

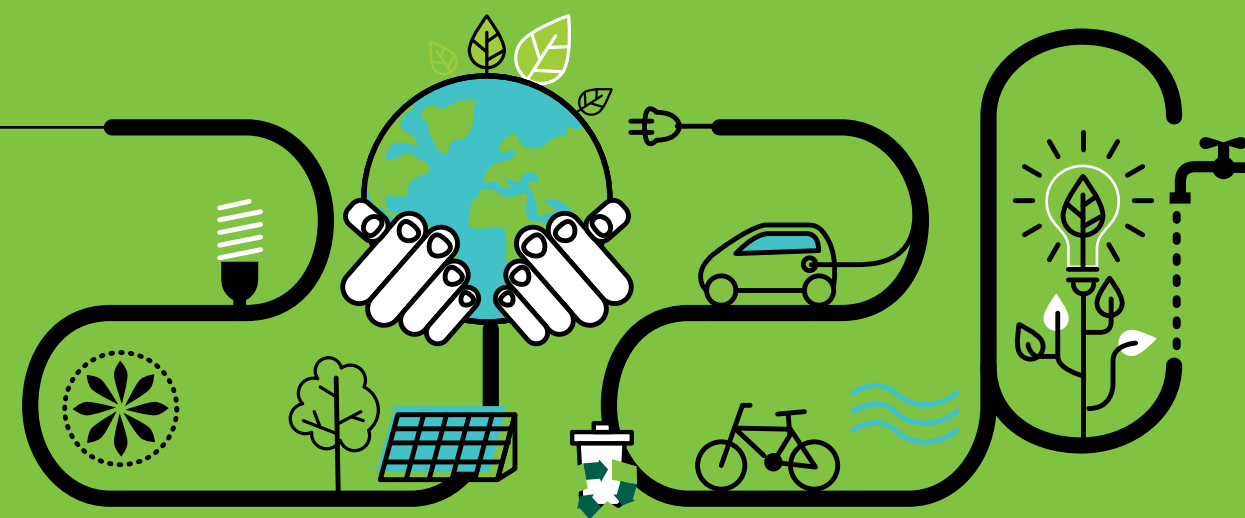
# ANNUAL REPORT

2020



GREENPEACE  
غرينبيس

ANNUAL  
REPORT



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# MESSAGE FROM THE BOARD CHAIR



**Mohamed ElKhateeb** - Board Chairperson  
Egypt

One of the greatest challenges facing our societies today is the impact of anthropogenic changes occurring to our planet as a result of our civilizations’ addiction to fossil fuels and the dominant paradigm of over-consumption and exploitation of the natural world. This is causing the degradation of our natural habitats, loss of biodiversity and mass species extinction, extreme weather events, droughts, flooding and more, all of which will continue to impact heavily on people, communities and the economies they depend on.

These impacts, however, are not shared equally. The Covid-19 pandemic is a clear example of the imbalances that can be unleashed by untrammelled and destructive exploitation of the natural world, as well as the deep structural inequalities that are being fueled by our current systems and models.

Poorer nations of the global south, despite being some of the lowest contributors to carbon emissions and the least benefactors of economic activities associated with consumption of fossil fuels, are bearing the brunt of the global impact of the climate emergency. This is especially true, as rising temperatures and the disruption of climate systems lead to an ever-increasing deterioration of sensitive habitats, water scarcity and food security crises, not to mention the health and economic impact of worsening air pollution.

It is these commonalities of challenges faced by the people of the region, exemplified by the ever more urgent climate emergency, increasing inequality and the lack of collective action that propels us to take the lead in addressing these issues.

At Greenpeace MENA, we take pride in being one of the few organisational voices in the region that dares to challenge the status quo, and aims to present a new narrative and discourse around the structural issues of inequality, environmental and climate justice.

We understand the importance of the Middle East and North Africa Region as one of the largest global sources of fossil fuels, and we understand why it matters to the rest of the world. However, our region has the potential to become a world leader at the forefront of the move towards a Global Green Economy. We enjoy a privileged position geographically within the solar belt, and our populations are some of the youngest and most dynamic in the world.

That is why Greenpeace MENA is working to bring people’s ‘hearts, minds and feet’ in unison to face these challenges, to move towards a world based on renewable energy, away from fossil fuels, to promote sustainability, and lead the transformation to a green and just economy.

The hour is late, and the clock is ticking, the future depends on how we decide to act, collectively, today.



“ Greenpeace MENA is working to bring people’s hearts, minds and feet in unison to face these challenges, to move towards a world based on renewable energy, away from fossil fuels, to promote sustainability, and lead the transformation to a green and just economy. ”







“ We are confronting existential threats to everything we hold dear - the places we love, the people we care about, and the ecosystems we all depend on. **Together we shall overcome them and thrive.** ”



## MESSAGE FROM THE EXECUTIVE DIRECTOR



**Ghiwa Nakat** - Executive Director  
Lebanon

The establishment of Greenpeace Middle East and North Africa could not have happened in a more challenging and turbulent time for our region. However difficult, these times have pushed us all to dig deep and draw on the strength and solidarity we knew we had within us, individually and collectively.

The world witnessed forest fires, hurricanes, floods, and heatwaves. In the MENA region, forest fires notably in Algeria, Lebanon, Palestine and Syria, as well as extreme weather events and droughts that hit almost every country, the catastrophic floods that swept through Jordan, Morocco and Sudan were only some examples, and served as another reminder of the devastating impact that the global climate crisis is having, especially on the most vulnerable populations of the region.

Then, the Covid-19 pandemic shook the world, changing our work and life modes and forcing us to re-evaluate our priorities. Our region suffers from some of the world's highest pollution levels, an unjust and unsustainable system that is particularly vulnerable to public health and environmental crises, such as Covid-19, leading to deep and long lasting socio-economic consequences.

Yet, despite all of the hardships and heartbreaks that the previous years threw at us, we became stronger, more resilient, and more united as a society. We bore witness to the undeniable interdependence of people and the ecosystems of the planet.

Today, we stand before a historic opportunity for a second chance! A chance for a green recovery that relies on renewable energy and sets forward a new vision for business and economic models, one that prioritizes sustainability over endless and uncontrolled growth. A vision that places the climate emergency and related challenges high on the policy agenda and brings hope for a more just, equitable, safe and sustainable future in the region, where people are happier, healthier and much more deeply connected to each other and more rooted to the land.

