



Greenpeace Middle East
and North Africa _____

IMPACT REPORT 2024

GREENPEACE
غرينبيس

2024

GREENPEACE MENA
Impact Report

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GREENPEACE MENA

THE STORY SO FAR

Guided by a vision for a greener and more peaceful world, Greenpeace MENA was established in 2018 and is one of the newest organisations in the international Greenpeace network that consists of 27 independent national and regional organisations in over 55 countries.

With almost 30 staff across the region, we offer solutions to the major environmental problems in the Middle East and North African region - especially the climate emergency.



Greenpeace MENA ABOUT US

»» OUR VISION

Together we will conserve the diversity and richness of our region's natural treasures and communities so that our children thrive with dignity in a peaceful, sustainable, and just future.

At Greenpeace MENA, we work creatively and collaboratively to reduce the environmental, economic, and social impacts of climate disasters and push local and innovative solutions empowering our communities to flourish and live in harmony with their environment.

We are a financially independent organisation relying on donations from generous individuals to carry out our work. This means we do not accept funding from governments, corporations or political parties.



»» OUR VALUES



JUSTICE

We strive for justice in a world where diversity, inclusivity, and equity are woven into the very fabric of society.



INTEGRITY

We commit to upholding trust, independence, transparency, and accountability in every aspect of our work and in all our interactions with our partners.



SOLUTION ORIENTED

We believe in the power of innovation to drive impactful solutions for a greener and more sustainable tomorrow.



COURAGE

We take a stand when others are unable to, and we do it with conviction and resilience, always speaking the truth.



EMPOWERMENT

Through empowerment, we nurture the agility and collaboration essential for making a meaningful impact and effecting positive change.



STOP DRILLING, START PAYING

Storytelling for Climate Justice

On World Animation Day, we released a 4-minute animated short inspired by testimonies from Iraq, Tunisia, and Algeria. The film connects communities across the region and exposes a common adversary — the fossil fuel industry — as the driver of escalating extreme weather events.



Protecting Communities from Extreme Weather

We produced practical community guides and educational videos to help people across MENA prevent and respond to wildfires, protect themselves during extreme heat, and manage emergencies safely.

To mark one year since the Derna floods in Libya, we released an explainer video raising awareness about climate-linked disasters and the need for corporate accountability.



Influencers for a Cause

We creatively collaborated with climate influencer **Mostafa Magdy** to spark public conversation on Egypt’s heatwaves through a Make Polluters Pay lens.



Global Advocacy

- Co-facilitated a global session on Financial and Litigation Mechanisms to Make Polluters Pay.
- Participated in the Return to Sender global campaign, amplifying the question: “Who Pays?” across the Global South.



OUR SUPPORTERS ARE GROWING

In 2024, the Stop Drilling, Start Paying (SDSP) campaign continued to expand its community of active supporters and advocates. The campaign gathered

12,065 petition signatures

from around the world.

The highest numbers of signatures came from:

- Egypt: 2,765
- Yemen: 2,194
- Morocco: 1,873
- Algeria: 1,469
- United States: 1,296
- Tunisia: 1,278
- Iraq: 565

Additionally, one SDSP supporter became an active donor in 2024, bringing the total number of SDSP supporters who also contribute financially to six active donors.



New supporters: 9,306
Total signatures: 12,065
Supporters converting to donors: 1
Total SDSP supporters: 14,070

Regional Partnerships

In 2024, we established six new partnerships (four local, two regional) to deepen grassroots advocacy.

Tunisia: Partnered with We Lead Org to train youth in documenting local climate impacts through short films. The outputs, to be released in early 2025, spotlight lived experiences of climate-affected communities.

Morocco: Supported ESCO in launching a campaign on Sawt to phase out fossil fuels and promote renewables. The initiative included a national Scientific Day on Renewable Energy and will culminate in a policy brief strengthening Morocco’s renewable energy law in 2025.

Iraq: In collaboration with the Nissan Institute for Environmental Protection and Basra communities, we launched an environmental justice campaign via Sawt. This advocacy helped secure initial approval of an environmental taxation clause in Iraq’s Environmental Protection Law — embedding the Polluter Pays Principle into national policy.

Media Impact

We published a widely circulated op-ed in leading Moroccan media following deadly floods, calling for accountability from international oil companies (IOCs).

Wellbeing Economy: Championing a New Economic Future for the MENA Region

Creative Advocacy with Amjad AlNour

Our 'Wellbeing for All' campaign work included the launch of the music video Ahlamouna (Our Dreams) during the World Bank–IMF Annual Meetings, in collaboration with Sudanese artist and filmmaker Amjad AlNour. Using his signature creative approach to language and music, he critiqued the current economic and financial system for exploiting people and the planet.



