



GREENPEACE
AOTEAROA

**ANNUAL
IMPACT
REPORT
2023**

ACTING IN THE PUBLIC INTEREST IN THE FACE OF PRIVATE POWER

Dr Russel Norman



One of the defining features of progressive policy change is its two-steps-forward-one-step-back nature. And so it was in 2023.

In March, at the UN we finally won the 20-year struggle for a Global Oceans Treaty to provide the framework for marine protected areas on the high seas. Science and public interest won over private fishing interests. And then in November we were lumbered with a new Oceans Minister who loudly proclaimed his allegiance to the fishing and mining industry and his hostility to evidence.

Early in 2023 we were seeing the effects of the regulatory cap on fertiliser use in the dairy sector in



cutting fertiliser use, and hence greenhouse pollution and water pollution. This fertiliser cap was built on years of evidence of harm from intensive agribusiness. But by year's end we had a climate denying Agriculture Minister who was a former agribusiness lobbyist, who aimed to dismantle environmental protections.

Together we have won some important gains in recent years but in 2023 there was a huge pushback from polluting industries and those politicians who work for them.

As temperature records were broken and more species added to the endangered list, millions of us around the world fought to control the industries driving these disasters. But the industries themselves fought all efforts to limit their destruction, and they have deep pockets and can buy a lot of influence in government.

They use their power to advance their ***private*** interests.

But we are unbowed.

Greenpeace acts in the public interest to achieve a world where biodiversity thrives, where climate is stabilised, and where conflict is resolved peacefully. We are able to do this because we are supported by hundreds of thousands of ordinary people with an extraordinary commitment to changing the course of history for the better. We don't take money from governments or businesses so that we have the freedom to speak truth to power and to act on that truth.

Finally, one highlight of the year for me was the launch of the 'Know Your Nitrates' Map. Rural people on private water bores are on the front line of agribusiness pollution as they are forced to drink water contaminated by livestock faeces and fertilis-

er. Greenpeace has continued to provide free nitrate testing to these communities and now we have brought it all together in a national map of known nitrate groundwater testing results. It is such a great example of public interest science meeting public interest advocacy.

Russel Norman
Greenpeace Aotearoa,
Executive Director



THANK YOU

Greenpeace couldn't exist without you. Every contribution you make helps to build a better world. Whether it's through donating, signing a petition, sharing social media posts, leaving a special gift in your will, running your own campaign, or attending a peaceful protest, you're making a difference.

GROWING THE MOVEMENT



169,048

**DIGITAL
ACTIONS**



3,450

**NEW REGULAR
DONORS**



38,200

**PHONE
CONVERSATIONS**



\$0

**TAKEN FROM BUSINESSES
OR GOVERNMENT**

TACKLING THE ROOTS OF THE CLIMATE CRISIS AND WATER CONTAMINATION

Thanks to the generosity of our supporters, 2023 was a significant year for standing up to New Zealand's biggest climate polluter - the dairy industry.



In the lead-up to New Zealand's 2023 election, we pushed for strong climate commitments from all political parties. The dairy industry - in fact the entire agriculture sector - has been exempt from any government policy that would require it to cut its climate pollution. This injustice led Greenpeace Aotearoa - along with a number of other allies - to launch ***Climate Shift*** in June 2023. This called on all political parties to take urgent climate action, and laid out a 10-point plan for how this could be achieved. More than 16,000 people signed on to support this call, drawing much-needed attention to climate and biodiversity issues.

On August 31, Parliament's last sitting day before the election, we took this demand directly to politicians. Activists dropped three banners from Parliament's public gallery, calling for a climate election and ensuring New Zealand's politicians weren't able to escape the urgency of this crisis.

Not long after this action, the new Luxon-led Government was formed. We pivoted our campaign to address the new political landscape, and Luxon's outright war on nature. The Government pledged it would reverse New Zealand's offshore oil and gas ban - so in response, we penned an open

letter to the fossil fuel industry. This letter spelled out to them that even if the law changes, they are not welcome here and we will oppose them every step of the way.

As a part of this resistance against big climate polluters, Greenpeace activists corralled a herd of 'disaster cows' in front of Fonterra's Auckland HQ in September, 2023.

And in December, with the knowledge that the new National, Act and New Zealand First Government was ready to recklessly roll back key environmental protections like the offshore oil and gas ban, we put a billboard up in Wellington labelling them as "climate extremists".

