



Greenpeace Japan Annual Report

2020



Reflecting on 2020

2020 was the year when COVID-19 transformed the way we live our lives and altered societal norms. It was also a year when many of us were reminded of the deep connection between human health and the natural environment, as we were warned that the destruction of ecosystems will increase the chances of us being exposed to similar novel viruses in the future. In Japan and around the world, people's day to day lives were greatly impacted by lockdowns, national states of emergency and stay-at-home requests. At Greenpeace Japan we shifted to remote working, a transition that fortunately did not cause too much disruption, being an organisation that is used to holding online meetings with staff members all around the world.

2020 was also a year when climate change-related extreme weather events such as wildfires, torrential rains, and heatwaves forced us to rethink the way we live our lives. The Australian bushfires, which started in September 2019 and continued through 2020, are the most severe known to date. Close to 11 million hectares of land were burned and more than 1 billion animals died. 2020 also saw fires in the Arctic Circle. It has been reported that fires such as these will become the norm if average global temperatures increase by 3 degrees. On 20th June, 2020, a temperature of 38 degrees Celsius was recorded in Verkhoyansk, the "coldest town on earth". This was the highest temperature ever recorded in the Arctic Circle.

Research indicates that a global temperature increase of 1 degree results in a 7% increase in the amount of moisture in the air, due to more water evaporating from the oceans into the air. If we do not stop the rise of global temperatures, torrential rains and flooding will become even more severe. In Kumamoto Prefecture in Japan, torrential rain in July 2020 led to flooding and landslides, causing immense damage. I would like to express my deepest condolences to those who were affected.

Throughout 2020, Greenpeace Japan has worked on multiple levels to slow down global warming and climate change. We engaged in dialogue with megabanks that finance coal fired power plants. Subsequently Mitsubishi UFJ Financial Group, Mizuho Financial Group and Mitsui Sumitomo Financial Group all announced

that they will stop investing in new coal fired power plants. 2020 was also the year when Japan, China and South Korea - three of the world's most carbon polluting countries - all made carbon neutral pledges. Both of these are important victories that were possible only with our donors' support.

2020 was also a significant year for fashion and the environment, with 80 global fashion brands working towards zero toxic chemical emissions by 2020 as part of Greenpeace's "Detox Campaign", which has been running since 2011. Following meetings between Greenpeace Japan and Fast Retailing's (owners of UNIQLO) President Tadashi Yanai and management, the company announced in 2013 that it would eliminate the usage and emission of all toxic chemicals by 2020. At the end of 2020, Fast Retailing announced that it had reached 99.8% compliance rate with waste water standards. Greenpeace Japan will continue to monitor the initiatives of Fast Retailing and other companies.

In 2021, Greenpeace will celebrate 50 years since its foundation. This will be an important year for the world to come together and accelerate actions for net carbon neutrality. At Greenpeace Japan, we will continue to make recommendations for Japan's climate targets, aiming to raise its 2030 mid-term goals, while also working with citizens to push more local governments to make carbon neutral declarations. We will also put pressure on Japanese companies to introduce policies to greatly reduce their usage of single use plastic, which is responsible for both greenhouse gas emissions and environmental pollution.

We ask you to continue supporting Greenpeace and our work so that children living 100 years from now will inherit a diverse and healthy planet.



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Greenpeace Japan
Executive Director, Sam Annesley

7,725

Supporters

3,601

Event participants

1,486

Volunteers

1,690,847

Greenpeace Japan
website total views

2,721

Greenpeace Japan
media coverage

YOUTH STRIKE
FOR
CLIMATE

Key Figures: the year in numbers

Campaign Summary

Climate & Energy

Combatting the climate crisis and building a safe and just society



Greenpeace Japan has played a critical role in challenging the dominant energy narrative in Japan and in helping to facilitate the expansion of a movement that gives more social license to renewable energy and less to the fossil fuel and nuclear industries. We have been changing the financial stream of coal investment, forcing megabanks to stop investing in coal. We have delayed the restart of nuclear reactors, providing scientific analysis on issues relevant to the Fukushima Daiichi accident, while also closely monitoring the discharge of radioactive water into the Pacific Ocean.

In relation to the COVID-19 pandemic, we reoriented our work to focus on being more responsive to the outside world. We demanded a green and just recovery from the pandemic and filed a proposal for this to the government. We responded to the climate crisis-driven Kyushu floods, and the Mauritius oil spill accident that was caused by Japanese shipping companies, by emphasising the urgent need for bold climate actions and proposing a new vision for a safer and more sustainable society that is aligned with a green and just recovery. We also focused

on more in-depth engagement with climate-concerned citizens and local groups to create a people-powered movement for zero-emission cities, starting with Tokyo and its municipalities.

In September 2020, Prime Minister Suga announced that Japan would be carbon neutral by 2050. The government released its 'Green Growth Strategy' last December, however, the proposed pathway still maintains that nuclear power and technology are necessary to support the fossil fuel industry. In the year 2021, Japan will determine its Basic Energy Plan and submit revised NDC targets before COP26. To stop aggravating the climate crisis and build a more just and resilient society for people and all lives on the planet, it is critical to force the government to commit to a pathway for their 2050 net-zero plan that does not include nuclear energy or fossil fuel. We will ensure that Japan commits to at least a 50% greenhouse gas reduction by 2030 compared to 2010 levels, and revises its renewable energy targets to at least 50% or more by 2030.



