

**ANNUAL REPORT**

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**GREENPEACE BRASIL**







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**2024**

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## **2024 ANNUAL REPORT**

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# 1. MESSAGE FROM THE EXECUTIVE DIRECTOR

The year 2024 confronted us with a difficult yet undeniable truth: the effects of the climate crisis are no longer just projections. They are realities experienced every day by millions of people in Brazil—particularly those who have contributed the least to exacerbating the problem.

This was the year we witnessed the Solimões River dry up, the Pantanal burn, and entire communities lose everything in floods across Rio Grande do Sul. It was a year of record-breaking heatwaves and disaster warnings becoming routine rather than exceptions. Yet, it was also a year in which we reaffirmed our mission more strongly than ever: to stand with those who resist, speak out, build alternatives, and protect life in all its forms.

At Greenpeace Brazil, every step taken in 2024 was driven by the certainty that only through climate justice can we forge solutions toward a sustainable future. We were on the streets and online, in territories and courtrooms, undertaking actions that not only exposed wrongdoing but also proposed meaningful solutions. Actions that spotlighted destruction but, above all, presented alternative ways of living—fairer, more sustainable, and collective.

The fight against illegal mining, for example, was at the forefront of our agenda. We flew over devastated Indigenous Territories, published unprecedented data, and strengthened alliances with leaders who have courageously and wisely defended the Amazon for generations. We continued pressuring the financial systems fueling deforestation. We launched the report “Banking on Extinction,” holding public and private banks accountable.

Amid the chaos of the floods in southern Brazil, solidarity was our priority. We distributed water filtration straws for potable water access in partnership with Saúde e Alegria, exposed neglect in disaster prevention, and supported local initiatives. We were also present at COP29, fighting for global climate justice, and at the G20, demanding the super-rich bear the costs of the crisis they helped create.

Our efforts to defend oceans and coastal communities entered a new phase with the Costa Amazônia Viva expedition in the Amazon River Mouth Basin. Collected data revealed the real and cross-border risks of potential oil spills. Once again, we reaffirmed: oil is incompatible with the future.

The legal actions strengthened significantly, yielding tangible outcomes. Reports on irregular credit practices prompted changes in banking institutions; actions before the Supreme Court (STF) resulted in historic decisions; and we joined lawsuits against laws threatening public health and the rights of peoples—such as the Poison Bill (Lei do Veneno) and the Milestone Thesis (Marco Temporal).

None of this would have been possible without the tireless dedication of our team, the trust of thousands of people who mobilized alongside us in 2024, and the resilience of communities who channel their struggles into pathways toward a better world.

***Significant challenges remain ahead. Yet, we also have the certainty that we are not alone. We continue, side by side, amplifying the voices that have long declared: another world is possible. And it begins now.***

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Greenpeace



**CAROLINA PASQUALI**  
Executive Director,  
Greenpeace Brazil





# 2024 IN PICTURES

01



© Fernanda Ligabue / Greenpeace

In March 2024, Greenpeace's sailing vessel *Witness* carried out the *Costa Amazônica Viva Expedition*, aiming to document the potential impacts of oil exploration in the region. The vessel sailed along the coasts of Amapá and Pará, bringing researchers from the Amapá Institute of Scientific and Technological Research (IEPA) to collect data on marine currents in the Amazon River Mouth Basin. In this image, the meeting of the Amazon River and the Atlantic Ocean.

02



© Kokoyamaratxi / Greenpeace

The photograph captures the most striking moment of the Indigenous march “Nosso marco é ancestral” (“Our landmark is ancestral”), held in April 2024, in Brasília during the Acampamento Terra Livre (Free Land Camp). The phrase “Sempre estivemos aqui” (“We have always been here”) was featured on the artwork “Cobra do tempo” (“Snake of Time”) by artist Denilson Baniwa, highlighting the history and journeys of Brazil’s Indigenous peoples.

03



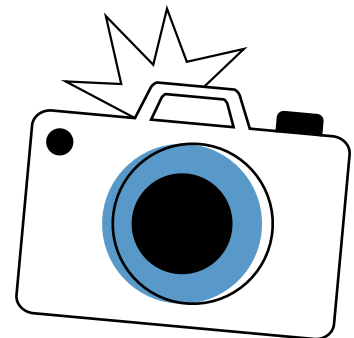
© Tuane Fernandes / Greenpeace

Also in April, Greenpeace Brazil activists held a peaceful protest at the headquarters of Banco do Brasil in Brasília, denouncing flaws in the rural credit granting process, which allow people's money to end up in the hands of deforesters, thus fueling deforestation.

04



© Tuane Fernandes / Greenpeace



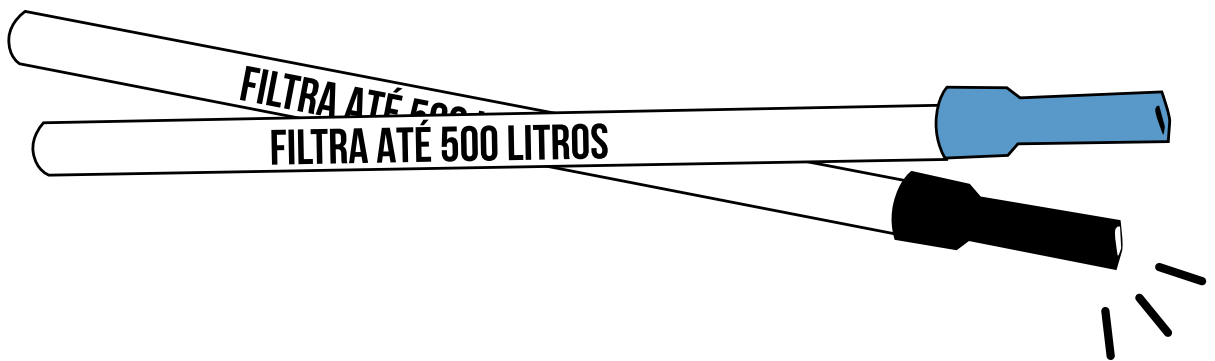
In May, Rio Grande do Sul made international headlines after being hit by torrential rains that left parts of the state underwater. Greenpeace Brazil joined the growing solidarity network by supporting community kitchens in affected areas and donating food and other essential items to Indigenous communities and other victims of the heavy rains in remote regions.

05



© Tuane Fernandes / Greenpeace

Greenpeace Brazil activists also distributed water filter straws in Porto Alegre, Rio Grande do Sul, during the heavy rains that hit the state, leaving thousands of people without access to clean drinking water. The action was carried out in partnership with Projeto Saúde e Alegria, Water Is Life, and 342 Artes.



06



© Rogério Florentino / Greenpeace

Greenpeace Brazil was present in Mato Grosso do Sul, in the southern region of the Pantanal, to document the devastating wildfires of August 2024, which severely impacted both biodiversity and local communities.



07



© Tuane Fernandes / Greenpeace

The mobilization “This heat is not normal! March for climate justice. Don’t burn our lives!”, held in September on Avenida Paulista, São Paulo, aimed to draw attention to the devastating impacts of wildfires in Brazil and the ongoing attacks against Indigenous peoples’ rights.

08



© Nilmar Lage / Greenpeace

In early October, Greenpeace Brazil held a protest on the dry riverbed of the Solimões River, in the city of Manacapuru, Amazonas, denouncing the impacts of extreme drought on vulnerable populations. A 45m by 18m banner was unfurled on the site where one of the largest rivers in the Amazon basin once flowed.

09



© Nilmar Lage / Greenpeace

Due to municipal elections, Greenpeace Brazil activists placed a five-meter-long replica of an electronic ballot box at Aleixo Lake, in Manaus, Amazonas, which had completely dried up because of the drought. The action underscored the urgency of electing candidates committed to city adaptation proposals and supporting affected communities.

10



© João Paulo Guimarães / Greenpeace

Amid the festivities of Círio de Nazaré in Belém (Pará) on October 12, Greenpeace Brazil volunteers participated in the traditional river procession, Círio Fluvial. They paid homage to Our Lady of Nazareth by displaying a banner reading: “Our Lady of Nazareth, protect all life suffering from the climate crisis.”

11



© Anna Santos / Greenpeace

Sebastian Vettel, former Formula 1 driver and four-time world champion, visited the Xingu region with Greenpeace Brazil, where he met Chief Raoni and Chief Megaron, Indigenous Kayapó leaders, and experienced the Amazon firsthand. During the October trip, Vettel witnessed the destruction caused by illegal mining in the area and joined the call to defend Indigenous rights.

12



© Tuane Fernandes / Greenpeace

During the G20 summit in November, Greenpeace Brazil held a peaceful demonstration advocating for taxing the super-rich near Cinelândia, in Rio de Janeiro. Despite the peaceful nature of the protest, activists were prevented from continuing the demonstration by the National Security Forces, citing the enforcement of “Law and Order Guarantee.”



### 3. INSTITUTIONAL

Record drought in the Amazon, extreme weather events of unprecedented severity, and wildfires ravaging Brazilian biomes—2024 was undeniably a challenging year for the environmental agenda.

Throughout the year's 365 days, Greenpeace Brazil honored its mission to protect the environment, mobilizing thousands of supporters. Through campaigns, expeditions, and outreach, the organization promoted environmental awareness, collective and individual sustainable actions, solidarity, highlighted community-driven solutions, and advocated for an Amazon free from deforestation, illegal mining, and oil exploration.

#### SPECIAL PROJECTS

Among its many activities in 2024, the environmental organization carried out special projects and partnerships aimed at effectively building a fairer and more sustainable world, particularly in response to the intensifying climate crisis, reinforcing our institutional mission and values. Here are some highlights:

#### ► WEAR THE FLAG, DEFEND THE CLIMATE

In response to the low temperatures recorded in São Paulo during August 2024, Greenpeace Brazil launched the project *"Wear the Flag, Defend the Climate,"* in partnership with Casa 1, a community center supporting the LGBTQIAPN+ community in São Paulo.

In collaboration with Cabrochas, a sustainable fashion brand from Recife, we created jackets using fabric from a 20-meter diameter banner previously utilized in October 2023 during a Climate Justice campaign event. The garments were distributed

to vulnerable individuals within the LGBTQIAPN+ community, directly impacted by extreme climate events such as cold waves.

Fashion is the second most polluting industry globally, trailing only the petroleum industry, the primary driver of the climate crisis. Therefore, this initiative encouraged the public to reflect on and support sustainable projects, aiming to prevent ongoing environmental damage in the name of economic interests pursued by industries and corporations.

Beyond promoting a more sustainable approach to production and disposal, this project also significantly strengthened the LGBTQIAPN+ cause, underscoring its importance to Greenpeace Brazil and all participating organizations.

© Tamara Santos / Greenpeace



Actor and digital influencer Vitor DiCastro, singer Pepita, federal deputy Erika Hilton, LGBTQIAPN+ rights activist, and Greenpeace Brazil employees participated in a photo shoot with the jackets and bags at the organization's headquarters in São Paulo.



## ► FROM RACETRACKS TO RAINFOREST: VETTEL IN THE AMAZON



© Anna Santos / Greenpeace

Four-time Formula 1 world champion Sebastian Vettel visited Brazil to explore the Amazon with Greenpeace. In October 2024, Vettel participated in an aerial expedition alongside Chief Megaron Txucarramãe, a leader of the Mëbengôkre (Kayapó) people, and Carolina Pasquali, Executive Director of Greenpeace Brazil. They observed firsthand the stark contrast between the intact rainforest and vast stretches devastated by illegal mining operations.

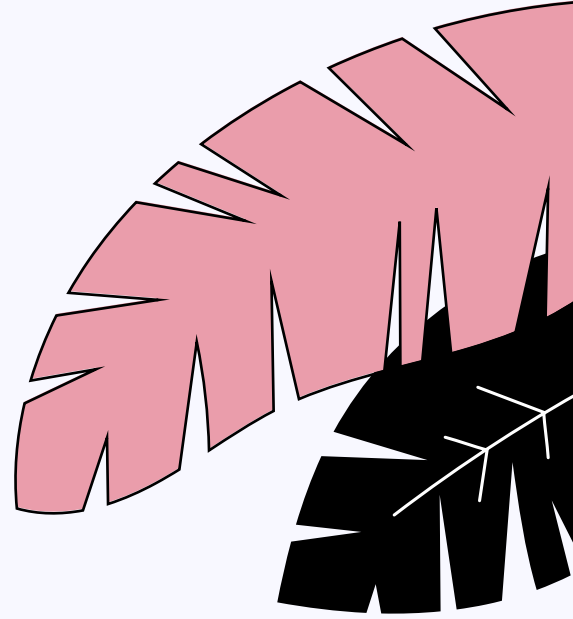
During his visit, which took place in Mato Grosso, Vettel also visited the village of Chief Raoni Metuktire, internationally renowned for advocating Indigenous rights. Vettel learned about the initiatives of the Raoni Institute and educational efforts led by the Kayapó community.

The former driver, increasingly involved in environmental initiatives, engaged directly with Kayapó leaders to understand the root causes behind deforestation and environmental destruction, as well as future perspectives.



“

*I learned about the importance of protecting their rights, their land, and their people. They fight for their identity—the Amazon rainforest. We still have a race to win. Thank you, Greenpeace, for making this possible,”*  
Vettel remarked.



## INTERNATIONAL FORUMS

The global Greenpeace network actively participates in international United Nations (UN) forums that shape decisions and actions on environmental and climate issues, whether through advocacy, mobilization efforts, campaigns, or occupying spaces designated for civil society. In 2024, we intensified our presence at key discussions, notably the COP16 on Biodiversity and COP29 on Climate Change.

© Jair F. Coll / Greenpeace



## ► COP 16

COP16, known as the Convention on Biological Diversity (CBD), ratified by 196 countries in 1992, occurs every two years, aiming to unify efforts from all nations to achieve the goals of the Global Biodiversity Framework, also known as the 2022 Kunming-Montreal Agreement, by 2030.

In 2024, Greenpeace organized a panel at the Brazilian government's official stand, featuring representatives from the world's three largest tropical forest basins (Amazon, DRC, and Indonesia), to discuss the financial needs of Indigenous peoples and local communities in these regions.

