



GREENPEACE
CANADA
EDUCATION
FUND



Our Mission

This is a pivotal moment for our planet. Less than a decade separates us from irreversible damage from climate change. Despite the consensus that climate change is real and a majority of Canadians wishing to see fossil fuel phased out, oil and gas companies - and their allies - are stymying meaningful climate action. Disinformation is blurring our collective understanding of the issues and solutions to this crisis. To address it, we must bridge the knowledge gap and combat the sense of powerlessness instilled by this continued obstruction of democratic will.

That’s why the Greenpeace Canada Education Fund (GCEF) was created. Launched in 2020, the Fund seeks to deepen our collective understanding of the environmental, climate, and energy issues affecting people living in Canada and around the world. We do this by focusing on research, education, and the effective dissemination of our findings to the public.

What We Do

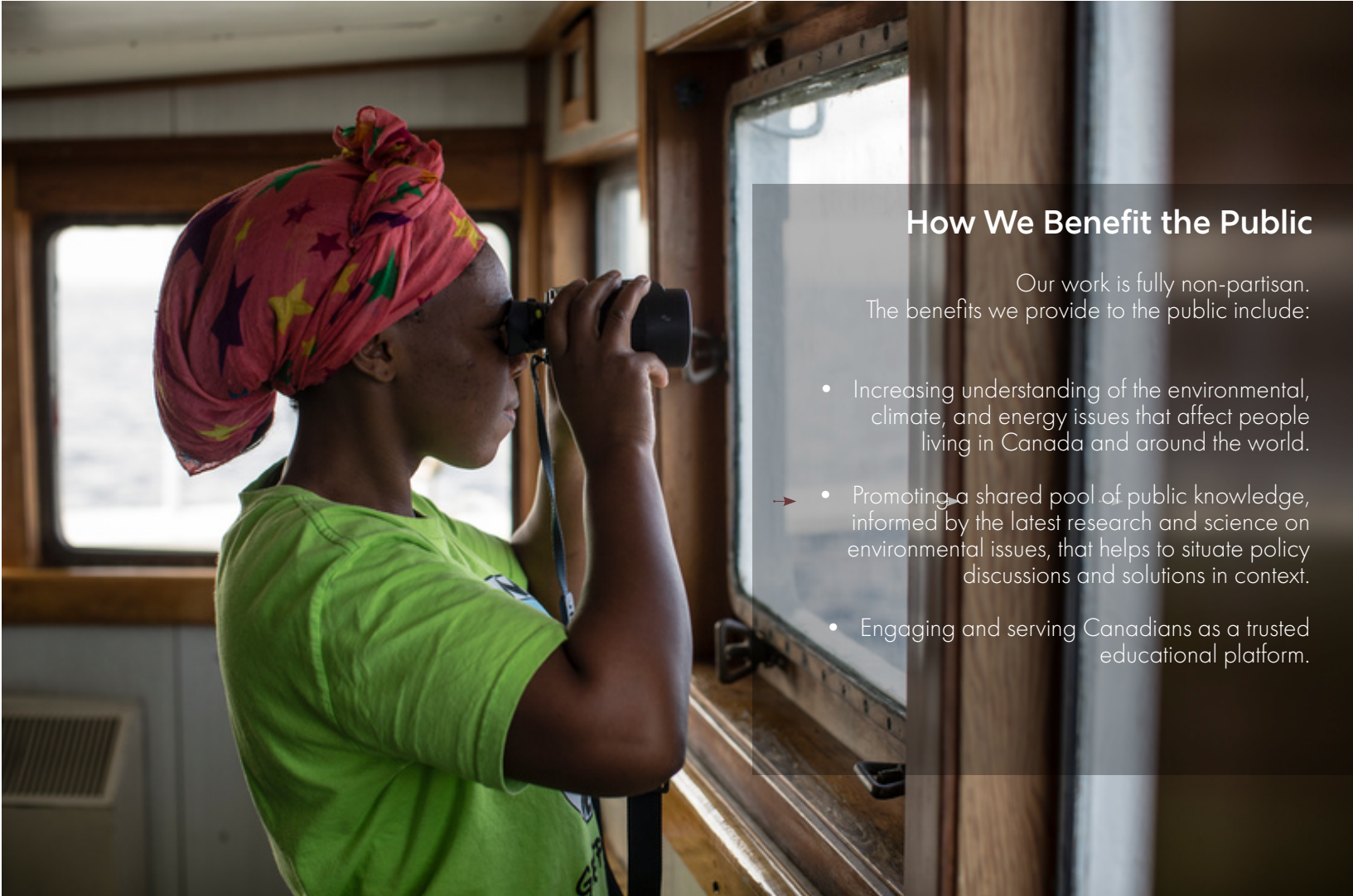
The Greenpeace Canada Education Fund is a registered charity that advances education on environmental issues.