© Masaya Noda / Greenpeace

A big step forward - first ever climate change related shareholder resolution submitted to three megabanks

One of our major campaigns in 2020 focused on the ties between Japan's major financial institutions and the coal industry. Despite coal entering what the International Energy Agency (IEA) calls "structural decline", Japan is one of the leading countries in terms of providing finance and loans to coal-fired power plants and operations, both in Asia and around the world. Building on the momentum from COP25, we held a banner action in Davos at the World Economic Forum to draw media attention towards the issue of coal financing and the actions of Japanese megabanks in particular. We then worked with other NGOs, such as Kiko Network, to file a climate shareholder resolution at Mizuho's annual general meeting, the first time a resolution of its kind has ever been filed with a major Japanese financial institution. The resolution gained 34% approval from shareholders, and even without being formally passed, all three megabanks have since updated their coal finance policies, in principle ruling out loans to new coal-fired power plant projects. We worked with numerous institutional shareholders as part of this movement, including Credit Suisse, UBS, and Danske Bank, with KLP, Storebrand and Nordea publicly voicing their support for the resolution.

We have also released two reports looking into coal finance and the role that Japanese financial institutions play. In July, Europe Beyond Coal released the latest version of the Fool's Gold report, with a chapter contributed by Greenpeace Japan specifically examining the financial flows Japanese banks provide to Europe's biggest coal enterprises. This was also then re-released in September in Japanese by Greenpeace Japan, at the same time as an accompanying webinar targeted at Japanese media.

In December, following on from Prime Minister Suga's announcement about Japan's net-zero target, Greenpeace Japan released "Achieving Net-Zero with China, Japan, and South Korea's Overseas Energy Finance", looking into finance opportunities in Southeast Asia. South East Asia has a long history of energy investment, however this has typically focused on fossil fuel projects. Standing now on the cusp of a renewable energy revolution, the major financial institutions of China, Japan, and South Korea stand to miss out on this opportunity if they continue down existing investment pathways.



© Masaya Noda / Greenpeace

Citizens raised their voices and stopped the release of contaminated water into the Pacific Ocean

The Japanese government had said that it would decide on how to dispose of the radiation contaminated water that continues to accumulate within the Fukushima nuclear power plant within 2020. However citizens raised their voices, and stopped them from doing so.

In January a subcommittee of the Ministry of Economy Trade and Industry narrowed the decision down to two options: to either discharge the radioactive water directly into the environment via ocean discharge, or to dispose of it using vapour release into the lower atmosphere. Greenpeace Japan published a statement in response to this decision and campaigned to raise awareness about the public comments process and called on people to submit their comments. Of the more than 4,000 comments that were submitted, 2,700 of them expressed safety concerns regarding the disposal of the radioactive water. In a highly unusual development, the deadline for the submission of public comments was extended three times. We continued to

provide information regarding the issue to the United Nations special rapporteurs, and in June, numerous special rapporteurs put out a joint statement declaring that human rights were not being duly protected through the decision making process regarding the contaminated water.

In October we collaborated with other organisations to start an international petition. In the same month we also published the report “Stemming the tide 2020, the reality of the Fukushima radioactive water crisis”, pointing out that the contaminated water contains not only tritium but also other radionuclides with long half-lives. We reported on the failings of TEPCO’s radionuclide removal process and advocated for the long term storage of the water on land, while radionuclide removal processing technology is properly developed. Furthermore, we worked with other organisations to submit a written request to the Minister of Economy, Trade and Industry not to discharge the water into the ocean, and held an accompanying press conference.

Throughout the year, in response to the Japanese government’s stance of promoting nuclear power as a way to combat climate change, we campaigned to spread the message that “nuclear power is not a solution for climate change”.

We published our report “Radioactivity on the Move 2020” covering the three-week Fukushima radiation survey conducted in 2019. We also continued the survey during 2020, although it was scaled down due to the COVID-19 pandemic.

Zero Emission Tokyo, for a 2050 Carbon Zero Society

This campaign was started before the Japanese government announced its “2050 Carbon Zero” goal, and focuses on Tokyo due to its significant influence on the central government. The campaign uses Tokyo’s “Zero Emission Tokyo Strategy” to promote Tokyo’s energy shift agenda. Firstly, we worked with other NGOs to conduct a survey of energy procurement by Tokyo’s municipalities, the results of which were published in a report and through an event.

As it will require all 62 municipalities of Tokyo to take actions in order to achieve the targets, we also set up an SNS community in September 2020, from which groups from more than 20 municipalities were born and which has been used for information sharing, study sessions and submission of petitions to parliament.

Furthermore, alongside our civic work, we also commissioned Global Market Research company, Ipsos to conduct a national opinion poll which we then published, as well as submitting a proposal to the Ministry of the Environment containing five recommendations, including the development of a concrete road map for the realisation of a carbon neutral society, a significant increase in the 2030 midterm reduction goals and the creation of jobs within the renewable energy sector.



© Taishi Takahashi / Greenpeace

Calling on Mitsui OSK Lines Ltd. to take responsibility for the Mauritius oil spill

In July 2020, a large freight ship, chartered by Mitsui OSK Lines Ltd. (MOL) ran aground off Mauritius causing an oil spill. In response, Greenpeace Japan submitted an open letter to the ship’s owner Nagashiki Shipping and MOL, in cooperation with Greenpeace Africa and a local Mauritian NGO. The letter demanded that the two companies (1) Fully implement the Polluter Pays Principle and pay for all current and future damages; (2) Initiate and fund a fully public independent investigation into the causes and consequences of the disaster for both people and the environment; (3) Abandon this passage through Mauritian waters to ensure protection of the island; (4) End business operations reliant on fossil fuels. We also started an urgent online petition to demand that the two companies fulfill their social responsibilities as those responsible for the accident. In August, Greenpeace Japan activists deployed a banner action in front of MOL headquarters to call on the company to assume its social responsibility and develop a concrete action plan to reduce the damages done by the current accident, and also to prevent future such accidents.