The new Government initiated a 'war on nature' epitomised by a new bill to fast-track consents for development projects, introduced in March 2024. This new Bill would allow just three Ministers to approve or deny development projects without having to go through the usual checks and balances in place to protect nature.

That's why on that same day, Greenpeace Aotearoa installed a giant tap pouring cow effluent outside the Beehive. The 4-metre-tall tap was suspended on Parliament lawn with dairy cow effluent pouring out of it, bearing a message reading 'Stop Fast-tracking Pollution'. Greenpeace repre-



sentatives were also able to make their way into a Government media stand-up, directly challenging Luxon about his war on nature. This raised crucial public awareness while also sending a warning to Luxon of the dirty legacy this fast-track bill will create.

The dairy industry's use of synthetic nitrogen fertiliser and cramming more cows than nature can handle onto farms is polluting rural people's drinking water. Thanks to the generosity of our supporters, we could continue our free town hall water testing programme, informing communities of the potential risks of nitrate contamination. Our team visited towns around the country, right in the heart of dairy country in Canterbury Southland and the Waikato. We also continued to offer mail-in water testing, so no matter where New Zealanders are, they can find out if their water could be making them sick.

We took the water nitrate testing to a whole new level when we launched a ground-breaking new interactive 'Know Your Nitrate' map in November. This map combines the anonymised data from hundreds of individual tests conducted by Greenpeace with council and NIWA data to show nitrate contamination levels in drinking water across New Zealand. It is an im-

mense public resource which is constantly building as new data is added. And it shows landscape-scale groundwater pollution.

You can view the map at: greenpeace.nz/nitratesmapAR

With our amazing supporters by our side, we'll keep on fighting for a stable climate and safe drinking water for all.

Effluent Tap at Parliament in Wellington © Marty Melville / Greenpeace



PROTECTING THE OCEAN - IN AOTEAROA AND AROUND THE WORLD



The ocean is facing urgent threats like destructive fishing, the climate crisis, plastic pollution, and sea-bed mining. It's not just a far-away problem, it's happening in our own backyard - including right here in the Hauraki Gulf Marine Park.

To protect our blue backyard for the benefit of all New Zealanders, we gathered a flotilla of crafts surrounding a massive ‘ban bottom trawling’ banner just off Mission Bay in Auckland last April. Our supporters enabled this show of mass opposition to bottom trawling in the Hauraki Gulf Marine Park, where hundreds of people turned out on the beach and on the water for the joint event by Greenpeace Aotearoa and Forest & Bird. Over 60 vessels, from yachts to kayaks and paddleboards, joined the flotilla, surrounding the huge banner, while many passers-by stopped for discussions and to write postcards to the Government calling for a ban on bottom trawling.

Then in June Greenpeace, along with members of the Hauraki Gulf Alliance, a range of recreational fishing, environmental, law, corporate and business organisations, delivered a petition calling for bottom trawling and other destructive methods to be banned from within the Hauraki Gulf Marine Park.

We also took action in August to call attention to the issue. Greenpeace activists hung a net full of ‘bycatch’ outside the Ministry for Primary Industries building in Auckland, rebranding the government department ‘The

Ministry for Destructive Fishing’.

On the international front, we have been pushing for further action in the wake of achieving a Global Oceans Treaty victory in March 2023. We’ve been hard at work to ensure that as many countries as possible both sign and ratify the treaty.

It was a wonderful milestone when New Zealand signed on to the treaty in September 2023 - however, there is still more work to be done as the Government has yet to ratify it. Chile and Palau became the first countries to officially do so, but we need at least 58 more to ensure that 30% of the ocean is protected by 2030. In another move to push for this outcome, Greenpeace released a new report, ‘30X30 from Global Ocean Treaty to Protection at Sea’.

Areas in need of urgent protection include the Sargasso Sea in the Atlantic Ocean, the Emperor Seamounts in the Northwest Pacific Ocean, and the close-to-home Lord Howe Rise/South Tasman Sea. Our supporters are backing all our work to get these areas protected for good.

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YOU'RE FIGHTING TO PROTECT THE SEABED

Deep sea mining companies have been trying to destroy the seabed in their search for metals and minerals, but Greenpeace and our allies have been interrupting their every attempt.

A protest sign with neon text and jellyfish costumes. The sign is illuminated with bright blue and purple neon lights. The text on the sign reads "STOP DEEP SEA MINING GREENPEACE". Two people are wearing large, glowing jellyfish costumes, one on the left and one on the right, framing the sign. The background shows a city skyline at night, with lights reflecting on the water.

