

# THANK YOU

---

*Greenpeace couldn't exist without you. Every contribution you make 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, running your own campaign, or attending a peaceful protest, you're making a difference.*



# GROWING THE MOVEMENT



**229,917**

**ONLINE  
ACTIONS**



**4,966**

**NEW REGULAR  
DONORS**



**68,421**

**PHONE  
CONVERSATIONS**



**\$0**

**TAKEN FROM BUSINESSES  
OR GOVERNMENT**

# TACKLING AOTEAROA'S BIGGEST CLIMATE POLLUTER

*Over the last year, the impacts of the climate crisis have come even more sharply into focus. In the early months of 2023, the Auckland Anniversary Day deluge, and Cyclone Gabrielle devastated parts of Aotearoa.*

**CANCER  
FERTILISER  
CUT SYNTHETIC NITROGEN**

**GREENPEACE**

***In response, we mobilised to draw attention to the link between the climate crisis, extreme weather and industrial dairying - New Zealand's biggest climate polluter.***

We joined the Climate Strike in Tāmaki Makaurau on March 3 to support this youth-led movement for climate action and climate justice.

***Then on March 16 we took action at Fonterra's head office*** to “return to sender” the flood-damaged remains of household items destroyed in the recent storms. This was to highlight how Fonterra, as one of the world's biggest dairy methane emitters, is culpable for the devastation caused by climate disasters - and to call on the Government to regulate the country's worst polluter, to protect current and future generations. You helped us make that happen.

***With your support, throughout 2022, we drew attention to the dairy industry's pollution of rural people's drinking water.*** In July, we confronted the fertiliser industry directly, taking a 1500 square metre banner and displaying it at the Kapuni fertiliser factory in South Taranaki. The banner read “Cancer Fertiliser – Cut Synthetic Nitrogen”. It highlighted the link between synthetic nitrogen fertiliser, a key input to industrial dairy, and

health risks - calling on the Government to hold the fertiliser industry to account for the human harm it causes.

***To help communities surrounded by industrial dairying*** and affected by the water pollution it causes, we offered community town hall and mail-in water testing and held a public meeting on nitrate contamination with public health researcher Dr Tim Chambers on 15 November.

***In September 2022, we took a mock dairy herd to Parliament's lawn*** to highlight the Government's use of greenwashing instead of real action on intensive dairy. Actors representing Prime Minister Jacinda Ardern and Climate Change Minister James Shaw used paint brushes to greenwash dairy cows and a synthetic nitrogen fertiliser factory.

***At the same time, we placed three billboards across Wellington*** in a bid to highlight the Government's lack of action on climate change. The satirical billboards featured Prime Minister Jacinda Ardern using Climate Change Minister James Shaw as a paintbrush to greenwash a dairy cow – symbolising industrial dairying. Ardern held a tin labeled ‘Industrial Strength Greenwash’.

*With you by our side, we'll keep on fighting for a stable climate, climate justice, and safe drinking water for all.*



# HISTORIC OCEAN VICTORY

---

*The ocean is home to so much incredible - and vulnerable - life. Thanks to support from people like you, we managed to secure a historic victory for the ocean in March 2023.*



***After years of international negotiations and persistent campaigning by Greenpeace and allies***, in March, countries agreed on a treaty that can secure a pathway for 30% ocean protection by 2030 - an incredible, historic victory for conservation! Over the years, we shifted the New Zealand Government's position to actively support a strong treaty, and then we sent our Oceans Campaigner, Ellie Hooper, to the UN negotiations as part of the global Greenpeace team to make sure it happened. It was down to the wire, but at the last minute, country delegates pulled through to agree on a strong treaty.

***In February 2022, Ellie met with Foreign Minister Nanaia Mahuta to deliver our petition calling on the New Zealand government*** to support a strong Global Ocean Treaty that was signed by more than 60,000 supporters. This level of visible public backing was extremely important as the delegation went into negotiations at the UN, helping to secure one of the biggest conservation wins ever!