Subsequently, MOL announced that, while the owner of the ship takes primary legal responsibility, as the charterer of the ship they bear a social responsibility for the long term pollution caused by the oil spill, and its effects

on the environment and people's livelihoods in Mauritius, pledging 10 billion yen in a notably long term policy for the continuing recovery from the accident.

Protecting the Amazon rainforest and slowing down the climate crisis

The Amazon rainforest is being set alight and its trees are being cleared in order to make space to raise cattle and grow soybeans to feed livestock. Not only are precious ecosystems being threatened, but this also accelerates climate change, as carbon that had been locked into the ground is released into the atmosphere.

We worked with Japanese comedian Fujiwara Shiori to make a video explaining the connection between our lives in Japan and the destruction of the Amazon rainforest, and organised a public study event with Ms. Fujiwara. Mizusawa Arie, Kaigetsu Dante, Mirai Lina also showed their support for the campaign, signing Greenpeace's

petition. We campaigned to raise awareness about how mass consumption of industrial meat and dairy is adversely affecting our health, the lives of animals, water resources, and workers' rights in industrial agriculture, and we made proposals for changing our diets.

Beyond dietary changes, we called for people to join Greenpeace's international campaign to demand the protection of the Amazon rainforest, with 6,000 people from Japan joining.



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Report published

10 September, 2020

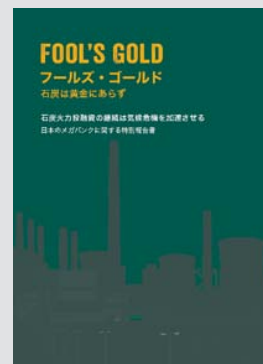
“Fool's Gold - The financial institutions risking our renewable energy future with coal”

Japanese megabanks Mizuho Financial Group, Sumitomo Mitsui Financial Group (SMBC) and Mitsubishi UFJ Financial Group (MUFG) are wasting billions financing coal companies in Europe. This investment not only undermines the clean energy transition, but also risks creating stranded fossil assets as the coal decline accelerates, according to a new report. “Fool's Gold – The financial institutions risking our renewable energy future with coal” examines eight European, and four significant international financial institutions with close ties to Europe's eight most polluting coal companies. These energy companies were responsible for half of all EU coal-based CO2 emissions in 2019. The research finds that in the year after the IPCC released its 1.5°C special report in October 2018, the coal companies received continued support from financial institutions, including Japanese banks.

15 December, 2020

“Achieving Net Zero with China, Japan and South Korea's Overseas Energy Finance”

This report identifies a USD \$205 billion opportunity for renewable energy finance in Southeast Asia. Between September and October 2020, Japan, China and South Korea all announced net carbon zero commitments. However, these three countries are globally the biggest financiers of overseas coal-fired power plants, and if these net zero commitments are not also reflected in their overseas energy finance, the three countries will continue to drive climate change. This report analyses the issues surrounding Japan, China and South Korea's public and private overseas finance, and provides recommendations for a shift in investment and finance from fossil fuels to renewable energy. The report looks at South East Asia, an area with strong connections to energy investment by these three countries and a region where the renewable energy market has grown significantly in recent years, as a possible recipient of financing.





Good Life

Towards a circular society, free of single use waste

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Even if current global initiatives to combat plastic waste such as recycling go as well as possible, it is estimated that the amount of plastic waste that flows into the planet's oceans will still more than double by 2040. In other words, if we don't drastically reduce the amount of single use products themselves, even with improvements in recycling, attempts to combat the plastic waste issue and marine pollution will produce limited results. Society must shift from a single-use disposable culture, to a culture based on reducing and reusing. Plastic waste has increased due to the COVID-19 pandemic, as have hygiene concerns relating to reusable items. Greenpeace collaborated with an American NGO to bring together around 130 scientists, academics, and doctors from 19 countries to sign a statement reassuring retailers and consumers that reusable items can be utilised safely during the pandemic by employing basic hygiene. A large part of human health is dependent on the health of the global environment, therefore, we must protect both human health and the health of the planet at the same time.

The effects of plastic waste export and import

Plastic waste generated in high-income countries is often transported to low- and middle-income countries. While it is claimed that this waste is being imported to be recycled, in reality, such plastic waste contains a lot of dirty plastic, which cannot be recycled in the first place. As the importing countries become overwhelmed with more waste than they have the capacity to

process, wide-scale environmental pollution and damage to human health is being caused. In response to this situation, China, which had previously imported a large amount of plastic waste from around the world, stopped doing so in 2018. Following this, Japan and other high-income countries started exporting their waste to countries in Southeast Asia instead. Investigations by Greenpeace have revealed that environmental pollution and health hazards have spread to these countries as a result. Greenpeace conducted research in Malaysia, one of the countries that imports such waste, and published a report laying out the extent of the environmental pollution and health conditions likely caused by the illegal burning and dumping of imported plastic waste.



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Many citizens report that single-use plastic is "excessive"

Domestic single-use plastic waste has further increased due to the COVID-19 pandemic.

Greenpeace conducted a public opinion poll on single-use plastic products and packaging with the participation of 1,000 respondents, all living in Japan.

More than 80% of respondents said that “they felt that there is a lot of unnecessary single-use plastic products and excessive packaging”, while more than 70% of respondents said that “if an option without single-use plastic was available, they would like to use it”. Furthermore, more than 60% of respondents believe that “on top of making people pay for plastic shopping bags, Japan should also move to restrict the use of or charge for single-use plastic products”.

In order to solve the issue of plastic waste we must drastically reduce the production of plastic products such as packaging, and promote reusable alternatives. This survey has made it clear that a shift away from a disposable society towards reducing and reusing is in line with what people want.



