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ANNUAL
REPORT

GREENPEACE AFRICA



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MESSAGE FROM THE

Board Chair of Greenpeace Africa

In my capacity as the interim Board chair, I would like to start by paying tribute to our former board chair, Oury Traore, who resigned at the start of this year for personal reasons. For the past three years, Oury diligently led the board in strengthening the governance and operational framework of Greenpeace Africa (GPAf). A notable achievement of the Board in 2023 was the successful conclusion of the long and laborious search for a substantive Executive Director with the appointment of Dr. Oulie Keita, who joined the organisation from her position as the Executive Director for Africa of the UNDP Continental YouthConnect Programme.

Edmore Nyanhongo

Greenpeace Africa: Board of Directors Chairperson



With the appointment of the ED, the Board gave the greenlight for the long-awaited restructuring of GPAf to address the inefficiencies, including the limited scope, reach and effectiveness in its workforce that were limiting our organisational capacity to deliver on a truly continental scale. The restructuring led to the retrenchment of some staff and the revamping of some regional offices to fit for purpose. As a result, there is now a more cost-effective working space and a new organogram that

will enable the organisation to fully assume its leadership role in the continent in addressing the climate crisis. Moreover, the restructured GPAf is attracting a new crop of talented, highly qualified and experienced staff from across Africa seeking to make meaningful impacts on the lives of Africans, especially our frontline communities that are bearing the brunt of the climate crisis.

The board remains committed to support the ED and the entire team to deliver on GPAf's Climate Justice Movement building efforts, influencing policies and decisions, and building strategic partnerships across the continent. As GPAf intensifies its campaigns to push for the end of fossil fuels and advocate for climate justice, we are greatly indebted to the multitude of donors who selflessly donate to our causes and remain a source of strength for what we do. We reiterate the same sentiment to our great supporters and volunteers, who are tirelessly supporting our communities in advancing this urgent continental agenda for the protection of our environment and preserving our wellbeing. Without your support, GPAf and our local communities will struggle to do all the great work showcased in this report. We look forward to your continued support in the years ahead.



MESSAGE FROM THE

Executive Director, Greenpeace Africa

As we bid farewell to the year 2023, I am honored to share with you our Annual Report, a testament to the collective efforts and unwavering commitment of our Greenpeace Africa community. It is with immense gratitude that I reflect on the strides we have made together, the challenges faced, and the victories we have achieved in our mission to protect our planet.

Dr. Oulie Keita

Greenpeace Africa: Executive Director





Our team forged an alliance with women fish processors and fishermen’s associations to collectively address challenges posed by fishmeal factories and industrial overfishing.

The past year was a pivotal one for environmental activism globally, and Greenpeace Africa was at the forefront of significant initiatives and campaigns. Our commitment to safeguarding our natural world and fostering sustainable practices remained unwavering, despite the complex challenges presented by an ever-evolving landscape.

With the unflinching support and guidance of the board, my team of dedicated staff took on the challenge of restructuring the organisation and undertaking many activities including campaigns at national, regional and international levels. Many of the accomplishments of GPAF in 2023, included our participation at the first Africa Climate Summit, the United Nations General



Assembly, and the 28th edition of the UN Climate Change Summit - COP28.

At national level, our able campaigners working in the Congo Basin collaborated with indigenous communities to raise awareness about plans for oil drilling. In Cameroon, campaigners stood resolute against the Camvert palm oil venture, exposing the multifaceted perils of deforestation, biodiversity loss, wildlife and human conflicts, and community displacement. GPAF continues to track this industrial destruction of the rainforest and shall challenge and denounce the financial institutions supporting the Camvert project. In Senegal, our team forged an alliance with women fish processors and fishermen's associations to collectively address challenges posed by

fishmeal factories and industrial overfishing, including polluting land, air, and waters, and destroying livelihoods. Besides, the Kayar community launched litigation against the industry, which was a first for a local community to challenge an industry in court in Senegal. While the legal challenge did not yield a victory, the resolve of this community could end up inspiring many more plaintiffs to defend in court their environment. In Kenya, when the government proposed lifting a ban on a logging moratorium, Greenpeace Africa mobilised people on digital and offline.

**28 million impressions
on organic social media
and over 100,000 petition
signatures in 2023.**

We caught the attention of the relevant minister and met with her to share our concerns.



The issue wound up in the Kenyan courts and our work contributed to the issue being in the spotlight, resulting in the reversal of the decision of the government. It was a major win for Kenyan forests.

Building the climate justice movement in Africa is done through our groundbreaking 'Planet

One' initiative, establishing in-person organising hubs in three cities, Johannesburg, Nairobi, and Yaoundé, has been instrumental in inspiring and supporting the growing global youth movement for climate justice, while celebrating the rich tapestry of our continent's culture. Another innovative initiative is the 'Planet Watchers' initiative, composed of around fifty passionate citizen journalists across Kenya, Cameroon, South Africa, and Senegal, providing reports on environmental issues in their local communities.