***On the local front, we took action against the bottom trawling industry***, which bulldozes the sea floor. On July 30 in Nelson, Greenpeace activists Jess and Christine anchored their 6-metre-long raft alongside a Talley's trawler, the Amatal Atlantis. Talley's is a New Zealand-owned fishing company that bottom trawls on seamounts, incredible underwater mountains where ocean life congregates. On their raft, Jess and Christine blocked the Amatal Atlantis from leaving port to carry out destructive bottom trawling. They also displayed a banner that read 'Stop Bottom Trawling Seamounts'.

***In May 2022, we celebrated an awesome victory for ocean protection and people power***. After years of delays by successive governments - and fierce opposition from the commercial fishing industry - it was finally announced that 300 commercial fishing vessels will be fitted with cameras by the end of 2024. While this is a great step forward, we'll keep pushing for cameras on the full fishing fleet of more than 1,000 boats.

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



# CHALLENGING THE DEEP SEA MINING INDUSTRY

---

*On 8 June, we handed in our petition signed by over 35,000 New Zealanders calling on the Government to ban seabed mining in Aotearoa.*



***Kiwis Against Seabed Mining (KASM) and Greenpeace Aotearoa presented the petition to Green Party MP Eugenie Sage and Te Pāti Māori co-leader Debbie Ngarewa-Packer at Te Whare Pāremata*** (Parliament), surrounded by iwi and volunteer groups including Ngāti Ruanui, Oceanic Voices, the Deep Sea Conservation Coalition (DSCC) and Environment & Conservation Organisations of Aotearoa New Zealand (ECO).

***In November 2022, Deep Sea Mining Campaigner James Hita*** (Ngati Whātua o Oruawharo /Te Uri o Hau) joined an action against the deep sea mining ship, The Hidden Gem, in México. Greenpeace México activists met The Hidden Gem in kayaks holding ‘Stop Deep Sea Mining’ banners while James delivered a message to the captain of the Hidden Gem via radio explaining why deep sea mining should not go ahead due to the dangers it poses to the ocean and communities that rely on it. James also delivered a message that the deep sea mining industry would meet opposition at every step.

***Then, on March 23, 2023, while critical negotiations at the controversial International Seabed Authority (ISA) meeting in Jamaica were taking place***, activists confronted a deep sea mining vessel named after the most

notorious coloniser of the Pacific: The RRS (Royal Research Ship) James Cook!

The Greenpeace ship Arctic Sunrise intercepted the vessel as it was returning from a 7-week expedition in areas of the Pacific Ocean targeted for deep sea mining. Data and findings from this expedition are not going to be released publicly, instead being used to push the industry agenda.

***With a banner reading ‘Don’t mine the moana’, and flying a Tino Rangatiratanga flag***, James Hita and Quack Pirihi (Ngati Whātua o Oruawharo/Te Uri o Hau), a Māori activist from Northland, swam in front of the deep sea mining research vessel as it sped toward them off the coast of Costa Rica. A third Greenpeace activist also scaled the side of the moving vessel to unfurl a banner reading “Say No to Deep Sea Mining”.

Greenpeace Aotearoa campaigner James says:

***“For too long, Pacific peoples have been excluded from decisions that impact our territories and waters. If governments don’t stop this industry from starting, a new cycle of colonial exploitation will begin. We reject a future with deep sea mining.”***

Māori activist Quack Pirihi (Ngāpuhi, Ngāti Wai, Ngati Porou, Ngāti Whatua o Kaipara whaka-

papa) said the opportunity to participate in these forums, and the decisions made there will have a profound impact for generations to come.

***“Indigenous Māori activists flying the Tino Rangatiratanga flag and challenging a ship named after a coloniser with a heartfelt message of ‘Don’t mine the moana’ is a significant moment. We are calling out neo-colonialism in the context of deep sea mining. We are standing for the ocean, for Pacific peoples and for indigenous peoples, and the message is clear: Deep sea mining must not begin.”***

- James Hita

More than 700 scientists from 44 countries have already opposed the deep sea mining industry by signing an open letter calling for a pause.

***Together, we’ll continue to confront this reckless, destructive new threat. The ocean - and all the wonderful life it contains - deserves our protection.***

# A PLASTIC-FREE FUTURE

**Supporters like you** are helping create a world where unnecessary single-use plastics become a distant memory. Together, we can confront big plastic polluters like Coca Cola and transition Aotearoa to circular practices where well-designed products and materials are kept in use for a long time.