Greenpeace called for the urgent fulfillment of financial commitments made by countries, ensuring direct fund access for Indigenous peoples and local communities, who play a critical role in nature conservation. Members of the organization also demanded tangible action from parties to bridge the gap between climate and biodiversity initiatives.



© Nathalia Angarita / Greenpeace





The UN Climate Conference is the venue for crucial climate negotiations, as the decisions made there shape governmental actions against global warming. Greenpeace Brazil closely follows these discussions each year, and 2024 was no exception.

Greenpeace's delegation traveled to Baku to advocate that major polluters must pay for the destruction they cause. Unfortunately, COP29 concluded with weak and insufficient climate financing, as countries agreed on annual investments of \$300 billion until 2035—far below the requested \$1.3 trillion demanded by nations most affected by extreme climate events.

Without adequate financing, countries cannot implement necessary climate adaptation and mitigation measures, nor effectively achieve a fair energy transition, jeopardizing the Paris Agreement's goal to limit global warming to 1.5°C.

Greenpeace Brazil representatives also joined a global action in which activists presented objects from regions affected by extreme weather events and shared testimonies about how their countries are experiencing the climate crisis. The Brazilian office brought items recovered from the floods in Rio Grande do Sul, which devastated the state in May 2024.



© Marie Jacquemin / Greenpeace



# OUR CAMPAIGNS

AMAZON



**Bancando  
a Extinção**



In 2024, Greenpeace Brazil took decisive steps to expose one of the most silent and dangerous drivers of environmental destruction: the financial system. In April, Greenpeace launched the report “*Banking on Extinction*,” revealing how Brazilian banks are financing environmental destruction through rural credit.

The investigation demonstrated that these are not isolated incidents, but rather an entire system endangering communities, protected territories, and global biodiversity. It detailed numerous cases where producers involved in socio-environmental violations received loans to finance their activities, exacerbating the climate crisis and degradation in the Amazon. The report’s release was accompanied by a peaceful protest at the headquarters of Banco do Brasil, demanding transparency and accountability from the financial sector.

Greenpeace also exposed that, since 2016, European Union banks have invested approximately €256 billion in environmentally high-risk sectors, reinforcing the financial sector’s complicity in destroying Brazilian ecosystems. In Brazil, volunteer groups mobilized in various cities to pressure Banco do Brasil to stop financing companies involved in deforestation and rights violations.

## ► IMPACTFUL DISCOVERIES AND PUBLIC PRESSURE

During the campaign, investigations revealed that one of the Pantanal's biggest destroyers received R\$10 million from Banco do Brasil, despite already being accused of using pesticides to clear the region. Additionally, ranchers involved in the 2019 "Day of Fire," an event marked by criminal fires in the Amazon, remained unpunished and continued accessing rural credit. These findings underscored the urgent need for regulatory changes in the financial sector.

Public pressure and political advocacy led to concrete progress. Brazil's Federal Public Prosecutor's Office (MPF) issued recommendations urging banks to cease funding invasions of Indigenous lands and protected areas. Concurrently, Greenpeace Brazil produced impactful audiovisual content, such as the video *Money Trees* and the series *World on Fire*, highlighting the struggle of communities affected by wildfires in the Amazon and Pantanal.



© Marizilda Cruppe / Greenpeace

Monitoring of deforestation and fires in the Amazon in July 2024 indicated over 10,000 hotspots in that month alone. Wildfires were also recorded in conservation areas and properties financed through rural credit.

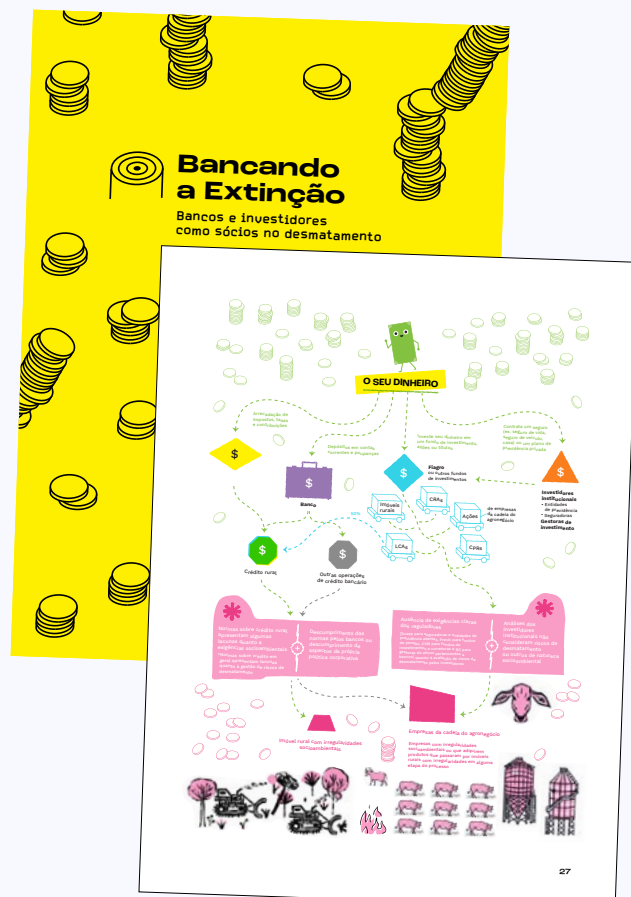
## ► MOBILIZATION AND RESULTS

In just seven months, the campaign gathered 90,000 signatures on a petition demanding changes in rural credit regulations, aiming to halt financial flows fueling deforestation. The significant civil society engagement and recognition from judicial authorities underscore that the financial sector can no longer escape accountability for its role in the climate crisis and the destruction of Brazilian ecosystems.

In February 2025, Banco do Brasil announced an update to its sustainability guidelines on its official website, introducing new environmental, social, and governance (ESG) criteria for rural credit approvals, responding to several campaign demands.

Now, alongside the existing socio-environmental standards mandated by the Rural Credit Manual (MCR), the financial institution has incorporated additional criteria recommended by Greenpeace in the *Banking on Extinction* report.

This progress highlights the power of collective mobilization. Greenpeace Brazil remains vigilant and active, ensuring banks and investors are held accountable for their decisions and environmental impacts.



## ► EXTREME DROUGHT IN THE AMAZON



© Nilmar Lage / Greenpeace

Protest image at Solimões River in Manacapuru, Amazonas.

The historic drought that struck the Amazon in 2024 drew significant media attention. In response to the severe situation, Greenpeace Brazil activists held a protest in early October on the dried riverbed of the Solimões River, in Manacapuru, Amazonas, highlighting the devastating impacts of extreme drought on vulnerable communities. A massive 45m x 18m banner displaying the phrase, “*Where is the river that was here?*” was placed on the spot where one of the largest rivers in the Amazon basin once flowed.

The protest’s widespread coverage, combined with the severity of the drought, was featured in media reports emphasizing the direct impacts on riverside communities, wildlife, and entire ecosystems. Greenpeace Brazil actively facilitated strong local representation and expert analysis in media coverage.

In Greenpeace Brazil’s journalistic and institutional content, emotional accounts, aerial imagery of suffering rivers, and information on factors exacerbating the crisis—such as accelerating deforestation and inadequate environmental protection policies—were widely shared.



Taking advantage of the visit to Manacapuru, Greenpeace Brazil, in coordination with teams from Greenpeace offices worldwide, organized another action that gained international attention, highlighted prominently by Reuters.

Activists unfurled a massive banner on a sandbank reading “*Who Pays?*” (“*Quem paga?*” in Portuguese), referencing environmental damage inflicted on the Amazon by climate change and global warming—issues Greenpeace directly attributes to the ongoing use of fossil fuels. The demonstration raised awareness about the urgent need for major polluters, particularly oil giants, to be held accountable for the destruction they cause to our planet.

© Nilmar Lage / Greenpeace



## ► FIRES

The second half of 2024 was marked by severe fires, driven mainly by intentional slash-and-burn practices, in both the Amazon rainforest and the Pantanal wetlands. Fires in the Amazon reached their highest numbers for this period in nearly two decades, sparking widespread outrage and prompting public debates.

In the Pantanal, flames once again consumed large areas, echoing a familiar and tragic scenario. Data and analyses released throughout the year illustrated the extensive environmental and social damage caused by this escalating destruction, reinforcing the urgent need for structural measures to address climate change.

In August, Greenpeace Brazil teams visited affected regions to document the experiences of communities impacted by fires and those fighting them in both biomes.

As a result, Greenpeace launched a YouTube web series titled “World on Fire” (“Mundo em chamas”), spotlighting the Cerrado-Pantanal Animal Technical Rescue Group (Gretap), whose members tirelessly rescue wildlife affected by the fires amid conditions worsened by climate change and deliberate burning.

The second episode of the series specifically highlighted the health impacts caused by smoke from these fires.

## INDIGENOUS PEOPLES

Throughout 2024, extensive information revealed the severity of illegal mining, especially in the Amazon region.

In January 2024, one year after the humanitarian crisis that shocked the world and exposed the devastating impacts of illegal mining in the Yanomami Indigenous Territory, we conducted a new survey in partnership with the Hutukara Yanomami Association and the Socio-Environmental Institute (ISA). The data showed that illegal mining continues to have highly harmful effects on the well-being of the Yanomami people, underscoring the need for collective and coordinated action against this illegal activity.

Considering the Yanomami, Kayapó, and Munduruku Indigenous Territories, illegal mining destroyed an area equivalent to 584 soccer fields in the first half of the year. The Kayapó Territory was the most affected, with 227 hectares devastated. The deforestation data caused by mining came alongside alerts about forest fires in the region.



By September, Greenpeace Brazil highlighted that the expansion of illegal mining is not limited to Indigenous territories alone— it also threatens Conservation Units in the Amazon, compromising areas that should be fully protected. These findings underscore the continuous pressures facing these protected areas and the urgent need for immediate actions to halt environmental destruction.

## ► **CONSTANT MONITORING AND DIRECT ACTION**

Throughout 2024, the campaign team conducted aerial surveys over several Indigenous Lands—including Sararé in Mato Grosso and Capoto-Jarina in the Xingu—documenting the expansion of illegal mining and the impacts of fires. These observations not only strengthened Greenpeace Brazil’s advocacy efforts in the media and public sphere but also directly contributed to protecting Indigenous leaders and communities. In Capoto-Jarina, in addition to monitoring activities, supplies and firefighting equipment were delivered, reinforcing our commitment to those defending the forest on the frontlines.



## ► MILESTONE THESIS: MOBILIZATION AND RESISTANCE



© Edgar Kanaykô / Greenpeace

The threat posed by the Milestone Thesis united Indigenous movements and their allies in another year of intense mobilization. Greenpeace Brazil stood alongside Indigenous peoples during the 2024 ATL mobilization, supporting the artistic installation “*Cobra do Tempo*” (“Snake of Time”) and the exhibition “*ATL 20 Years – We Have Always Been Here*,” celebrating the memory and ongoing struggle of Indigenous peoples.

Content produced in partnership with influencers like Isabelle Nogueira helped amplify the message against the Milestone Thesis and reinforced the defense of Indigenous peoples’ ancestral rights to their territories. Concurrently, Greenpeace Brazil closely monitored developments surrounding the Conciliation Table proposed by Brazil’s Supreme Federal Court (STF), created to discuss the implementation of the Milestone Thesis after the STF itself had struck it down. However, the process failed to adequately ensure Indigenous leaders’ voices



and participation, prompting the Coordination of Indigenous Peoples of Brazil (Apib) to officially withdraw from the negotiations. Apib publicly denounced the Conciliation Table for violating fundamental principles of ILO Convention 169 and promoting setbacks rather than safeguarding rights already secured. Together with Apib, Greenpeace Brazil reinforced the legitimacy of this decision and the urgent need to listen to those who have lived in and protected these territories for centuries.

## ► VICTORIES AND NEW PATHS FORWARD

Amid numerous threats, we also celebrated significant achievements. The Sawré Muybu Indigenous Land, home to the Munduruku people in Pará, received its declaratory ordinance from the Ministry of Indigenous Peoples—an essential step toward the definitive protection of the area. Additionally, within the Munduruku Indigenous Land itself, the removal of illegal miners finally began.

Another major milestone was the release of the investigation “Stop the Machines”, conducted in partnership with Repórter Brasil, which exposed how heavy machinery used in illegal mining operations reaches Indigenous territories and identified those profiting from these activities. This investigation highlighted that confronting illegal mining also involves challenging a broader economic network sustained by illegality and negligence.

Throughout 2024, Greenpeace Brazil stood firmly alongside Indigenous peoples, defending their rights, the forest, and a viable future for everyone. As long as threats to ancestral territories and ways of life persist, our fight continues—through exposure of wrongdoing, presence in the field, data production, and strong alliances with those on the frontlines.

## CLIMATE JUSTICE

Climate justice is an increasingly central concept for those confronting the climate emergency from the perspective of communities and territories directly impacted. In 2024, this understanding was advanced through multiple fronts: political advocacy, production of accessible information, mobilization of the public, and solidarity-based responses to disasters.



© Matheus Alves / Greenpeace

Greenpeace Brazil activists delivered the petition “Enough of Tragedies” to Ana Toni, National Secretary for Climate Change, at the Ministry of Environment (MMA) in Brasília.

### ► PUBLIC PRESSURE AND SOLIDARITY AMIDST CRISIS

Early in the year, the petition “Enough of Tragedies”, bearing more than 73,000 signatures demanding justice in response to climate impacts, was delivered to Brazil’s Ministry of Environment. This mobilization emerged in reaction to the tragedy along São Paulo’s north coast in 2023, emphasizing the urgency for public policies to protect communities most vulnerable to extreme events. The submitted material also included testimonies and recommendations from affected organizations, collectives, and individuals.

In May, the climate crisis struck again with an unprecedented tragedy in Rio Grande do Sul. Floods devastated hundreds of municipalities and affected millions of lives. Given the scale of the disaster, solidarity was prioritized, emphasizing support for local initiatives and delivering emergency supplies to impacted regions. One key effort was the distribution of filtration straws to ensure access to potable water—a basic necessity compromised by contamination. Over 8,000 filtration straws were donated to affected families.

Concurrently, the public debate was amplified regarding insufficient funding for disaster prevention in the state. In 2024, less than 0.01% of Rio Grande do Sul's total revenue was allocated to Civil Defense for preventive and emergency actions. This statistic starkly highlights the disconnect between the severity of the climate crisis and institutional preparedness to address it.

