

GREENPEACE

GREENPEACE  
AOTEAROA

**ANNUAL  
IMPACT  
REPORT  
2020**

# Executive Director Report | Russel Norman

The end of 2019 marked an intense period of activity for Greenpeace targeting the offshore exploration activities of Austrian oil company OMV. Along with our allies, we occupied oil supply ships, we blockaded OMV's regional headquarters in Taranaki for three days, we climbed 20 stories up their Wellington building and we saw them off.

Our theory of change was that we would create so much local and global resistance to new oil exploration that oil companies would fall over one after another as they weighed up the costs of exploration against the likelihood of getting their cash back in the face of this resistance. And so it proved to be in 2020 - the dominoes fell one by one and the major oil exploration companies left Aotearoa for good (the last ones leaving in 2021).

And as we mopped up the last of the big oil companies we moved our focus to agribusiness, the biggest climate polluter in our country and the biggest destroyer of terrestrial biodiversity.

The ramp up in agriculture campaigning was, however, disrupted by Covid sweeping over our world. It was a bit tricky to take direct actions while we were in lockdown! Nonetheless as the nation came in and out of lockdown we managed to blockade the Ballance fertiliser factory and climb the Fertiliser Association building in Wellington. The lockdown did see us focus more of our efforts on lobbying than we would normally.

Ultimately, we were successful in getting the Government to include a cap on the amount of synthetic nitrogen fertiliser that can be applied per hectare each year. The cap is still too low but having a cap is a big step forward for the climate and for moving from industrial to regenerative organic agriculture.

On the oceans front we campaigned on the impact of fishing, seabed mining and plastics. Fishing is the greatest destroyer of ocean biodiversity and we kept up the pressure domestically and globally. We fought for and won bans on trawling and set nets along the inshore of the west coast of the North Island to protect the Māui dolphin - these restrictions will also protect other marine life.



Little Blue Penguins © Natalie Robertson / Greenpeace

We also continued our string of wins in the courts to stop seabed mining - as I write this we are still waiting to hear if we will win in the Supreme Court too.

It was also an election year so we worked to put our key issues around agriculture, oceans and plastics into the debate - with some success. The outcome of the election has provided us with a good basis to make progress - on oceans in particular.

2020 was also the year that the Annual General Meeting incorporated Te Tiriti o Waitangi into our constitution and changed our name to Greenpeace Aotearoa. Greenpeace has long recognised Te Tiriti as the foundation for the relationship between the Government and hapū. While the Crown has the key role in upholding Te Tiriti, it is important for Greenpeace to formally recognise Te Tiriti in our constitution to underpin our work.

Finally we won the epic charities court case. Our groundbreaking legal battle over many years and through many courts now means that NGOs don't have to fear deregistration as a charity if they engage in advocacy. We believe this is an important principle for a free and democratic society.

And of course none of it would have been possible without our supporters. Thank you to everyone who supported us in 2020.

Kia kaha!



A handwritten signature in black ink that reads "Russel".

**Russel Norman**

Greenpeace Aotearoa  
Executive Director

# THANK YOU

*Greenpeace couldn't exist  
without people like you.*

*Every action counts.*

*Whether it's through a  
donation, signing a petition,  
sharing social media posts,  
leaving a special gift in your  
will, or attending a peaceful  
protest, you're making the  
world a better place.*