Partnership with the Arab Forum for Alternatives (AFA)

Together, we advanced climate justice and wellbeing economy thinking through a regional training series for 20 emerging researchers, journalists, and civil society professionals.



Policy Influence and Research

At the Civil Society Policy Forum (CSPF), we presented “Centering Wellbeing Economics: Rethinking Development in the Global South” — a session unpacking extractivist trends in EU–North Africa “green” partnerships, using Morocco’s hydrogen strategy as a case study.

UAE Wellbeing Economy Award

In partnership with Ajman University and the Universities Climate Network, Greenpeace MENA launched the second edition of the UAE Wellbeing Economy Award — empowering youth to rethink economic success beyond Gross Domestic Product (GDP). The award received submissions on themes such as alternative indicators, post-luxury economies, and the future of energy.



Wellbeing Economy Dialogue – Dubai

In collaboration with Tawazoun, we hosted the Wellbeing Economy Dialogue, bringing together UAE government representatives, sustainability experts, and civil society. The discussion challenged Gross Domestic Product (GDP) as a sole measure of success and called for a new model that centers people, planet, and purpose.

A Plastic-Free MENA



Mobilizing for a Strong Global Plastics Treaty

At the Climate Justice Camp — a unique annual event that brings together hundreds of young people from across the Global South to build collective power in their journey toward climate justice — Greenpeace MENA organized a powerful photo action calling for a strong and legally binding Global Plastics Treaty. This public moment amplified regional solidarity with global movements demanding systemic change across the plastics value chain.

Strategic Advocacy and Policy Engagement

In 2024, Greenpeace MENA played a prominent role in shaping the global political strategy on plastics through active participation in Fifth Session of the Intergovernmental Negotiating Committee to develop an international legally binding instrument on plastic pollution INC5 as part of the Greenpeace International delegation.

Our team developed and distributed policy briefs tailored for national delegations — including Egypt and the UAE — ensuring that regional priorities were clearly represented in the negotiation process.

This strategic engagement generated 26 pieces of media coverage, most of which appeared in tier-one regional and international outlets, significantly elevating visibility of the plastics issue across MENA.

Intergovernmental Negotiating Committee on Plastic Pollution



Collaborating with Public Figures to Advance an Anti-Plastic Narrative

We partnered with Islem Belaribi, a leading regional voice on environmental justice, to amplify and mainstream our INC demands among Arabic-speaking audiences.



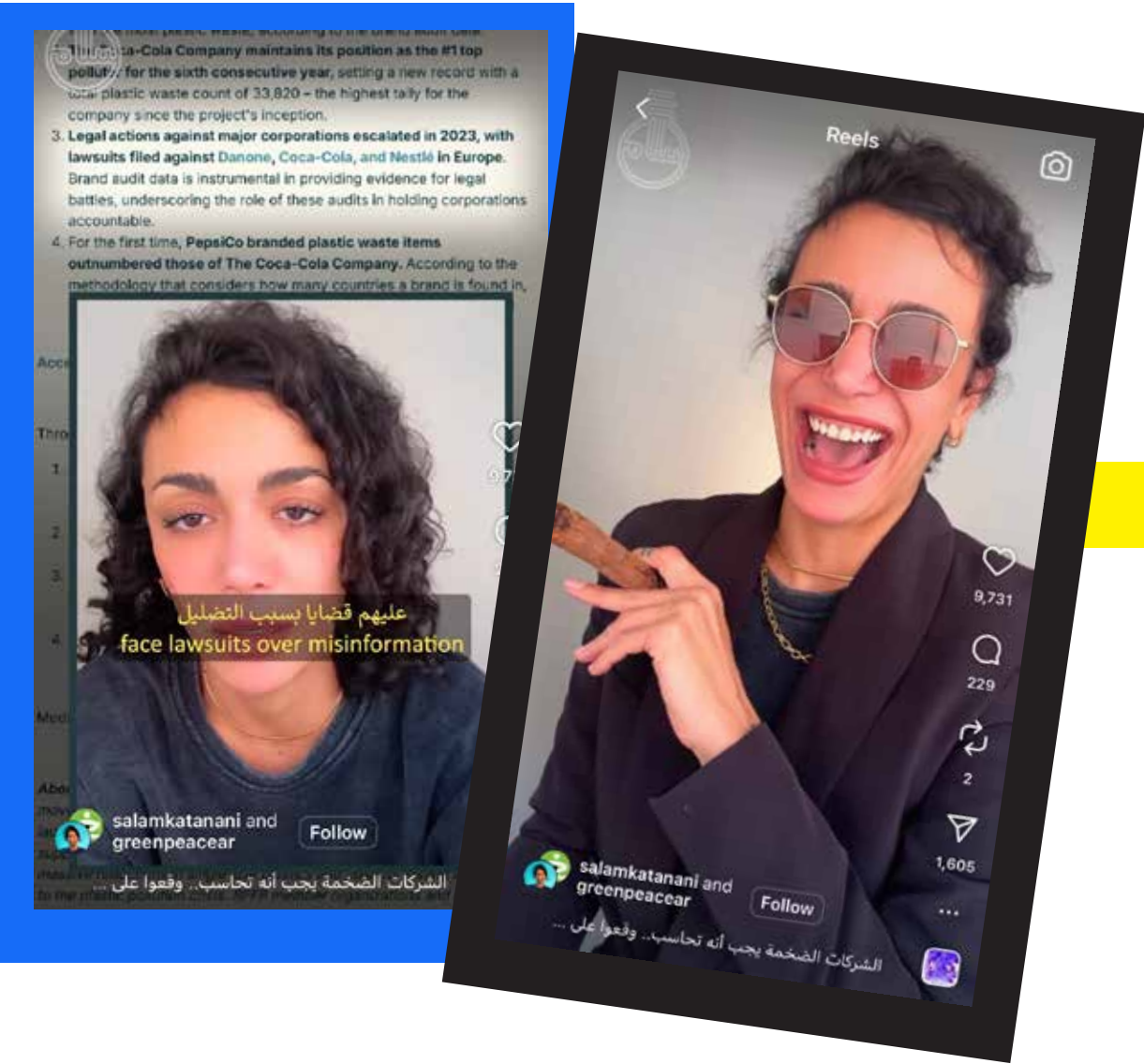
In parallel, we leveraged the Paris Olympics moment to build momentum for the Race to Busan campaign, collaborating with Lebanese Taekwondo athlete Salam Katanani to link sports, youth, and climate action through an anti-plastic narrative.