## ► ACCESSIBLE INFORMATION AND CITIZEN MOBILIZATION

Also in 2024, Greenpeace Brazil released the guidebook “Why Fight for Climate Justice?”, which clearly explains the connections between climate change, inequalities, and human rights. The material offers reflections and practical steps for turning the fight against climate change into an agenda for justice and reparation, particularly for populations historically excluded from environmental debates.

Another effort for political education and civic engagement was the guide “Vote for Climate”, created for municipal elections. It emphasizes how cities can—and must—take a leading role in building a fairer, more resilient future, urging candidates and voters alike to prioritize climate issues in public discussions. The initiative also promotes a public commitment letter available for signing.

To amplify voices actively building climate justice daily, the web series “Eu Mais Um Mais” (“Me, One More, Plus”) was launched. In each episode, different individuals share stories of mobilization, care, culture, and resistance within their communities. This content highlights that the fight for climate action doesn’t start in major cities nor end at international forums—it unfolds daily in neighborhoods, communities, and peripheral areas.

All these actions share the conviction that addressing the climate crisis requires far more than reducing emissions. It demands transforming structures of inequality, repairing historical injustices, and creating solutions centered around life itself. Climate justice isn’t just an environmental issue—it’s a vision for a collective future.

## ECOLOGICAL TRANSITION COLAB

In 2024, Greenpeace Brazil’s *Ecological Transition Colab* project continued deepening discussions around socio-environmental justice and building alliances with communities that experience, understand, and propose alternatives to the current development model.

The *Ecological Transition Colab* worked across multiple fronts to advocate for structural public policies, strengthen local voices, and collectively envision a fairer, healthier, and more sustainable future.

Amid a scenario marked by climate disasters, economic crises, and political setbacks, Greenpeace reaffirmed its commitment to those who genuinely feed the country, advocating for a just, healthy, and pesticide-free food system. Greenpeace Brazil was actively present in the streets, online platforms, communities, and courts, amplifying voices and actions in defense of family farming, agroecology, and the right to food.



## ► DOCUMENTARIES FOR EDUCATION, MEMORY, AND RESISTANCE

Audiovisual production is a powerful tool for bringing crucial messages to broader audiences. When it comes to food production and the meals reaching people's tables, it is essential that this message reaches as many individuals as possible in an accessible manner.

© Juliana Chalita / Greenpeace



Several documentaries stood out in 2024. The feature-length film *“Antes do Prato”* (*“Before the Plate”*), launched at the end of 2023, was widely showcased across Brazil—in streets, public squares, screening halls, and communities—throughout the year. Hundreds of self-organized screenings occurred nationwide, supported by volunteers, activists, and local groups. Addressing the socio-environmental impacts of the food system, the film was also made available for free on YouTube, becoming a powerful tool for grassroots education and mobilization.

In April, the short documentary *“Entre a Vida e o Veneno”* (*“Between Life and Poison”*) was released during the Zé Maria do Tomé Week in Ceará—an annual event dedicated to struggle



and remembrance, involving schools, universities, and local movements. The 13-minute film gives voice to communities impacted by pesticides, highlighting stories of resistance, such as those from the 25 de Maio Settlement, where families grow agroecological food amid contamination from aerial spraying. This documentary adds to ongoing mobilizations against the so-called “*Poison Package*” gaining momentum in Congress, even as climate tragedies unfolded across the country.

## ► FROM THE SUPREME COURT TO ACRE: CONNECTING TERRITORIES AND POLICIES

Facing the approval of the new Pesticides Law—known as the “Poison Package”—Greenpeace Brazil joined a historic civil society mobilization at the Supreme Federal Court (STF). In collaboration with other organizations, Greenpeace participated in the Direct Action for the Declaration of Unconstitutionality (ADI 7363) as an *amicus curiae*, strengthening the call to suspend the new law.



This mobilization at the STF seeks to prevent Brazil from reversing its socio-environmental and public health policies. A key criticism of the new law is the exclusion of Anvisa and Ibama from the pesticide approval process, concentrating decision-making power within the Ministry of Agriculture and reducing participation by specialized environmental and health agencies. In practice, this weakens oversight, endangering public health, the environment, and the rights of rural and traditional communities. Additionally, the law allows the use of substances banned in other countries and weakens traceability and labeling requirements for hazardous chemicals.

The Supreme Court action received support from various environmental, legal, and public health entities that joined as *amicus curiae* to reinforce arguments against the law. Their goal is to ensure a fair and transparent judgment that prioritizes public rights over the economic interests of agribusiness. This movement marks a significant milestone in advocating for a healthier, safer, and more sustainable agricultural model in Brazil.

Meanwhile, in Rio Branco (Acre), during the *Festival do Futuro*, Greenpeace stood alongside Acre's youth, who continue honoring Chico Mendes's legacy. The event was marked by listening, exchange, and collective collaboration, as new leadership emerged in the fight for climate justice and the protection of forest communities.

In shaping Brazil's new Climate Plan, Greenpeace focused efforts on collecting proposals and uniting with civil society. Public participation was encouraged as an essential component of this process, ensuring that the response to the climate emergency genuinely incorporates the diverse voices and realities of Brazil.



## ► DEBATES TO REBUILD, TRANSFORM, AND IMAGINE THE FUTURE

The floods that struck Rio Grande do Sul in 2024 starkly exposed the impacts of the climate crisis on daily life and food production. Amidst the chaos, decisive action became necessary—not only to counter misinformation fueling fears of rice shortages but also to support local producers. This led to the creation of a new microcredit line specifically designed for family farmers impacted by the floods.

With the Ecological Transformation Plan on the agenda, a series of dialogues were organized, bringing together economists, specialists, and social movements to deepen understanding of this proposal from Brazil's Ministry of Finance. During Brazil's first-ever Social G20, this dialogue expanded further, connecting technical expertise and grassroots knowledge to explore paths toward a just ecological transition.

The issue of tax justice also gained prominence. Alongside the “Taxa os Bi no G20” coalition—comprising 18 organizations—Greenpeace Brazil advocated for fairer taxation as a core pillar of ecological transition. At the official G20 meeting, a non-violent direct action (NVDA) highlighted the urgency of removing oil from the economic center and prioritizing life in decision-making processes.

Through August 2024, civil society was actively invited to participate in shaping Brazil's new National Climate Change Plan (Plano Clima), set to guide the country's climate policy until 2035, focusing on greenhouse gas emissions reduction and climate adaptation. Citizens were encouraged to suggest and vote on proposals through the *Brasil Participativo* platform, strengthening democracy and ensuring public policies reflect the needs of the most vulnerable communities. This initiative underscored the importance of valuing ancestral knowledge and local experiences to effectively and inclusively address the climate emergency and build a collective future.

A survey conducted by the Institute for Intelligence in Research and Strategic Consulting (Ipec) in partnership with Greenpeace Brazil revealed that 83% of Brazilians believe it's possible to reconcile environmental conservation with good living conditions for all families. Additionally, 78% consider it feasible to tackle climate change, while 71% expressed concern about its impacts. Most respondents identified pollution reduction as the top priority for addressing the climate crisis, followed by preventing environmental disasters and safeguarding future generations. Knowing that eight out of ten Brazilians believe in harmony between environmental preservation and well-being provides hope and renewed energy for the ongoing fight for a better, more balanced country.

© Gideon Mendel / Greenpeace



The image depicts a man affected by the floods that severely impacted Rio Grande do Sul in May 2024.

## OCEANS

In 2024, the Oceans campaign led decisive actions to protect coastal ecosystems and the communities depending on them. These included protests, meetings, strengthened dialogue with traditional populations, groundbreaking scientific studies, and increased public pressure against policies and projects threatening ocean biodiversity and climate in Brazil.



### ► COSTA AMAZÔNICA VIVA EXPEDITION

The Oceans front actively opposed oil exploration threats along the Amazon coast, building upon foundations set in 2023, a year marked by renewed efforts due to potential exploration and the opening of a new oil frontier along Brazil's Equatorial Margin.

The Amazon River Mouth Basin is considered a highly sensitive ecosystem, hosting unique biodiversity, including marine species still largely unknown to science. Beyond serving as a refuge for flora and fauna, it is home to Indigenous, Quilombola, and riverside communities dependent on this ecosystem for survival.

For Indigenous peoples in the Oiapoque region, located within the Amazon River Mouth Basin, this territory is far more than a source of food or shelter—it is their mother, the foundation of their sacred beliefs and core identity.

In 2024, Greenpeace Brazil visited the region twice, which faces threats from Petrobras's planned oil exploration. The state-owned company seeks environmental licensing to drill in block



FZA-M-59, situated in the region. The first visit took place in March, when Witness sailboat came to Brazil for the Protect Amazon Coast Expedition, in the Foz do Amazonas basin, in partnership with IEPA (Institute of Scientific and Technological Research of the State of Amapá)..

© Marizilda Cruppe / Greenpeace



The research mapped surface marine and coastal currents in the Amazon River Mouth Basin, providing crucial data about water dynamics and potential oil spill trajectories. Seven GPS-equipped drifters were deployed at strategic points in the region: their hourly-collected data significantly enhanced the understanding of local hydrodynamics, strongly influenced by tides and winds but still insufficiently studied, complicating risk assessment for high-impact projects.

Five of the seven drifters quickly crossed Brazil's borders, highlighting the environmental threat a possible oil spill would pose to the Pan-Amazonian countries, in addition to creating diplomatic and operational conflicts. The other two, deployed

in shallow coastal waters, reached the Amapá and Pará regions, raising alarms about the risks that expanding the oil industry along the Equatorial Margin poses to local biodiversity.

Several significant outcomes and developments resulted from this expedition:

- 1 The report “Amapá Coast: Potential Impacts of Oil and Economic Alternatives” and its summarized guidebook were distributed and widely shared among partners and local leaders in Amapá during the *Costa Amazônica Viva* expedition;
- 2 The “Monitoring Surface Currents in the Amazon Basin Using Drifters” report was also delivered and featured in journalist Mônica Bergamo’s column in the newspaper *Folha de São Paulo*.
- 3 Support was provided for dialogue between Amapá communities (fishers, Quilombolas, and Indigenous peoples) and federal authorities to denounce the lack of consultation and already experienced impacts.
- 4 Two events were organized with local traditional community leaders—one in Macapá (Amapá) and another in Belém (Pará).
- 5 The environmental license for oil exploration at the mouth of the Amazon River remains denied by Ibama, the responsible agency.
- 6 The Federal Public Prosecutor’s Office (MPF) of Amapá recommended that Ibama formally oppose licensing Block 59, citing impacts on Indigenous lands and the absence of an adequate oil-spill response plan.

7 The guidebook *“Onde essa Maré vai dar?”* (“Where Will This Tide Take Us?”), explaining the tidal current research conducted in the Amazon River Mouth Basin, was widely distributed. The study presented alarming data, showing that an oil spill could reach international waters, catastrophically impacting marine biodiversity and the livelihoods of coastal communities.

This was one of many topics discussed in workshops held within the region’s communities. Each gathering became a space for exchanging knowledge and strengthening local voices, which continue resisting emerging threats to their territories. The primary goal was to empower participants by providing information and tools to mobilize their communities in defense of their lands. The process also valued local traditions and ancestral wisdom, combining these with technical and scientific knowledge to reinforce local struggles.

© Tais Terra / Greenpeace





## ► PROTEST AT “RIO OIL AND GAS”

On the global front, Greenpeace Brazil interrupted the speech of the Secretary-General of OPEC at Rio Oil and Gas, one of the largest oil and gas conferences worldwide, to denounce fossil fuel exploitation that jeopardizes the planet’s future and to ask: “Who pays the price for climate chaos?”

The protest, uniting the Amazon, Climate Justice, and Oceans campaigns, also called for cleaner energy sources that do not threaten Indigenous, Quilombola, and riverside communities. Amid crises impacting biodiversity, food security, and public health, hosting an event aimed at fossil fuel expansion clearly prioritizes those most responsible for the climate crisis.



© João Laet / Greenpeace

## ► NO TO THE “BEACH” PROPOSED CONSTITUTIONAL AMENDMENT

The proposed constitutional amendment (PEC) nº 3/2022, known as the “Beach PEC,” aims to privatize coastal lands—critical areas extending 33 meters inland from the highest tide line.

If approved, this could lead to uncontrolled occupation of these zones, increasing private developments and limiting or blocking public access to beaches, which are public assets guaranteed by Brazil's Constitution.

Traditional communities, such as artisanal fishers living in coastal regions, would be most affected. Many depend directly on marine resources for their survival and already face threats from real estate speculation and privatization of coastal areas. The PEC could force these communities off their lands and prevent them from using these critical spaces, worsening social conflicts, triggering forced displacement, and increasing social inequality and environmental vulnerability.

Coastal ecosystems—including mangroves, restingas, and dunes—are essential for climate change adaptation. Privatizing beaches and construction in these sensitive areas could lead to environmental degradation, disturbing ecological balance, increasing the risk of natural disasters, and accelerating coastal erosion. The negative impacts could also harm sustainable tourism and fishing, activities crucial to coastal economies.

Moreover, this proposal goes against global best practices for coastal protection, as many countries adopt larger protective buffer zones than Brazil to safeguard coastal areas from environmental and climate impacts.

Given the seriousness of this proposal, Greenpeace Brazil's Oceans campaign mobilized alongside numerous other organizations and environmentalists.

Greenpeace Brazil created an email campaign page, enabling direct pressure on senators to vote against the Beach PEC. Additionally, a projection opposing the proposal was displayed on the Greenpeace Brazil office building in downtown São Paulo.

## ► SUPPORT FOR THE #WEAREWATCHING CAMPAIGN

In Busan, South Korea, Greenpeace Brazil supported an action against plastic production during the 5th Intergovernmental Negotiating Committee (INC5) meeting, which aimed to define the future of the Global Plastics Treaty. Leaders from around the world gathered to discuss strategies to reduce plastic production and use, and a powerful action was carried out to pressure them: a giant flag featuring thousands of portraits from people worldwide.