However, we, as Greenpeace MENA, can't do this alone; we rely on the collaboration, support, and partnership with allies and champions, who share the same vision and values we hold so dear, values that we are working hard to instill among the youth of the region who have the will, and the power to make this change a reality.

We are confronting existential threats to everything we hold dear - the places we love, the people we care about, and the ecosystems we all depend on. Together we shall overcome them and thrive.





# GOVERNANCE



**Maha Al Buhar - Executive Assistant**  
Yemen

Greenpeace MENA Board normally consists of five Supervisory Board members as well as the Executive Director. The supervisory board is the guarantor of the integrity of the organisation and ensures adherence to internationally accepted good governance and financial management standards. The board also approves the organisation’s budget and audited accounts, and appoints the Executive Director.

Supervisory board members serve voluntarily and are not remunerated for their work. They are selected based on their expertise, as well as a demonstrated commitment to Greenpeace’s mission and values within the region.

## THE BOARD

**GHIWA NAKAT**  
Executive Director

Ghiwa Nakat has more than 15 years of holistic experience in leadership and senior management in the MENA region, helping organizations develop ambitious visions and making them a reality. A long-time activist and community mobilizer, Ghiwa is passionate about nature, social and environmental justice.



## Supervisory Board

**MOHAMMED ELKHATEEB**  
Chairperson

Mohammed ElKhateeb holds a Master’s of Science degree in Environmental Governance from the University of Freiburg, Germany and is currently researching issues related to sustainable mobility environmental policy, and urban resilience. Mohammed is the author of the blog: “The SUBMonitor” which tackles issues of sustainable mobility, policy, and planning in cities around the world, with a particular focus on public transport.



**KARIM BEN MUSTAPHA**  
Co-Chair

Karim Ben Mustapha is a trained marine biologist and a radical ecologist. He is a professional diver specializing in marine sciences.

In 1991, he was assigned to pilot the first campaign of Greenpeace in an Arab country to protect the seagrass marine habitat off the Gulf of Hammamet in Tunis. In 2011, he was a founding member of the “Alternatives’ NGO” , whose main campaign was to include the right to sustainable development in the new constitution of Tunisia in 2014.



**DALIA WAHDAN**  
Trustee

Dalia Wahdan is an anthropologist who has been teaching, training, and researching urbanization in India, Egypt, and Saudi Arabia since 1989. She is the founder of Amaruna for Urban Studies, a micro-enterprise to study spatial inequities in Egypt and the MENA region.

Dalia has a genuine interest in civil collective action and campaigning for ecological diversity and environmental prosperity.



**HASSAN KAMIL**  
Board Deputy

Hassan Kamil is currently Professor in Socio-Anthropology at Cadi Ayyad University in Marrakech-Morocco. Kamil has served as a consultant in local and rural development in more than a dozen countries in Africa.

Kamil is the author of several publications on developmental anthropology researching topics in Morocco and West Africa as well as pastoralism anthropology in Morocco, Chad and Mali.



**HADI KAASSAMANI**  
Treasurer

Hadi Kaassamani has two decades of experience in accounting and finance in both the corporate and the NGOs sectors. He started as a volunteer in the office of Greenpeace in Lebanon back in 1996, and from 2000 to 2007 took over the responsibility of being the Finance Manager of Greenpeace Mediterranean from Beirut.

He is a professional speleologist and a member of a number of Lebanese civil society organisations.





# ABOUT GREENPEACE MENA

Individually and collectively, what we believe and how we see the world is reflected in our actions and behaviours and at Greenpeace MENA, we believe that a better world is not only possible, but that it's already beginning. We envision a world where a billion acts of courage can spark a better tomorrow for all, this optimism is what sets us apart in the region where many seem to have thrown up their hands in despair.

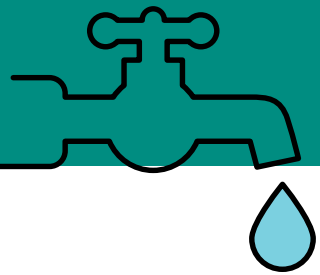
Since the early nineties, Greenpeace has been campaigning in the Middle East and North Africa region, working to bring about change and calling for the implementation of sustainable solutions to tackle the region's environmental concerns and highlight those that are shared throughout the globe.

In 2018, Greenpeace MENA was established as the latest regional office of the Greenpeace network to prioritise environmental problems from this important part of the world. We are working hand in hand with local communities, mobilizing and inspiring youth, and campaigning for a greener, more sustainable and more equitable future for everyone.



Greenpeace MENA aspires to help build, and be part of a vibrant environmental justice movement that puts the climate emergency and a just energy transition high on the social and political agendas. We rely on traditional and digital campaigning to reach out and engage with more than 400 million Arabs at home and around the world - bridging the gaps between borders.

As a relatively small team covering a wide geographical area, our success depends on making 'magic' happen, by connecting the dots, empowering local initiatives and telling powerful and inspiring stories. The monsters we face are apathy and fear, and the gifts we offer are knowledge, action and hope.





# OUR TEAM: MORE THAN THE SUM OF ITS PARTS



**Rana Akiki - HR Officer**  
Lebanon

At the core of our work is building and maintaining a team that is diverse, inclusive, collaborative and innovative.

From a total of 5 staff at the beginning of 2018, the current Greenpeace MENA team counts 19. As our family grows, we become more representative of the rich culture and diversity of the region we serve, while keeping gender balance and equality as a priority.

Our main objective is to attract passionate and professional talents from the region with strong expertise and competencies and who share our values and believe in our mission.

Recruiting great people is only part of the commitment. Retaining them is also crucially important as we continue to build strength and resilience across the region. One of the pillars of staff retention is to provide them with a great work environment built around a culture of respect, trust, support and strong team spirit.

The second pillar is to provide our people with constant avenues for learning and development, and offer everyone the time and opportunity to “Learn, Lead and Grow.” Greenpeace MENA offers its staff a wide range of training programs around campaigning, leadership, project and line management and many more, ensuring growth and capacity building across the team.

Over the past couple of years, we have celebrated many moments together as a team and a family, celebrating success and standing firm with each other during times of challenge and crisis.



**Ozay Ozer - Security Manager**  
Turkey

“A few team members contracted the Covid-19 virus in 2020 and have thankfully recovered, but family members of some of our people were not as lucky. Everything was done to ensure that everyone had the support they needed. I’m proud to be part of a team that puts the physical, mental and emotional well-being of its people above all else.”