Capacity Building workshops for Policy impact

In the lead-up to INC5, Greenpeace MENA supported capacity-building workshops for civil society organizations and plastic treaty negotiators. These sessions strengthened regional advocacy skills and led to a key outcome — a policy brief on plastics finance, which was later adopted by the Egyptian delegation as the basis for Article 11 of the INC non-paper.

We also conducted message testing around the Fast-Moving Consumer Goods (FMCG) industry in collaboration with content creator Salam Katanani, ensuring that our narrative on corporate accountability resonates with both policymakers and the public.



Air pollution

The launch of “Major Air Polluters in Africa Unmasked”

In 2024, Greenpeace MENA and Greenpeace Africa jointly released the groundbreaking report “Major Air Polluters in Africa Unmasked”, exposing the companies and industries driving toxic air pollution across the continent. The findings reveal alarming data on the public health crisis linked to air pollution, with North African countries — particularly Egypt — among the most affected.



A Breath of Fresh Air Campaign

To mark the International Day of Clean Air for Blue Skies, Greenpeace MENA launched the digital campaign “A Breath of Fresh Air”, inviting people across the region to reimagine what clean air means to them. Participants were encouraged to submit photos and stories capturing their vision of clear skies and healthy environments, underscoring that everyone deserves the basic right to breathe clean air.

The campaign aimed to inspire collective action, amplify public demand for stronger air-quality regulations, and strengthen the clean air movement across MENA.



Air quality monitor delivered to frontline community in Morocco

In Morocco, we have been supporting local groups with their campaigns against air pollution and its sources. We have supported them by amplifying their work, providing regional exposure to help mobilise more support for their campaigns. We also provided them with air quality monitors in order to develop the proper solutions for each case.

UMMAH FOR EARTH: Expanding a Global Faith-Based Movement



In 2024, Ummah for Earth (U4E) expanded into a truly global movement of

**46 members —
33 organizations
and 13 individuals —
uniting voices**

from the MENA region (Lebanon, Egypt, Jordan, Morocco, Bahrain), Southeast Asia (Indonesia, Malaysia), North America (Canada, USA), Europe (UK, Germany), and Africa (Nigeria, Kenya, Pakistan). Together, we are shaping a powerful, faith-inspired call for environmental justice.