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Breaking free from disposables and creating a circular society

In 2019, the Japanese government formulated its “Plastics Material Cycle Strategy”. Greenpeace made multiple recommendations from the drafting stage, however the strategy unfortunately failed to address the root causes of the problem or provide a pathway to a fundamental resolution.

In 2020, the government introduced a plastic bag charge, as well as deciding its “basic direction for future plastic material cycle measures”, which will be a basis for concrete measures implemented in the future. As a member of the “NGO Network for a Society with Less Plastic”, Greenpeace, along with the other 11 member NGOs and supporting organisations, made recommendations

relating to the government’s “basic direction” and obtained the opportunity to discuss directly with Minister of the Environment, Mr. Sasagawa Hiroyoshi. Following this meeting, we also submitted our recommendations to the Komei Party, Constitutional Democratic Party of Japan, and the Ministry of Economy Trade and Industry.

However, the government’s policies remain focused on recycling and a shift to alternative materials and they lack any clear road map for the drastic reduction and shift away from a disposable society itself that is so crucially needed. In 2021, debating of the plastics bill will finally begin, making it an even more important year for the implementation of measures for a fundamental solution to the problem. We will continue to advocate for a circular society, free of disposables.

Greenpeace reports about fashion and the environment

Recent years have seen a growing interest in the environmental impact of fashion and an increased awareness of the need for a sustainable approach within the industry. In October 2020, Greenpeace Japan published Japanese versions of two reports about fashion and the environment, entitled “Timeout for Fast Fashion” and “Destination Zero – Seven Years of Detoxing the Clothing Industry”, respectively. These are translations of reports published by Greenpeace Germany in 2016 and 2019.



© Lu Guang / Greenpeace

Report published

August 26, 2020

“The Recycling Myth - Malaysia and the Broken Global Recycling System”

(Japanese version published)

In January 2018, high-income countries, including Japan, lost their major waste importer when China banned most imports of plastic waste. In 2018, Greenpeace published its research revealing that exported plastic waste was not being properly recycled. From July to August 2019, Greenpeace conducted follow-up research examining the toxic effects this exported plastic waste is having on local environments and human health, and published its findings in this report. The research was led by Greenpeace Malaysia, with the participation of European and other Asian offices. Water and soil samples from four waste dumps and ten surrounding locations were chemically analysed by scientists at the Greenpeace Research center at Exeter University in the UK.

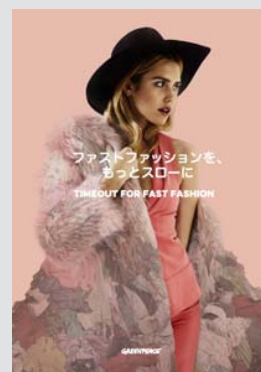


October 28, 2020

“Timeout for Fast Fashion”

(Japanese version published)

A rapid expansion of the fast fashion industry since 2000 has led to a doubling in clothing production, and a culture of mass consumption and disposal of clothes. This report examines the complex and serious issues arising from fast fashion such as toxic chemical usage, greenhouse gas emissions, consumption of resources, waste disposal and human rights.



October 28, 2020

“Destination Zero – Seven Years of Detoxing the Clothing Industry”

(Japanese version published)

This report covers seven years of Greenpeace's “Detox My Fashion” campaign, which asked fashion companies to stop polluting waterways with hazardous chemicals from clothing production by 2020, and saw revolutionary changes made within the industry.





Global Campaign

Collaboration with Greenpeace around the world

© Petr Zewlakk / Greenpeace

Greenpeace operates in 55 countries and regions globally. During 2020, Greenpeace Japan collaborated with offices around the world in order to find solutions for global environmental issues. Natural disasters brought about by climate change are happening not only in Japan but all around the world. Large scale wildfires, like those that occurred in Australia in 2019 and 2020, are also happening in Russia and North America. Furthermore, on 20th June, 2020, temperatures of 38 degrees Celsius were recorded in Verkhoyansk, known as the coldest town on earth. This was the highest temperature ever recorded north of the Arctic Circle. Coal-fired power plants that emit huge amounts of CO₂ and our dependence on disposable plastic and paper are accelerating climate change and destroying the habitats and lives of animals and humans. Greenpeace will continue to collaborate with people all around the world to slow down climate change.

Protecting forests in order to stop the climate crisis

The bushfires that have raged in Australia since 2019 continued on into 2020, spreading all over Australia. Bushfires in Australia are not unusual. However, according to scientists at the Australian National University Climate Change Institute, recent fires “are proof that climate change is making the bushfires more severe and more

frequent”. Greenpeace started an international petition calling on the Australian government to recognise the bushfires as a climate change emergency and to stop the use of coal, a major driver of climate change. Greenpeace submitted the petition to Australian embassies in Japan, Canada, New Zealand, Russia, Poland, The Czech Republic, Finland, Sweden, Norway, Denmark, Belgium, and Israel. Some Australian politicians, who hitherto had been passive in regards to climate change, changed their tone and recognised the need to prioritise measures that combat climate change



© Paul Hilton / Greenpeace

Protecting and regenerating marine ecosystems

While oceans help to stabilise the climate by absorbing heat and CO₂, their ecosystems are being destroyed by overfishing, resource

extraction, and plastic waste pollution. Protecting and restoring marine ecosystems is essential in the face of the increasingly serious climate crisis. Greenpeace has been campaigning for the adoption by 2030 of a global ocean treaty (30x30) that would protect 30% of the world's oceans. The campaign has included an international petition, reports by scientists, lobbying at international negotiations, and a campaign and research ship tour from the North Pole to the South Pole. The Pole to Pole tour was joined by scientists and youth, and raised awareness about how economic activity and climate change threaten the ocean. More than 3.5 million people have signed the petition globally, and we submitted the Japanese portion to the Japanese Ministry of the Environment in March, 2020. While many hurdles remain to Japan's participation in the 30x30 treaty, it is extremely important that the Japanese government participates in order to protect our planet's marine ecosystems.