## GREENPEACE CULTURE: SERIOUS WORK IN A FUN ENVIRONMENT



**Fadi Gedeon - Digital Lead**  
Lebanon

More than five years have passed since I joined the team at Greenpeace, and it seems like just yesterday! I think I can speak for everyone here when I say that our team is special, in how we work together, how we relate to each other, how we resolve our differences and even how we express our frustration.

It has always been great to end the day with an outing with the team, or a heated debate about current events. A week in the office was never complete without some kind of activity that brought us together as people, celebrating our passion for life, hobbies and interests, and - I must admit, several practical jokes!

Moving our work online has definitely had an impact on our relationships with colleagues, volunteers, and external partners. Somehow it feels like we've been invited to become part of each other's lives at home: parents, partners, children and pets have now become regular guests on our video calls.

I definitely look forward to the end of the pandemic and the return to the normalcy we took so much for granted, but until then, I'm proud to be working with a team that appreciates all its members in all the colour and diversity they bring to the table!







## VOLUNTEERS: **ALL ABOARD**

Greenpeace MENA is deeply committed to the principle of people power and the ability of many individuals to achieve positive social and ecological change. We believe in the power of volunteers on the ground in many countries to mobilize on common issues and challenges.

There have been so many who have been part of Greenpeace's journey in the region throughout the past three decades, all of whom still share a passion for the values we represent, and our common mission as humans.

Volunteers have sometimes become interns, and some of our interns sometimes eventually joined us as full-time staff. Greenpeace MENA is a great place to build on your activism, learn, network with others who share the same concerns.

Many of our current volunteers are active in their own communities and receive support from Greenpeace MENA digitally and on the ground or through training opportunities and workshops.





TESTIMONIALS  
FROM VOLUNTEERS

My journey with Greenpeace started when I became a volunteer in 2015, and was actively involved in the organisation’s activities during the 22nd Conference of the Parties (COP22) to the UN Framework Convention on Climate Change (UNFCCC.) For me, it has been an inspiring and optimistic journey to express my humanity and the values I share with others. Greenpeace represents my philosophy in life and I hope to continue contributing to its mission here in Morocco.

**Ismail Shaouf - Greenpeace MENA Volunteer**  
Morocco



I became a Greenpeace volunteer in Lebanon in the late 90’s. I was young, passionate and dreamt of making the world a better place. When I moved to Paris for my studies, I joined Greenpeace France and took part in actions with activists from different countries, fully realizing how universal Greenpeace values were. After becoming a mother, I needed to hope again so I launched “Eye on the Planet,” a news segment on human rights and environmental issues on France 24.

**Tatiana Massaad - Senior Reporter & Presenter, France 24 TV**  
Lebanese, based in Paris, France



I’ve been a Greenpeace volunteer since 2019, it was great to take part in actions and activities. The Trash Bed installation we built in 2019 was one of the most memorable actions we organised. It was interesting to see how people reacted to the message and how open to the climate and environmental conversation they are.

**Hussein Ghandour - Greenpeace MENA Volunteer**  
Lebanon





# A HISTORY OF ACTION IN THE MENA REGION

Greenpeace has always recognized the importance of having a presence in the region, and has a long history of actions and interventions that sought to deliver strong messages of environmental protection.



## GULF WAR ENVIRONMENTAL IMPACT ASSESSMENT - KUWAIT

Following the devastating impact of the first Gulf War in 1990/1991, Greenpeace scientists conducted environmental impact assessments of the damage, as well as setting up air pollution monitors in the country to continue assessing the situation while the clean-up work was underway.

1991

## ACTION AGAINST SOLID WASTE INCINERATORS - LEBANON

Activists chain themselves to a hospital exterior to protest the continued use of solid waste incineration. For several years, Greenpeace campaigned against the practice of solid waste incineration in Lebanon, organising many actions on the ground, and petitioning government and medical sector officials to ban incineration and adopt safer alternatives.

1997



# OUR HISTORY IN ICONIC IMAGES

## ILLEGAL IMPORT OF TOXIC WASTE - LEBANON

Greenpeace campaigners exposed the illegal import of toxic waste that was dumped in Lebanon during the chaos of the civil war, much of the waste was returned to its country of origin following the campaign.

1997



## INVESTIGATION OF TOXIC SEA SLUDGE - LEBANON

Greenpeace activists transporting barrels filled with seabed toxic sludge, dumped by the LCC (Lebanese Chemical Company) near Selaata, Lebanon.

2000

## DOCUMENTING THE ENVIRONMENTAL EFFECTS OF THE IRAQ WAR

The Greenpeace team took samples of soil and water at the Tuwaitha Nuclear Research Facility (18 km from Baghdad) to investigate nuclear contamination following the war.

2003







#### RAINBOW WARRIOR IN LEBANON

The Rainbow Warrior delivers emergency supplies for Medecins Sans Frontieres during the Israel-Lebanon War. Greenpeace was in the region to support the Lebanese population as well as to identify and document environmental destruction caused by the war.

**2006**

**CAMPAIGNING AGAINST GMO AGRICULTURE IN EGYPT**

Environmental activists, part of the Bozoor Balady ("Local Seeds") campaign, unfurl a huge banner near the Ministry of Agriculture reading: "Genetically Modified Crops Are a Crime Against the Farmer & Consumer."

Several members of the General Union of Farmers joined the activists in three different actions, to deliver this strong message to the Egyptian government.

**2013**



#### SEED BOMBING TAHRIR SQUARE - EGYPT

Greenpeace joined with local organisations and 'bombed' Cairo's Tahrir Square with local seedling balls, calling for the preservation and increased use of local traditional agricultural varieties.

**2013**

**RENEWABLE ENERGY ACTION IN JORDAN**

Greenpeace activists display huge banners near one of Amman's largest solar power plants with messages echoing the public's endorsement and support for renewable energy over other risky sources like nuclear energy.

**2014**



#### 'THE SUN UNITES US' SHIP TOUR

As part of a global tour "The Sun Unites Us," the Rainbow Warrior visited Morocco and Lebanon, calling for the adoption of renewable energy in the region. The events that were organised during this ship tour were great at bringing together many of the region's youths, especially with the participation of Mashrou3 Laila, a popular Lebanese band, who we partnered with to help spread the message of renewable energy.

**2016**

**WE WILL MOVE AHEAD BANNER AT COP22 IN MARRAKECH**

Hundreds of government and civil society supporters of the Paris Agreement pose together at the COP22 in Marrakech with a giant banner bearing the words 'We Will Move Ahead' to show their determination to move ahead with action against climate change.