**THANK YOU!**



Growing the

# MOVEMENT



**257,622**  
online actions



**5,222**  
new regular  
donors in 2020



**89,000**  
phone  
conversations



**\$0**  
taken from  
businesses or  
Government

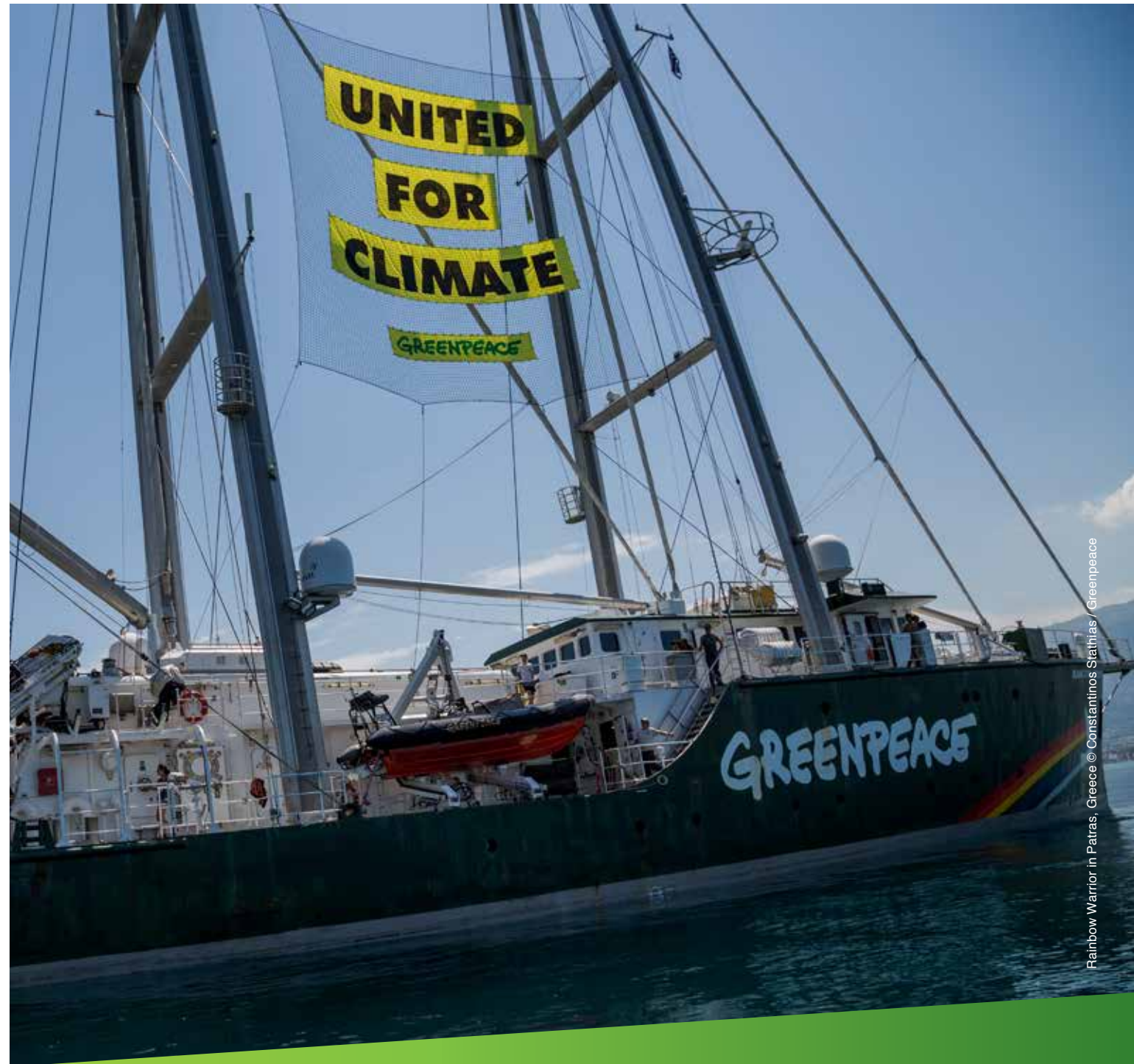
## Covid19

# RESPONSE

As the world grappled with the Covid-19 crisis, supporters like you helped to create an overwhelming public call for the Government to “build back better”.

As the pandemic unfolded, Greenpeace Aotearoa pivoted campaign focus and mobilised (digitally, of course) to call upon the Government to invest in a hopeful future through a Green Covid Response. We proposed a plan that provides a way forward to transform our economy and society so that it regenerates critical ecosystems and improves wellbeing. With the right investment, the Government can lift living standards, create thousands of good green jobs, and accelerate a just transition away from fossil fuels, industrial farming and fishing, and other polluting industries.

We also wrapped up our decade-long oil campaign work, as Austrian oil giant OMV finally dropped its plans for offshore oil exploration off the coast of Otago. This was a huge win thanks to years of work from iwi, hapū, Greenpeace and countless other people and groups.