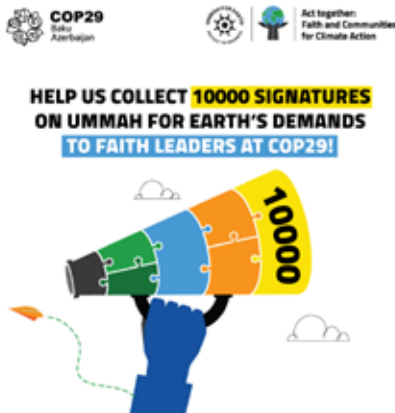
Islamic Finance Campaign Launch

We launched the groundbreaking Islamic Finance and Renewable Energy report in Dubai, positioning U4E as a solution-oriented thought leader. The publication examines how Shariah-compliant financial tools can mobilize billions toward renewable energy and climate resilience — bridging faith, finance, and the future of our planet.



Influential Presence at COP29

At COP29, U4E hosted two official side events and presented our Faith-Based Climate Demands directly to global faith leaders, amplifying the moral voice for climate justice on the world stage.



Amplifying Faith Voices Through “Podcast for Earth”

We launched the Podcast for Earth series, exploring how Islamic values inspire environmental stewardship. The first of seven episodes, released in 2024, features conversations on youth leadership, community-led sustainability, and global climate action. New episodes will continue to roll out throughout 2025.



U4E Campaigning Course

In 2024, we introduced the U4E Campaigning Course — a first-of-its-kind training that equips faith-based activists with campaigning and digital mobilization skills grounded in Islamic principles of stewardship (khalifa). The course strengthens our movement’s capacity to drive ethical, values-based environmental action.



Ummah For Earth Stats

- **10 million** unique individuals reached across social media platforms.
- **17%** Increase in Website Traffic - Organic
- **109** Media Ummah Related Media Clipping
- **10** Key Influencers for Ummah Projects

ENGAGEMENT

Media Highlight Moments

2024 marked a breakthrough year for Greenpeace MENA’s media presence— reflecting growing public interest in environmental justice across the Arab world.

848 media clippings recorded in 2024
— a 123% increase compared to 2023.

320 headlines featured Greenpeace by name,
underscoring the organization’s rising credibility as a leading environmental voice in the region.

696 spokesperson mentions,
reflecting consistent expert commentary and rapid media responsiveness.

Coverage appeared across 602 outlets,
including top-tier Arabic and international media.

Most coverage stemmed from reactive moments around key breaking stories such as the Rubymar oil spill, the Sounion tanker incident, and the Bourj Hammoud fire, where Greenpeace MENA played a central role in shaping the public narrative around environmental accountability and transparency.

Digital Engagement: Expanding Our Reach and Influence

In 2024, Greenpeace MENA’s digital presence continued to grow in both scale and depth. Through strong storytelling and creative visual content, we used social media to raise awareness, inspire participation, put pressure on decision makers and mobilize communities across the region.

86 original videos produced
462 social media posts published
500 Instagram stories shared

By reacting quickly to key environmental moments and highlighting local stories, Greenpeace MENA strengthened its role as a trusted source of environmental information and action in the MENA region.

User-Generated Impact: Talking about Real stories

Basra Push – A Grassroots Success Story

Our digital storytelling and direct community engagement in Basra created powerful on-the-ground content that resonated nationally. This user-generated campaign spotlighted environmental pollution and community resilience — driving online engagement that ultimately contributed to parliamentary discussions and regulatory amendments on environmental taxation under the Polluter Pays Principle.

FUNDRAISING

In 2024, Greenpeace MENA’s digital fundraising program continued its strong upward trajectory, achieving a 66% increase in revenue compared to 2023 — a clear sign of growing donor trust and regional engagement.

Three-Year Growth Journey

- 2021–2022

Laying the Foundation — Focused on establishing the digital fundraising infrastructure, including donation pages, payment gateways, fundraising platforms, and CRM systems.
- 2022–2023

Momentum Building — Achieved a 285% growth in digital fundraising revenue.
- 2023–2024

Consolidating Success — Recorded a further 48% growth, demonstrating steady expansion and sustained supporter commitment.

Donor Insights

58% increase in total donors between 2023 and 2024.

37% rise in average gift size, reflecting deeper donor engagement.

Over the past three years, **61%** of donors were one-off, while **38%** were recurring, showing a healthy trend toward broader participation through one-time gifts.



WHERE ARE THE DONATIONS COMING FROM?



Digital fundraising is expanding across the MENA region and beyond. In 2024, the top contributing countries were:

- United Arab Emirates **(35%)**
- United States **(5%)**
- Lebanon **(4%)**
- Egypt **(2.5%)**
- Qatar **(2%)**

PEOPLE AND CULTURE: STAFF AND DIVERSITY

In 2024, Greenpeace MENA reached several key milestones that reflect our growth and commitment to both our people and our mission. We launched the Culture Transformation Initiative to embed shared values and strengthen the way we work together, and we partnered with an external consultancy to ensure equitable and competitive pay across all countries. Our talent pool continued to expand, welcoming new and diverse team members, while 84% of staff participated in training programs, with several colleagues joining a Leadership Program, building the next generation of Greenpeace leaders.