Key achievements

01

Climate Action:

In 2023, Greenpeace Africa intensified its efforts to combat climate change. We actively engaged with stakeholders, and communities to advocate for ambitious climate policies, sustainable energy solutions, and a just transition for all. The Africa Climate Summit proved to be a key and successful event for GPAF in this fight.

02

Biodiversity Conservation:

Our conservation efforts focused on preserving Africa's rich biodiversity. We campaigned against deforestation, the auctioning of new oil blocks and other threats to our ecosystems. A major win for us is the several postponements of the auctioning as we maintain pressure. It is imperative for us to continue promoting the importance of biodiversity for the health of our communities in the Congo basin.

03

Plastic Pollution:

Recognizing the urgent need to address plastic pollution, Greenpeace Africa led impactful campaigns to reduce single-use plastics, holding corporations accountable for their plastic footprint. We campaigned effortlessly at the INC3 in Nairobi calling on governments and dumpers to abide by national and international legally binding laws.

04

Ocean Protection:

Our commitment to the health of our oceans saw us campaigning for marine protected areas, advocating against destructive fishing practices, and raising awareness about the critical role oceans play in regulating our climate in Senegal and the West African coastal countries.

05

Renewable Energy Advocacy:

Greenpeace Africa continued to champion renewable energy solutions, advocating for the transition away from fossil fuels. We celebrated milestones in the adoption of clean energy practices in the recent COP28 in Dubai and urged stakeholders to accelerate their commitments to a sustainable future.

Challenges and Resilience

Undoubtedly, we faced challenges, from navigating the complexities of global politics to addressing the urgency of environmental crises. However, the resilience and dedication of our supporters, volunteers, and staff were the driving force behind overcoming these obstacles.

Looking Ahead:

As we embark on a new year, our resolve to protect the environment only strengthens. Greenpeace Africa will continue to be a beacon of hope, inspiring change and challenging the status quo. We invite you to join us in this crucial journey, as every action, big or small, contributes to the collective impact needed for a sustainable and equitable future.

I extend my heartfelt thanks to each of our colleagues, volunteers, partners, donors, supporters, and every one of you who supported Greenpeace Africa in 2023. Your passion, commitment, and belief in our mission are the fuel that propels us forward.

Together, let us forge ahead into 2024 with renewed vigor, knowing that our collective efforts today will shape the present world and the future of our people and environment.



Executive Summary

In 2023, Greenpeace Africa finally filled the position of the Executive Director (ED), a position left vacant for over three years. The new substantive ED, Dr. Oulie Keita took office in March and visited GPAF offices in South Africa, Cameroon, Kenya and Senegal as part of her onboarding process. As the ED assumed office her major assignment was to execute the long overdue restructuring of GPAF to eliminate the numerous inefficiencies hampering the continual professionalisation of the organisation.

The change management process led by the ED resulted in the establishment of a new organogram, an updated and consolidated Employee Handbook and the expansion of the leadership structure to include Regional Coordinators as members of the Senior Leadership Team (SLT). A Core Strategy Team (CST) was also created to provide a broader platform for the involvement of a cross-section of the staff in strategy-setting and decision-making in implementing the organisation's 2022-2025 strategic plan.

Other important outputs included the finalisation of the fundraising strategy and the integration of the newly developed Culture Strategy

that will create an enabling and professional environment for personal and organisational growth. A difficult but indispensable outcome of the restructuring was the retrenchment of a number of staff to enable the viability of GPAF, operating in an increasingly challenging environment globally as well as across the continent. The successful completion of the major components of the restructuring process places GPAF on a strong footing to undertake impactful campaigns informed by the needs and realities of the continent.

Alongside the restructuring process, GPAF conducted several campaigns and actions at national, regional and international levels against the destruction of the planet. Key ac-



tivities included a campaign against overfishing in Senegal that resulted in the cancellation of 11 Fishing licences and supporting a campaign and legal battle in Kenya that led to revocation of the government's permission to lift the ban on logging. In the fight to protect the Congo forests, our team was in the forefront, campaigning against the lifting of the moratorium on new logging licences. Our support continued against a punitive seed law in Kenya that threatens the livelihood of local farmers who depend on the long tradition of the exchange of seeds and other practices. Other important activities included the active engagement and training of youth under the Planet One Hub project in Cameroon, Kenya and South Africa. At global and continental level, GPAF held actions at the first Africa Cli-

The great work of GPAF would not be possible without the generous donations of people who believe in our mission and vision

mate Summit in Nairobi, COP 28 in Dubai and Monte Carlo Conference of Insurance Companies to pressure government and corporate leaders to take urgent actions to address the climate crisis.

The great work of GPAF will not be possible without the generous donations of people who believe in our mission and vision to protect our planet and promote peace.



Introduction

The climate crisis is worsening as 2023 became the hottest year on record. While this appalling trend worries frontline communities and the environmental movement, big polluting nations and corporations are continuing doing business as usual. In Africa, there is a renewed rush for oil, gas, and coal, driven in part by the outbreak of the Russia-Ukraine conflict. The renewed scramble for fossil fuels in Africa poses tremendous risk to the continent's forests, peatlands and mangroves that are very much needed in alleviating the climate crisis.