**2016**





OUR HISTORY  
IN ICONIC IMAGES



NO PLASTIC HUMAN BANNER ACTION IN BEIRUT

Aerial of the No Plastic human banner action of volunteers at the beach in Raouche, Beirut, Lebanon. The beach is polluted with lots of plastics. #BalaPlastic

2017



LEBANON WASTE MANAGEMENT COALITION -  
TOXIC FLAG INSTALLATION

A mock incinerator bellowing charry soot was installed in the Qarantina area of Beirut to highlight the dangers of emissions as the solid waste crisis reached epic proportions in Lebanon. Greenpeace joined forces with the Lebanese Waste Management Coalition to pressure the authorities in Lebanon to develop and apply a sustainable strategy that relies on integrated solid waste management across the country and ban the use of solid waste incinerators.

2017

SOLAR WOMEN'S COOPERATIVE

By raising funds and providing technical support, Greenpeace assisted in the installation of a solar energy system to help the women of the small Southern Lebanese community power their small-scale food production facility and continue their work. Beyond assisting the women's cooperative, this pilot project served as an example, promoting solar energy as a viable alternative to diesel generators and an unreliable national electrical supply.

2017



BALA PLASTIC CONCERT FOR  
MASHROUE LEILA IN LEBANON

Art installation at the plastic invading Mashroue Leila concert, part of the #BalaPlastic movement to raise awareness on the tragic impacts of single-use plastic on Lebanon public health, environment and economy.

2017





# REDEFINING OUR CAMPAIGN PRIORITIES AS A NEW REGIONAL OFFICE

Our campaigns are aimed across boundaries to speak to the aspirations of millions of people from around the region. Our campaign priorities now are focused on the global climate emergency, as well as calling for a green energy revolution in the region.

Our aim is to support the development of a regional environmental movement to put the climate emergency at the forefront of policy-making within the region, and highlight the interrelation between climate issues and the socio-economic crises that we are witnessing.

Also, by placing the health of the people and the environment at the forefront of our priorities in the region, Greenpeace MENA is calling for the adoption of a new paradigm, one that invests in a clean and sustainable future based on renewable energy.

Greenpeace MENA relies on digital campaigning and a partnership with allies from the region, whereby we are able to not only reach people in Arab speaking countries, but also the diaspora - bridging the gaps between borders.





# DIGITAL CAMPAIGNING AND MOBILISATION



**Rania Waked** - Digital Strategist  
Lebanon

The Middle East and North Africa region's population is one of the youngest in the world, with almost half under the age of 25 and almost 20% between the ages of 15 and 24.\* This fact, in addition to the high penetration and usage of social media in the region, both present a unique opportunity to develop and implement campaigns through the digital sphere.

By taking advantage of all the tools that the digital landscape offers, and building alliances and partnerships with like-minded organisations in the region, we are working to transcend the physical presence model and bring people together to implement powerful and impactful campaigns that address the environmental and structural challenges our region faces.

So far, we have succeeded in establishing a strong online presence throughout the region, with more than 3 million active followers on different platforms online, most notably facebook. We will continue to develop this base of followers both qualitatively and quantitatively through our campaigns and efforts, and translate it into a powerful network of activists on the ground.

We aim to grow regionally by reaching more people across our priority countries, further building on people power and delivering stronger and more impactful campaigns.

Twitter

**11,159**

Number of followers in 2020

Instagram

**46,645**

Number of followers in 2020

Facebook

**3,296,623**

Number of page likes in 2020

\*Youthpolicy.org

Website

**551,975**

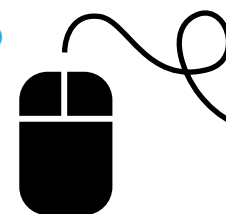
Unique visitors in 2020

**113,821**

Petition signatures up to end of 2020

**251,944**

Email subscribers up to the end of 2020





# SAWT: EMPOWERING PEOPLE & IMPLEMENTING SOLUTIONS



**Beya Jemaa** - Digital Marketing Lead  
Tunisia

We are in a region where economic growth is prioritised above public health and a healthy environment, where laws and regulations that administer polluting industries and services are weak and often unenforced. A region where awareness of the daunting implications of climate change is minimal despite the materialisation of its impacts on the ground and where environmental protection and conservation are deemed as a luxury we can not afford. There is a great need for avenues for citizens and communities to express, organise and mobilise to protect our health, environment and future.

Sawt was launched to provide aspiring activists in the region with an empowering platform, one that provides featured campaigns with technical and strategic support and taps into Greenpeace's global wealth of knowledge and experience.

Sawt can contribute to the development of campaigning capacity across the region and help support different communities, civil society organisations and individuals to become the champions of environmental protection; creating a network of allies that have a strong relationship with Greenpeace MENA and our values, many of whom will potentially become key players in the environmental and climate movement in the future.

Since its launch, Sawt has become a regional digital campaigning platform that has hosted 28 campaigns from nine countries, and gathered more than ten thousand individual signatures to date, on topics as varied as air pollution, plastic waste, the humane treatment of animals, sustainable practice and much more.

The platform has helped groups from the region initiate campaigns through the publication of petitions, and a focal point where organisers collectively plan and discuss issues and learn from the experiences of other campaigns.



# COLLECTIVE CLIMATE ACTION GALVANIZING THE MOVEMENT

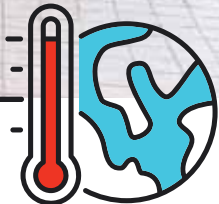


**Mohammed Tazrouiti** - Campaigner  
Morocco

Within Greenpeace's global strategy for working with youth movements, the Collective Climate Action project was born. The aim of the CCA project is to provide hands-on support to catalyse national climate change youth movements throughout the region and connect them together effectively forming a regional movement.

Our pilot phase is currently underway in Tunisia where we are working closely with the Youth for Climate Movement by providing them with targeted support to optimise and expand their structure, build their strategies and plans and effect their movement nationally and on the global stage. The long term aim is to replicate this approach in other countries and connect these movements together to create a regional movement

We are putting a strong emphasis on building organizing skills and power within the student and youth movements. Working closely with young activists and movement representatives as well as Greenpeace Volunteers, we are aiming to train activists to build local power and create local and regional change by reaching a wider range of people where they are.