# Reinventing AGRICULTURE

2020 was a big year for the agriculture campaign. Only a couple of years ago, the issue of synthetic nitrogen fertiliser was relatively unknown in the public sphere, but we have changed that.

Synthetic fertiliser is a double whammy for the climate. Around half a million tonnes of synthetic nitrogen fertiliser is used in New Zealand annually, polluting rivers and contributing to the climate crisis. It is directly responsible for more emissions than the entire domestic aviation industry. But it also drives dairy intensification, leading to huge amounts of methane and nitrous oxide emissions from too many cows. Right now, agriculture is New Zealand's biggest climate polluter.

Throughout 2020, we ramped up our campaign calling out and confronting Ravensdown and Ballance, the companies producing this pollutant, demanding a phase-out and ban.

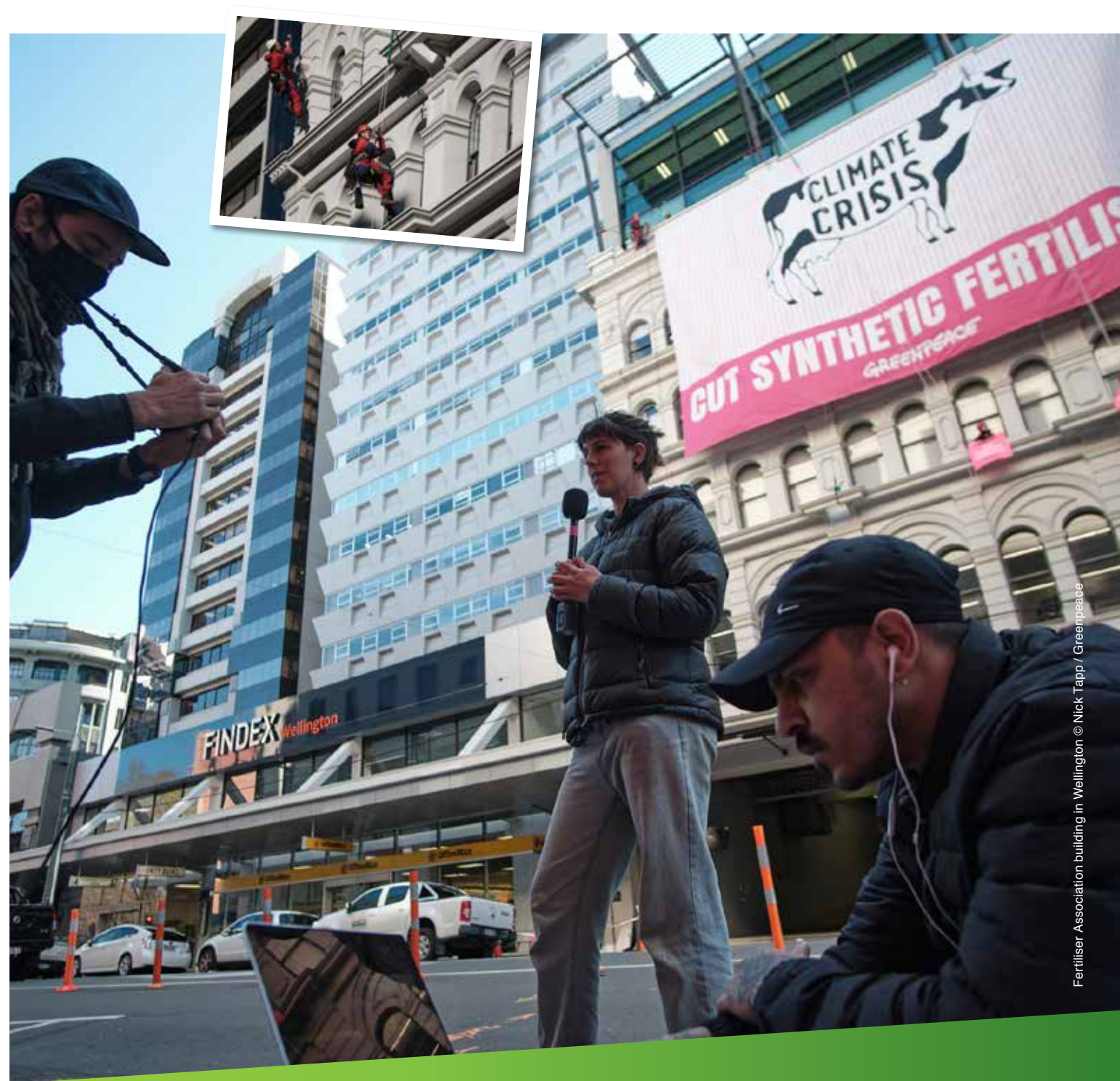


The Government then announced a historic cap on synthetic fertiliser use of 190kg per hectare - something that's never been done before. It's a significant win, but in the midst of a worsening climate crisis, it's not enough. What we need is a full phase-out of synthetic nitrogen fertiliser, and for the Government to support farmers to switch to regenerative farming methods that work in harmony with nature.

That's why in July, a team of Greenpeace activists halted the distribution of synthetic nitrogen fertiliser at a Ballance factory in Taranaki. Ballance is one of New Zealand's biggest producers of this fertiliser. This colourful protest drew national attention to the issue through the media and digital channels.

Then in October, a team of five Greenpeace climbers scaled the central Wellington office of the Fertiliser Association. They unfurled a "Cut Synthetic Fertiliser" banner that featured the names of 30,000 New Zealanders calling for a phase-out of synthetic nitrogen fertiliser.

The agricultural industry is New Zealand's biggest climate polluter, which is why with you by our side, we'll keep on fighting for a transition to regenerative farming.





# Protecting THE OCEANS

Greenpeace and our supporters fought for ocean protection both here and around the world in 2020. Internationally, the Greenpeace ship *Arctic Sunrise* travelled with a crew of campaigners, activists, and scientists to document the sea ice minimum and study marine life in the region. The crew studied and brought global attention to the issues facing the Arctic ice cap, and the campaign for a network of global ocean sanctuaries that protect at least 30% of our oceans.