On the back of the worsening climate crisis, Africa is experiencing a contagion of military coups notably in the West and Central Africa regions. Since the first successful coup in Mali in August 2022, there have been close to seven others as well as several failed ones in both regions. In July and August 2023, Niger

and Gabon were the latest countries to experience a military coup. The abrupt interruptions of governance by military coups do not bode well for the political stability required by the continent to attract investment and drive sustainable development. GPAF has to operate in these challenging environments to promote

climate justice and push for the complete phaseout of fossil fuels.

Despite the gloomy picture, there is more than a glimmer of hope for Africa's onward march towards sustainable development fuelled largely by the abundance of renewable energy across the continent. In 2023, there were concerted efforts by African nations to boost investment in renewable energy. Kenya is Africa's trailblazer, generating over 80% of its energy from renewable energy with the government promising to achieve 100% by the end of the Sustainable Development Goals (SDGs) in 2030. Kenya is also taking the lead in pushing for a Global Plastic Treaty that seeks to end plastic pollution. GPAF activated in 2023 its political program as a way to engage with governmental and intergovernmental bodies in pushing for a fast transition away from fossil fuels to renewable energy.

With the successful completion of the major components of the restructuring of GPAF, the organisation is now poised, under the new management, to conduct impactful campaigns and engage policy and decision-makers to achieve positive outcomes for frontline communities and the planet. With the commitment and hard work of the Board, staff, volunteers, and supporters, the newly revamped and re-energised GPAF will intensify and expand its campaigns and actions across Africa to deliver our mandate for environmental justice as a truly Pan-African regional organisation.

This annual report highlights key activities, campaigns, actions and engagements undertaken in 2023 at organisational, operational and programmatic levels.



New Management

The first quarter of 2023 was dedicated to the finalisation of the recruitment of the substantive ED, the drafting of the Organisation Development Plan (ODP), finalisation of the fundraising strategy, the integration of the newly developed Culture Strategy and the start of the Organisational Change Management process. As part of the onboarding process, the new ED, Dr. Oulie Keita visited the head office in South Africa, and the regional hubs in Cameroon, Senegal and Kenya to meet staff and familiarise herself with the offices.

Under the new management, the ED led the change management process to address gaps and inefficiencies across the organisation. A new organisational structure with a new organogram was developed and approved by the Board. The Employee Handbook was consolidated and updated procedures, rules, guidelines, benefits and code of conduct.



The change management process in 2023 has placed GPAF in a strong footing to pursue a positive growth trajectory



The leadership structure was also configured to include Regional Coordinators as full members of the Senior Leadership Team (SLT) as part of our change management process.

The SLT is now composed of the Directors who have a PanAfrican mandate and drive the overarching organisational strategy and the Regional Coordinators, who bring unique country and regional insights into the decision-making process of GPAF.

The new management created a Core Strategy Team (CST) to provide a platform to ensure there is inclusivity of staff in strategy-setting and decision-making for the organisation. The overarching mandate of the CST is to drive the 2022-2025 GPAF strategy - implementation, execute organisation design, organisation structure and change management process. The draft Integrated Organisational Culture Strategy, finalised in Q1 2023, was submitted to the CST to review and socialise as appropriate.

In light of the new ways of working at GPAF, a comprehensive hybrid workplace guideline was established. The shift to the hybrid model means that Working-from-Home (WFH) is the main base of work for all staff employed or hosted by GPAF. This applies to home locations within the country(ies) where a staff contract is stipulated. Staff may decide to work from workstations provided by our physical office in their locations for strategic or logistical needs.

The change management process in 2023 has placed GPAF in a strong footing to pursue a positive growth trajectory in the years ahead in terms of strengthening its operational and programmatic capacity and capabilities.





Revamping GPAF

The organisational restructuring of GPAF that took place in 2023 was informed by a series of recommendations from reviews conducted by external consultants between 2015 to 2021. These reviews include the Head Office Report in 2016, the Vision-Hubs Final Report in 2021 and the Fundraising Strategy Review in 2021, recommending a refinement of the strategies of GPAF and expansion of its operations across sub-Saharan Africa to engage more effectively with regional issues and stakeholders, thereby increasing its influence and relevance.

The Geographic Footprint Mapping exercise concluded at the end of 2023 by an external consultant took into consideration findings of previous reviews to proffer a set of recommendations in enabling GPAF to expand its operational scope towards a more holistic environmental advocacy that intersects with human development. The report notes that such an expansion is critical for an organisation operating within a continent where environmental challenges are inextricably linked to socio-economic realities.

a licence to operate in Ghana but is yet to establish an office in the country. There is the need for GPAF to expand to other countries in

Geographic Footprint Review

At present, GPAF has local offices in five countries where it has licence to operate: South Africa, Kenya, Senegal, Cameroon, and Democratic Republic of Congo (DRC). The organisation has

