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2018 Annual Report

Greenpeace Japan



極楽鳥

#WingsOfParadise
GREENPEACE

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Reflecting on 2018



I joined Greenpeace Japan as Executive Director in December 2018. Thanks to your warm support and encouragement, we were able to engage with a diverse range of environmental issues and affect positive change this year.

In the annual Japanese tradition of choosing the character (kanji) which best summarises the year that has ended, the character wazawai, which means 'disaster', was nominated to represent 2018. Japan suffered unprecedented heat waves and torrential rains that year, which robbed many people of their lives and communities. This galvanised my conviction that we must protect against the very real threat of climate change.

As part of our energy work, we started a campaign to stop the construction of coal power plants, which emit the vast quantities of CO₂ that cause climate change. Working in partnership with other global Greenpeace offices and NGOs in Japan, we lobbied investors and the financial sectors to divest from coal. As a result of this lobby work, we saw a significant shift in the financial sector who announced changes in its policies to invest in coal, and one coal power plant construction plan was canceled after another.

To protect our oceans, we carried out research on the supply chains of endangered eels. The findings revealed that at least 2.7 tons of kabayaki (grilled Japanese eels) were needlessly disposed of, these findings received national media

attention.

To highlight the issue of bycatch, which causes the accidental death of many marine animals caught in fishing nets, we took an innovative approach through art. In a short video under a moonlit sky, we evoked the fragile life that was caught needlessly in fishing nets. The video was widely featured in magazines and online media.

In our Food For Life campaign, we submitted our petition to promote domestically produced organic food to seven large supermarket chains. This led to an increase in the availability of organic food in supermarkets to the extent that consumers were able to notice the difference. In partnership with farmers and beekeepers, we also submitted petitions to the Ministry of Agriculture calling on them to review their standards for the assessment of rice quality, which requires the unnecessary use of pesticides.

We had tremendous success in our global campaigns, in cooperation with Greenpeace International. Over two million people joined our movement to create an Ocean sanctuary in the Antarctic, and we paved the way to create networks of marine protected areas in the high seas that will be discussed in 2019 at the United Nations.

We also saw great progress in the protection of the Indonesian rainforest. 1.3 million voices from all across the world were able to convince a palm oil manufacturing

giant to protect the rainforest, which is the habitat of orangutans. The company issued a commitment to end forest destruction. Greenpeace will keep monitoring this progress.

The Heisei era is coming to an end and Japan will welcome a new period in its unfolding history. As we increasingly see the impacts of climate change over time, it is easy to feel that the issue is simply too overwhelming to solve. However, whether carrying your own reusable bottle or signing a petition, I believe that every act has meaning and impact. I am convinced that through our collective efforts, we can make a better society and a better world.

Greenpeace's mission is to move beyond simply calling for protection of the environment. We want to expand the circle of people who are taking action, show concrete ways in which everyone can be part of the solution, and empower people to realise the value their actions have.

We sincerely invite you to keep taking actions with us.

Sam Annesley,
Greenpeace Japan Executive Director



Climate & Energy

Towards 100% Renewable Energy



Greenpeace will continue to campaign for the end of coal power plants, which exacerbate climate change, and to stop the reactivation of nuclear power plants. In their place, we will continue to promote energy use reduction and the shift toward renewable energy in Japan.

© Masaya Noda / Greenpeace

Samsung committed to 100% renewable energy

Greenpeace Japan was part of a global campaign which targeted one of the IT industry's largest corporations, Samsung. As a result, the tech giant pledged in June that half of their factories worldwide will switch to 100% renewable energy by 2020.



© Chong Kok Yew / Greenpeace

investors, who are the main shareholders, we also engaged in dialogue with the three megabanks to call for a halt to coal investment. In the summer we saw positive change in many Japanese financial institutions, including the three megabanks, as they announced their investment and lending policies related to coal projects.