We've also been campaigning for cameras on boats, and a ban on bottom trawling on seamounts. Bottom trawling is a destructive method of fishing that bulldozes the seafloor, killing marine life. It also harms the climate by destroying carbon-storing ecosystems. Working alongside allies from across the environmental movement, we delivered a 50,000 signature strong petition to have bottom trawling banned on seamounts to the new Minister for Oceans and Fisheries David Parker.



Towards the end of 2020, with weak commitments made to delivering the cameras on boats programme, activists took a direct communication to the Ministry of Fisheries, delivering them a christmas tree made of (fake) fisheries by-catch, and calling for Cameras on Boats as a christmas gift for all marine life.

In addition to this, Greenpeace and supporters demanded strong protections for native Māui and Hector's dolphins. In 2020, the government revised its Threat Management Plan, which is particularly important for Māui dolphins, of which there are only about 60 adults left. New protection measures mean Māui and Hector's dolphins will have more space to thrive, safe from destructive types of fishing.

Our fight against seabed mining also continued, as Trans-Tasman Resources (TTR) was denied permission to mine the seabed off the coast of Pātea at the Court of Appeal. We went on to defend this decision in the Supreme Court. This mine would have threatened Māui and Hector's dolphins, pygmy blue whales and little penguins.



Bottom Trawling Ban petition delivery in Wellington © Nick Tapp / Greenpeace

# Fighting PLASTICS

The campaign to “Ban the Bottle” kicked off in 2020, calling on the Government to follow up the plastic bag ban with further action against plastic pollution targeting throwaway plastic beverage bottles.

Single-use plastic bottles are one of the most commonly found items of plastic littering our oceans and shores, harming marine life.

Greenpeace is campaigning both globally and locally to stop plastic pollution at its source – the corporations that create it and the governments that are failing to regulate against it. That means getting big corporations to take responsibility for their rubbish, and telling global governments to put the rules in place to protect our planet.

Beverage companies like Coca Cola are producing billions of single-use plastic bottles around the world, and in some cases, actively blocking refillable and reusable options. To put the spotlight on this issue, we put our “Tears of the Albatross” video on national television, highlighting the plight of an albatross that died after swallowing a plastic bottle.