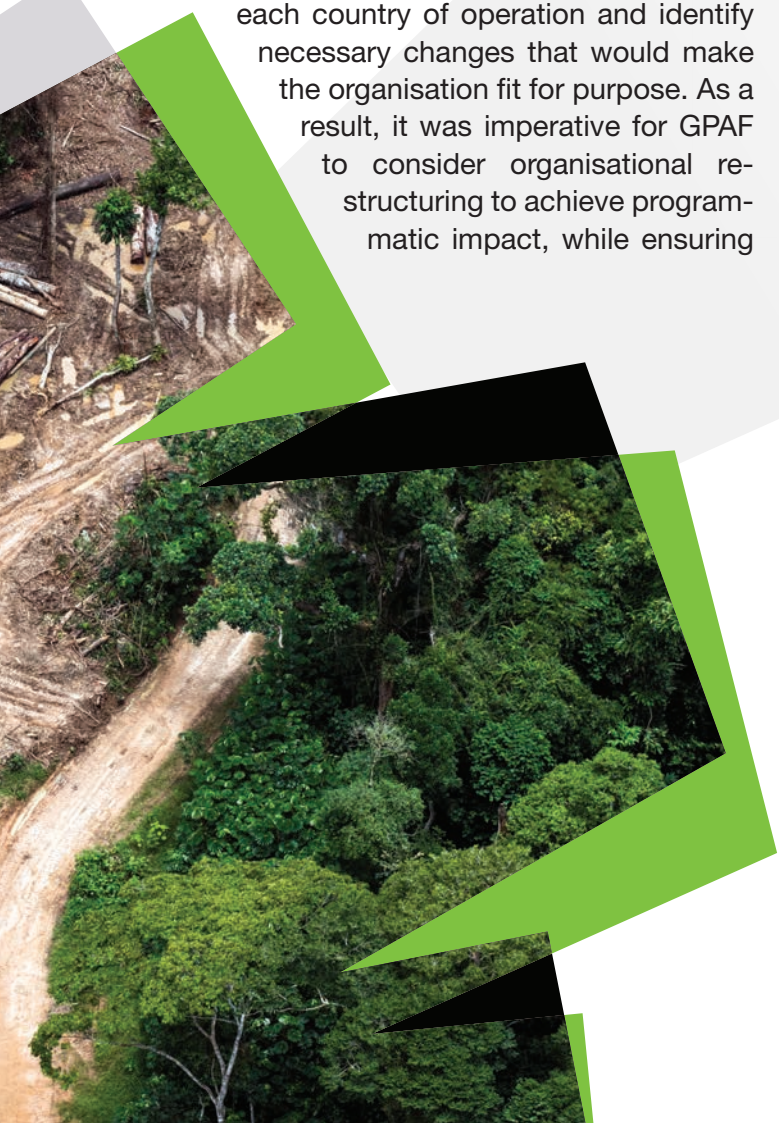




sub-Saharan Africa to boost fund-raising and influence. The report noted that GPAF had been unable to fully realise its current intended mandate of climate justice advocacy and becoming a sustainable entity. The cited key areas where GPAF had not performed as expected included limited strategic impact, programme coherence, rights-based campaigns and financial stability. This called for GPAF to review the current model of presence in each country of operation and identify necessary changes that would make the organisation fit for purpose. As a result, it was imperative for GPAF to consider organisational restructuring to achieve programmatic impact, while ensuring

its long-term viability, sustainability, and flexibility to deliver on its mandates in a constantly changing and difficult operating environment globally and in Sub-Saharan Africa.

Programmatic areas proposed by the geographic footprint exercise include human security and climate change campaigns, citizen and community-based awareness programmes, ecofeminism and gender justice. Several possible partnership categories were recommended for GPAF, including working with other like-minded organisations to implement programmes in countries where GPAF does not have an operating licence. For instance, it is recommended that the partnership from past and present programmatic activities within the Sahel region be strengthened and Nigeria be considered as an operational base.



GPAF Campaigns & Engagements in 2023

Greenpeace Africa carried out several capacity building activities for local communities, while working with them to undertake campaigns and legal actions, where feasible, to challenge business practices or laws that are inimical to the environment and livelihood of their communities. Key interventions were undertaken relating to the oceans, forests, food security, the climate and energy in Cameroon, DRC, Kenya, Senegal and South Africa in the course of the year.



BATTLE AGAINST OVERFISHING:

Cancelation of 11 Fishing licences in Senegal and Community Engagement in Mauritania

Overfishing is a major problem in many countries in West Africa. Senegal has been a key battleground in the fight against overfishing. Following the announcement of a meeting at the Senegalese Ministry of Fisheries to discuss 11 new fishing licences, GPAF proactively engaged with key stakeholders to oppose any additional fishing capacity in the Senegalese waters. The mobilisation of partners

and fishermen communities together with an intensive media campaign was successful in ensuring that none of the 11 fishing licences were granted. The Minister of Fisheries eventually rejected all applications for the 11 new licences and no fishing licence was issued. The success of this campaign attracted a potential partner in the UK donor, who pledged to fund similar projects in the future.





As part of community empowerment and capacity building, a workshop on “the regulations governing the establishment of fishmeal and fish oil factories” was held in Mauritania with the participation of fisheries’ civil society organisations represented by the NGO Zakia. The workshop marked the reintroduction of Greenpeace Africa in Mauritania, striving to reconnect with communities and re-establish relationships among stakeholders.