This banner flew prominently in Busan during the event, conveying a clear message: *“The world is watching! #WeAreWatching.”*



© Sungwoo Lee / Greenpeace



## 5. GREENPEACE BRAZIL'S LEGAL ACTIONS



The year 2024 marked the second year that Greenpeace Brazil had an internal legal team, forming the Legal Management Department. The creation of this team in 2023 stemmed from the understanding that engaging with Brazil's Justice System is a strategic pathway to achieve the organization's objectives across its various campaign fronts. Therefore, this report also celebrates legal accomplishments and reaffirms the essential role of legal action in defending the planet and people.

The guiding vision of this work is based on the recognition that humanity's fate is inseparable from that of the natural world, and that economic, cultural, and political systems must ensure sustainability, justice, and equity. In this context, Greenpeace's legal actions seek to guarantee the right to a clean, healthy, and sustainable environment for present and future generations, employing legal tools to strengthen campaigns and protect communities most affected by environmental and climate crises.

Greenpeace Brazil's legal advocacy occurs in three primary ways: proactive legal campaigns, strategic legal defense, and safeguarding the organization's integrity.

In 2024, highlights included participation in high-impact legal cases, engagement in strategic litigation—including serving as an *amicus curiae* in Brazil's Supreme Federal Court (STF)—and direct collaboration with various organizational sectors.

Regarding legal compliance, significant advances were achieved through actions such as implementing a new contract management system, completing the General Data Protection Law (LGPD) compliance plan, and updating various contract types and the terms of use for the Conexão Verde platform, contributing to full institutional compliance and operational efficiency.

Below are some of the prominent strategic litigation actions from 2024:

## REPORTS AGAINST AMAZON DESTRUCTION

Greenpeace Brazil filed formal complaints with the Federal Public Prosecutor's Office (MPF), presenting case studies on irregular credit grants within protected areas and undesignated public forests. These actions triggered several measures against the financing of illegal activities in the Amazon.

The reports led to an official MPF recommendation that banks review their operations and terminate loans inconsistent with Brazilian law. Consequently, DLL bank, a subsidiary of Rabobank in Brazil, liquidated an irregular loan previously granted to a known deforester. In another case, it canceled financing for a farm embargoed due to illegal deforestation, as documented in its response to the MPF in Acre. The main achievement occurred in late June, when the MPF's Legal Amazon Working Group issued a recommendation directed at eight banks, urging them to identify and cease rural credit operations in Indigenous Lands, Conservation Units, and undesignated public forests, based on Greenpeace's complaints.

Greenpeace Brazil also addressed illegal gold mining on Indigenous lands in the Legal Amazon, filing complaints with the Federal Public Prosecutor's Office (MPF) to hold perpetrators accountable for socio-environmental damage inflicted upon the Munduruku, Kayapó, and Yanomami peoples. Reports and formal complaints submitted to the MPF emphasized the need for stricter controls on the use of excavators in mining

activities, as well as holding their manufacturers environmentally responsible for resulting damages. Additionally, 13 formal complaints identifying illegal mining sites were delivered to public authorities, leading to concrete actions, such as inspection operations and the dismantling of these mining sites. An example was the operation conducted in early March in southern Amazonas, supported by the Federal Police and other public agencies.

## **AMICUS CURIAE AT THE SUPREME FEDERAL COURT (STF)**

Greenpeace Brazil participates as an *amicus curiae* in high-profile legal actions critical to the environmental agenda, whose ruling were concluded by the Supreme Federal Court (STF) in 2024.

A notable highlight was the oral argument presented during the ruling of ADPFs 743 and 746, providing essential evidence on the Brazilian government's failure to prevent wildfires and combat deforestation in the Amazon and Pantanal. In ADPF 760, the request to reinstate the PPCDAm (Action Plan for Prevention and Control of Deforestation in the Amazon) was reinforced, resulting in a landmark decision that mandated concrete actions to reduce deforestation in the Legal Amazon by 2027. The ruling also strengthened environmental agencies such as Ibama, ICMBio, and Funai, requiring public monitoring and monthly reporting to the National Council of Justice (CNJ). Following this decision, the Supreme Federal Court (STF) initiated conciliation hearings involving federal and state government representatives—a groundbreaking process that has significantly contributed to rebuilding socio-environmental policies and reinforcing institutions responsible for environmental protection.

Supporting the Indigenous movement in the struggle against the Milestone Thesis was also crucial, with Greenpeace Brazil acting as an *amicus curiae* in the lawsuit challenging the constitutionality of Law 14.701/2023, approved by the National Congress at the end of 2023.



This law revives a controversial legal theory aiming to impose a cutoff date by which Indigenous peoples must claim their traditional lands—potentially endangering the protection of many territories and the rights guaranteed to these communities. Greenpeace Brazil closely follows this matter, participating as *amicus curiae* both in Extraordinary Appeal 1.017.365 and in the Direct Action of Unconstitutionality (ADI 7582), which challenges this new law. The case is currently undergoing conciliation at the Supreme Federal Court under the supervision of Justice Gilmar Mendes, and the organization remains deeply committed to defending Indigenous rights.

A organização também fortaleceu a resistência à chamada “Lei do Veneno”, que flexibiliza o uso e o registro de agrotóxicos no país. A nova legislação, sancionada com vetos no fim de 2023, concentrou no Ministério da Agricultura o poder de decisão sobre o tema, esvaziando o papel da Anvisa e do Ibama — um claro retrocesso para a saúde pública e a proteção ambiental. Diante disso, o Greenpeace Brasil passou a atuar como *amicus curiae* na Ação Direta de Inconstitucionalidade (ADI) 7701 no Supremo Tribunal Federal, colaborando com organizações sociais e partidos políticos na defesa do direito à saúde, ao meio ambiente equilibrado e à integridade da administração pública.

The organization also reinforced resistance against the so-called “Poison Bill,” which weakens the regulations governing the use and registration of pesticides in Brazil. The new legislation, enacted with vetoes at the end of 2023, consolidated decision-making power within the Ministry of Agriculture, significantly reducing the roles of Anvisa and Ibama—a clear setback for public health and environmental protection. In response, Greenpeace Brazil has acted as an *amicus curiae* in the Direct Action for the Declaration of Unconstitutionality (ADI 7701) before the Supreme Federal Court, collaborating with social organizations and political parties in defense of the right to health, a balanced environment, and the integrity of public administration.

## SOY MORATORIUM

The year 2024 marked the 18th anniversary of the Soy Moratorium, a crucial agreement aimed at combating deforestation in the Amazon, which was threatened by new state laws in Mato Grosso and Rondônia. Greenpeace Brazil contributed to the filing of two legal actions in the Supreme Federal Court (ADIs 7774 and 7775), challenging the legality of these laws that undermined the moratorium. From the outset, Greenpeace Brazil and WWF-Brazil participated as *amicus curiae* in these cases, achieving an important victory with a preliminary injunction suspending the Mato Grosso law.

## STRATEGIC LITIGATION IN THE SOCIO-ENVIRONMENTAL AGENDA

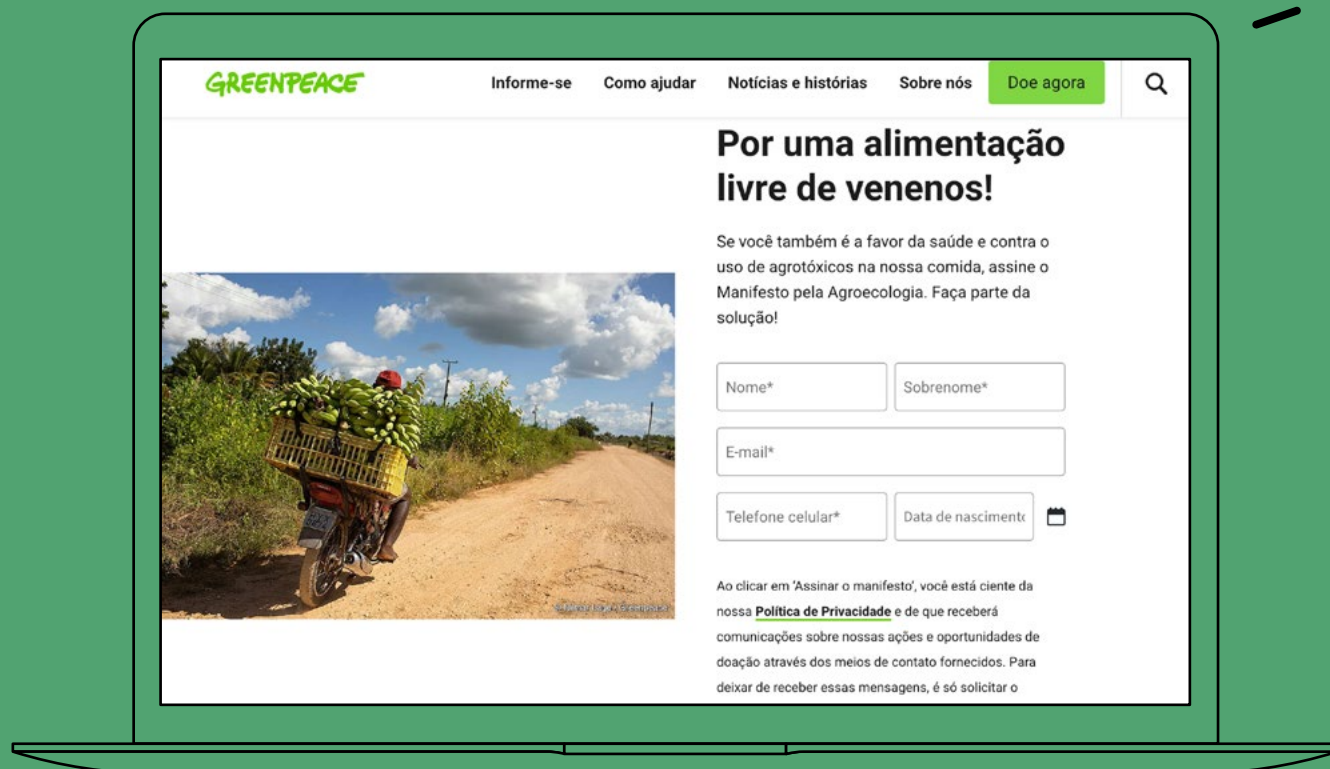
Greenpeace Brazil, through its Legal Manager, Angela Barbarulo, contributed to the book “*Litígio estratégico climático em rede*” (“Strategic Climate Litigation in Network”), published by Observatório do Clima.

The publication documents innovative strategies in socio-environmental strategic litigation and provides detailed insights into various legal actions known collectively as the “*Green Package at the STF*,” initiated to resist ongoing environmental setbacks and unconstitutional governance in Brazil.

The outcomes of these judicial decisions highlight the relevance of strategic litigation as a critical tool, setting precedents that directly influence public policy implementation and environmental management nationwide.

These actions underscore that, within a short span of activity, the Legal Management team has already achieved substantial victories for the organization, becoming an integral part of Greenpeace Brazil’s operational structure and strategic planning for the coming years.

## 6. ONLINE ACTIVISM



Digital tools remain essential for boosting societal engagement in socio-environmental struggles. By fostering information sharing, public debate, and collective mobilization, online petitions and other forms of digital advocacy convert public outrage into tangible action. Increasingly, the internet serves as a vital space for citizen participation and organizing around pressing causes.

### ► PETITIONS

Throughout 2024, Greenpeace Brazil circulated 14 different petitions, enabling thousands of Brazilians to collectively raise their voices.

These petitions gathered over 700,000 signatures calling for climate justice, protection of forests and oceans, defense of Indigenous rights, and promotion of agroecology.



The petitions that gathered the most support closed the year with the following numbers:

117,000

signatures

**MANIFESTO FOR  
AGROECOLOGY**

---

116,000

signatures

**DEEP-SEA  
MINING**

---

107,000

signatures

**BANKING ON  
EXTINCTION**

---

102,000

signatures

**NO TO THE  
MILESTONE  
THESIS!**

---

96,000

signatures

**NO OIL IN  
THE AMAZON!**

---

# 339.480

## PEOPLE PARTICIPATED IN THESE MOBILIZATIONS

---

In total, 339,480 people participated in these mobilizations, joining forces to build a fairer and more sustainable country by taking part in various petitions.

Among the year's highlights was also the relaunch of the No to the Milestone Thesis! campaign, prompted by renewed debate at the Supreme Federal Court (STF), and the creation of the Vote for Climate guide, released during the municipal elections to support voters in choosing candidates committed to environmental issues. Each digital initiative reflected continuous efforts to mobilize society, broaden public debate, and drive tangible change.

The 'Enough of Tragedies' petition, which closed in March 2024, gathered over 16.000 signatures. With this mobilization, Greenpeace Brazil took an important step forward—but the work for climate justice and adaptation continues. It remains necessary to monitor, contribute to, and advocate for public policies addressing prevention, adaptation, and responses to extreme events. Key tools for this include online and offline mobilizations, networked advocacy, information sharing, and amplifying the voices of those most impacted.





## ► WHY DOES GREENPEACE BRAZIL USE PETITIONS?

Petitions are powerful tools for digital mobilization, capable of delivering real impacts on significant socio-environmental issues. They serve as instruments of public pressure through which society can voice its interests and demands. Additionally, petitions allow the organization to maintain continuous contact with its supporters and communicate updates and progress on various campaigns and initiatives.





