

2022



Green Guardians

GREENPEACE

SHARING OUR GRATITUDE

Dear Green Guardian,

As I reflect on our progress over the past year, there are many ways to describe 2022. It has been a year of learning, a year of action, a year of change.

Greenpeace works to change mindsets and systems, and that work can take many forms. Sometimes, change involves taking legal action to uphold environmental protections. Other times, change unfolds when a Greenpeace investigation reveals how a company is harming people or the planet, and the resulting reporting pressures them to change their ways. On occasion, it can mean scaling an oil drill to disrupt business as usual, draw public attention, spark debate, and inspire people to act.

All that to say, Greenpeace has no single method or set formula to affect change. We use a number of different tools because interconnected problems require interconnected solutions. To change the world, we need marches and rallies, blockades and banner drops. We need to draw on what we've learned to build capacity within the communities and movements we connect and collaborate with. We need the behind-the-scenes work, the public-facing campaigns, and everything in between.

And most importantly, we need you.

People are at the heart of everything we do. Your stories inspire us. Your donations empower us. Your time shapes our work. And your shared vision for a better, brighter future brings us closer to one.

For that, we are so thankful.

We have prepared this Gratitude Report to offer you an up-close-and-personal look into the workings of Greenpeace. You'll read different perspectives and examples of how Greenpeace works to affect change, both in the world and within the organization. We hope you feel proud and inspired to see the work your support makes possible.

As I look to next year, I am hopeful for what we will achieve together. The challenges are significant, but so is the courage of our convictions. We're on our way to building a greener, more peaceful world. Thank you for being a part of it.

Sending you and your loved ones my warmest wishes for the holiday season and the coming year.



JACKIE GALLAGHER

Head of Donor Engagement

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A SPECIAL GIFT FOR YOU

As a member of our Green Guardian community, you are one of our most committed and generous supporters. Thank you for everything you do. As a token of our appreciation, we would like to offer you a beautiful 2023 Greenpeace wall calendar! If you would like to receive one, just send us an email (supporter.ca@greenpeace.org) or give us a call, at **1-800-320-7183 (toll-free)**.



Warm wishes,

Sana Fazal

Supporter Care Manager



GREENPEACE'S TOOLS FOR CHANGE

A look at how
Greenpeace Canada
works to affect change
and the people who
make it happen.

THE LAW

Priyanka Vittal, Staff Counsel



When I joined Greenpeace Canada six years ago, I was a relatively young, wide-eyed, and naive lawyer coming from private practice. I was all but new to the climate movement and had misconceptions about how my legal training could drive social change.

In law school, we are taught how to work within—rather than transform—a legal system that upholds existing systems of oppression. We learn to speak the language of power and to wield it with an ego, which we develop to project confidence on behalf of our clients or when faced with intimidating opposing counsel. And, as lawyers, we are trained to think rather narrowly about how to use our legal skills. We might have all the tools, the best legal arguments and great policy proposals, but the reality is that no change can happen unless we work collectively with communities to create it.

Working at Greenpeace, my role as Staff Counsel allows me to do just that. I work with campaigners and organizers to help them use the law to achieve their goals. I try to follow the principles of movement lawyering, which

means taking direction from communities and organizers rather than imposing top-down expertise. This wasn't something that I learned overnight. When I started at Greenpeace, I had to check my ego at the door and reevaluate how I saw lawyers' roles in social movements. I had to learn how to support communities instead of trying to be in front of them. And it's a journey that I'm still on, full of challenging but enlightening conversations.

All that to say, my day-to-day is pretty dynamic. Right now, the burning question is how we can use the law to fight climate change. One way is to bring lawsuits and regulatory complaints against fossil fuel companies, holding them accountable for their contributions to the climate crisis. Another way is to propose robust legislation to tax emitters, curb emissions, and promote renewable energy. Alternatively, we can try to convince corporations to include climate accountability clauses in their private contracts. There is no single solution or way of using the law to affect change; it's a matter of getting creative, learning to turn over the right rocks, and asking the right questions.



CREDIBLE COMMUNICATIONS

Marie-Christine Fiset, Head of Media

Working as the Head of Media for an environmental organization, I quickly realized that credibility is the cornerstone of our work. Let's be honest: to speak truth to power, you have to be right. To manage legal and reputational risk, you have to be exact. To be a respected and trusted source of information to the media and decision-makers, you have to be credible.

As a leading environmental advocacy organization, our role is to increase the level and quality of public debate on the issues we work on. Whatever we share must be reliable, verifiable, accurate, and truthful. This is why our Credible Communications Policy is essential. We live in a fast-paced culture that sees us react quickly across multiple channels, using language that often triggers an emotional response. We need to be able to distinguish facts from opinions and verify the information that we choose to rely on if we want to create strong content. The policy covers these kinds of principles and guidelines, which were created to help staff interpret and communicate information.