The Minister of Fisheries eventually rejected all applications for the 11 new licences





Women fisheries processors demand a legal status

Greenpeace Africa and the Network of Women of Artisanal Fishing in Senegal (REFEPAS) marked on 8 March 2023 in the locality of Mbour, about 80 km from the capital, Dakar, International Women's Day, whose theme was Gender Equality Today for a Sustainable Future, with an activity to demand better fisheries management and legal status for their work. Over 300 women processors at the fish processing site of Mballing with the support of the local fishermen and fishing communities held a march with the banner, reading "Our Legal Status Decides Our Future,"

as they called for a legal recognition of their work. This will enable their representation in strategic consultative bodies and access to funding for their activities.

There is a draft decree to recognize the professional status of women fish processors in the fisheries sector. While continuing the campaign to draw attention to the increasing scarcity of fishery resources, which is threatening female fish processors' jobs and food security, Greenpeace Africa will work with these women until the decree becomes law.

Greenpeace Africa will work with these women until the decree becomes law.





Campaign against lifting moratorium on **new logging titles in Congo forests**

Greenpeace Africa continued to expose and denounce DRC's government and its partners for not respecting key commitments within the framework of the renewed agreement that was signed in 2016 with the Central African Forest Initiative (CAFI), a group of donor countries led by Norway. The \$500 million agreement reached in November 2021 at the Glasgow Climate Summit (COP26) is intended to protect the Congo Basin rainforest – the second largest forest in the world where the DRC holds nearly 60% of its area.

The DRC put in place a moratorium on the allocation of new forest concessions in 2002 to develop a sustainable forestry industry, capable of creating jobs and generating tax revenue. Despite 20 years of so-called forest sector reforms and tens of millions of dollars in financial aid, industrial logging is still not under control in the DRC. There have been repeated breaches of the moratorium over the years.

The latest audit report of forest concessions, which was only made public due to pressure from civil society, identified no less than 18 concessions granted in violation of the 2002 moratorium. These illegal titles included all of those resold by the forester and army general, Gabriel Amisi, under American and European sanction, to Chinese partners. The report noted that, of these titles alone, \$3.1 million of what is called “surface royalty” was missing. Other worrying practices included the approval in December 2020 by the then Minister of the Environment, Claude Nyamugabo, of over a dozen contracts transferring millions of hectares of forest concessions into conservation concessions of subsidiaries owned by NorSudTimber (a Portuguese company).

To prevent further destruction of the Congolese forests, GPAF is intensifying its campaign for the enforcement of the moratorium, and a plan for the permanent protection of the forests, vital to the planet.



CAMVERT & AGRIBUSINESS:

Local communities' nightmare

Greenpeace organised an awareness-raising and capacity-building campaign for communities in 10 out of 28 villages affected by the Camvert project in the districts of Campo and Niéte. The activities centred largely on understanding about the granting of a provisional concession and its implications for the various parties involved: the administration, the company and the communities. With better understanding of the legal requirements for land allocation, the communities were able to identify the discrepancies in Camvert's practice. Moreover, the communities had the opportunity to reflect on their legitimate claim to their land, but without the proper legal document to support their claim. The communities raised a number of concerns including some alleged illegal practices by Camvert and the non-payment of the 20% to the communities for community development.

A recommendation that came out of the meetings was to set up development committees in the various villages that work for their collective interests in dealing with the administrative and judicial authorities to defend their rights. Further meetings are in the pipeline for ongoing support to the communities.

WORLD FOOD DAY:

Challenging Kenya's Punitive Seed Law

In October 2023, Greenpeace Africa participated in the National World Food Day celebrations in Kenya and used the occasion to intensify its ongoing "Seed is Sovereign" campaign to raise awareness about Kenya's punitive seed law that criminalises farmers for selling, sharing and exchanging seeds that are unregistered and uncertified. This law disproportionately affects smallholder farmers across the country, who rely on an informal farmer-managed seed system which is based largely on seed saving, sharing and exchange, a cultural practice among different ethnic groups in Kenya.

To demonstrate the harsh realities of the punitive seed law in Kenya, Greenpeace Africa made a prop of "Farmer in a Cell", which was to illustrate the restrictive nature of the seed law and its suffocating effect on small-scale farmers. The prop attracted a large number of people to our exhibition booth to learn more about the detrimental effects of the current seed law. Our "Seed is Sovereign" campaign will build on the momentum of advocating for indigenous seeds and the necessary

changes in seed laws. In past years, Greenpeace Africa had submitted a petition, urging the government to amend the seed law and supported farmers in their legal challenge to change the law.