711,424

**TOTAL NUMBER  
OF SIGNATURES**

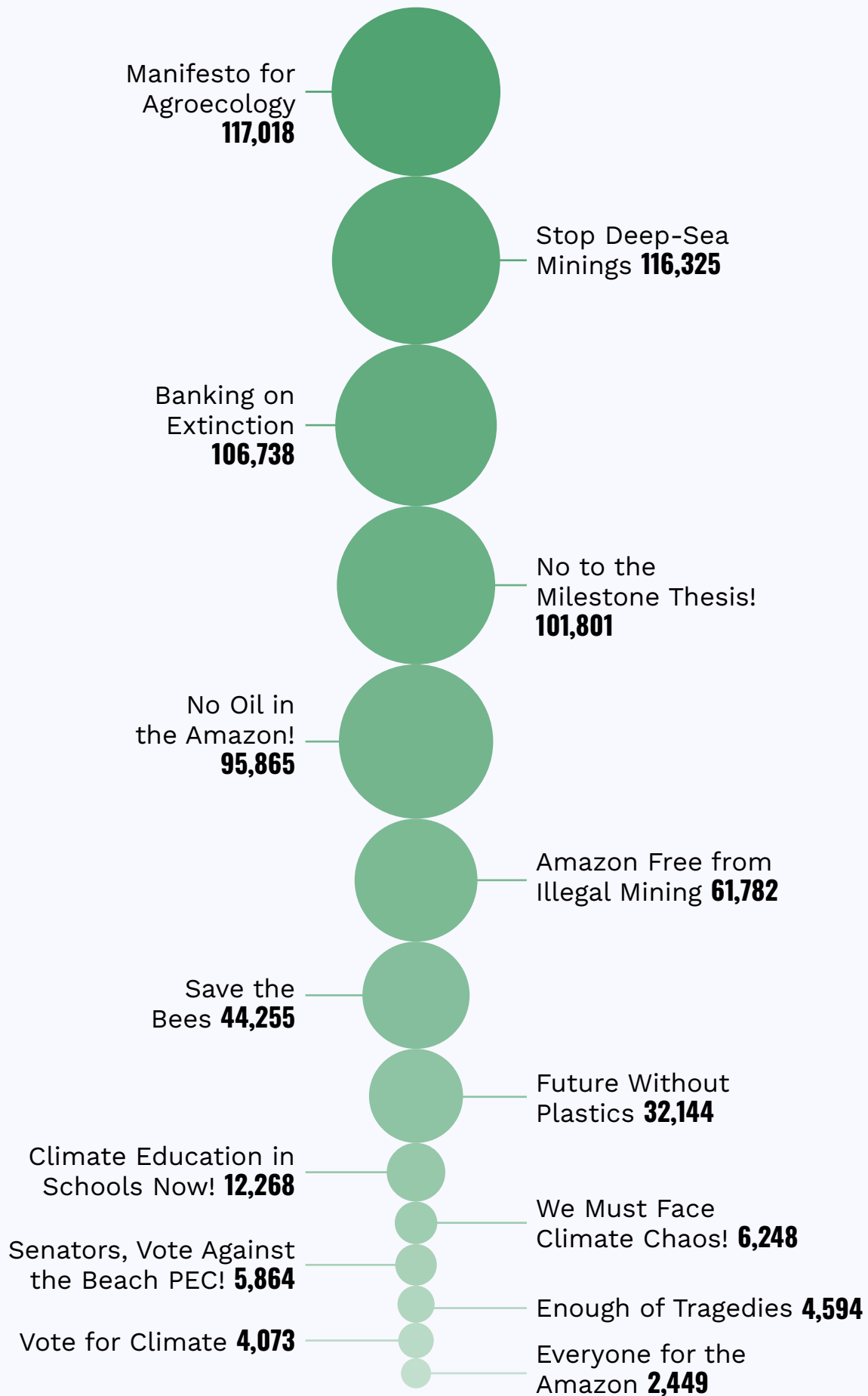
339,480

**TOTAL NUMBER  
OF CONTACTS/  
INDIVIDUAL  
SIGNERS**

14

**NUMBER OF  
PETITIONS  
CIRCULATED**

► **NUMBER OF SIGNATURES RECEIVED IN 2024,  
PER PETITION:**



## PETITION HISTORY

### ▶ LAUNCHED

- **No to the Milestone Thesis!:** The largest petition in 2023, it accumulated a total of 500,000 signatures, with a partial submission of 330,000 delivered to Brazil's Supreme Federal Court (STF) in June of that year. In 2024, as this threat resurfaced, Greenpeace Brazil relaunched the petition with minor narrative and strategic adjustments. The STF proposed a series of conciliation meetings to discuss the issue, placing Indigenous peoples at a considerable disadvantage. Of the 24 seats at the negotiation table, only 6 were allocated to the Articulation of Indigenous Peoples of Brazil (Apib), which subsequently decided to withdraw from the conciliation forum.
- **We Must Face Climate Chaos!**: A manifesto urging Brazilian governments and legislators to take decisive action against climate change.
- **Senators, Vote Against the Beach PEC!**: A public pressure webpage enabling citizens to send emails directly to senators, urging them to vote against the Beach PEC, a proposal potentially leading to the privatization of beaches and coastal areas throughout Brazil. This was an innovative public-pressure initiative providing direct contact between citizens and national authorities.
- **Banking on Extinction**: A petition demanding that banks and financial institutions operating in Brazil comply with current regulations and implement stricter measures to immediately stop directing financial resources—particularly through rural credit—to entities responsible for deforestation and damage to biodiversity, climate, and the planet's future.
- **Vote for Climate**: Released for the 2024 Municipal Elections, this guide was essential for voters to identify candidates



committed to preparing cities for the current reality of extreme climate events.

## ► CLOSED

- **Everyone for the Amazon:** Greenpeace Brazil concluded this petition in 2024 after gathering more than 500,000 signatures, making room for new campaigns dedicated to protecting the Amazon.
- **Climate Education in Schools Now!:** This petition closed on July 29, 2024, following President Luiz Inácio Lula da Silva's approval of the bill incorporating climate change and biodiversity protection into the National Environmental Education Policy. This marked an important step forward in shaping a generation more conscious and prepared to address and transform the reality impacted by the climate crisis.

## ► DELIVERED

- **Enough of Tragedies:** This petition concluded with the official submission of more than 16,000 signatures to the Ministry of Environment and Climate Change. Greenpeace Brazil took an important step with this action, but efforts toward climate adaptation and justice continue. It remains essential to monitor, advocate, and press for public policies on prevention, adaptation, and response to extreme climate events—using both online and offline mobilizations, coordinated network actions, information sharing, and amplifying the voices of the most impacted communities.

## COMMUNICATION AND ACTIVISM ACROSS DIFFERENT CHANNELS

### ► WEBSITE

With the publication of 121 pieces of content on our website throughout 2024, we achieved the following results:



**9.3 MILLION**  
**PAGE VIEWS**



**2,160,449**  
**PEOPLE VISITED THE WEBSITE**



**1,292,941**  
**PEOPLE VISITED THE SITE AND TOOK ACTION**  
**(SHARED, DONATED, OR SIGNED A PETITION)**

The official Greenpeace Brazil website is highly important to the organization, as it is the primary platform for publishing statements, news, and updates about actions, and where supporters can access additional activity reports, ensuring transparency with the public.

### ► EMAIL COMMUNICATIONS

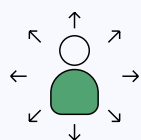
In 2024, 756 communications were sent to Greenpeace Brazil's supporter bases, including 85 targeted at cyberactivists who participated in petitions, focused on online mobilization; 622 focused on relationship-building; and 50 communications specifically aimed at volunteering. In total, 5.7 million emails reached the inboxes of thousands of people who support the fight for a more dignified, green, and just world through their voice, their time, or their financial contributions.

## SOCIAL MEDIA

At Greenpeace Brazil, all available tools are used to ensure audiences stay well-informed about environmental issues and the organization's actions and achievements. Social media platforms thus serve as critical allies for raising awareness and mobilizing the public.

In total, nearly 3,000 pieces of content were created across different platforms, reaching approximately 44 million people through our posts throughout the year.

### ► INSTAGRAM



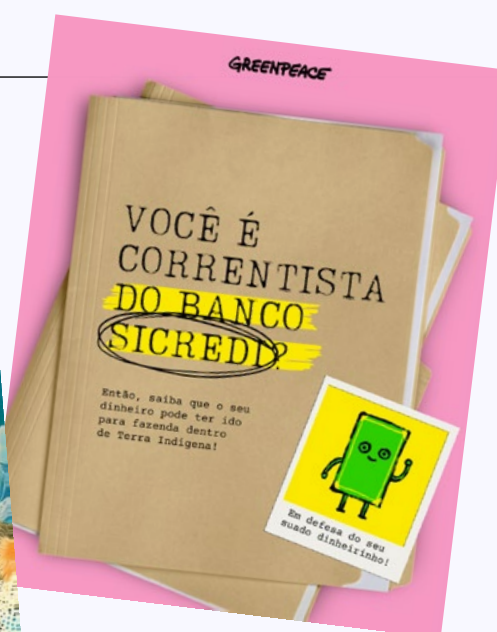
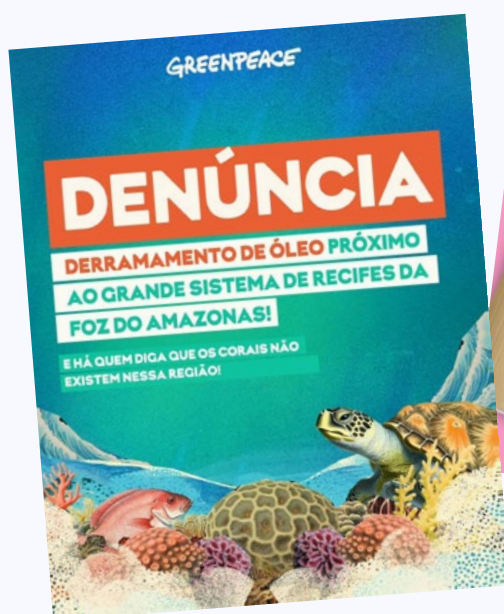
**TOTAL REACH:**  
**OVER 41.9 MILLION PEOPLE**



**NUMBER OF POSTS:**  
**469**



**FOLLOWERS:**  
**OVER 969,000**



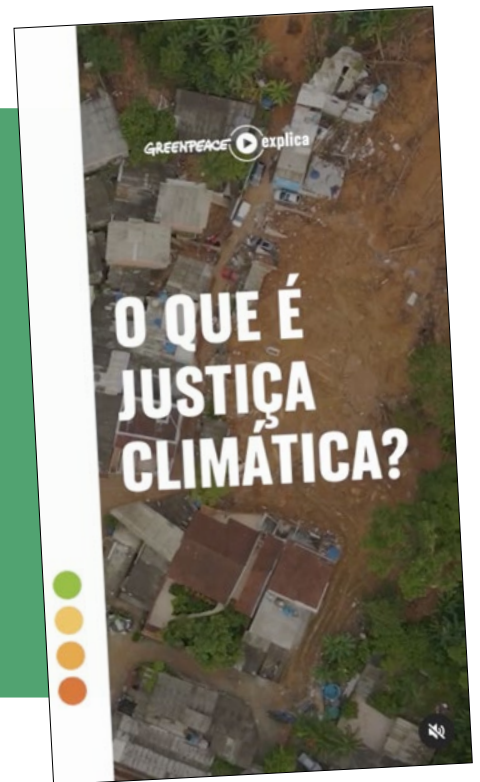


## Top 3 posts of the year

01

### **Climate Justice**

More than 3 million people were reached by this reel-format video, published in May 2024, during the floods in Rio Grande do Sul. Educational and featuring real-world examples, the content clearly explains to followers the importance and urgency of increasingly addressing climate justice.



02

### **Zero Deforestation**

More than 2 million people were impacted by this carousel post published in September 2024, when much of Brazil was covered by smoke primarily from illegal fires. The objective was to inform and mobilize people to sign the “Banking on Extinction” petition, pressuring companies and governments to stop granting rural credit to deforesters.



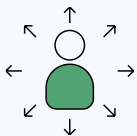
### Indigenous Peoples

More than 1 million people watched this reel-format video created in August 2024, in partnership with four prominent influencers—Isabelle Nogueira, Ana Hikari, Jessi Alves, and Klebber Toledo—to raise awareness about the urgency of rejecting the Milestone Thesis, a proposal directly undermining Indigenous rights and considered judicially unconstitutional. The video generated hundreds of new signatures for the “No to the Milestone Thesis” petition.

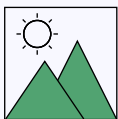


### ► FACEBOOK

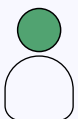
With nearly 3 million followers, Facebook is Greenpeace Brazil's second-largest social network and an essential channel for mobilizing and informing audiences about the organization's key issues.



**2 MILLION**  
**PEOPLE REACHED IN 2024**



**NUMBER OF POSTS:**  
**193**



**TOTAL FOLLOWERS:**  
**2.9 MILLION**

The post with the highest reach on this platform also focused on the extreme weather events in Southern Brazil.

Published in May 2024 during the floods in Rio Grande do Sul, this post reached over 200,000 people. Its objective was to inform and raise awareness among the audience, primarily through images, about the connection between the tragedy, the climate crisis, and the lack of adaptation policies in cities.

### Greenpeace Brasil's post

**Greenpeace Brasil** 

4 de maio de 2024 · 

 O Brasil está vivendo um dos piores eventos climáticos de sua história. Na Região Sul do País, já são 314 municípios afetados e mais de 400 mil pessoas impactadas. Em menos de um ano, essa é a 4ª vez que a mesma região sofre com grandes enchentes que, até o momento, já somam 131 mortes.

 Isso é mais uma consequência do aquecimento global e da falta de políticas de prevenção e adaptação. As mudanças climáticas são reais e precisamos fazer algo hoje.

 Nós continuaremos lutando para que a causa ambiental seja prioridade e para que governos e indústrias assumam suas responsabilidades.

-----

 Brazil is experiencing one of the worst climate events in its history. In the Southern Region of the country, 314 municipalities have already been affected and more than 400,000 people have been impacted. In less than a year, this is the 4th time that the same region has suffered from major floods, which have so far left 131 people dead.

 This is yet another consequence of global warming and the lack of prevention and adaptation policies. Climate change is real and we need to do something about it today.

 We will continue to fight for the environment to be a priority and for governments and industries to take responsibility.

---

 crédito das fotos / photo credit

- \* Ricardo Stuckert / PR
- \* Julio Ferreira/ PMPA





## ► X (TWITTER)\*



**TOTAL TWEETS:**  
**2,317**



**TOTAL VIEWS OF CONTENT:**  
**1.4 MILLION**



### Post with highest engagement: about the Poison Bill

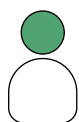
The content aimed to denounce the advancement of the Poison Bill, which authorizes the use of numerous pesticides in Brazil.