During the crisis in Lebanon, we stood together as a team, prioritizing our staff's mental, emotional, and financial well-being through counseling, flexibility, and consistent care. To further promote well-being, we introduced an end-of-year paid Wellness Leave, giving everyone a dedicated week to disconnect, recharge, and return stronger.

Our journey has not been without challenges, but every step has underscored the strength, resilience, and unity of our team. Together, we are shaping a stronger Greenpeace MENA, one that stands for people, for the planet, and for the future we all believe in.



NAVIGATING WAR



In response to the escalation of conflict in the region, Greenpeace MENA implemented measures to protect staff safety and ensure business continuity. A total of 13 staff members voluntarily relocated outside Lebanon for safety reasons, while 4 employees relocated internally within the country.

These relocations were coordinated closely between the People & Culture, Security, and Leadership teams, who provided logistical and financial support, alongside access to mental health and well-being resources.

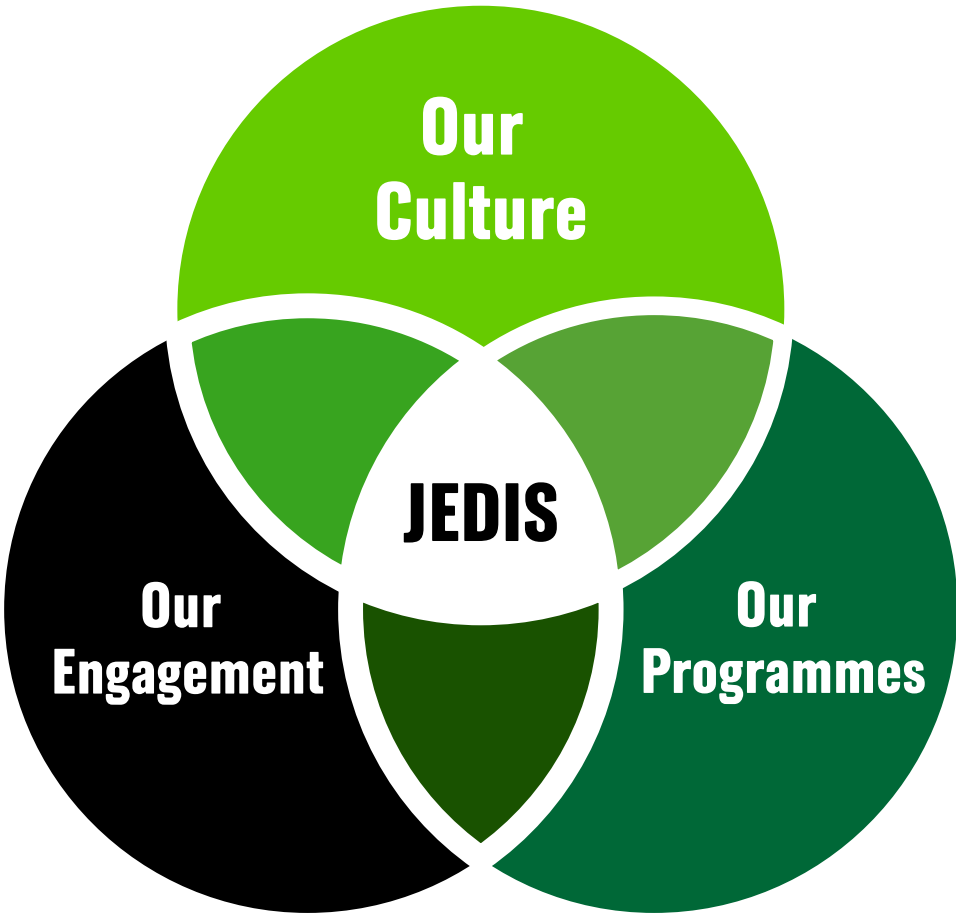
To ensure continued support during this difficult period, all employees were granted access to Embrace, a Lebanese non-profit organization providing mental health assistance.

Despite the challenges, our priority remained clear: to protect the safety, dignity, and stability of our team while maintaining focus on our mission and values.