Climate Change & Energy

Media tour to local communities **opposed to oil operations** on their lands

The Congo Basin team continued its campaign against the ongoing oil and gas auction in DRC, where the government has identified 30 oil and gas blocks, - many of which will wreak havoc on indigenous lands, peatlands, rainforests and National Parks. In June 2023, GPAF organised a media tour to oil blocks located in the province of Equateur (Bolomba and Basankusu), Tshuapa (Befale, Boende and Djolu), Mongala (Bongandanda, Bokungu-Ikela), and Tshopo (Yahum). GPAF brought along journalists from 10 international media

outfits including Al Jazeera and the Bureau of Investigative Journalism as well as national media outfits such as Environews RDC, Top Congo Radio Fm, B-one Tv, and Desknature. The objective of the tour was to enable journalists to gather information about the environmental and social impacts of the oil exploration and extraction processes.

The media trip provided a platform for the local communities to voice their concerns, potentially leading to increased pressure on the government not to go ahead with the oil ex-

ploration contracts. Some positive developments after the media trip included the postponement on 3 November 2023 of the auction of oil blocks for the third time, the publication of an investigative report by The Bureau of Investigative Journalism (TBIJ), exposing the fraudulent award of the Lwandjofu gas block to Canadian start-up Alfajiri Energy Corporation. A significant

victory for the local communities and GPAF was the decision in December 2023 by Perenco to withdraw from the oil tender.

Malemba residents are working on a management plan for their community forest concession, awarded in January, as a strategy to block any land grabbing for the purpose of oil drilling.

NVDA Capacity & Movement Building



YOUTH ENGAGEMENTS:

Planet One Hubs

Planet One hub is an initiative to engage youths in search of creative solutions for climate adaptation and mitigation. The project is a partnership between Fryshuset and Greenpeace International. GPAF, one of the beneficiary NROs, has set up 3 active Planet One hubs in Nairobi, Kenya, Johannesburg, South Africa and Mboa, Cameroon. Youth engaged in Planet One projects are engaged in workshops/ training/ skillshare, drop-ins, bookable space, conferences, technical assistance, collaboration, and digital meetings and fun activities

to enhance their life skills and challenge the status quo of decision makers.

In Q4 and Q1 2023, over 10 500 youths came through all maker spaces for Planet One across the three hubs. Planet One is providing the space to strengthen the climate justice movement in Africa.





EMPOWERING CITIZENS:

VUMA Petition against Unfulfilled Promises

The **VUMA.EARTH** petition was launched in response to the environmental and humanitarian destruction that was caused by the devastating Kwa-Zulu Natal (KZN) floods in April 2022, in which over 460 people lost their lives and most sewage plants all but collapsed, spilling raw sewage into our main river systems. The flooding further polluted our river systems, which had already been experiencing high E.coli levels over the past few years, resulting in the thousands of dead aquatic and marine species washing up on river banks and beaches. Water testing conducted by independent testers indicated that E.coli levels were critically high.

The VUMA.EARTH petition was shared on various social media platforms, including Greenpeace Africa's platforms. Volunteers from Kenya, Johannesburg and Cape Town were invited to join in the petition, which put tremendous pressure on the local authorities to remedy the situation.

Water testing conducted by independent testers indicated that E.coli levels were critically high.





equipping them with the tools and strategies they need to advocate for their rights peacefully in the fight for justice.

MOVEMENT BUILDING: Green Youth Indaba NVDA training in South Africa

GPAF staff and volunteers participated in the Green Youth Indaba in Durban, South Africa, to engage over 700 young environmental leaders on the crucial role they have to play in South Africa's just transition to renewable energy. The objective of our campaign is to ensure that more young people's voices are included in conversations regarding South Africa's energy mix and get involved in the climate justice movements.

As part of our movement building, Greenpeace Africa supported our partner organisation, Earthlife Africa, with Non-Violent Direct Action (NVDA) in 2023. The NVDA training prepared participants to understand the strategic role actions play within a campaign strategy and the various

non-violence tactics, tools, and approaches in demanding a change. Understanding the concept of non-violence, its origin, how it has been used in the past, and how it is being used today to achieve change is a key component of every NVDA training. The NVDA training equipped individuals and organisations with the knowledge and skills to effectively engage in non-violent forms of civil disobedience, protests, and other forms of resistance.

It is essential to acknowledge the invaluable contribution of this NVDA training to grassroots activists, by equipping them with the tools and strategies they need to advocate for their rights peacefully in the fight for justice.



Artistic Activism

The Centre for Artistic Activism (C4AA), introduced to GPAF by the Greenpeace Operations Capacity Development team, organised a 5-day workshop and follow-up mentoring with the aim of training 200 kids on the current climate crisis. The training was to increase the young activists' confidence, skills, tools and networks around creative activism and climate, generating ideas for and prototyping cultural interventions that are strategically aligned with campaign objectives and deepen the relationship between the activists and GPAF. In practice, the workshop equipped the beneficiaries with innovative ways to navigate and mitigate the dangers activists often face due to restrictive socio-political regimes.

**to navigate
and mitigate
the dangers
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Global Engagements

- Influencing change at a global level

GPAF took part in regional and international events in pursuit of urgent actions by governments to address the worsening climate crisis, threatening our very existence on earth. We took part in Africa's first climate summit held in Nairobi as well as in the INC for a global plastic treaty and COP 28 to start the phasing out of fossil fuels.



COP28

UAE

UNITE. ACT. DELIVER.