*\*It's important to note that Greenpeace Brazil decided to cease communications on this platform starting January 2025, due to the increasingly anti-democratic actions of X's CEO. This decision, also made by other civil society organizations, resulted from months of analysis, during which we observed that, besides the political context, the content published on this network no longer provided positive engagement.*



**TOTAL INTERACTIONS:**  
**8.645 PEOPLE INTERACTED WITH THE TWEET**

## ▶ YOUTUBE

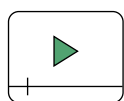


**SUBSCRIBERS:**  
**71,000**

One of Greenpeace Brazil's most important channels, the YouTube channel publishes longer, educational videos, strategically designed to attract audiences seeking more in-depth content.

The post with the highest engagement in 2024 was an animated video warning about the dangers of deep-sea mining.

The video addresses deep-sea creatures, such as the ghost octopus, that face threats from corporations and governments looking to deploy heavy machinery to the ocean floor in search of minerals.



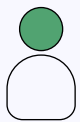
**CAMPAIGN:**  
**OCEANS**



**VIEWS:**  
**373,738**



## ► TIKTOK

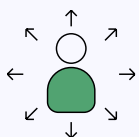


**25,000**  
FOLLOWERS



**321,000**  
VIEWS

Top viewed post about  
Greenpeace Brazil's work:



**REACH: NEARLY 3,000 PEOPLE  
WATCHED THE VIDEO**

Published in February 2024, this video playfully engaged with a trending TikTok format. The aim was to promote the organization's efforts and inspire more people to support our work.



## CREATIVE PARTNERSHIPS (INFLUENCERS)



© Tamara dos Santos / Greenpeace

At Greenpeace Brazil, we firmly believe in the transformative power of culture—a force capable of shaping mindsets, influencing policies, and driving deep social change in defense of the environment. With this understanding, throughout 2024, creative partnerships were established with influencers, artists, celebrities, and content creators, harnessing art and imagination as tools for transformation.

A total of 160 partnerships were carried out, both online and offline, addressing topics related to the organization's campaigns. These collaborations resulted in 437 social media posts, garnering over 33 million views and more than 250,000 shares.

In 2024, Greenpeace Brazil continued its financial support policy for content creators in specific cases, following established guidelines. This policy provides financial compensation, prioritizing fundamental criteria of diversity by centering Black, Indigenous, peripheral, LGBTQIAPN+, and disabled creators.

Beyond social media, partnerships extended to in-person events with high attendance and focused attention, such as concerts, cultural fairs, and activities in the gaming community.

► **GENERAL RESULTS:**



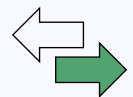
**160**  
**PARTNERSHIPS**



**10,033**  
**NEW PETITION SUPPORTERS**



**R\$ 6,599.00** RAISED THROUGH DONATIONS  
FROM CONTENT CREATED WITH PARTNERS



**16**  
**DISTRIBUTION ACTIONS**

More than R\$ 5.6 million saved through pro-bono partnerships with influencers, content creators, and public figures in support of environmental causes

## ► ON SOCIAL MEDIA:



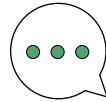
**437**  
**POSTS**



**33 MILLION**  
**VIEWS**



**250,000**  
**SHARES**



**51,000**  
**COMMENTS**

## ► TRANSFORMAÇÃO DIGITAL

In 2024, the Digital Transformation area played an increasingly active role in supporting Greenpeace Brazil's Engagement, Fundraising, and Campaign departments, with the goal of amplifying the organization's impact. Established in 2023, this cross-functional team's mission is to accelerate digital thinking, provide data intelligence, and manage engagement systems to strengthen mobilization and fundraising campaigns.

Throughout the year, it was possible to enhance internal reporting in collaboration with other teams, conduct perception studies, and monitor public debate to support campaign development. Progress was also made in improving the institutional website, enhancing mobilization tools, and organizing workflows with various teams, resulting in more integrated and efficient daily operations.

As a result, there was a notable increase of 11% in Greenpeace Brazil's Digital Maturity Assessment—an internationally recognized benchmarking survey applied across Greenpeace teams. Expectations are that in 2025, the Digital Transformation area will further strengthen its activities, providing deeper analyses and strategic support to campaigns and other organizational sectors.



## 7. VOLUNTEERING



The year 2024 was filled with intense mobilization and engagement from Greenpeace Brazil's volunteers. With over 100 activities—both online and offline—activists were deeply committed to essential campaigns for forest protection, the defense of Indigenous rights, and the fight for climate justice, impacting thousands of people across various Brazilian cities. From Belém to Porto Alegre, the spirit of action and unity resonated strongly!

© João Paulo Guimarães / Greenpeace



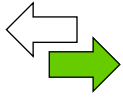
During the Círio de Nazaré festivities in Belém (Pará), the local Greenpeace Brazil volunteer group participated in the traditional river procession, the Círio Fluvial. Participants paid tribute to Our Lady of Nazareth by displaying a banner that read: “Our Lady of Nazareth, protect all life suffering from the climate crisis.”



## ► GREENPEACE BRAZIL VOLUNTEERING NUMBERS IN 2024:



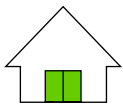
**20**  
**LOCAL GROUPS**



**266**  
**ACTIONS CARRIED OUT BY GROUPS**



**406**  
**VOLUNTEERS PARTICIPATING IN LOCAL GROUPS**



**50**  
**SCHOOLS PARTICIPATING IN THE SCHOOL PROJECT**



**37,848**  
**PEOPLE ON CONEXÃO VERDE (VOLUNTEERING ONLINE PLATFORM)**

## ► MAP - VOLUNTEERING:

1. Manaus
2. Macapá
3. Belém
4. São Luís
5. Fortaleza
6. João Pessoa
7. Recife
8. Salvador
9. Brasília
10. Goiânia
11. Belo Horizonte, Zona da Mata Mineira
12. Rio de Janeiro
13. Bertioga
14. São Paulo, ABC Paulista, Leste Paulista
15. Vale do Itajaí
16. Litoral Norte (Rio Grande do Sul)
17. Porto Alegre



## CONEXÃO VERDE

*Conexão Verde* is Greenpeace Brazil's mobilization platform, serving as the gateway to volunteering with the organization. Through this platform, it is possible to engage virtually or in person with the nearest local volunteer group. Since its launch in 2015, *Conexão Verde* has mobilized over 35,000 individuals interested in volunteering for Greenpeace Brazil.

In addition to community spaces, the platform offers mobilization kits and guides, hosts interest groups covering various topics—such as agriculture and food, diversity and inclusion, oceans, and zero deforestation—and provides virtual spaces for events and experience-sharing.

## 2024 HIGHLIGHTS

### ► MAIN CAMPAIGNS AND ACTIONS

In 2024, online mobilizations continued to stand out, notably through several editions of “*Chega Mais!*”, an online gathering covering diverse topics, bringing together volunteers from across Brazil with Greenpeace Brazil's campaign leaders.

Topics discussed ranged from elections to agroecology, oceans, and zero deforestation. Additionally, digital engagement was amplified by campaigns such as “*Banking on Extinction*,” mobilizations against the Beach PEC, and the “*Enough of Tragedies*” movement, which rallied thousands of people on social media.

### ► IN-PERSON ACTIVITIES: OFFLINE MOBILIZATION

On the streets, coordinated actions were organized, such as the World Cleanup Day, bringing together volunteer groups in cities including Recife, Porto Alegre, and Belém.

Other collective mobilizations were also conducted, including demonstrations and awareness-raising events in several capital cities, such as the Women's March for Life and Agroecology in João Pessoa and the Climate March in São Paulo. The cultural festival “*Amazônia de Pé*” (“Standing Amazon”) also saw active participation from volunteer groups in Belém and João Pessoa.



© Grupo de voluntários de Belém / Greenpeace Brasil



© Barbara Veiga / Greenpeace



At sea, the Greenpeace vessel *Witness*, part of Greenpeace's global fleet, arrived in Brazil for the *Costa Amazônica Viva* Expedition. Besides producing valuable results for the fight against oil exploration in the Amazon River Mouth Basin, the expedition allowed volunteers in Belém to visit the ship and exchange experiences with the crew and other volunteers.

Notably, a volunteer from Macapá had the unique opportunity to spend a night aboard the vessel, recording content, giving interviews, and gaining deeper insight into the organization's work.

@ Lu Sudré / Greenpeace



Meeting of the Belém volunteer group aboard the vessel *Witness* during the *Costa Amazônica Viva* Expedition.



In support of the “*Banking on Extinction*” campaign, volunteers across Brazil held demonstrations outside banks, exposing these institutions’ role in financing activities that destroy nature and demanding new rules for granting rural credit.



© Tuane Fernandes / Greenpeace

During the period of severe drought in the Amazon, volunteers also joined Greenpeace Brazil in the field to witness the situation firsthand and demand action for change.



© Nilmar Lage / Greenpeace

Additionally, the organization's annual training sessions and capacity-building activities for volunteers played an essential role in ensuring the quality and safety of all activities carried out during 2024.

Highlights included training sessions on Non-Violent Direct Action (Basic NVDA) and Integrity, as well as events organized through the *Adaptajuv* program, which brought together advocacy, climate adaptation, and youth activism to increase the effectiveness of their work within their communities.

Local volunteer groups received institutional and campaign materials—such as reports, maps, games, T-shirts, stickers, and buttons—to facilitate public communication and raise awareness during these activities.

@ Recife Volunteer Group / Greenpeace



Recife volunteer group using graphic materials during a Ponto Verde (Green Point) activity.



## ► MOST ENGAGED GROUPS

The year was filled with significant contributions from groups across Brazil. Among the most active were the volunteer groups from São Paulo, Porto Alegre, Recife, Belo Horizonte, Belém, and Goiânia. These groups organized events, tree-planting activities, film screenings, and lectures through the School Project, effectively enhancing campaign impacts and strengthening volunteer networks throughout Brazil.



Ponto Verde activity by the Belo Horizonte volunteer group during the Y20 Belo Horizonte event – “Climate adaptation and resilience in cities: the role of youth”.

@ Belo Horizonte Volunteer Group / Greenpeace



Screening of the documentary “*Antes do Prato*” (“Before the Plate”) as part of the Zero Waste Week program by the Porto Alegre volunteer group.

@ Porto Alegre Volunteer Group / Greenpeace





Lecture from the School Project by the São Paulo volunteer group during the 10th Environmental Science Week at Unifesp Diadema.



Ponto Verde activity by the Goiânia volunteer group.





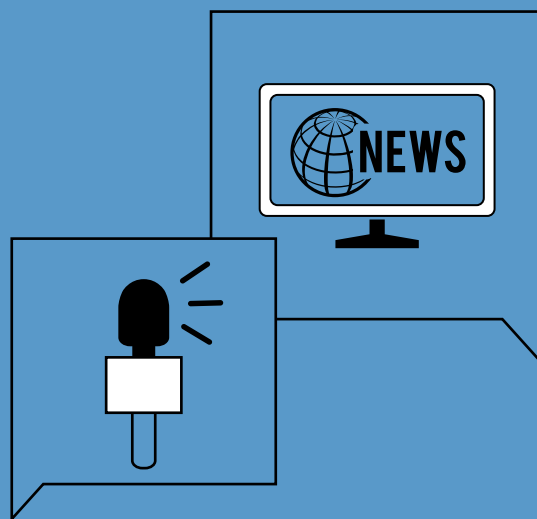
Projection made by volunteers from the Belém group during the Círio de Nazaré, in October 2024.

## ► CHALLENGES AND ACHIEVEMENTS

Despite the challenges faced in 2024, volunteer engagement was remarkable, significantly amplifying Greenpeace Brazil's campaigns—whether by attracting new activists, gathering more petition signatures, or increasing public visibility and pressure for environmental causes.

The year 2024 was also essential in preparing communities and individuals for the challenges ahead in 2025, including COP30 in Brazil and several other critical events in the fight to defend the environment.

## 8. GREENPEACE IN THE MEDIA



In 2024, Greenpeace Brazil’s presence in the media was notable for its extensive reach, consistency, and qualified participation in high-profile socio-environmental issues. From north to south across the country—and echoing internationally—media coverage reflected the organization’s continuous effort to bring critical data, analysis, and investigative reports to the public’s attention.

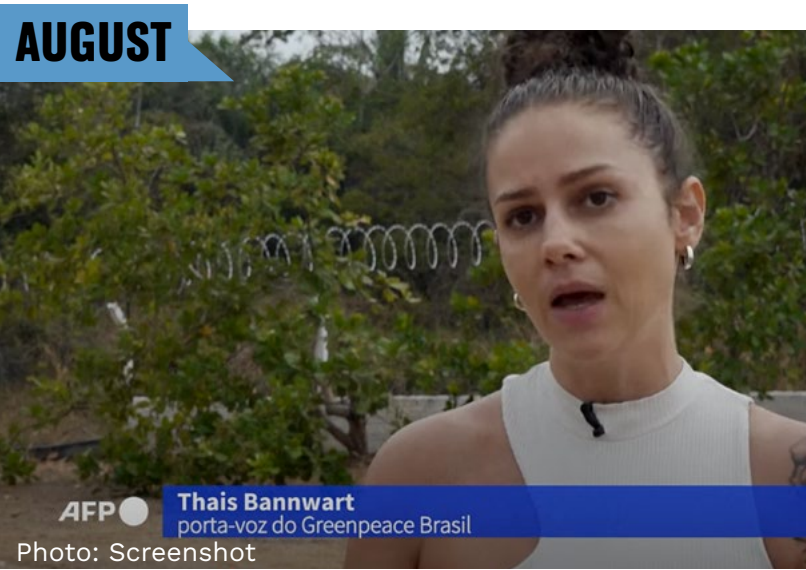
In total, 7,531 stories were published in Brazilian and international media, with 2,536 of these resulting from proactive pitches. Throughout the year, Greenpeace Brazil spokespersons gave 336 interviews, and the organization issued 98 press materials, including press releases, reactive statements, and invitations. The production and dissemination of previously unpublished data emerged as one of the most effective strategies, with at least 15 exclusive datasets shared throughout the year. These addressed topics ranging from the expansion of mining activities in Indigenous territories to the economic and social impacts of the historic drought in the Amazon.