Stop coal power plants

In Japan's energy sector, coal power plants are the largest emitters of CO₂. Greenpeace Japan started a campaign in 2018 to accelerate stopping use of coal in Japan. Although there is a worldwide trend toward the phasing out of coal, Japan has plans to build 30 new coal power plants domestically, and has projects to export its coal-fire power plants technology overseas. Given the fact that the top 3 investors in coal globally are Japanese mega banks, Greenpeace Japan and an international team lobbied Japanese megabanks heavily to divest from coal. As part of our work to stop construction of a large-scale coal plant project in Sodegaura in Chiba Prefecture, Greenpeace Japan partnered with other civil society organizations to engage in direct dialogue with industry players. We also conducted polling among local, affected communities and collected petitions.

Dialogue with banks about the risks of investing in coal

In April, we published a report about the climate change risks faced by three Japanese megabanks. In December, we published a report about Japanese companies' export of coal technology and the risks involved in coal-fired power generation in Indonesia. While providing information to overseas institutional

Reporting on the current situation of the nuclear disaster

Following on from 2017, we provided information to United Nations organisations regarding the Japanese government's response to the TEPCO Fukushima Daiichi nuclear disaster. In March, with a mother who has evacuated from Fukushima with her child, we presented the current situation of radiation pollution and the circumstances facing those affected to the United Nations Human Rights Council. This was covered by NHK. Also in March we published the results of the radiation survey we conducted in Fukushima prefecture in the Autumn of 2017. We held a debriefing session in Niigata Prefecture, which is home to the Kashiwazaki-Kariwa Nuclear Power Plant that TEPCO aims to restart - the largest nuclear generating station in the world. In September we set up a crowd funding campaign for donations towards a radiation survey in Fukushima prefecture, and the survey was conducted in October. We will continue to report the truth about the nuclear disaster and work to end nuclear power.



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Publications

- Jan "The Truth about Energy, The Future of Energy 2017 Revised Edition"
- Mar "Reflections on Fukushima: Radiation Investigations in the Namie Exclusion Zone and open areas of Namie and Iitate"
- Apr "Swimming against the Tide: Japanese Banks and Climate Change" Briefing Paper in Japanese"
- Jul "Evaluation and recommendations on Japan's Fifth Basic Energy Plan (draft)"
- Aug "Polling on Extreme Weather, Climate Change and Coal Power Plant"
- Nov "The Moment of Truth - Key Takeaways from the IPCC Special Report on 1.5°C Warming"
- Dec "Uncertain and Harmful: Japanese Coal Investments in Indonesia"

Plastics

Changing our throwaway culture



Plastics have become unavoidable fixtures in our daily lives. Despite their convenience, their damaging impact on the environment is becoming increasingly clear. To phase out our throwaway culture and shift towards a sustainable society, not only consumers but also producers and governments will need to work collaboratively.

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“Plastic Free Guide”

How can we realise a plastics-free society where single-use plastics do not exist? In answer to this question, we distributed a guide that helps people raise awareness of the issue among their friends and family, and make their own communities plastic-free. Building a recycling-based society is key to changing our lifestyles, which have become dependent on single-use plastics. Individual shifts in mindset, when combined, can result in a wave of people power.



“Plastic Free Cafes” Envisioning the Future of Cafes

We held a workshop with Rainbow Bird Rendezvous Cafe in Naka-Meguro, which conveyed the impact of plastics on marine pollution and gave café owners who want to go ‘plastic-free’ the opportunity to learn how they can do so. Changing the way in which cafes do business had a positive impact on the attitude of consumers.