OUTLINING THE PRINCIPLES OF AN  
ALTERNATIVE ECONOMIC MODEL IN THE REGION  
**A NEW NARRATIVE**



**Ahmed El Droubi - Senior Campaigner**  
Egypt

Greenpeace MENA and the Arab Forum for Alternatives organised a series of online workshops to discuss the challenges to, and principles of, a green and just recovery in the region in light of the Covid-19 pandemic that has touched the lives of almost everyone on Earth. The devastating loss of life, and the socio-economic implications have highlighted the failure of the global system, this global crisis will change the way the world functions; the question that remains is: how?

Despite the proliferation of media outlets and the impact of social media in the past decade, the MENA region still lacks a serious discussion or an inspiring vision in the region around the foundations of a just economic recovery post Covid19. A discussion that takes environmental sustainability and the climate emergency into consideration and sets out the principles for the recovery plan.

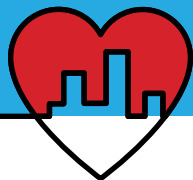
To help stimulate this discourse and help catalyse the process of policy development and planning that places environmental and climate justice as the cornerstones of any future vision, Greenpeace MENA partnered with the Arab Alternatives Forum to organise a series of workshops with a number of leading academics, political economists and social activists representing various progressive civil society organisations.

The aim of this project is to host and facilitate conversations about the looming environmental threats and the current and impending impacts of climate change on communities and national and regional economies. By doing so, we aim to trigger a change in rhetoric and the inclusion of these concerns, altering the priorities of progressive thought leaders across the region that ultimately is critical to reshaping regional political conversations.

A series of round-table discussions were organised with the group of panelists with the aim of developing white papers that present a vision for six main economic sectors within the wider theme of environmental justice and green recovery. These sectors were:

- Energy Sovereignty and Development
- Biodiversity and Dependent Industries (Fisheries & tourism)
- Industrial Development Strategy
- Urban Planning and Environment
- Agricultural Sovereignty & Sustainable Food Systems
- Water Sovereignty

The project continues in 2021, with plans to develop the white papers into training materials for civil society organisations, academia and activists in the region, who will be able to apply the ideas and guidelines suggested to help them advance a strong narrative for economic recovery based on sound foundational arguments.





# CAMPAIGNING FOR THE RIGHT TO CLEAN AIR



**Ahmad Hammoud** - Communications Consultant  
Lebanon

As a global organisation, we are calling on people around the world to take action for clean air, toxifying the dominant source of air pollution - fossil fuels.

The MENA region hosts some of the world's most polluted cities, and at the same time among the regions with the least air quality monitoring data available. Recent advances in satellite remote sensing, atmospheric modeling and health risk assessment are giving us a more detailed - and more alarming - picture of the air pollution situation in the region than has hitherto been available.

Many are aware of the health risks associated with air pollution, but there is a consistent lack of reliable data measuring air quality and pollution levels available to the public. Air pollution weakens the respiratory system and makes populations more vulnerable to respiratory illnesses and diseases. There is also a heavy economic impact to air pollution that is paid by the society as a whole.

By exposing the contribution of the fossil fuel industry to the high level of air pollution in the region, we can start tipping the narrative and push for solutions and alternatives. For the past three years, we have published extensively researched and scientifically rigorous reports documenting the extent and impact of air pollution in the region, and campaigned to ensure that the message is being heard.

## 2018 and 2019 Publication of 'NO2 Most Polluted Cities in the MENA Region' Report

The list of the 50 largest NO2 hotspots in the world included 8 Arab cities: Dubai (UAE,) Riyadh (KSA,) Al Ahmadi (Kuwait,) Baghdad and Erbil (Iraq,) Jounieh (Lebanon,) Cairo (Egypt,) and Doha (Qatar.)

## 2019 and 2020 Publication of the 'Global SO2 Emission Hotspot Database

Ranking the world's worst sources of SO2 pollution, the largest SO2 emission hotspots were found in Russia, South Africa, Iran, Saudi Arabia, India, Mexico, United Arab Emirates, Turkey and Serbia.

## 2018 Publication of NOx Report

Groundbreaking analysis of new satellite data by Greenpeace for the period of June 1 to August 31 revealed that Jounieh, Lebanon, is ranked 5th in the Arab world and 23rd globally in terms of NO2 air pollution, above megacities like Cairo in Egypt and New Delhi in India.

## 2020 Publication of the "Toxic Air: The Price of Fossil Fuels" Report

The report included figures that reveal the massive health and economic cost endured by MENA countries due to air pollution.

## 2020 Publication of 'World's Sulphur Dioxide Emissions Hotspots 2019-2020' Report

The report listed 5 MENA countries among the top 25 SO2 pollution hotspots in the world.





# UMMAH FOR EARTH

## MOBILISING MUSLIM YOUTH

### ACROSS THE WORLD

“Ummah for Earth” is an allianceship project launched in October 2020 that is contributing to the creation of a climate movement in the Muslim world by exploring Islam as a vector of engagement and mobilisation. By engaging Muslim youth through both cultural values and religious frames - U4E is shifting narratives and mindsets in the Muslim world, most notably in MENA and Indonesia, and helping to catalyse a Muslim-led climate movement.

The project is led by a coalition of two Greenpeace regional offices: MENA and South East Asia (Indonesia) and other organisations, as well as a number of Muslim academics and thinkers.

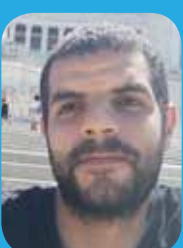
The Muslim faith is the second largest and fastest-growing in the world. As a group, Muslim populations are some of the most vulnerable to the impact of climate change, yet it is one of the least represented communities in the global climate movement.

The project seeks to elevate the important connection between protecting the planet and the Islamic faith and culture. It explores Islamic values and principles that guide Muslims on how to live a better life, one that protects the earth, reduces consumption, and establishes a fair and equitable society for all. It also encourages Muslims, especially youth, to act to address the pressing issues facing the earth.

One of the main highlights of 2020 was the production and release of the ‘Protect to Progress’ web series: eight episodes of videos featuring Muslim activists, scholars, influencers and experts, which were aimed at young Muslims in the region, and brought to life the topics and messages of the partnership project, ranging from climate activism to the protection of biodiversity and natural habitats. By the end of 2020, nearly 50 thousand supporters signed the Ummah for Earth pledge and joined the movement.



**Dima Masri** - Communications Lead  
Lebanon  
“Stemming from our role as stewards of this earth, the Ummah For Earth project resonates very strongly with our mission to protect humanity and the most vulnerable among us. To be part of a team that strives to address the climate crisis in the Muslim world is one step closer towards an equal, and sustainable world.”