Aerial visibility actions, increasingly recognized as a powerful communication tool, also stood out. Greenpeace conducted five aerial surveys, each focusing on different environmental issues, such as the impacts of agribusiness and mining on Indigenous Lands (Saráé and Kayapó), monitoring wildfires and droughts in the Amazon, and presenting the report *“Banking on Extinction”*, which exposed the financial system’s role in accelerating environmental devastation. Data collection occurred between

April and September, generating widespread media visibility throughout the year. Aerial Surveys:



Bancando  
a Extinção;



Wildfire  
monitoring;



Mining in Sararé  
Indigenous Land;



SEPTEMBER



Photo: Screenshot

Drought  
monitoring;

SEPTEMBER



© Marizilda Cruppe / Greenpeace

Wildfires in Kayapó  
Indigenous Land.

Among the main topics that generated significant media coverage were:

- The Costa Amazônica Viva Expedition, generating reports by outlets such as Globo Amapá, DW Brasil, and Sumaúma;
- The protest during Presidents Lula and Macron's visit to Pará, receiving extensive national and international media coverage, including Seattle Times (Washington Post), CNN Brasil, and Jornal da Cultura;
- The publication of the report "*Bancando a Extinção*", reaching major outlets such as Folha de S. Paulo, O Globo, and Exame, highlighting the connection between rural credit and illegal deforestation;

- The Indigenous Peoples campaign and the *Flying Guardians* game, an innovative flight simulator using real Amazon data to denounce illegal mining and deforestation, prominently featured by CNN Brasil, Valor Econômico, and O Globo.

Other topics generating significant media coverage included the record-breaking drought in the Amazon (featured on Jornal Nacional, Reuters, and ABS-CBN News), the study on the five-year anniversary of the “*Dia do Fogo*,” and reports of mining resuming in Sararé Indigenous Land, extensively covered by O Globo and GloboNews.

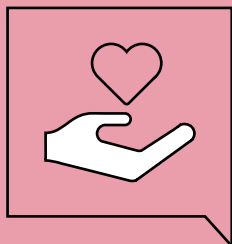
Greenpeace Brazil’s actions and stances during disasters such as the floods in Rio Grande do Sul were notably covered by outlets like Valor Econômico and O Globo. Additionally, coverage extended to the *Vote for Climate* campaign—highlighting the lack of climate proposals in municipal elections—and the organization’s participation in COP29.

The visit of former Formula 1 driver Sebastian Vettel to the Amazon alongside Chief Raoni, covered extensively by both national and international media, added symbolic visibility to Indigenous and environmental struggles.

Overall, the year marked the consolidation of a proactive communication strategy, driven by data, investigations, and strategic interactions with the press. The creation of original content and continuous engagement with diverse media outlets resulted in extensive, deep, and high-quality coverage.

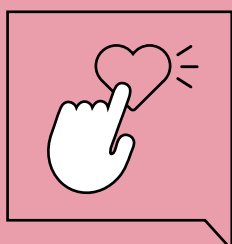
In a context of escalating climate emergency and intense territorial disputes, Greenpeace Brazil maintained its position as a leading reference for environmental journalism in the country.

## 9. FUNDRAISING



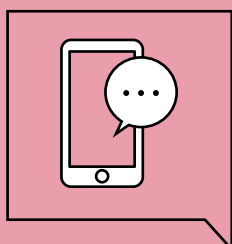
### DONATIONS

In 2024, 14,054 people joined Greenpeace Brazil as new donors, strengthening the fight for environmental protection, biodiversity, and all forms of life. Together with supporters from previous years, a total of 51,745 people are now actively committed to this mission. This collective forms a network of activists that drives actions in defense of nature, Indigenous rights, and traditional communities, whose ancestral knowledge and practices show pathways toward a balanced coexistence with the planet.



### ONE-CLICK DONATION

To further expand the reach of socio-environmental causes, digital channels continued to be strengthened throughout 2024. As a result, 3,562 people visited Greenpeace Brazil's website and chose to financially support the organization. Additionally, the migration process to a new online donation platform was completed, providing a simpler, faster, and safer experience for those choosing to contribute.

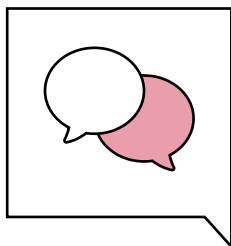


### ALÔ, GREENPEACE!

Throughout the year, thousands of people who signed petitions and manifestos promoted by Greenpeace Brazil were contacted by phone. These calls presented an opportunity to discuss the organization's causes and invite the public to engage through donations. The response was significant: 5,647 people became donors in 2024,



strengthening actions towards a fairer and more sustainable future.



## DIÁLOGO DIRETO

During 2024, 4,845 people began financially supporting Greenpeace Brazil after face-to-face conversations with the Direct Dialogue team. Wearing branded vests, identification badges, and plenty of enthusiasm, the teams engaged with the public in various spaces, participating in over 20 events across different regions of Brazil and expanding the dialogue about environmental urgency.

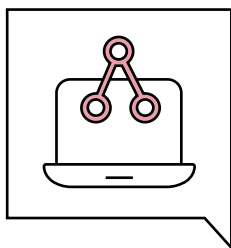
“

***Events such as fairs and festivals provide us a space for meaningful conversations with people. At these moments, we're able to present the challenges we face in defending the environment and all forms of life, and showcase solutions we propose for building a better future,”*** explains Débora Borges, Director of Fundraising.

“

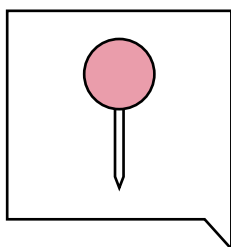
*The presence of Greenpeace Brazil is very important to Rock the Mountain, as it reinforces the festival's commitment to sustainability. We always look forward to renewing this partnership, bringing even greater visibility to the organization's work year after year,”* says Ricardo Brautigam, founder of RTM.





## DIGITAL ACQUISITION

In 2024, the digital strategy contributed 397 new monthly donors, generating a revenue of R\$ 15,018.00. Considering all initiatives conducted through digital channels—including additional campaigns such as crowdfunding and emergency actions—there were 3,165 new donors, resulting in a total fundraising of R\$ 317,612.00. The overall revenue from the online channel amounted to R\$ 332,630.00.



## ONE-TIME FUNDRAISING CAMPAIGNS

Key highlights from specific fundraising campaigns that mobilized significant financial support in 2024:

**Emergency in Rio Grande do Sul:** 1,118 donations, raising R\$ 126,339.00

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**Crowdfunding “Amazônia Depende de Você” (“Amazon Depends on You”):** 815 donations, raising R\$ 74,498.74

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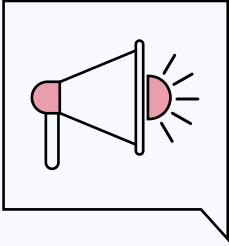
**Crowdfunding for the 2025 Calendar:**  
1,165 donations, raising R\$ 81,018.20

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**Crowdfunding “De Galho em Galho” (“Branch by Branch”):** 309 donations, raising R\$ 33,345.28

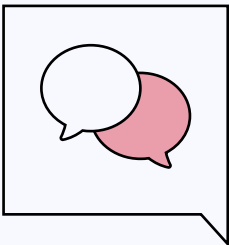


## FUNDRAISING IN OTHER AREAS:



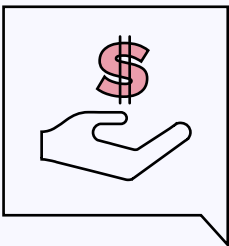
### ACTIVE MARKETING

Through the efforts of the Active Marketing team, it was possible to secure 1,989 new monthly donors and 3,658 one-time donors throughout the year. Revenue generated by this channel amounted to R\$ 241,803.00 from one-time donations and R\$ 99,340.00 from monthly contributions.



### DIRECT DIALOGUE – CONSOLIDATED FIGURES

Through direct engagement on the streets and at events, 2,479 new monthly donors and 2,366 one-time donors were secured, generating revenue of R\$ 134,985.00 in monthly contributions and R\$ 140,168.00 in one-time donations.



### MAJOR DONORS, NATIONAL AND INTERNATIONAL FOUNDATIONS

With over three decades of presence in the country, Greenpeace Brazil continues leading impactful and independent campaigns for climate justice and biome protection. To ensure the sustainability of this work, the organization relies on contributions from major donors, along with partnerships with national and international foundations. Strategic grants and cross-border donations have also been adopted as innovative financing mechanisms. This diversity of funding sources guarantees autonomy and a commitment to transparency—essential principles for addressing the most urgent environmental challenges without influence from corporations, governments, or political parties.

## 10. FINANCIAL TRANSPARENCY



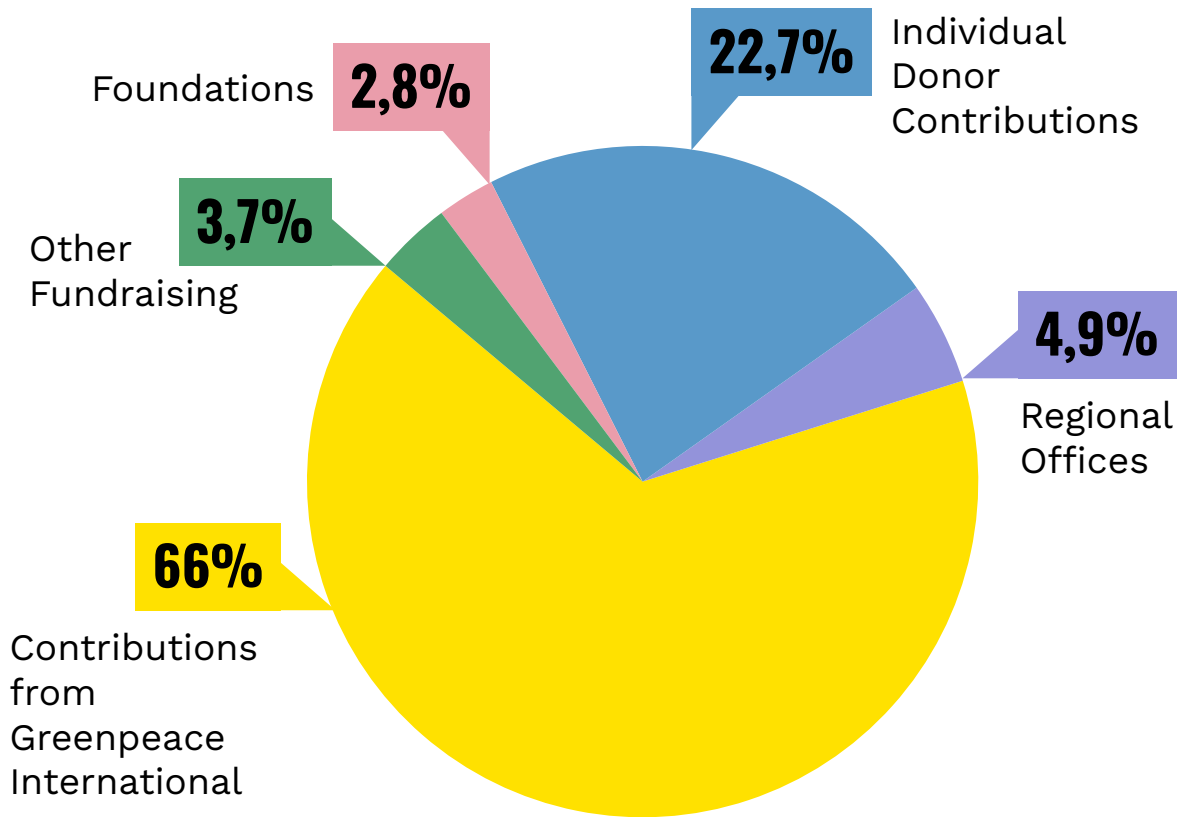
Greenpeace's continued commitment to political and economic independence is what allows the organization to carry out its work free from influence by power groups such as corporations, governments, and political parties. To ensure this independence, Greenpeace Brazil is funded exclusively by individual donors and transfers from Greenpeace International. Annual audited financial statements are part of the commitment to transparently disclose the sources and investments of the resources entrusted by society, which supports Greenpeace Brazil's mission.

In 2024, Greenpeace Brazil's revenue reached R\$ 56.5 million, reflecting a 1.4% decrease compared to the previous year. This reduction still shows the effects of strategic changes in fundraising implemented at the end of 2023. Consequently, 2024 was a rebuilding year, especially in leadership roles, but crucial for laying the foundations for future growth.

Internal and external challenges arose in fundraising from family foundations, impacting negotiations with donor organizations. There was also a decrease in contributions from regional offices. These contributions depend on fundraising needs for specific projects and the availability of funds from major donors and foundations from other Greenpeace offices. However, in 2024, there was an 18.6% increase in contributions from Greenpeace International, continuing a trend from the previous year to ensure successful implementation of the organization's work. Additionally, significant reductions in costs and expenses were achieved.

► **SOURCE OF FUNDS 2024**

Total amount: **R\$ 56.596 million**



	2024	2023
Contributions from Greenpeace International	37.336	31.480
Regional Offices	2.797	5.079
Individual Donor Contributions	12.822	16.153
Foundations	1.572	2.028
Other Fundraising	2.069	2.688
TOTAL AMOUNT	56.596	57.428



**Notes:**

- 1. 18.6% increase in revenue from international donors through transfers from Greenpeace International.
- 2. 44.9% reduction in revenue from regional offices compared to the previous year—these contributions depend on specific project needs and availability of donations from major donors and foundations from other offices for Brazilian projects.
- 3. 20.6% reduction in revenue from individual Brazilian donors compared to 2023.
- 4. 22.5% reduction in funds from family foundations due to challenges such as changes in leadership.
- 5. 23% reduction in other fundraising sources.