**In December 2022, we mobilised supporters** to get out and about “brand jamming” the Coke shelves at supermarkets, spreading the word about Coca Cola being the world’s number one plastic polluter.

**On the eve of Plastic Free July 2022, we also delivered our 100,000-strong petition** asking the Government to ban single-use bottles to parliament. We took along “Birdie”, our giant toroa sculpture made of reclaimed plastic bottles, in honour of the toroa that was found in Nelson starving to death from swallowing a plastic bottle.

**Plastics Campaigner Juressa Lee** (Te Rarawa, Ngāpuhi, Ngāi te Rangī, Tupapa, Ngatangi-ia) was also on the Greenpeace delegation to the first Intergovernmental Negotiating Committee (INC) in Uruguay to discuss a strong and ambitious Global Plastic Treaty. We have called on the Government to support this and its petition has been signed by over 31,000 people.



# PUTTING THE 'PEACE' IN GREENPEACE

*In the wake of Russia's invasion of Ukraine, your support allowed Greenpeace to rapidly call on the Government to freeze the assets of Russian oligarchs here in Aotearoa.*

*Alongside our allies, we sailed a peace flotilla to a luxury resort in Helena Bay owned by Russian billionaire Alexander Abramov to encourage the Government to sanction him. More than 20,000 New Zealanders signed our petition demanding sanctions. Eventually, our calls were successful - but we would still like them to go further.*



# FINANCIAL REPORT 2022

Statement of Comprehensive Revenue and Expenses for the year ended 31 December 2022

| <b>REVENUE</b>                           | NZ\$ 000      |
|--|---------------|
| Donations                                | 8,899         |
| Bequests                                 | 650           |
| Grants from Greenpeace International     | 705           |
| Grants from Greenpeace Educational Trust | 226           |
| Interest Received                        | 87            |
| Miscellaneous Income                     | 82            |
| <b>TOTAL REVENUE</b>                     | <b>10,649</b> |

| <b>EXPENDITURE</b>                         | NZ\$ 000     |
|--|--------------|
| National Campaigns                         | 3,828        |
| Fundraising                                | 3,400        |
| Support Services/Property Costs/Audit Fees | 1,667        |
| International Campaigns & Coordination     | 878          |
| Depreciation                               | 146          |
| <b>TOTAL EXPENDITURE</b>                   | <b>9,919</b> |

| <b>STATEMENT OF FINANCIAL POSITION AS AT 31 DEC 2022</b> | NZ\$000<br>2022 | NZ\$000<br>2021 |
|--|-----------------|-----------------|
| Current Assets   | 4,867           | 4,150           |
| Fixed Assets   | 171             | 275             |
| Total Assets   | 5,038           | 4,425           |
| Current Liabilities                                      | 519             | 636             |
| Total Liabilities  | 519             | 636             |
| Accumulated Fund Balance                                 | 4,519           | 3,788           |
| <b>TOTAL LIABILITIES AND FUND BALANCE</b>                | <b>5,038</b>    | <b>4,425</b>    |

## FUNDRAISING COST BREAKDOWN



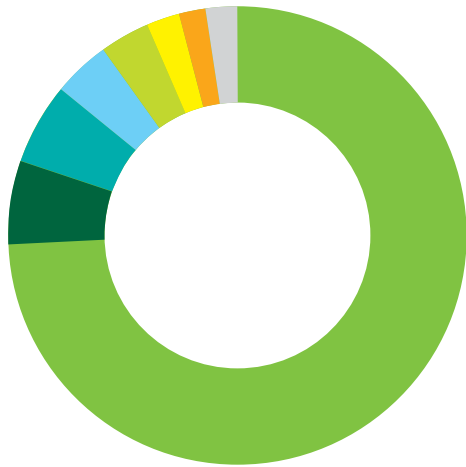
|                                    | %     |
|------------------------------------|-------|
| Recruiting new supporters          | 48.30 |
| High value giving                  | 16.40 |
| Other                              | 10.50 |
| Database (licenses and management) | 9.00  |
| Info to supporters                 | 7.00  |
| Supporter care                     | 4.70  |
| Bank and transaction fees          | 4.00  |
| Merchandise costs                  | 0.10  |