STOP
DEEP SEA
MINING
GREENPEACE

The New Zealand Government has so far backed a “conditional moratorium” on seabed mining in international waters. This is great progress - but we need them to take an even stronger position. More than 35,000 people have signed our petition calling on the New Zealand Government to support a global ban on deep sea mining - and the work continues.

In June 2023, Greenpeace volunteers in Aotearoa and around the world took part in a Global Day of Action for World Oceans Day. Greenpeace activists here dressed as bio-luminescent deep sea jellyfish to draw attention to the dangers deep sea mining poses to marine life.

In July 2023, the campaign heated up as International Seabed Authority (ISA) negotiations ended with deep sea mining companies failing to get an immediate green light. This showed our work is having an impact: opposition to deep sea mining within the ISA is mounting, with more than 20 governments now calling for a pause.

Industry giant The Metals Company (TMC) saw its share price plummet as markets reacted to the news. However, the ISA still failed to definitively close a legal loophole for companies to start mining in the future,

so our work continued.

In September 2023, Greenpeace took non-violent direct action against the industry, with Greenpeace México activists climbing to the top of a deep sea mining ship anchored in Manzanillo to drop a banner reading “Ocean Destroyer”.

Then, in December 2023, Greenpeace International activists carried out the first-ever occupation against deep sea mining as part of a nearly 2-week protest in the Pacific Ocean. A court case was brought against Greenpeace in the Netherlands asking for our activists to be banned from coming within a 500-metre radius of their ship. However, we had a great victory when the judge denied this request!

Continuing on the domestic front, we kept up the more than decade-long fight to prevent Trans Tasman Resources (TTR) from mining the seabed in the precious pygmy blue whale and critically endangered Māui dolphin habitat.

Greenpeace joined people from the local community, Ngāti Ruanui, Kiwis Against Seabed Mining and Climate Justice Taranaki to show a united opposition to mining in the South Taranaki Bight at a hearing of

the Environmental Protection Authority (EPA) in Hāwera from March 13 to March 15 2024.

While more hearings were planned, TTR suddenly pulled out from them and is banking on the new Government’s fast-track processes to give them the green light later in 2024. However, we’ll stand up to them, like we always have, every step of the way.

However, we’ll stand up to them, like we always have, every step of the way. Thanks to our incredible supporters for making this resistance possible.



Confronting MV Coco with Rail Banner in the Pacific Ocean
© Martin Katz / Greenpeace

A PLASTIC-FREE FUTURE

We're taking action on a local and global level. Here in Aotearoa, we're fighting for a ban on single-use plastic bottles like the ones being pumped out in their billions by Coca-Cola.

On an international level, we are campaigning for a strong Global Plastics Treaty.

The first draft document of this treaty was released in September 2023, ahead of negotiations in Nairobi, Kenya. Greenpeace Aotearoa Plastics Campaigner (now our Deep Sea Mining campaigner) Juressa Lee (Te Rarawa, Ngāpuhi, Ngāi te Rangī, Tupapa, Ngatangī-ia) was part of the Greenpeace delegation to the Intergovernmental Negotiating Committee (INC) that met to negotiate this historic attempt to curtail the plastics crisis. Having Juressa present ensured we had a seat at the table and offered powerful opportunities to lobby for the strongest possible treaty terms.

On November 13 2023, as UN negotiations were underway in Nairobi, we also deployed our giant plastic-bottle-filled toroa here

Greenpeace supporters are vital in our efforts to create a plastic-free future, where unnecessary single-use plastics are a thing of the past.

in Aotearoa, to support the call with other Greenpeace offices to cut plastic production by 75% for a strong Global Plastics Treaty.

We're continuing to champion refillable and reusable alternatives to unnecessary single-use plastics, while working to cut plastic pollution at the source and debunk greenwashing and false solutions.



Polar Bear with Plastic Waste in the Arctic
© Roie Galitz / Greenpeace



Giant plastic bottle albatross (toroa) in Auckland
© Ben Sarten / Greenpeace



In November 2023, Greenpeace Aotearoa staff and volunteers started joining demonstrations calling for an immediate and lasting ceasefire in Palestine, carrying a “Ceasefire Now” banner. Since then, Greenpeace has regularly had a presence at these demonstrations to protest against the cruel and devastating war in Gaza.

We also sent a letter to Prime Minister Christopher Luxon urging him and his new Government to join the call for a permanent ceasefire in Palestine.