UN Climate Change Summit - **COP28**

The UN Climate Change Summit - COP28 in Dubai, UAE, from 30 November to 12 December, brought together tens of thousands of delegates from around the world to chart a way forward in the fight to save the planet.

Greenpeace Africa (GPAF) delegation, led by the ED, Dr. Oulie Keita, engaged in a number of high-profile political and media engagements to influence the final outcomes of the negotiations around the future of fossil fuels.

GLOBAL ENGAGEMENTS - INFLUENCING CHANGE AT A GLOBAL LEVEL



...which is unacceptable and GPAF, together with the global movement, will resist it.

After two weeks of heated negotiations, COP28 ended with a final agreement containing the first-ever COP acknowledgement that the world must transition from fossil fuels. Cash-strapped low- and middle-income countries, especially those in Africa, will need billions of dollars in financial support to transition away from fossil fuels.

The final COP28 agreement “calls” on parties to take a range of actions critical for the future of our planet, including, tripling renewable energy capacity and doubling energy efficiency by 2030, accelerating zero-emission technologies, and phasing out “inefficient” fossil fuel subsidies that don’t address energy poverty. However, it is noted that in the list of UN definitions, “calls” is ranked as one

of the weakest terms in the “invitations and requests” category. In other words, “calls” is an open door to inaction, which is unacceptable and GPAF, together with the global movement, will resist it.

First Africa Climate Summit

The first Africa Climate Summit, which took place on September 2-6 in Nairobi, Kenya, attracted over 30,000 attendees including over 20 heads of state, ministers, members of parliament, delegates from around the world to discuss climate change issues and the future of Africa's energy systems. Disappointingly, leaders from several of Africa's largest economies were missing, notably: Egypt, Ethiopia, Nigeria, and South Africa, as well as the critical mineral-rich DRC.

The main outcome of the summit was the adoption of a "Declaration on Climate Change and Call to Action", known as the Nairobi Declaration. This historic declaration sets a new narrative for climate action in Africa and reaffirms the continent's commitment to addressing climate change for sustainable development. African leaders endorsed an official position on reforming the global financial architecture on climate change.

However, civil society organisations (CSOs), including GPAF were concerned about the



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agenda on false solutions such as carbon markets, carbon credits and relying on immature technologies as alternatives to phasing out harmful fossil fuels. CSOs are demanding that the commitments of \$23 billion made in the summit, dedicated for mitigation and adaptation measures, must be accompanied by an accountability framework with an implementation plan by all stakeholders, including frontline communities.





INTERGOVERNMENTAL NEGOTIATION COMMITTEE (INC):

A Global Plastics Treaty

Ahead of the Intergovernmental Negotiation Committee (INC) meeting in November 2023 in Kenya, Greenpeace Africa and Break Free from Plastics movement organised a march from the National Museums of Kenya to City Park in Nairobi. The march was to demand world leaders deliver a Global Plastics Treaty that would phase out plastic production and ultimately end the age of plastics. Campaigners called for an end to the plastic pollution crisis by urging companies such as Coca-Cola, Nestle and PepsiCo to become a part of the solution and fundamentally rethink how they package their products.

In March 2022, global leaders and delegates from over 175 nations made history in Nairobi, when United Nations member states and other stakeholders adopted a resolution opening negotiations for a legally-binding Global Plastics Treaty to address the full life cycle of plastic.

However, big brand corporations and other vested interest entities continue to lobby the INC against delivering a legally binding robust Global Plastics Treaty that could hamper their business model and profitability.



African Ministerial Conference on the Environment (AMCEN)

The 19th session of the African Ministerial Conference on the Environment (AMCEN) took place in Addis Ababa, Ethiopia from 14 to 18 September 2023 under the theme: Seizing opportunities and enhancing collaboration to address environmental challenges in Africa. AMCEN provided a platform for strengthening Africa's collective engagement in the global environmental agenda, including the International

Negotiating Committee (INC) to develop a legally binding Global Plastics Treaty.

GPAF attended the AMCEN meeting as part of its political engagement with decision and policy-makers in the continent to push for the ratification of the Global Plastics Treaty.



**MONTE CARLO
MEETING OF
INSURANCE
COMPANIES:**

**Don't Insure
Forest Destruction**

GPAF took a series of actions to dissuade global insurance companies from supporting the environmental disaster that would ensue oil drilling in the DRC. GPAF seized the opportunity of the Monte Carlo meeting, the world's largest gathering of insurance companies, to protest against supporting oil projects in the Congo Basin and rainforests in DRC. GPAF conducted protest actions with the support of colleagues from GPI, GP CEE (seconded to GP Germany), and GP France. Our protests generated media interest in the DRC. We also released a report titled, Blood Oil that was covered by business and financial media as well as specialised insurance publications and Congolese media. GPAF will continue its protest actions to protest the Congo Basin.

**GPAF will continue
its push to protect
the Congo Basin.**



Ships, Actions and Investigations (SAI)

During the Francophone Games in DRC, a series of activities were organised with our activists and partners who collected plastic waste in two selected sites of games and used them to design and construct a plastic monster to accompany the different activi-

ties. The plastic monster drew the attention of the public during the games to our campaign against plastic pollution. Along with our volunteers, we held a cleaning exercise of plastic waste in the stadiums where the Francophone games were taking place.