**Wassim Yousef** - Digital Lead  
Tunisia  
“It’s inspiring to see how religious values and the Islamic faith can resonate with the planet’s protection and climate militancy, young urban Muslims are becoming more aware of the climate emergency and showing more readiness to prioritize climate action in their daily behaviour.”



**Nouhad Awwad** - Campaigner  
Lebanon  
“One of the main teachings of Islamic values is to maintain a healthy and clean environment. Our only way to protect the Ummah is to take care of God’s natural gifts. Protection of the environment is the duty of every Muslim, let us all together work to heal humanity and the earth as a whole.”



# DOCUMENTING THE CLIMATE EMERGENCY



**Roland Salem** - Multimedia Editor & Film Producer  
Lebanon

One of the main barriers to the implementation of any policy action on the climate emergency in the region is the utter lack of any serious public discourse about the topic, despite a traditional and digital media landscape that is steadily evolving every year.

‘Climate Change Communication in Middle East and Arab Countries’ published by Oxford University Press in 2017 said: “Long-running social and religious conflicts in the Middle East have pushed climate change down the agenda of public opinion and news reporting in most Arab countries.”

In 2018, Google trends showed that MENA was the least concerned region with climate change and related issues, based on an analysis of search results.

As the issue of climate change becomes more apparent in its impact and importance, and with little in terms of coverage and analysis happening in the region, Greenpeace MENA decided to make it a priority to document some of these effects through a series of documentaries, and promulgate them to the media and the public.



We went to Morocco where we bore witness to the impact of climate change in one of the Moroccan oases - Mahamid El Ghezlan, and documented the impact on the indigenous peoples of the region and their disappearing nomadic lifestyle. In 2019 we released a documentary titled “We Protect Moroccan Oases” calling for their protection through climate change mitigation.

A film documenting the impact that climate change is having on the iconic Lebanese Cedar, a hardy and resilient tree that experts say is threatened by increasing pest infestation due to warmer temperatures, irregular weather patterns and urbanisation of areas surrounding the cedar forests. These in addition to other threats such as deforestation and overgrazing, are increasing the vulnerability of this already threatened species.

A short film was produced to document the potential impacts of climate change on the Red Sea marine environment, most notably coral bleaching and the potential loss of swathes of vital habitats for a multitude of marine life; and the need to reduce anthropogenic pressure on these habitats to prolong their survival. This documentary will be released in 2021.

Rising sea levels, changes in weather patterns, and the disruption of seasonal rainfall have had a devastating impact on the Nile Delta’s agricultural communities. We traveled to Egypt to record these effects on the local communities through a documentary film. This documentary will be released in 2021.



MOROCCO



LEBANON



EGYPT





# SUSTAINED ON-GROUND ACTION

Since its formation as Greenpeace MENA, the organisation has led several actions on the ground in several countries around the region.



## BREAK FREE AND GO SOLAR

A giant human banner in Morocco, uniting voices to deliver a message to the world's leaders to end the age of dirty fossil fuels and build a future powered by solar energy. Part of the Break Free movement happening all over the world.

2018



## PROTECTING THE OCEANS

Greenpeace Middle East and North Africa (MENA) organised an art installation made of 800 used plastic bottles representing a blue whale. This event was followed by a beach clean up on Tangier municipality beach.

"Our oceans are in crisis. 1.8 million people globally and almost 100 thousand people from the region have signed the petition calling on governments to sign a global ocean treaty and declare ocean sanctuaries. It is time for the world's governments to listen to what people have to say. We want ocean sanctuaries now!"

2019



## CLIMATE CHANGE ACTION

For the first time in history Youth from Morocco, Lebanon, Tunisia, Iraq and other countries in the MENA region marched the streets and demanded climate action!

"Climate change is the most important threat of our time and we are running out of time.. We all need to act."

2019



## BEIRUT PORT EXPLOSION AND FIRES

2020 Following the devastating explosion that shook Beirut, Greenpeace MENA issued warnings and safety guidelines to the city's residents urging them to avoid the smoke and fallout by remaining indoors and using appropriate protective gear.

Direct lobbying of the Beirut authorities on the ground helped to ensure the removal of the potentially toxic debris being stored in open parking spaces in Beirut. Over the course of several days, staff took part in cleanup efforts and distributed protective masks to residents and other volunteers on the ground.

2020





# SUSTAINED ON-GROUND ACTION



**Dania Cherry** - Communications Manager  
Lebanon

In addition to the ongoing campaigns that Greenpeace MENA works to deliver around the region, we ensure that our voice is heard in the media whenever relevant in response to major news or important events as they develop.

Over the years we have built excellent relationships with national and regional media outlets based on trust and credibility, and have become a go-to source of commentary and information when it comes to topics such as climate change, extreme weather events, energy policy, waste management, forest fires and more.

Going forward, we aim to continue developing these relationships by providing timely and factual information based on sound scientific analysis, and play a leading role in shaping the narrative around climate change and environmental policy in the region.



## RESPONSE TO LEBANESE GOVERNMENT ELECTRIC POWER PLANS

As the Lebanese government announced plans to retrofit the country’s power generation facilities to natural gas, Greenpeace MENA commented: “Replacing one dirty addiction with another will not solve our problems, only renewable energy can.”

2018

# AND PROACTIVE RESPONSES TO DEVELOPING EVENTS



## COAL POWER PLANT IN EGYPT

On Egypt’s announcement of a new coal power plant: “This announcement constitutes a dangerous setback for Egypt’s renewable energy ambition and its efforts to move away from dirty energy”

2018



## GREENPEACE MENA WELCOMES INAUGURATION OF WORLD’S LARGEST SOLAR FARM IN ABU DHABI

“The United Arab Emirates’s ambition and drive for innovation is showing the way forward, it is time for renewable energy to take over for a sustainable, prosperous and healthy future for the United Arab Emirates and the region.”

2019





SUSTAINED ON-GROUND ACTION

AND PROACTIVE RESPONSES  
TO DEVELOPING EVENTS



FLOODS IN JORDAN

Flooding from heavy rain and storms caused considerable material damage including the collapse of a main street as well as the flooding of a hospital and the museum of the Roman Amphitheater in Amman.

“As a climate vulnerable country, Jordan should lead the transition towards safe and clean renewable energy to reduce carbon dioxide emissions.”