THE ‘PEACE’ IN GREENPEACE

FINANCIAL REPORT 2023

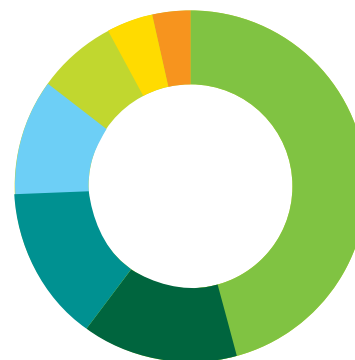
Statement of Comprehensive Revenue and Expenses for the year ended 31 December 2023

REVENUE	NZ\$ 000
Donations	11,841
Bequests	1,325
Grants from Greenpeace International	1,148
Grants from Greenpeace Educational Trust	236
Interest Received	222
Miscellaneous Income	38
TOTAL REVENUE	14,810

EXPENDITURE	NZ\$ 000
National Campaigns	4,093
Fundraising	3,185
Support Services/Property Costs/Audit Fees	1,803
International Campaigns & Coordination	1,302
Depreciation	98
TOTAL EXPENDITURE	10,481

STATEMENT OF FINANCIAL POSITION AS AT 31 DEC 2023	NZ\$000 2023	NZ\$000 2022
Current Assets	5,543	4,867
Non Current Assets	4,140	171
Total Assets	9,683	5,038
Current Liabilities	835	519
Total Liabilities	835	519
Accumulated Fund Balance	8,848	4,519
TOTAL LIABILITIES AND FUND BALANCE	9,683	5,038

FUNDRAISING COST BREAKDOWN



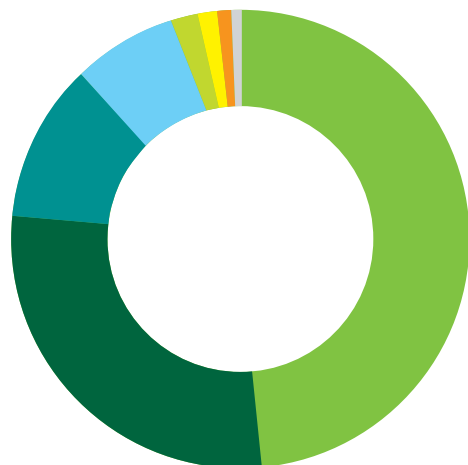
	%
Recruiting new supporters	44.5
High value giving	15.0
Other	14.1
Database (licenses and management)	9.5
Info to supporters	7.9
Supporter care	5.3
Bank and transaction fees	3.5
Merchandise costs	0.2

AOTEAROA CAMPAIGNING COST BREAKDOWN



	%
Information, education & outreach across all campaigns	23.0
Other campaigns	14.5
Oceans campaign	14.2
Green Ideas Project	13.2
Actions & Mobilisations	12.6
Media & Communications across all campaigns	10.6
Agriculture/Climate campaign	10.0

WHERE THE MONEY COMES FROM



	%
Gifts from regular (direct debit) donors	48.5
Major Gifts	28.4
Bequests	8.9
Grants from Greenpeace International	7.8
One-off gifts/Unprompted	2.1
Grants from other organisations	1.6
Interest income	1.5
Campaign appeals	1.0
Merchandise sales (calendars)	0.2
Other income	0.1

	FINANCIAL SUPPORTER NUMBERS	INCOME NZ\$000
2009	57,108	7,495
2010	61,970	9,163
2011	57,683	8,650
2012	55,740	9,063
2013	54,136	9,790
2014	53,428	10,272
2015	50,810	10,868
2016	46,493	10,315
2017	42,925	10,063
2018	43,611	9,510
2019	43,058	9,455
2020	39,866	8,748
2021	38,267	11,126
2022	36,675	10,649
2023	32,850	14,810



PEOPLE POWER

The Greenpeace Community platform is a place for anyone to lead change for the environment themselves. The platform offers petition and event tools for flaxroots change for the health of Papatūānuku.

In 2023, we got behind a bunch of great community-led campaigns - and three of them won!

The Little River Eco Collective led local opposition to proposed intensive cattle feedlots on the shores of Te Waihora (Lake Ellesmere).

Jake and his Don't Burn Our Future team combined climate expertise and creative tactics to raise the risks of the obligation to use biofuels.

Groups Climate Club and Coal Action Network joined forces to stop millions more free credits to big polluters through the Emissions Trading Scheme.


You may have been one of the many Greenpeace supporters adding your people power! Thanks for all you do to build a green and peaceful future!

THANK YOU



Langur in Central Borneo © Ardiles Rante / Greenpeace

Any questions? Get in touch:

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