Our charitable purpose is to:

Advance education by conducting and disseminating research on climate change, environmental protection, ecological conservation, environmental science, and renewable energy.

Serve as an educational provider to the public, including courses, conferences, seminars, and workshops on environmental problems affecting people living in Canada and around the world, including climate change, biodiversity loss, pollution, and prospective solutions.

Develop and facilitate partnerships between the public, institutions, and governments to protect and preserve the environment.



How We Benefit the Public

Our work is fully non-partisan. The benefits we provide to the public include:

- Increasing understanding of the environmental, climate, and energy issues that affect people living in Canada and around the world.
- ➔ • Promoting a shared pool of public knowledge, informed by the latest research and science on environmental issues, that helps to situate policy discussions and solutions in context.
- Engaging and serving Canadians as a trusted educational platform.

Our Values

Guided by justice

We seek to prioritize the needs of marginalized communities and those most affected by climate change across all aspects of our work.

Committed to science-based research and analysis

We are committed to using the best approaches and tools available to conduct research with integrity.

Creating trust through transparency and relationship-building

We aim to share the results of our work openly - the successes and failures too - and seek and incorporate feedback to learn from and grow with our community.

Empowering human networks

Education succeeds when paired with approaches that amplify awareness and reflect local realities.



Programming Areas

We aim to deepen our collective understanding of environmental issues by conducting research, advancing education, and effectively disseminating our findings to the public. We are focused on four key areas: Environmental Education, Climate Action, Oceans & Plastics, and Food & Nature.

For a current list of active projects, please click [here](#).

Environmental Education

Greenpeace Canada’s (GPC), Greenspeakers program empowers Canadian youth to find creative solutions to local and global environmental challenges through educational resources, thought-provoking speakers, and interactive learning sessions, engaging more than 17,000 students from K-12 and 328 presentations across Canada since 2015. After a recent program assessment, our renewed focus could address gaps in current provincial curricula, including concepts of climate justice and eco-anxiety. A contribution to GCEF can help us support the development of the program across the country and strengthen environmental knowledge for youth.



Climate Action

Largely due to climate change, weather extremes such as heat waves, wildfires, and flooding are impacting Canadians more often, displacing people from their homes and causing untold destruction - even death. Understanding the root causes of these issues will serve the public by educating citizens, media, and decision-makers through in-depth investigations, documentation, and research. We have supported initial work that aims to examine how fossil fuel companies and banks contribute to misinformation and greenwashing. Supporting GCEF will enable further research.



Oceans & Plastics

Our oceans are home to millions of awe-inspiring creatures, and part of the cultural heritage of millions of coastal peoples in Canada and worldwide. Life on our blue planet depends on healthy oceans, but scientists warn that sea life could face the next mass extinction. Urgent action is needed to protect all life in our oceans, large and small, and to support people who live by the ocean and rely on it for their livelihoods. A contribution to GCEF can support research initiatives and proposed solutions for ocean health and protection.



Food & Nature

Food systems are responsible for a third of global greenhouse emissions. GCEF can support projects that clarify the drivers of biodiversity loss in Canada’s agricultural system, including the identification of national and international supply chain links that contribute to these emissions, incentives to Canada’s meat and dairy processing industries, and the impacts of our consumption on the environment. A contribution to GCEF will strengthen the ability of Canadians to understand our national food system and its connection to the environment.



Project Spotlight: So Sue Me Report and Competition Bureau Complaint

In 2022 GCEF began its first research project through a generous grant, leading to an investment in GPC’s research team to investigate the links between banks and the fossil fuel industry in Canada. Major deliverables from this research became public in early 2023. These include:

- So Sue Me, a research report on the use of greenwashing by Canadian banks. Key findings included the discovery of increased funding for fossil fuel expansion among the Big Five between 2016 (\$101 Billion) and 2021 (\$131 Billion), despite ongoing public announcements about their climate actions and commitments, and the examination of legal mechanisms available in Canada to hold these corporations accountable.
- The senior Researcher & Writer at GPC has also seized responsive opportunities to highlight green washing by fossil fuel companies, including spearheading a deeply researched complaint to Canada’s competition bureau against the recent “Let’s Clear the Air” Pathways Alliance advertising campaign, supported by over forty pages of research. The report also assessed the lobbying activities of the Pathways Alliance and found it lobbied the government 162 times in 2022, or three out of every five working days. This complaint received strong press coverage in Canada, and Catherine McKenna gave a quote for the press release.

Ways of Giving and How Your Support Will Have Impact

Through an unrestricted donation, your support will help us increase our investigative research capacity and raise awareness about key environmental issues. Donations can also be designated towards specific active projects within our programming areas. There are numerous ways to support us:

- Signing up to our [newsletter](#)
- Making a [one-time donation](#)
- Setting up a [monthly donation to give on a recurring basis](#)
- [Making a gift of securities or mutual funds](#)
- Leaving a gift on your Will to:

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