JEDIS & INTEGRITY: EMBEDDING EQUITY AND INCLUSION ACROSS OUR WORK

In 2024, Greenpeace MENA advanced its commitment to Justice, Equity, Diversity, Inclusion, and Safety (JEDIS) by integrating these principles across its culture, programmes, and engagement. Through staff training, a new JEDIS Working Group, and a regional glossary, we strengthened shared understanding and accountability. Campaigns became more inclusive through data tools and community mobilization projects amplifying marginalized voices. We also made our communications more representative with bilingual materials, visual guidelines, and greater use of Arabic and regional dialects—marking a meaningful step in our decolonization and language equity journey.



Governance & Org Supervisory Board and Organisational Structure

Our governance structure is composed of two bodies: the Supervisory Board and the Executive Board. The Supervisory Board typically consists of 3 to 7 members and plays a crucial role in ensuring adherence to internationally recognized governance and financial management standards. Key responsibilities include approving the organization's budget and audited accounts, and appointing the Executive Director. Our Board members serve voluntarily and are selected based on their expertise and proven commitment to Greenpeace's mission and values in the MENA region. Through their strategic guidance and oversight, we remain a transparent and accountable organization that strives to make a positive impact in the world.

The Executive Board



Ghiwa Nakat- Executive Director

Ghiwa Nakat has spearheaded Greenpeace's growth and expansion in the Middle East and North Africa to make it a vital part of a vibrant environmental movement that prioritizes the climate emergency and a just energy transition. She is determined to bring about real change and has built a passionate and diverse team that represents the breadth and diversity of this region. After studying agricultural engineering at the American University in Beirut, Ghiwa obtained an MBA at the Université Paris Dauphine. Serving on the advisory board of WAAUB, she is dedicated to empowering MENA communities with sustainable solutions and support. As a business leader, she spent two decades providing inspiration, motivation and encouragement to help organizations develop their ambitious visions and make them a reality. In the agricultural business sector, she worked across the MENA region to apply her expertise in holistically tackling the key agricultural and environmental issues faced by farmers. As the first woman agronomist in her company, she took a fresh approach to building close relationships with growers, helping them to build their ambition and innovation.

Her experience as a long-time environmentalist has taken her to the frontline of climate change, seeing the most vulnerable communities bear the brunt of the climate crisis and pollution. She is committed to helping provide these communities with the support and solutions they need to adapt.

The Supervisory Board of Directors



Mohammed ElKhateeb – Chair of the Supervisory Board

Mohammed ElKhateeb holds a Master of Science degree in Environmental Governance from the University of Freiburg, Germany, and focuses his research on sustainable mobility, environmental policy, and urban resilience. He authors a blog called “The SubMonitor,” which delves into sustainable mobility, policy, and planning in cities globally, with an emphasis on public transportation.



Nadine Wahab – Deputy Chair of the Supervisory Board

Nadine Wahab is a civil society leader working at the intersection of environmental sustainability, human rights, and policy advocacy with over 25 years of experience. She is the Founder and Director of Eco-Dahab, an initiative based in South Sinai focused on sustainable local development. Under her leadership, Eco-Dahab collaborated with local authorities and national ministries to support initiatives such as the #PlasticFreeDahab campaign, which contributed to the ban on single-use plastics in the region.

Wahab also serves as Director of Sustainable Network Egypt (SNE), a coalition of environmental organizations, social enterprises, and advocates. She coordinated the network’s civil society engagement during COP27 and supported collective advocacy on the Global Plastics Treaty. At COP27, SNE hosted more than 60 events in the Green Zone. Wahab also played a key role in CultureCOP and the Climate Heritage Network’s programming in Sharm ElSheik. Her earlier work includes directing the Arab Center for the Promotion of Human Rights and managing international advocacy at the Cairo Institute for Human Rights Studies. She was previously Deputy Campaign Manager for Dr. Mohamed ElBaradei’s 2011 presidential campaign, overseeing national operations and strategy. She has also worked in Washington, D.C., in communications and advocacy roles with the Rights Working Group and the Arab American Institute.

Wahab’s work has consistently focused on building cross-sector partnerships and supporting community-centred approaches to policy and advocacy. She has contributed to publications including The Climate Change Primer, a resource for policymakers in the MENA region. Her areas of focus include civic space, environmental governance, and movement-building in challenging political contexts.



Mario Stephan – Trustee

Mario Stephan is currently the Head of Philanthropy Diversification and Impact for Doctors Without Borders/ Medecins Sans Frontieres (MSF) based out of Geneva-Switzerland.

Mario’s experience encompasses a wide variety of roles, from field work to leadership and executive roles, with several international organisations. In the course of his career, Mario has lived and worked in the Democratic Republic of the Congo, Kenya, Afghanistan, Somalia, Egypt, and the UAE. Mario also held regional positions covering eastern and southern Africa, the MENA region, and the Gulf (GCC). Mario Has lived and worked in the MENA/GCC region for 28 years.