**► COST OF FUNDRAISING**

	<b>2024</b>	<b>2023</b>
Fundraising coordination	<b>403</b>	<b>699</b>
Data base	<b>998</b>	<b>731</b>
Acquisition	<b>7.492</b>	<b>11.249</b>
Continuing support	<b>2.941</b>	<b>3.530</b>
Major Donor and others	<b>539</b>	<b>452</b>
TOTAL	<b>12.373</b>	<b>16.661</b>

## ► STAFF AND ADMINISTRATIVE OPERATING EXPENSES

	2024	2023
Executive director and governance	1.586	2.291
IT/ Technology	2.890	2.737
Human Resources	2.445	2.494
Finance	2.284	1.851
Legal	882	158
Administration/ Facilities	3.136	3.280
Organizational Support	773	658
TOTAL	13.996	13.469

## ► ALLOCATION OF RESOURCES

	2024	2023
Agriculture	1.078	866
Oceans	1.359	653
Climate Justice	1.842	1.934
Amazon	3.659	3.937
Research	1.423	2.194
Public Policies	3.239	1.730

Campaign coordination	<b>1.073</b>	<b>1.050</b>
Logistic	<b>4.301</b>	<b>3.175</b>
Airplane	<b>1.870</b>	<b>1.973</b>
Communication	<b>3.111</b>	<b>4.890</b>
Digital	<b>769</b>	<b>777</b>
Engagement	<b>2.381</b>	<b>2.337</b>
Volunteers	<b>1.245</b>	<b>1.359</b>
<b>TOTAL</b>	<b>27.350</b>	<b>26.875</b>

**Notes:**

1. 25.7% reduction in fundraising costs, impacted by the strategic shift in fundraising approaches made at the end of 2023.
2. 1.8% increase in personnel and operational expenses for projects, due to structuring leadership roles for the COP30 project.
3. 3.9% increase in administrative personnel and operational expenses, due to structuring of the internal legal department.



## ► TYPES OF EXPENSES

	2024	2023
Wages	30.754	32.171
Operational costs	19.081	20.169
Media	1.234	1.993
Infrastructure - Building costs	2.650	2.672
TOTAL	53.719	57.005

### Notes:

1. 4.4% reduction in salary expenses;
2. 5.4% reduction in operational expenses;
3. 38.1% reduction in media expenses;
4. 0.8% reduction in infrastructure expenses.

## 11. ORGANIZATIONAL



© Cláudio Oliveira/Greenpeace

### ► BUILDING THE WORLD WE WANT STARTS AT HOME

In 2024, significant advances marked the work of the Organizational area, emphasizing valuing people, nurturing internal climate, and constructing structures that are more efficient, transparent, and aligned with Greenpeace Brazil's core values.

In the talent management area, we launched the Development and Performance Management Program (GDD) aimed at guiding the professional growth and maximizing the impact of our team members in their daily roles. Throughout the second half of the year, the program progressed effectively, reaching its final stage focused on self-assessment, leadership evaluations, and feedback. The outcomes of this phase will enable us to identify high-potential talent and establish an analysis committee, enhancing our strategic approach to talent development and organizational impact.

Human resources management modernization was another key highlight. A new payroll and attendance management system, Protheus (Totvs), was implemented and is now operating independently. The entire team received comprehensive training on the new platform. Simultaneously, all job descriptions within the organization were thoroughly reviewed, revised, and renamed—an essential step to foster clarity and alignment among structures, roles, and expectations.

Enhancing team members' experiences was another priority. Approximately 90% of the employee journey was implemented, while the volunteer and contractor journey continued under development. The recruitment policy was updated to reflect Greenpeace Brazil's commitment to diversity and inclusion, addressing dimensions such as race, gender, sexual orientation, disability (PcD), age, and religion. New attraction strategies were also incorporated, leveraging specialized platforms, social media, and collaboration with HR-focused collectives.

Focusing on integration and onboarding, a new, more robust onboarding model was implemented, closely aligned with institutional and functional demands. Comprehensive admission and offboarding processes were also structured with clearly defined workflows. The benefits policy underwent review, particularly educational subsidies and the sabbatical leave policy, with new guidelines scheduled for rollout in 2025.

Programs dedicated to health and well-being were strengthened, such as TotalPass and initiatives under the "*Thriving at Greenpeace*" project, specifically aimed at leadership development and enhancing psychological safety in the workplace.

The Digital Transformation area evolved significantly in its strategic role, boosting campaign impact and mobilization efforts. Through the production of analyses, perception surveys, and improvements to engagement systems, it was possible to support campaign activities in a more fluid and integrated manner.

Highlighting a key indicator in our technology and digital strategy, the organization recorded an 11% increase in its Digital Maturity Assessment—an internationally recognized survey applied to Greenpeace Brazil staff.

Meanwhile, the Information Technology area ensured the maintenance of a secure and modern infrastructure. System documentation was enhanced, and following an assessment conducted jointly with Greenpeace International, areas for improvement began to be addressed, with implementation continuing into 2025, especially focusing on information security and cybersecurity.

## ► JEDIS & ORGANIZATIONAL CULTURE

The JEDIS agenda—standing for Justice, Equity, Diversity, Inclusion, and Safety—was robust in 2024. Between January and June, key results and insights from the internal census conducted in the last quarter of 2023 were presented.

In March specifically, a presentation for the entire team was held, featuring the Integrity and Diversity Specialist and Greenpeace Brazil's Executive Director. This presentation outlined the key findings and established commitments, such as updating the benefits policy (in collaboration with P&C) and aligning racial indicators with the latest data provided by the Brazilian Institute of Geography and Statistics (IBGE) from the 2022-23 national census.

Throughout 2024, Greenpeace Brazil continued promoting recruitment and selection processes with a strong focus on diversity and inclusion: all job opportunities are announced internally and externally, emphasizing this approach.

Additionally, a presentation was delivered by an external partner, Instituto Identidade do Brasil, focusing on enhancing and sustaining the activity and engagement of the Diversity Groups.



Significant advancements were also made regarding the Integrity System in 2024. The first version of the new investigation protocol was completed, designed to guide the handling of complaints. To achieve this, the organization partnered with consultants specialized in dialogue and restorative justice, meeting a core objective of the update: humanizing the process, incorporating innovative approaches, and enhancing efficiency and responsiveness.

In the second half of 2024, actions initiated previously continued, notably during August, when five workshop sessions were held with leadership teams (Directors, Managers & Coordinators). These workshops aimed to discuss key results and findings from the 2023 internal census, with detailed attention to each department. These sessions not only provided input for developing the Action Plan but also created spaces for active listening, support, and the exchange of best practices among this group.

As a result, the JEDIS Action Plan gained further momentum, particularly regarding the hiring of more Black, Indigenous (or from other traditional and original Brazilian peoples), transgender, and disabled individuals. Greenpeace Brazil adopted an intersectional approach to ensure greater diversity and inclusion, aligning with the country's primary demographic indicators as previously mentioned.

Over these months, additional efforts included supporting the bi-weekly meetings, “Quarta Juntos” (Wednesdays Together), particularly when topics aligned with integrity and diversity agendas, as well as assisting affinity groups, especially the newly formed *Quilombo* group, gathering Black members of the organization. Moreover, extensive exchanges and benchmarking occurred with other Brazilian NGOs to understand their diversity, inclusion, and integrity practices, actions reinforcing the organization's commitment to building a JEDIS-focused

organizational culture—rooted in Justice, Equity, Diversity, Inclusion, and Safety across all its activities.

**The progress achieved in 2024 demonstrates that caring for those who protect the forest, the climate, and people is also a form of achieving climate justice. And this begins right at home.**

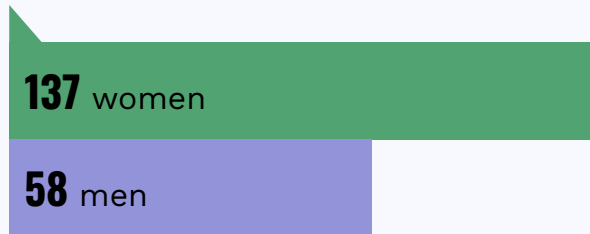


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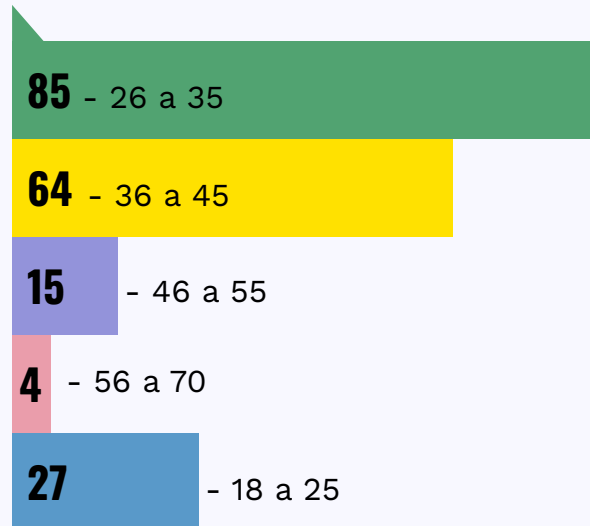
## ► PROFILE OF GREENPEACE BRAZIL EMPLOYEES

In 2024, Greenpeace Brazil had a total of **195 employees**, comprising:

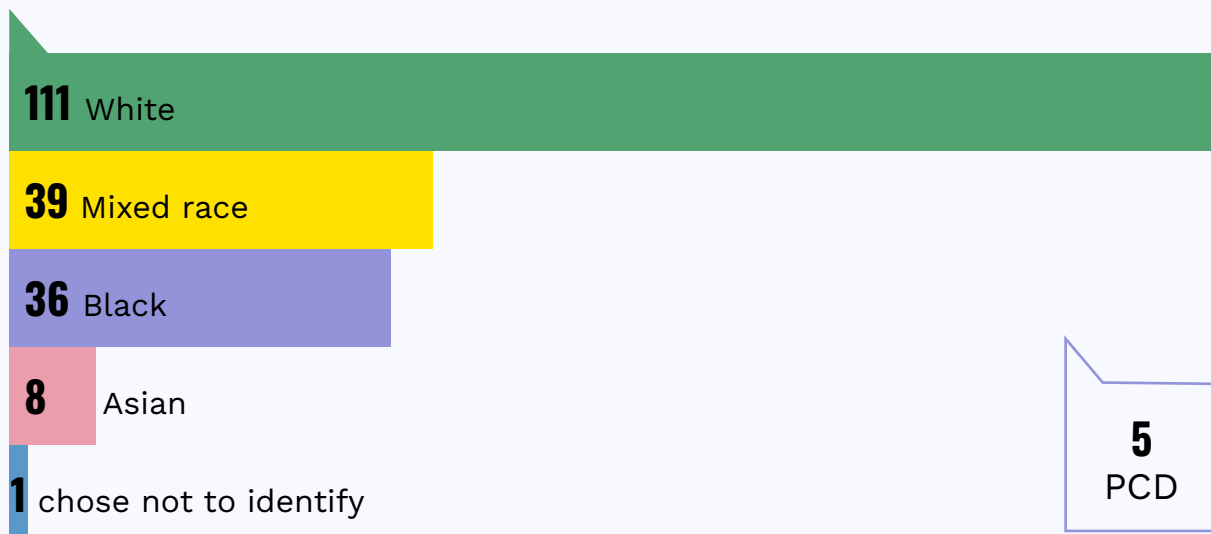
### Gender



### Age



### Racial identity



- The year 2024 concluded by continuing the trend of significant participation of women within the organization. Women make up 70.3%, while men represent 29.7%.
- Regarding race, 38.5% of people identify as Black or Mixed race, and 4.1% as Asian. White individuals continue to be the majority, accounting for 56.9%.
- 43.5% of the organization's employees are between 26 and 35 years old.

## 12. GOVERNANÇA

Greenpeace Brazil is a national, nonprofit civil society organization with governance structures responsible for establishing institutional guidelines and policies consistent with the Brazilian Constitution and aligned with Greenpeace International. It monitors the performance of activities within the country, seeks to uphold the organization's principles and objectives, and oversees the proper use of resources—always ensuring integrity and transparency.

### ► SENIOR MANAGEMENT TEAM

The Senior Management Team (SMT) is Greenpeace Brazil's strategic leadership body, led by the Executive Director. It consists of the Organizational, Engagement, Campaigns, Fundraising, and Operations Directors. Its mission is to establish strategic priorities and ensure teams are aligned and properly equipped to carry out their work.

#### **Members of Greenpeace Brazil's Senior Management Team:**

Carolina Pasquali

**Executive Director**

Agnaldo Almeida

**Operations Director**

Débora Borges

**Fundraising Director**

Igor Ferreira

**Organizational Director**

Laura Leal

**Engagement Director**



## ► GENERAL ASSEMBLY

As the organization's highest decision-making body, the General Assembly meets annually during the first half of the year, by April, to approve financial accounts. Its responsibilities include approving Greenpeace Brazil's financial reports, deliberating on institutional policies and operational approaches, and electing members of the Board of Directors and the Audit Committee from among active members.

## ► BOARD OF DIRECTORS

Elected by the General Assembly, the Board of Directors is responsible for the strategic direction of the organization. Its duties include ensuring compliance with legislation and bylaws; appointing and dismissing the Executive Director; monitoring performance concerning priority-setting and achievement of objectives; reviewing and approving the budget and annual work plan (including any adjustments during the fiscal year); ensuring alignment with Greenpeace International's guidelines and priorities; creating committees and defining their regulations and responsibilities; and approving the admission of new active members.

### **Members of the Board of Directors:**

#### **Chair**

Brenda Brito do Carmo

#### **Vice Chair**

João Paulo dos Santos Pacífico

#### **Board Members**

Braulina Aurora

Estela Renner Cardoso de Almeida

Fernanda Fraga dos Santos Flandoli  
João Paulo Mello Amaral  
Jurema Pinto Werneck  
Leandra Rodrigues Leal Braz e Silva  
Marcelo dos Santos Rocha  
Maryellen Crisóstomo de Almeida

## ► **AUDIT COMMITTEE**

The Audit Committee is responsible for overseeing Greenpeace Brazil's activities, functioning directly and indirectly. Its responsibilities include monitoring administrative actions and ensuring compliance with legal and statutory obligations; issuing opinions on the annual administrative report, including supplementary information when necessary; reporting to management and, if required, the General Assembly about any irregularities, fraud, or crimes identified; reviewing periodic balance sheets and other financial statements; and evaluating the annual financial statements, providing a formal opinion on them.

### **Audit Committee Members**

Carlota Aquino Costa  
Onofre de Araujo  
Mônica Takeda

## ► **EXECUTIVE BOARD**

Responsible for the executive and administrative management of the organization, the Executive Board is composed of the Executive Director and their team. Its duties include: ensuring the implementation of decisions made by the Board of Directors, coordinating the organization's activities, overseeing and carrying out administrative, financial, budgetary, and planning functions, managing the staff, and performing other tasks assigned by the Board of Directors.