2019



FAVORING RENEWABLE ENERGY OVER  
NATURAL GAS IN LEBANON

“We urge the ministry of energy to take the right and brave decision of replacing some planned thermal power capacity with renewable energy!”

Greenpeace MENA published a report entitled “No More Excuses: Time to go Renewable” which provided a technical and economical analysis of the latest electricity plan submitted by the Ministry of Energy in 2019, and offered an alternative scenario favoring a more significant deployment of renewable energy ambitions.

2019



FOREST FIRES

Lebanon witnessed the worst ever forest fire season in 2019, which prompted Greenpeace MENA to remind the Lebanese government and people of the continued danger that climate change poses to the environment, to people’s health and their livelihoods.

“We urge the Lebanese government to announce a state of climate emergency, and take steps towards implementing a national climate mitigation strategy that limits the impact of similar extreme weather events in the future.”

2019



STATEMENT: OPEN LETTER TO THE UN SECRETARY  
GENERAL REGARDING THE FSO SAFER

The FSO Safer mega tanker moored on the coast of Yemen threatens to become one of the worst environmental disasters in the world. The risk of an oil spill caused by the deteriorating state of the tanker, drove Greenpeace to call on the UN Secretary General to take immediate action on the issue. Until the time this report went to publication, the case of the FSO Safer had not yet been remedied.

“The UN is our last, we urge the Secretary-General to make repairing the tanker and removing the million barrels of oil on board a priority. Unless the UN act we risk sleepwalking into a disaster of international significance that will heap even more misery and suffering on millions of Yemenis.”

2020





# FINANCIAL REPORTS



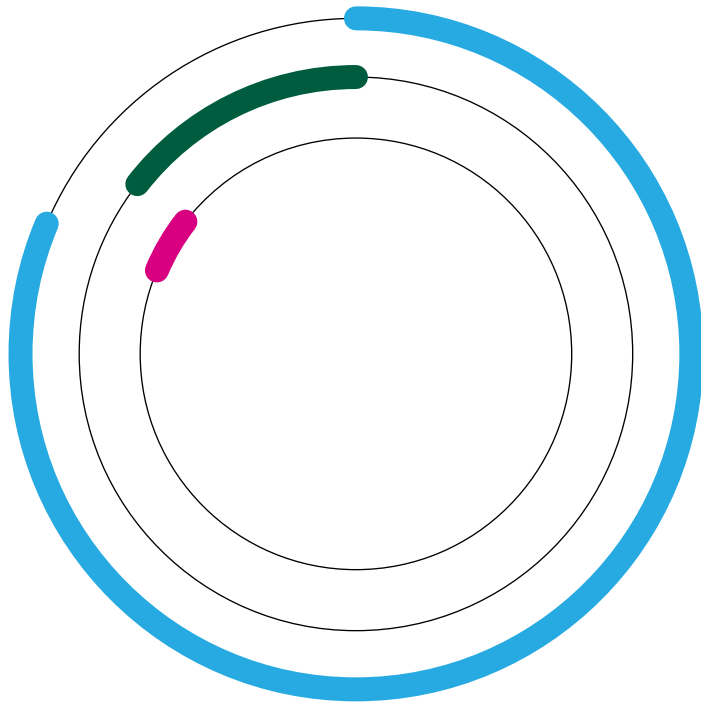
**Ibtissam Assad** - Finance Officer  
Lebanon

Greenpeace MENA, as a newly established office, is mainly funded by grants from Greenpeace International and some regular donations from our loyal supporters from the region. We make sure that every dollar received is mostly efficiently used to protect our planet and achieve our mission.

We take pride in adopting the highest levels of transparency and financial accountability in our reporting. Here is some of our key financial data for the past two years:

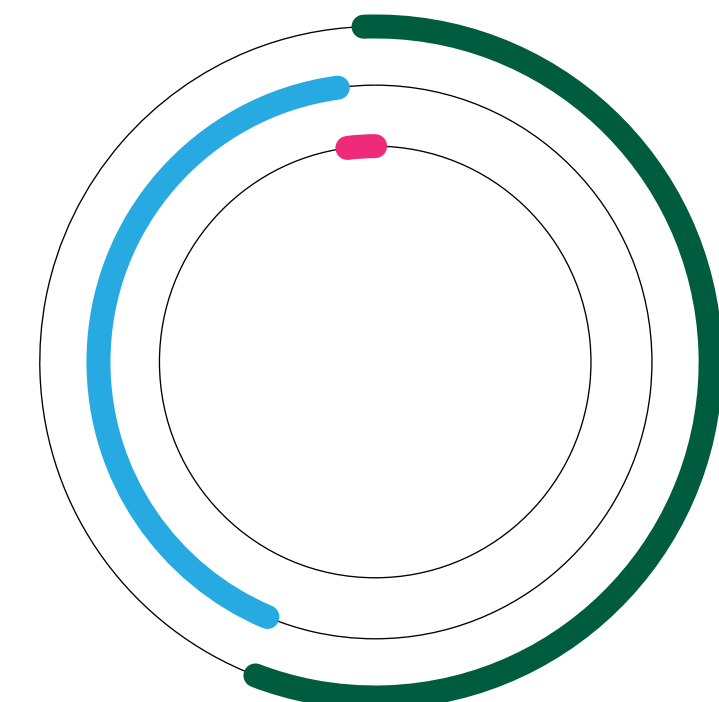
## INCOME 2019

Enabling Grant	\$171,647.90
Resilience Grants	\$974,130
Fundraising	\$51,708



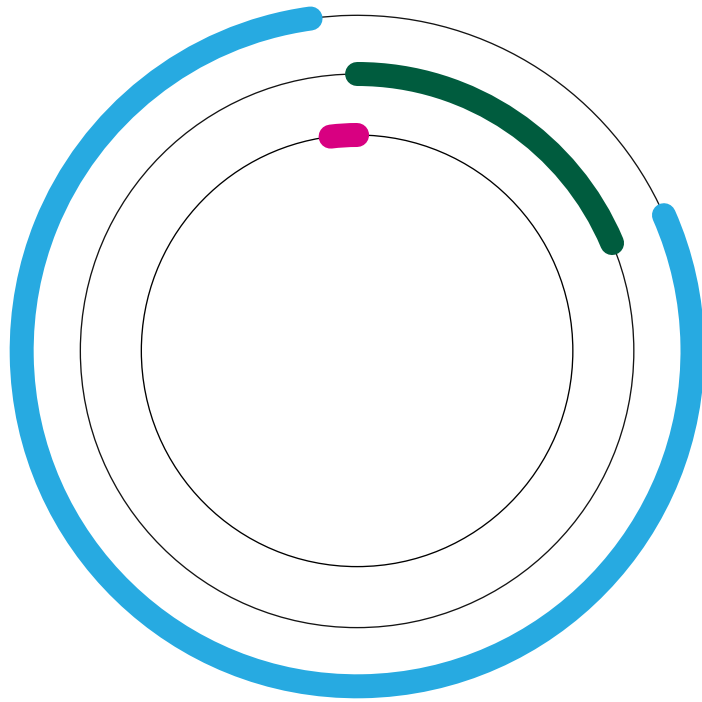
## EXPENDITURE 2019

Environmental Projects and Campaigns	\$586,207
Organisation Support & Governance	\$462,424
Fundraising and Donor Engagement	\$8,284