Greenpeace's ship measures arctic sea ice

Greenpeace regularly sends its ship to the polar regions to document and research the state of the sea ice with scientists from around the world. In 2020, we conducted research in the Arctic Circle and were able to bear witness to the continuing decrease in the size and thickness of the sea ice that covers the North Pole. The ice has been shrinking for the past few decades, and two-thirds of it has already disappeared due to global warming. Eighteen-year-old ornithologist and environmental activist, Mya-Rose Craig, boarded the ship and protested in the world's most northerly climate strike at 82.2° north, on the northern tip of the floating ice. Greenpeace will continue to work to stop environmental destruction and achieve the adoption of a global ocean treaty in 2021.

Turtle Journey

As part of our global campaign to protect the world's oceans with an global ocean treaty, we worked with Aardman Animations (the makers of Wallace and Gromit, and Shaun the Sheep) to create an animated short film.

The film, titled *Turtle Journey*, presents the crises faced by our oceans: climate change, plastic waste, and oil extraction, through the heartbreaking story of an adorable turtle family attempting to get home.

Models Hikari Mori and NOMA, writer Daisuke Yosumi, former actor and creative director Kenji Kohashi, and singer-songwriter MINMI collaborated for the Japanese voice over of the original animation, and the video has been viewed over 860,000 times.



Events

Connecting with people and taking action together



We often hear people say “I’m interested in environmental issues, but I don’t have many opportunities to talk about them with the people around me”. Greenpeace Japan organises a wide range of events to bring together people with diverse ideas and to create opportunities for people to learn about issues and take action for the environment. From seminars and study sessions to practical workshops, these are all places where people who want to take action for the environment, or who simply want to learn more, can get together. Greenpeace Japan is engaged in creating opportunities for more people to participate in environmental work and also promotes environmental education, providing guest lectures at schools in Japan.

What the pandemic has revealed about our lives

We held a private online event to discuss what COVID-19 has taught us about the world we live in, and our lives going forward. For the event we were joined by guest speakers Koichi Goka, a biodiversity expert at the National Institute for Environmental Studies, and Edahiro Junko, a specialist in regional economics and president of the Institute for Studies in Happiness, Economy and Society. More than 130 people participated in the event, which gave a comprehensive perspective on future lifestyles and society. It examined the shift from centralised to decentralised societies, the notion of “ecological distance” that defines the line between the human and the natural domain, and how we can co-exist with viruses to avoid the spread of another similar virus in the future.

Meat, climate change, and the food we eat

In 2020 Greenpeace called on the Brazilian government to protect the Amazon rainforest, which is said to store 80 to 120 billion metric tons of carbon. As part of this campaign, we produced a video explaining the connection between meat production and the destruction of the Amazon rainforest with Japanese celebrity Shiori Fujiwara, entitled “Why is the Amazon Forest Burning?”. The release of the video was accompanied with an online event where we welcomed Ms. Fujiwara as our guest and discussed how eating a diet that contains less meat can help slow down the acceleration of climate change. Event participants and Ms. Fujiwara shared positive steps they are taking to combat climate change and protect forests.



The real price of single use plastic

The documentary “The Story of Plastic” recounts the global effects that man-made plastic pollution is having on the planet and human health. We

collaborated with the producers of the film to provide Japanese subtitles so that it can reach a wider audience in Japan. The film documents the distressing reality of how plastic is devastating environments all around the world and interviews scientists and activists working on the front line to combat the issue. Greenpeace Japan organised numerous screenings of the film in 2020, which were attended by more than 150 people. We will continue to raise awareness about the plastic issue and encourage more people to take action.

From “I have to throw it away” to “I still want to use it”

MAKESMTHNG is a movement that celebrates creativity and uses a positive message to challenge consumerism and its impact on the climate. It empowers people to repair something instead of discarding it, to swap an item with somebody, to make something instead of buying new, and to find great, second-hand items. In 2020 we held many fashion related events in collaboration with other organisations. With students from Meiji Gakuin University we organised an eco-bag making workshop entitled “Remake your clothes! Make an eco-bag out of your favourite clothes” as part of their one-day volunteer program. With “Grid Cinema” we held a screening and talk event for the documentary “The True Cost”, which was attended by more than 70 people. With Nippon Tenaraido, we held a “tear and weave” workshop, where participants learnt how to reuse their favourite old clothes by tearing the fabric into strips and weaving them into new cloth.

Through these events we succeeded in creating opportunities for people to transform their spirit of “Mottainai”¹ into skills and ideas that will help reduce our impact on the environment.

Connecting with people and widening the circle of participation

2020 was a year when, along with our donors, we succeeded in creating great opportunities for more people to work with us. With Tomoko Takemoto, we designed a leaflet presenting Greenpeace’s work and calling for donations, which she shared with more than 100 friends.

Ms. Takemoto also organised a lecture at the general meeting of Tachikawa Soroptimist International, of which she is a member. Kanae Kuwahara and Furue Tsuyoshi, central members of the action group “Kiko Switch” (Climate Switch), used their specialised skills to organise numerous events aimed at getting more people engaged and taking action. Makoto Urano of Universal Research Lab organised and hosted a film screening for the MAKESMTHNG project. These new connections were born out of collaborations with our supporters, who not only assist our work with their donations, but also help us to further expand the reach of our work. We may not be able to change the past, but we can change the future. *If we join forces, we can! Together we can!* This will be our motto as we continue to work together with our donors and supporters in 2021.