Alongside a ban on bottles, we need stronger regulation on plastics, including infrastructure and investment to boost reusable alternatives. Watch this space as this campaign continues.



Plastic bottle on the coast of Israel  
© Elad Aybes / Greenpeace

Plastic waste in the Caribbean Sea © Bárbara Sánchez Palomero / Greenpeace

# Financial Report | Greenpeace Aotearoa

## Statement of Comprehensive Revenue and Expenses for the year ended 31 December 2020 **NZD \$000**

<b>Revenue</b>	
Donations	8,285
Grants from Greenpeace International	228
Grants from Greenpeace Educational Trust	100
Bequests	51
Interest Received	44
Miscellaneous Income	40
<b>Total Revenue</b>	<b>8,748</b>
<b>Expenditure</b>	
Fundraising	2,971
National Campaigns	2,576
International Campaigns & Coordination	1,935
Support Services/Rent/Audit Fees	1,049
Depreciation	366
RWT Provision Release/Refund	-720
<b>Total Expenditure</b>	<b>8,177</b>
<b>Net Surplus</b>	<b>571</b>

## Statement of Financial Position as at 31 Dec 2020 **NZD \$000**

	<b>2020</b>	<b>2019</b>
Current Assets	2,400	2,478
Fixed Assets	468	626
<b>Total Assets</b>	<b>2,868</b>	<b>3,104</b>
Current Liabilities	578	1,385
<b>Total Liabilities</b>	<b>578</b>	<b>1,385</b>
<b>Accumulated Fund Balance</b>	<b>2,290</b>	<b>1,719</b>
<b>Total Liabilities and Fund Balance</b>	<b>2,868</b>	<b>3,104</b>



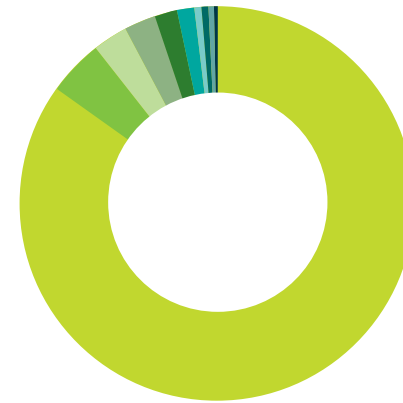
### Aotearoa campaigning cost breakdown

Information, education & outreach across all campaigns	35.84%
Media & communications across all campaigns	15.30%
Actions & mobilisations	13.93%
Agriculture/Climate campaign	12.79%
Other campaigns	8.48%
Oceans campaign	6.94%
Build Back Better campaign	6.72%



### Fundraising cost breakdown

Recruiting new supporters	45.55%
Other	15.34%
High value giving	13.65%
Database (licenses & management)	9.18%
Info to supporters	6.80%
Supporter care	5.27%
Bank & transaction fees	3.93%
Merchandise costs	0.27%



### Where the money comes from

Gifts from Regular (Direct Debit) Donors	85.98%
Campaign Appeals	4.25%
One-off gifts/Unprompted	2.90%
Grants from Greenpeace International	2.61%
Major Gifts	1.58%
Grants from Greenpeace Educational Trust	1.14%
Bequests	0.58%
Interest Income	0.52%
Merchandise Sales (Calendars)	0.36%
Other Income	0.08%

## Financial Supporter Numbers

2005	38,895
2006	41,392
2007	47,859
2008	52,743
2009	57,108
2010	61,970
2011	57,683
2012	55,740
2013	54,136
2014	53,428
2015	50,810
2016	46,493
2017	42,925
2018	43,611
2019	43,058
2020	39,866

## Income NZD \$000

2005	4,082
2006	4,641
2007	5,532
2008	6,020
2009	7,495
2010	9,163
2011	8,650
2012	9,063
2013	9,790
2014	10,272
2015	10,868
2016	10,315
2017	10,063
2018	9,510
2019	9,455
2020	8,748

# TOGETHER WE ARE POWERFUL!

*Thank you for all that you  
did to help build a green and  
peaceful future in 2020.*





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