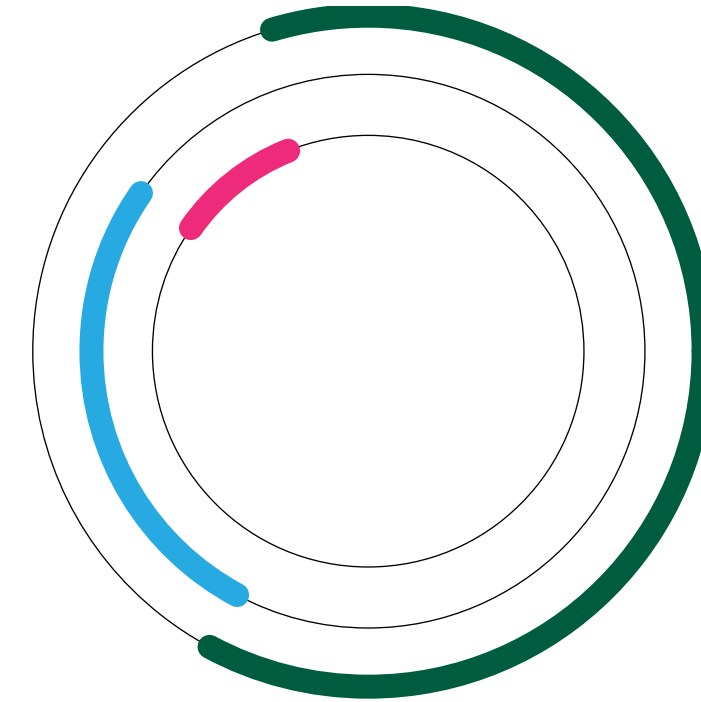
## INCOME 2020

Enabling Grant	\$354,648
Resilience Grants	\$1,272,800
Fundraising	\$31,465



## EXPENDITURE 2020

Environmental Projects and Campaigns	\$901,550
Organisation Support & Governance	\$451,583
Fundraising and Donor Engagement	\$149,369



2019  
2020



## PAVING NEW PATHS: FUNDRAISING



**Rawan Badarneh** - Major Gifts Officer  
United Arab Emirates

Greenpeace MENA does not accept funding from governments, corporations or political parties. Our work, like that of all other Greenpeace offices, is funded by ordinary people and independent foundations. We are honored to rely on donations from generous individuals to carry out our work. That means we are independent to confront those responsible for the destruction of the natural world and push for real change. We do this by investigating, documenting and exposing the causes of environmental destruction and proposing solutions for a better future.

Since its formation as a regional office in 2018, Greenpeace MENA has relied on the majority of its funding from Greenpeace International. As we grow and expand the scope of our work, one of the priorities of the coming years is to build a solid foundation of fundraising and ultimately achieve financial independence thanks to the generous donations of our supporters throughout the region who are committed to our vision and goals.

Greenpeace MENA is committed to ensuring transparency and accountability in all its work and has strict policies and procedures in place to make sure every penny is spent with great care.

We deeply thank you for all your support to Greenpeace MENA mission and to protect our planet.

## MODERNISING OUR SYSTEMS



**Maher Dakik** - Database Administrator  
Lebanon

As our work continues remotely, our systems and processes are always being assessed and updated as per our developing requirements. We are a small team whose people are spread out in many countries and all part of a wider internationally networked organisation.

As we grow and mature as a regional office, we continue to build the organisational and operational backbones that support our work, through the implementation of more robust finance, data and digital systems, to more streamlined HR processes.

It is during times when we all had to make a radical change in work routine, and all move our offices home, that the resilience of our structure and systems shine. We quickly made the transition and adapted to the situation, and continued to deliver on our campaign priorities nonetheless.







# LOOKING FORWARD: WHERE DO WE GO FROM HERE?



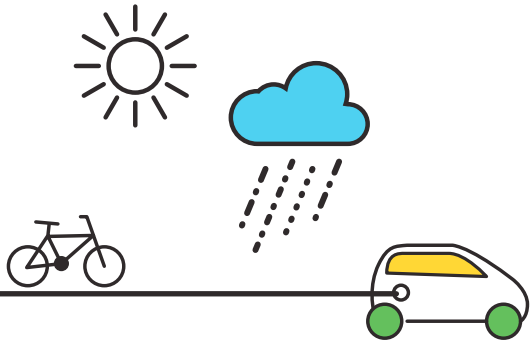
**Julien Jreissati** - Programme Director  
Lebanon

We move forward into 2021 with our will and resolve strengthened by the achievements of the past, as we realise that the years ahead will be just as challenging. We are confident that the issues we are campaigning for are resonating with more people, and are full of hope and optimism that our work will make real change possible, and will help to materialise real solutions that put the environment at the core of our concerns, and therefore ensuring people's health, dignity and prosperity.

The growing concern for the climate emergency and its impact on the region's most vulnerable communities will help to galvanize stronger partnerships with local and regional civil society organisations. Working as well with increased support of progressive and enlightened media outlets who are helping to highlight the climate emergency, and shape the narrative around it, to bring it to the forefront of the regional media agenda, and at the forefront of people's concerns.

We look forward to ever more impactful campaigns on the ground, digitally and in partnership with our allies and the local communities in the region.

We hope that together with other inspiring people and organisations from around the region and the world, we can create a better, greener, more equitable and more sustainable future for the planet.





**Greenpeace MENA would like to thank everyone who has helped and supported us along our journey over the years, especially our volunteers, partners and donors. We look forward to achieving much more together in the future!**



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To volunteer with us and for general enquiries: [info.arabic@greenpeace.org](mailto:info.arabic@greenpeace.org)

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