## AOTEAROA CAMPAIGNING COST BREAKDOWN



|  | %     |
|--|-------|
| Information, education & outreach across all campaigns | 28.60 |
| Green Ideas project                                    | 14.90 |
| Actions & mobilisation                                 | 13.80 |
| Media & communications across all campaigns            | 11.60 |
| Agriculture/Climate campaign                           | 11.50 |
| Other campaigns  | 10.60 |
| Oceans campaign  | 9.00  |

## WHERE THE MONEY COMES FROM



|  | %     |
|--|-------|
| Gifts from regular (direct debit) donors | 74.00 |
| Grants from Greenpeace International     | 6.60  |
| Bequests                                 | 6.10  |
| Major gifts                              | 4.00  |
| One-off gifts/Unprompted                 | 3.80  |
| Grants from Greenpeace Educational Trust | 2.10  |
| Campaign appeals                         | 1.50  |
| Interest income                          | 0.80  |
| Other income                             | 0.70  |
| Merchandise sales (calendars)            | 0.30  |

|      | <b>FINANCIAL<br/>SUPPORTER<br/>NUMBERS</b> | <b>12 MONTH<br/>RETENTION<br/>RATE %</b> | <b>INCOME</b><br>NZ\$000 |
|------|--|--|--------------------------|
| 2008 | 52,743                                     |  | 6,020                    |
| 2009 | 57,108                                     |  | 7,495                    |
| 2010 | 61,970                                     |  | 9,163                    |
| 2011 | 57,683                                     |  | 8,650                    |
| 2012 | 55,740                                     | 37.69                                    | 9,063                    |
| 2013 | 54,136                                     | 36.07                                    | 9,790                    |
| 2014 | 53,428                                     | 33.53                                    | 10,272                   |
| 2015 | 50,810                                     | 34.81                                    | 10,868                   |
| 2016 | 46,493                                     | 38.55                                    | 10,315                   |
| 2017 | 42,925                                     | 42.38                                    | 10,063                   |
| 2018 | 43,611                                     | 57.30                                    | 9,510                    |
| 2019 | 43,058                                     | 56.62                                    | 9,455                    |
| 2020 | 39,866                                     | 59.08                                    | 8,748                    |
| 2021 | 38,267                                     | 63.47                                    | 11,126                   |
| 2022 | 36,675                                     |  | 10,649                   |

## PEOPLE POWER

*In 2022, our revitalised Greenpeace Community platform continued to offer tools to supporters who want to run their own environmental campaigns. It's a place for Greenpeace supporters and the public to lead flaxroots change for the health of Papatūānuku.*

Climate expert Jake Roos had great success to tip the scales and stop proposed plans for a biofuels obligation. The policy would have driven destruction of the natural world, worsened the impacts of climate change, and increased the costs of both food and fuel. Jake's team of everyday campaigners mobilised thousands of people in support. Then on 8 February 2023, the Prime Minister announced that the Bill had been dropped!

We're getting behind lots of great community-led campaigns launched by people who are building their own power for vital change. From a low emissions Auckland to calling on Womad to drop oil sponsorship, check them out at [www.community.greenpeace.org.nz](http://www.community.greenpeace.org.nz)


*Together, we can change the world! Thank you for all that you did to help build a green and peaceful future in 2022.*

# THANK YOU

---

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

## Any questions? Get in touch:

 [facebook.com/greenpeace.nz](https://facebook.com/greenpeace.nz)

 [@GreenpeaceNZ](https://www.instagram.com/GreenpeaceNZ)

 [@GreenpeaceNZ](https://www.twitter.com/GreenpeaceNZ)

### **Greenpeace Aotearoa**

PB 92507 | Victoria Street West | Auckland 1142

0800 22 33 44 | **tel** 09 630 6317 | **email** [info@greenpeace.org.nz](mailto:info@greenpeace.org.nz)

**GREENPEACE**

[greenpeace.org/aotearoa](https://greenpeace.org/aotearoa)