In the years leading to his present appointment with GP MENA, Mario was involved in different governance roles, namely as the board secretary of MSF Belgium and chairman of INSO (the NGO safety organisation) He also joined two other advisory boards of Gulf universities and foundations, bridging the gap with the Aid & Relief sector, and continues to sit today on the advisory board of the American University in Dubai (AUD)’s Masters of International Affairs (MAIA)

Mario speaks Arabic, English, French and Spanish, and holds a Master’s degree in Management and Business Administration from the KEDGE business school (Bordeaux, France), a professional trainer accreditation from the Chartered Institute of Environmental Health (London, United Kingdom), and Mentor accreditation at Senior Practitioner Level by the European Mentoring and Coaching Council (EMCC).

He is lastly, a faculty member of the Master’s degree in sustainable humanitarian action at the DIHAD humanitarian college (UAE) in partnership with the Universidad Católica de Murcia (Spain)



Yara Shawky – Compliance Officer

Yara Shawky is a seasoned researcher and civil society professional with over 20 years of experience. She has collaborated with international organizations, donors, and funders to enhance the resilience of civil society organizations in Egypt, the MENA region and globally. She has worked with organizations such as UNHCR, Save the Children, and UNDP, focusing on youth participation, gender inclusion, and development programs.

In her recent roles with Ford Foundation, Yara's efforts have centred on social justice, civic space, digital rights, and climate justice. As a generalist who worked across many themes and fields, Yara brings extensive technical expertise in strategy development, policy and context analysis, program and project management, and institutional capacity building for civil society organizations.

Yara earned degrees in political science, human rights and democratization, and public policy. She is also a Senior Fellow at The Atlantic Fellows for Social and Economic Equity (AFSEE) program, with research focused on the challenges of designing entrepreneurship programs, including digital entrepreneurship programs and green start-ups.



Hala Kawzally – Treasurer

Hala Kawzally is a seasoned financial advisor and has acquired over 30 years of experience in banking, investments, and business development. As a certified financial advisor from the Chartered Institute for Securities & Investment, United Kingdom, she founded Timeless, a consultancy firm specializing in financial literacy, business advisory, and leadership training programs, collaborating with international organizations such as UNIDO and ESFD.

Hala has empowered countless entrepreneurs and companies through tailored programs focused on financial well-being, wealth management, and organizational restructuring. Her leadership experience includes serving as an Executive Manager at HSBC, General Manager of Abido, a leading spices manufacturer, and more recently General Manager and owner of GALI, a commercial food agency for Middle Eastern products.

As Treasurer of Greenpeace MENA and an active member of MELA and LLWB, she advocates for sustainable development and financial education across the region. With two master's degrees in finance and accounting, and Marketing and Management, Hala is committed to fostering financial literacy, leadership excellence, and sustainable growth.



OUR FINANCES



Greenpeace MENA prioritises transparency and financial accountability. Through careful financial management and strategic resource allocation, Greenpeace MENA remains dedicated to financial sustainability and operational effectiveness. Despite the cost of living crisis, we have maintained our income levels by supplementing grants from Greenpeace International with consistent growth in fundraising income. This growth has been driven by digital fundraising efforts on our website and other platforms, as well as contributions from major donors and foundations supporting specific projects. In 2024, we achieved a decrease in total expenditure, even with increased investment in our fundraising department, by managing our campaigns and support expenses effectively.

Statement of financial position

In USD	Note	As of 31 December 2024	As of 31 December 2023
Assets			
Non-current assets			
Equipment	4	29,966	33,908
Security deposit		80,962	76,979
		110,928	110,887
Current assets			
Accounts receivable	5	61,367	146,882
Due from a related party	9	234,632	-
Cash and cash equivalents	6	1,562,233	1,346,243
		1,858,232	1,493,125
Total assets		1,969,160	1,604,012
Net assets and liabilities			
Accumulated funds		1,204,876	797,244
Total net assets		1,204,876	797,244
Non-current liabilities			
Employee benefits	7	319,122	242,635
		319,122	242,635
Current liabilities			
Accounts payables	8	445,162	418,593
Due to a related party	9	-	145,540
		445,162	564,133
		764,284	806,768
Total net assets and liabilities		1,969,160	1,604,012