The central members of the action group “Kiko Switch” (Climate Switch)

1. Mottainai is a Japanese term conveying a sense of regret at what we have wasted, and a desire to protect what we have.

Volunteers

Volunteers and Interns



Volunteers and interns are an essential part of the Greenpeace team. With creative local actions for the planet they positively affect their communities, their countries, and, ultimately, the world at large, so that children living 100 years from now can inherit a diverse and healthy planet.

Campaigning on climate change in front of the Australian embassy

Close to 11 million hectares of land have been burnt in the Australian bushfires that started in September of 2019, which have been of an unprecedented scale. At least 29 people and 1 billion animals have died due to the fires (as of December 2020). In February 2020, Greenpeace Japan volunteers protested in front of the Australian embassy in Japan and handed over a petition with 6,636 signatures along with a letter calling on the Australian government to take action to slow down climate change, sending an urgent message to world leaders.



© Greenpeace



© Taishi Takahashi / Greenpeace

Penguin ice sculpture appears in the streets of Tokyo!

Greenpeace Japan is running a petition that calls on the Japanese government to sign up to a global ocean treaty. The treaty will make a network of marine sanctuaries that will cover one third of global oceans. Greenpeace Japan interns organised an action to display a penguin ice sculpture in the heart of Shinjuku in Tokyo to coincide with this campaign. The penguin represents the ice melting in Antarctica, and how increasing rainfall is making it difficult for penguins to maintain their body temperature. Greenpeace Japan interns and volunteers engaged with people in the street to raise awareness about the issue and encouraged them to share photos of the action through social media.

Volunteer study sessions

Every month we hold online meetings and study sessions for Greenpeace Japan volunteers. About 30 volunteers participate each time, and the events are run by a team of volunteers themselves. Topics covered in July were climate change and food, August and September focused on peace issues, in October and November we looked at the SDGs and corporate initiatives, while in December the events covered energy issues. We plan to continue and further develop these study sessions into 2021.

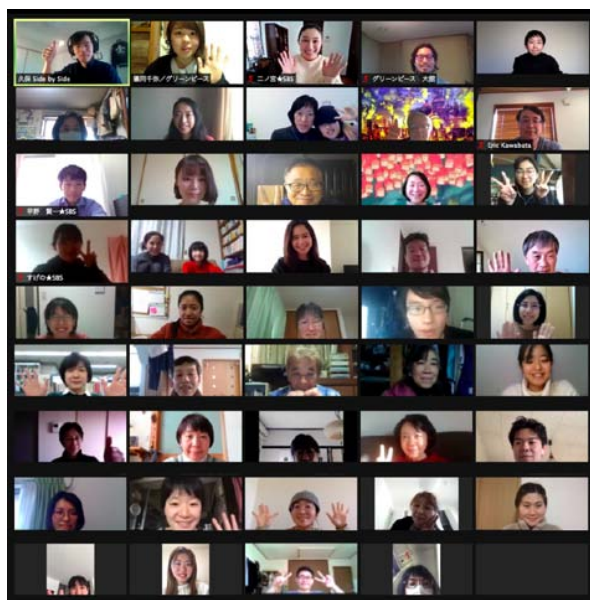
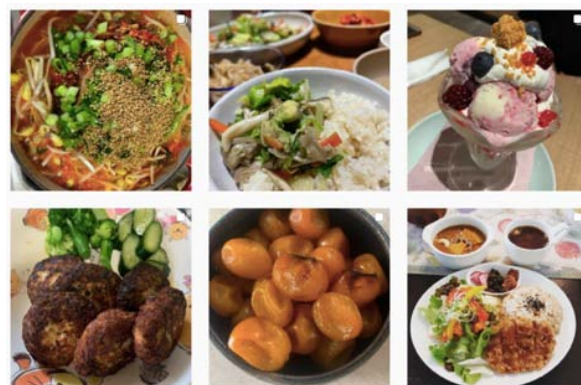
Students thinking about “Work x Ecology”

The Greenpeace student volunteer team “Plastic Free University” organised and hosted online events where students who are interested in environmental issues can learn and connect with each other. The events included a project where people can share their ideas for zero waste on social media, an Instagram Live event with an environmental student organisation, and a talk event with university alumni who have started working at ethical companies. The team is preparing to expand and further advance its work in 2021.

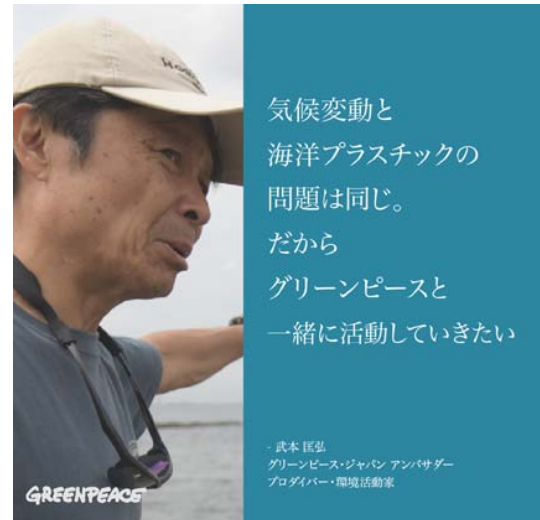
Using social media to raise awareness about a “less meat” diet

The volunteer team “Team Plants” promotes and shares information about the benefits of a plant based diet with less meat. The team aims to spread the healthy and environmentally friendly “Less Meat” movement all over Japan. Check out their Instagram account where they share photos of tasty “less meat” dishes.