Digital Mobilisation and Engagement

The Digital Team worked across our campaigns, including playing leading roles in the high performing Kenya logging campaign, the Africa Climate Summit and COP oncemore. The team came up with detailed strategies for planned and responsive moments to drive the organisation towards campaign objectives.

We also saw impressive topline numbers and growth in 2023 as a result of our work, recording over 100,000 people taking action on our petition pages (60% up against 2022) and 26,636 new supporters (250% up on 2022) - which is a significant leap.

The above was the result of reorienting our digital strategy across social media, email and our action pages - optimising them to increase the number of people being mobilised to take action across Africa.

We launched a range of new tools including an innovative site which allows users to quickly tweet at the leader or Head of State of their country.

Our organic social media content reached over 28 million impressions, across our channels (i.e. Instagram, Twitter, TikTok, Facebook, YouTube, and LinkedIn). A number of posts were the best performing posts of all time. Videos were viewed 10.5 million times across our channels. On Twitter and Instagram the top 4 videos brought close to 450 thousand and 1 million views respectively.

Our organic social media content reached over 28 million impressions, across our channels.

The top 4 videos on TikTok brought in over 4.5 million views. This underscores the effectiveness of our strategies in capturing audience attention and extending our presence across diverse platforms which will continue to be strengthened upon in 2024.

2024 looks to be another great year for digital - we will re-strategise, build on our efforts to amplify community voices and engage people to push for change across Africa.





Landing page total views and form submissions ⓘ

LAST YEAR

COMPARED TO | PREVIOUS YEAR

VIEWS

276,302

▼ 39.59%

TOTAL SUBMISSIONS

103,471

▲ 61.43%

PAGE VIEW TO SUBMISSION RATE

37.45%

▲ 23.44%

NEW CONTACTS

26,636

▲ 257.19%

CTA (LEGACY) VIEWS

5,112

▼ 19.25%

CTA (LEGACY) CLICKS

2,073

▲ 2.37%

CTA (LEGACY) RATE

40.55%

▲ 8.57%

ENTRANCES

252,022

▼ 38.33%

EXITS

250,780

▼ 38.45%

AVERAGE EXITS PER PAGEVIEW

90.76%

▲ 1.9%

AVERAGE TIME PER PAGEVIEW

8.3 minutes

▲ 90.88%

BOUNCE RATE

62.76%

▼ 19.34%



FUNDRAISING:

Thank You to Our Donors and Funders

We can't thank you enough for your support. As the pressures on our planet keep on growing, your support makes all of the progress in this report possible. We would like to acknowledge the following individuals and organisations for their generous contributions in 2022/23:

Greenpeace Africa was awarded a Grant of ZAR 4.8M by the Greenpeace Environmental Trust (GET) - an independent Trust affiliated with Greenpeace UK, which is separate from the campaigning arm of Greenpeace. The Trust invests in scientific research, investigations

and education. Our submission requested funding for our work in Strengthening the Climate Justice Movements, as well as Responsiveness, Investigations and Research. This is a 4-year grant for the period 2022-2025, and will help support and advance our strategy implementation. We have also launched the face to face fundraising initiative in Nairobi within Q1, 2023. We are delighted to inform the board that the fundraising strategy is now finalised and in your pack for review and approval.

Financial Report 2023

For another consecutive year, GPAF is pleased to announce that we received a clean audit report for Financial Year 2022. The Senior Leadership Team has been meticulous in funds management to drive efficiency and

effectiveness while ensuring great impact in our campaigns at the most optimal cost. We endeavour to always inspire confidence, transparency and accountability as stewards of our donors' financial resources.

Successful implementation of the Global Spend Management Tool in South Africa and Kenya

Organisational Development Goal 8 of the Greenpeace Africa 2022-25 Strategy seeks to use technology innovatively to accelerate its programme impacts and future-proofs the organisation. In 2022, Proactis - The Global Spend Management Tool was successfully implemented in South Africa and Kenya. Continuous training sessions were held with staff to enhance adoption.

The cloud based solution provides an audit trail and visibility

in the Procure-to-Pay process; and integrates with the SUN system with ease. The digital transition to a paperless office, reaffirms our commitment to environmental protection and conservation. We are hopeful to roll out the tool in the other Business Units in the coming year.



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Greenpeace exists because this fragile Earth deserves a voice. It needs solutions. It needs change. It needs action!

Greenpeace is an independent global campaigning organisation that acts to change attitudes and behavior, to protect and conserve the environment and to promote peace. It comprises of 28 independent national/regional offices in over 40 countries across Europe, the Americas, Asia, the Pacific and Africa as well as a co-coordinating body, Greenpeace International.

Greenpeace Africa office has been working in Africa to end environmental destruction and fighting for the right of Africans to a healthy environment since 2008. Our campaigns focus on climate change, halting the destruction of tropical forests, ecological agriculture and preventing the degradation of marine ecosystems.