Statement of activities and changes in net assets

In USD		Year ended 31 December 2024			Year ended 31 December 2023		
	Note	Unrestricted	Restricted	Total	Unrestricted	Restricted	Total
Revenues							
Grants	10	2,875,552	726,946	3,602,498	2,189,473	575,563	2,765,036
Donations		441,102		441,102	667,014	-	667,014
Other non-operating income		61,221	-	61,221	2,866	-	2,866
Total revenues		3,377,875	726,946	4,104,821	2,859,353	575,563	3,434,916
Expenditures							
Personnel expenses	11	(1,686,643)	-	(1,686,643)	(1,496,833)	-	(1,496,833)
General operating expenses	12	(1,115,597)	(726,946)	(1,842,543)	(1,216,457)	(575,563)	(1,792,020)
Depreciation expense	4	(12,403)	-	(12,403)	(14,382)	-	(14,382)
Other non-operating expenses	13	(92,968)	-	(92,968)	(58,033)	-	(58,033)
Loss on fiffERENCE of exchange		(62,632)	-	(62,632)	8,241	-	8,241
Total expenditures		(2,970,243)	(726,946)	(3,697,189)	(2,777,464)	(575,563)	(3,353,027)
Excess of revenues over expenditures		407,632	-	407,632	81,889	-	81,889
Net assets							
As of 1 January		797,244	-	797,244	715,355	-	715,355
Change in net assets for the year		407,632	-	407,632	81,889	-	81,889
As of 31 December		1,204,876	-	1,204,876	797,244	-	797,244

Statement of cash flows

In USD

Cash flows from operating activities

	Year ended 31 December 2024	Year ended 31 December 2023
Change in net assets for the year	407,632	81,889
Adjustments for:		
(Reversal of)/allowance for provision for ECL on cash at banks	(1,674)	1,674
Depreciation expense	12,403	14,382
Loss on disposal	273	-
Employee benefits provisions added during the year	102,434	58,033
Operating profit before working capital changes	521,068	155,978

Change in accounts receivable	85,515	(44,370)
Change in due from a related party	(234,632)	-
Change in due to a related party	(145,540)	(9,158)
Changes in accounts payable	26,569	162,916
Employee benefits paid during the year	(25,947)	(20,674)
Net cash from operating activities	227,033	244,692

Cash flows from investing activities

Change in security deposit	(3,983)	27,196
Acquisition of equipment, net of proceeds from disposals	(8,734)	(12,346)
Net cash (used in)/from investing activities	(12,717)	14,850

Net increase in cash and cash equivalents	214,316	259,542
Cash and cash equivalents at the beginning of the year (Note 6)	1,346,243	1,088,375
The impact of changes in allowances on cash and cash equivalents	1,674	(1,674)
Cash and cash equivalents at the end of the year (Note 6)	1,562,233	1,346,243

Grants

In USD

	Year ended 31 December 2024	Year ended 31 December 2023
Resilience grants- Unrestricted grants	2,875,552	2,189,473
Enabling- Restricted grants	726,946	575,563
	3,602,498	2,765,036

LOOKING AHEAD:

WHERE
DO WE
GO FROM
HERE



We will forge strong alliances with like-minded organisations and individuals who share our dedication to safeguarding our planet. Integrating Climate Justice and Alternative Futures as core values in our campaigns, we aim to drive impactful change and expand upon our previous successes, such as our well-being economy webinars, the prestigious Alternative Futures award, Climate Justice Camps, and our advocacy at the COP summits.

Through compelling storytelling, we will amplify the voices of marginalised frontline communities and youth, showcasing their resilience and shedding light on the urgent need for climate justice. As a solution-oriented organisation, we will champion locally-driven initiatives and promote existing and prospective solutions tailored to our unique context, culture, and traditions.



Nancy Afram

Engagement Director at Greenpeace MENA

Greenpeace MENA remains steadfast in its commitment to addressing the urgent challenges presented by the climate crisis in the region. Guided by the principles of justice, equity and inclusivity, we are dedicated to ensuring that our campaigns and initiatives authentically represent the diverse voices within our communities and speak the language of our audiences, empowering them to take action themselves as change makers for a sustainable future.



Our mission remains focused on making polluters pay and advocating for a greener, fairer world, engaging with our audiences and influencing decision-makers alike. We will continue to champion the call for fair climate finance from the historical polluters in the Global North, ensuring that they bear responsibility for the climate crisis they have caused.

We will challenge traditional notions of economic growth, exposing the power imbalances and neo-colonial tendencies that still exist between the Global South and North, while spotlighting exploitative and extractivist practices that perpetuate economic vulnerabilities and hinder true progress. By highlighting alternative approaches, we aim to make the concept of a well-being economy more accessible and appealing to a general audience.



 www.greenpeace.org/mena

 facebook.com/GreenpeaceAR

 instagram.com/greenpeaceAR

 twitter.com/GreenpeaceAR

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