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



Ambassadors



In October 2020, we welcomed the new Greenpeace Japan Ambassadors, our partners in creating a society where children living 100 years from now can inherit a diverse and healthy planet. Our first ambassadors are professional diver Masahiro Takemoto and New Zealand-based writer Daisuke Yosumi. Mr. Takemoto and Mr. Yosumi have supported numerous Greenpeace campaigns, covering topics including climate and energy, and marine ecosystems.

Campaigning for the environment together

In November, we held an online event with our two ambassadors and executive director Sam Annesley, to mark their inauguration. We were joined by more than 100 participants and together we looked back over the past 30 years of Greenpeace Japan, and discussed plans for the upcoming 30 years. The discussion also developed to examine what sort of lifestyle we would like to pass on to future generations, and the nature of environmental activism itself.

Mr. Takemoto reports from the frontline of plastic pollution

Over many years, Mr. Takemoto has dedicated his time to raising awareness about environmental pollution through seminars and public speaking, drawing on the effects of climate change and

marine pollution that he has witnessed first hand while sailing on the Pacific Ocean. Greenpeace Japan conducted a microplastics sampling in Tokyo Bay with Mr. Takemoto and live streamed a tour of his ship, and a virtual viewing of the marine plastic pollution that could be observed through his microscope.



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Mr. Yosumi visits Greenpeace Aotearoa

Mr. Yosumi, who lives a sustainable lifestyle in the virgin forest in New Zealand, visited Greenpeace Aotearoa (New Zealand)'s office. He met with climate, energy and oceans campaigners. After the meeting he used social media to spread the word about Greenpeace's work at the UN to protect the world's oceans, and New Zealand's renewable energy policies. This was an important opportunity for his followers to learn about Greenpeace's staff and offices, as well as our global work to protect the environment.

Finance

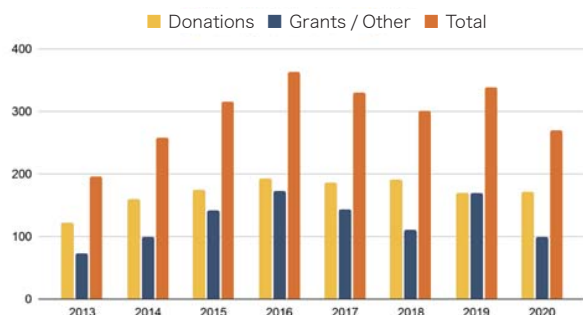
Greenpeace Japan's financial report for the fiscal year 2020 (January - December) was prepared in accordance with International Financial Reporting Standards (IFRS) and audited by the RSM Seiwa Accounting & Auditing Firm. As in previous years, we received both staff and financial support from Greenpeace International (GPI) and Greenpeace's national and regional offices (NROs), as well as donations from individual supporters and foundations.

In 2020 our campaigns focused on climate and energy, renewable energy, nuclear power and radiation, climate responsive work, plastics and recycling, and food and the environment.

2020 saw a downturn in revenue, mainly due to lower contributions from GPI/NROs, down by 47% compared to the previous year. Despite COVID-19, all other revenue remained at similar levels to the previous year. Total revenue in 2020 was ¥270M.

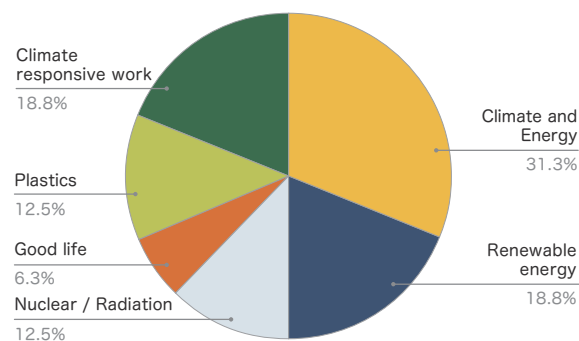
GPJ revenue 2013 - 2020

(Unit : million Yen)

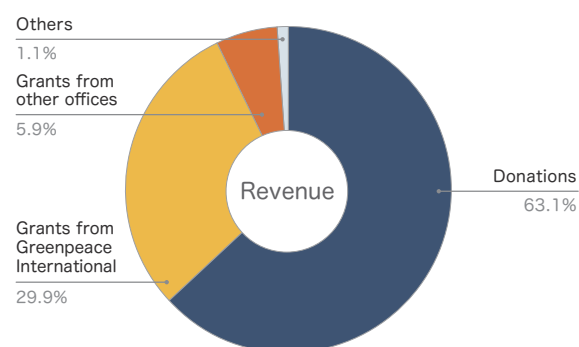


Expenditure increased by 18% due to new investments in digital fundraising. All other expenditure remained at the same level as the previous year. Total expenditure in 2020 was ¥325M, with an operating deficit of ¥54M, which was covered by GPJ's fund balances.