These imperatives come with some challenges. An important part of my job is to simplify scientific reports to create stories that will impact people and policymakers, bringing about change. Data is not always sexy or easy to digest, and I'd say my biggest challenge is finding the right balance between facts and emotional appeal. I need to find ways to increase the impact of a claim without compromising its credibility.

An added challenge is that a lot is shared on social media and presented as credible information. If you don't do a background check, it is easy to believe incomplete or incorrect content. To navigate what some people call

this "age of misinformation," it's important to be critical. Even though I look to trusted media outlets to stay informed, I still scrutinize what I read. On what research did they base their article? Who commissioned the report? For whom? Am I reading an opinion piece, paid content, or facts? These are some of the questions I ask myself on a day-to-day basis when deciding what information to use. And I would advise the same to anyone seeking reliable information—check and then double-check the sources of information. You may be surprised by what you find!

While there are challenges, it fills me with hope to see the amount of credible research and reports on climate change that are produced and shared. The climate crisis is no longer a marginal topic found on the fiftieth page of the newspaper, next to an SUV ad.

Have you heard about the Greenpeace Canada Education Fund?

Established in 2020, the Greenpeace Canada Education Fund is a registered environmental charity. Separate from Greenpeace Canada, the Greenpeace Canada Education Fund works to increase public awareness of environmental problems and to highlight solutions through research and education.

Greenpeace Canada and the Greenpeace Canada Education Fund are part of the same global movement working to protect the health of our shared planet and the life that exists on it, in all its forms.

Donations made to the Greenpeace Canada Education Fund are eligible for a tax receipt.

Visit gcef.ca, to learn more, or send an email to gcef.ca@greenpeace.org. You can also reach out by phone at 905-828-0133.

JEDIS



JUSTICE, EQUITY, DIVERSITY, INCLUSION AND SAFETY

Mikhaela Connell, Justice and Equity Coordinator



I'm thrilled to join Greenpeace in a way that affirms my experiences as a Black woman and combines my professional skills with my desire for justice. In my role, I coordinate JEDIS portfolio work, weaving these principles into the fabric of our organization's culture, campaigns, and identity. Above all things, I am an advocate and find purpose in carving spaces for marginalized voices in environmentalism.

On this journey, Education, Community, and Radical Joy are my tools of choice. In seeking justice, we must replace our assumptions and prejudices with knowledge and understanding. This includes recognizing our intersecting layers of identity and the privilege that comes with it. For this reason, the learning (and unlearning) required to dismantle oppressive systems is often found in the cultivation of community; we find true understanding when we can accept that experiences exist outside our own. And woven into these interactions with one another must be joy. I say radical joy because there is no greater rebellion than to find joy in a world that preys on misery and isolation. We can feel anger as a movement, while still holding space for laughter, kindness, and love.

These tools make up the pillars of my work here at Greenpeace, as well as our approach to addressing the limitations of the environmental movement. With the support of our wonderful JEDIS team, Greenpeace is fostering the culture necessary to shift systems that uphold white supremacy, colonialism, and capitalism—some of the main catalysts of the environmental crisis. As a working group, we strategize ways to promote intersectional environmentalism and ensure diverse representation across our organization.

There are many ways we are working to change the internal culture at Greenpeace Canada, for example. In a move that prioritizes staff well-being, we've adopted a four-day workweek. As part of our commitment to equitable hiring practices, we also look to implement a recruitment process that values lived experiences, rather than simply evaluating a person's ability to do a particular job based on an academic degree or other formal qualification. With these kinds of changes, we aim to centre diversity in a meaningful way.

In our work, we also look to learn and connect with the communities we serve. This includes a Healing Justice Fund, created to support front-line Indigenous climate justice leaders in claiming their right to rest. The healing justice framework calls on movements to reimagine justice to centre healing as a pathway toward collective liberation. The fund will be administered for the first time this year, marking the start of new relationships of trust-based philanthropy.

Overall, JEDIS has become a means to change the status quo at Greenpeace Canada, challenging us to take an intersectional approach in all that we do. We want to be bold in our claims and make our identity as a social justice organization clear: social justice is environmental justice. The destructive mindsets that devastate the planet also devastate our connections and humanity. To save the Earth, we must care for each other, listen to one another, and collaborate based on the diversity of our experiences.



NON-VIOLENT DIRECT ACTION

Earyn Wheatley, Head of Actions and Mobilization

One of the most diverse and impactful tools Greenpeace Canada uses to affect change is non-violent direct action (NVDA). As an organization that promotes peace, non-violence has been a core value since Greenpeace's inception and is central to our practice. The tactics we use come from generations of experience shared by practitioners with roots in the civil rights, anti-war, and Indigenous sovereignty movements, as well as other social and environmental justice activists who mobilize for a better world.