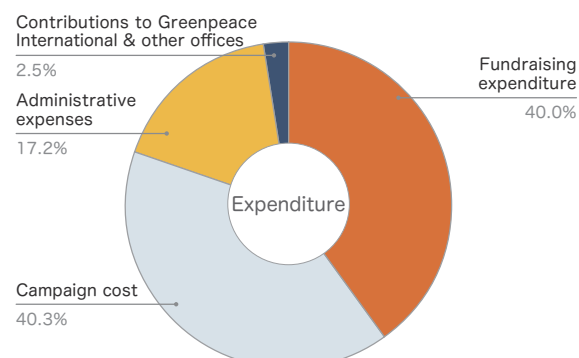
Our Campaigns 2020



Breakdown of GPJ revenue 2020

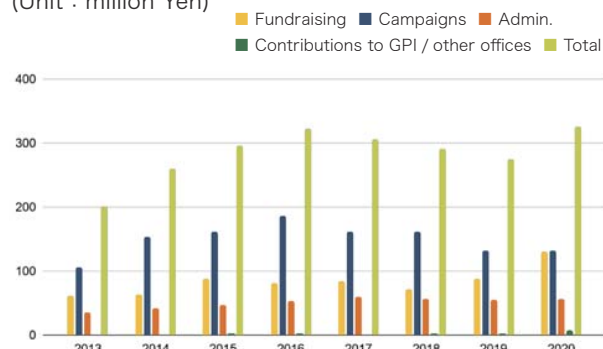


Breakdown of GPJ expenditure 2020



GPJ expenditure 2013 - 2020

(Unit : million Yen)



Balance sheet (as of 31 December, 2020)

(Unit : 1,000 Yen)

Assets		
Current assets		164,020
Non-current assets		
Tangible assets		1,075
Intangible assets		1,107
Long-term stockholdings		405
Other assets		530
Total assets		167,137
Liabilities		
Current liabilities		38,618
Non-current liabilities		0
Total liabilities		38,618
Fund balance		
Total fund balance		128,519
Total liabilities & Total fund balance		167,137

Greenpeace is the only global environmental charity that accepts no corporate or government donations so that we can maintain a much needed independent voice. This means we rely solely on individual supporters, whose invaluable contributions enable us to act as an independent campaigning organisation, highlighting global environmental issues and developing solutions for a sustainable, green, and peaceful future.

Statement of operations

(from 1 January to 31 December, 2020)

(Unit : 1,000 Yen)

Revenue		
Donations from supporters	113,580	
Grants from Greenpeace International	80,856	
Grants from other offices	15,608	
Income from Foundations	57,505	
Other revenue	0	267,548
Cost and expenditure		
Campaign cost	131,008	
Fundraising expenditure	129,654	
Administrative expenses	55,956	
Contribution to Greenpeace International	7,017	
Contribution to other offices	773	324,407
Operating surplus / Deficit		(56,859)
Non-operating income		
Interest income	0	
Miscellaneous income	2,947	2,947
Non-operating cost & expenditure		
Foreign exchange loss	1	
Stock valuation loss	15	16
Surplus / Deficit before taxes		(53,928)
Taxes	70	
Surplus / Deficit after taxes		(53,998)

Your donations enable Greenpeace to continue to investigate, campaign, document and lobby for a sustainable balance between humans and the environment. They make possible our work to protect the planet and find the solutions needed to solve today's most urgent environmental issues.

We thank everyone who gave their invaluable support for our work in 2020.

Overview of Greenpeace Japan Organization

[Address] 2nd Floor, NF Building, 8-13-11 Nishi Shinjuku, Shinjuku, Tokyo, Japan 160-0023

[Year established] April 1989

[Board Chairs] Yoko Aoki and Makoto Teranaka

[Area engaged in] Global environmental protection which covers issues of climate change, energy production, nuclear power, marine ecosystem, pesticides, toxics and forests.

[Geographical regions active in] Worldwide

[Organizational goal] The prevention of environmental destruction on a global scale

[Our approach] *Conducting scientific research on environmental destruction and releasing to public

*Sharing information to media and supporters *Calling for actions that prevent environmental destruction

*Protesting at environmental destruction sites *Presenting alternative solutions to resolve environmental

problems *Lobbying and Advocacy to the government and corporate sectors *Monitoring and making suggestions in the process of negotiating international treaties

[Principles] Non violent direct action (NVDA), political and financial independence

[Supporters] 6,910 people in Japan, and 3 million people worldwide as of December 2019

[Office staff] 35 staff members in Japan (including 13 part time staff)

[International Headquarters location] Amsterdam, Netherlands. Offices in more than 55 countries and regions including Japan.

Our Offices

- Greenpeace USA
- Greenpeace Canada

- Greenpeace International (Amsterdam, Netherlands)
- Greenpeace European Unit (Brussels, Belgium)
- Greenpeace Research Laboratories (Exeter, U.K.)

- Greenpeace Netherlands
- Greenpeace Belgium
- Greenpeace Luxembourg
- Greenpeace UK
- Greenpeace France
- Greenpeace Germany
- Greenpeace Switzerland
- Greenpeace Nordic (Denmark, Finland, Norway, Sweden)
- Greenpeace Greece
- Greenpeace Italy
- Greenpeace Spain
- Greenpeace Czech Republic
- Greenpeace Russia
- Greenpeace Central & Eastern Europe (Austria, Bulgaria, Croatia, Hungary, Poland, Romania, Slovakia, Slovenia)
- Greenpeace Mediterranean (Israel, Turkey)

- Greenpeace Mexico
- Greenpeace Brasil
- Greenpeace Andino (Argentina, Chile, Colombia)

- Greenpeace Africa (South Africa, Senegal, Congo, Kenya, Cameroon)
- Greenpeace Middle East & North Africa (Beirut)

- Greenpeace Southeast Asia (Thailand, Indonesia, Philippines, Malaysia)
- Greenpeace India
- Greenpeace Japan
- Greenpeace East Asia (Hong Kong, Beijing, Taipei, Seoul)

- Greenpeace Australia Pacific
- Greenpeace Aotearoa

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Greenpeace campaigns are your ideas

Our activities to solve environmental problems are based on financial independence and political neutrality, supported by those who wish to protect the future of our planet. The successes celebrated in this report could not have happened without you. Together, we can achieve a green and peaceful world where everyone can live safe and secure lives. Donate to Greenpeace and be part of making this a reality.

You can **donate** online or via your mobile phone



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