As part of our commitment to peacefulness, the Actions and Mobilization Team holds Basic Action Trainings (BATs) for people interested in taking direct action with Greenpeace. We start with the basics, breaking down the principle of non-violence and the anatomy of a campaign. Since our actions are meant to shift narratives, these discussions unpack the logic of impactful campaign actions, looking at why we choose different NVDA tactics. We then introduce participants to different forms of resistance.



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In April 2022, Greenpeace Canada activists delivered an eight-foot-tall birthday cake and card topped with pipeline candles leaking oil to Scotiabank's corporate headquarters in Toronto, right ahead of the bank's 190th AGM.



© Tim Aubry/Greenpeace

In 2018, activists suspended from the Iron Workers Memorial Bridge in Vancouver formed an aerial bridge blockade in the path of a Trans Mountain tar sands oil tanker.

The training on creative resistance focuses on designing banners and messages, while participants learn how to hold space with their bodies or tools during the introduction to blockades. It's important that activists know their rights, so we also brief participants on how the Canadian legal system treats NVDA. Ultimately, we want people to take action in ways that are safe, responsible, and impossible to ignore.

Non-violent direct action is a powerful tool for change. From women's suffrage to the labour movement, anti-colonial resistance to disability justice to 2SLGBTQ+ rights, there is a long history of social movements changing the social fabric of society through non-violent struggle. It's a way to exercise your rights and withdraw your consent, or show the world what you want to see. It's a way to draw attention to a particular struggle in creative and inspiring ways. And it's a way of bringing people together, building trust, and finding common ground across differences.

CAMPAIGNS

Reykia Fick, Nature & Food Campaigner



In early December, governments from around the world will converge in Montreal for the UN Biodiversity Conference, known as COP15. At this meeting, countries that signed onto the UN Convention on Biological Diversity will negotiate a new set of biodiversity targets for 2030. With wildlife in steep decline, this summit is an opportunity for governments to collaborate and chart a new course for nature. And with the conference taking place on Canadian soil, Canada can play an important role in delivering the outcomes we need.

As the host nation, Canada must set an example. It needs to show up to the summit with ambitious targets and a bold plan to achieve them. That's why Greenpeace is campaigning for the federal government to pass a nature and biodiversity act. We need federal legislation to address the root causes of biodiversity loss and support Indigenous governance. We need these kinds of laws regardless of what is negotiated at COP15, but international conferences like these are an invaluable moment to press for them. After all, global commitments are a tool to get governments to do what is needed. And since the Canadian government has failed to meet many of its previous biodiversity targets, codifying its commitments would help keep it accountable and ensure corrective action.

As a campaigner, I will meet with people inside and outside the government over the next few weeks to build acceptance and support for such an act. We're also gearing up and planning more creative campaigning opportunities. Just a few months ago, we painted a street mural outside Environment Minister Stephen Guilbeault's office, asking for better nature protections. And come December, we'll be on

the ground in Montreal, finding creative ways to hold leaders to account for the delivery and implementation of a strong agreement.

As I write this, our plans are in the works, with several events on the horizon. To kick off COP15, we'll be hosting a press conference alongside Indigenous leaders from Canada and other countries, where they will speak to the importance of centring Indigenous rights and perspectives in how humans interact with nature. Greenpeace will also attend a rally alongside other environmental and wildlife organizations on December 10th, calling on leaders to act.

Being part of such an important campaign is both exciting and intimidating. I feel the urgency of this moment in time, with everything that it means for our planet and the species that call it home. But I've come to believe that maintaining hope is both a moral obligation and an act of love. I remind myself that solutions are possible, and we won't stop campaigning until we get them.



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In August 2022, Greenpeace Canada supporters and staff painted a mural in front of the Minister of Environment and Climate Change's office in Montreal.

SUPPORTERS

The story of Greenpeace is one of hope. It is a story about the remarkable impact ordinary people have when they come together to protect what they love. What started as a group of twelve setting sail to stop a US nuclear weapons test grew into a movement thanks to passionate people like you. In lending your voice, your time, and your resources, you are shaping our campaigns—and the world.

Supporters are one of Greenpeace's most powerful forces for change. We come from different backgrounds and generations to raise awareness and hope. Read the testimonial below from one supporter, Guy Faubert, who has contributed to Greenpeace campaigns in a number of ways over the years, most recently by making a gift in his Will.



Guy Faubert

"I chose to include Greenpeace in my Will because it deserved recognition for really being the first organization dedicated to protecting the planet's ecology and promoting peace and sustainable practices. While I was a Vancouver resident, I also volunteered for Greenpeace and participated in activist training and contributed my time to several campaigns. Thus, it was natural for me to continue supporting the organization in my Will. I remain a firm believer in Greenpeace's vision and activities which have only grown more pertinent since its inception."

THANK YOU FOR BEING A GREEN GUARDIAN



Green Guardians

Green Guardians are an international community of Greenpeace supporters who have gone above and beyond to ensure the planet is protected.

Thank you for being one of them! We couldn't do it without you.

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