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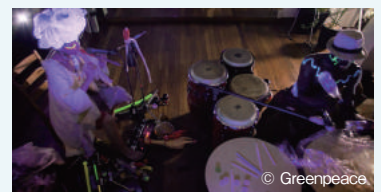
Joint proposal for plastic reduction to the government

A coalition of NGOs including Greenpeace Japan submitted a joint proposal to the Japanese Government, which called for the government to address the need for changes in government strategy around plastics recycling. We highlighted the need to reduce plastic waste and increase domestic processing

capacity, so that Japan moves away from its core strategies of waste export and incineration. We also delivered a positive message, urging the Japanese Government and Japanese corporations to lead the international community by example in the runup to the Tokyo Olympic Games and the Osaka G20 Summit.

Plastic-free Music Event

In November, two musicians transformed plastic waste that was collected from around Tokyo by volunteers into musical instruments for a live music event.



© Greenpeace

Publications

- Jun “Single-use Plastics and Marine Pollution - Problems and the Global Movement for Solutions”
- Jul “Bottling It: The Failure of Major Soft Drinks Companies to Address Ocean Plastic Pollution.”
- Aug “Plastic Free Guide”
- Oct “Proposal for Less Plastic Society” (joint proposal with 15 environmental NGOs)



© Greenpeace

Emancipation from Throw-away Societies and Finding a New Way

Kenji Ishihara (Plastics Campaigner)

The time has come to fundamentally rethink the way in which our society is built on a throw-away culture, and to switch from plastics to alternatives. Expanding the culture of using things repeatedly with care, such as reusable shopping bags and drinking bottles, will reduce the amount of waste produced and help us live eco-friendly lives. Valuing what we have enriches our lives. The keys to the future is in each of our hands.

Global

A big step forward in protecting orangutans & forests

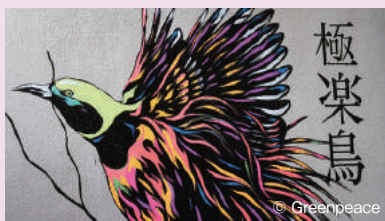


1.3 million people worldwide raised their voices in response to Greenpeace's global campaign, which moved the world's largest producer of palm oil to commit to an action plan to eradicate deforestation. People spoke out in protection of precious wildlife such as orangutans, and big industry listened.

© Bjorn Vaughn / BOSF / Greenpeace

Rainforest Birds of Paradise dancing around the world

Two years of Greenpeace research revealed that in the past three years, a rainforest two times the land area of Singapore has been logged for palm oil used in chocolates and shampoo. In September, we started a global campaign focusing on brands which use palm oil. Artists from more than 20 countries around the world took a part in creating mural paintings of rainforest birds of paradise. From Japan, the artist Sho Suzuki joined the campaign, having a vivid bird of paradise swoop down in Tokyo.



The world's biggest palm oil producer commits to eradicating deforestation

Wilmer International supplies palm oil to most major food and cosmetics brands. In December, the company announced a concrete action plan to identify and track palm oil suppliers as a result of the Greenpeace campaign which began in September. Wilmer followed through on its commitment and pledged to monitor all palm oil suppliers by satellite until the end of 2019, which will make it effectively impossible for illegal logging companies to operate. This is an innovative response to the need for forest protection.



© Ulet Ifansasti / Greenpeace

Animated film with narration by Japanese celebrity Becky



© Greenpeace

In December, Japanese celebrity Becky narrated Greenpeace's animated "Story of Rangtan", which highlights the issue of palm oil. While Becky is eco-conscious and aware of environmental issues such as plastic pollution, it was the first time for her to learn about the impact of the palm oil industry. "This cute animation contains such a powerful message! I hope it will motivate people to take action," said Becky.



© Chihito Hashimoto / Greenpeace

The year which proved that 'Speaking out changes Society'

Emi Hayashi (Public Engagement Manager)

We would not have been able to achieve this victory without the 1.3 million petition signatures and the varied support that we received from artists. While our individual voices may be small, our supporters were given the opportunity to once again consider that when their voices combine, they have the power to change society.

Food for Life

Agriculture that is both good for the planet and people

An environment where ecological farming, such as organic farming or natural farming is possible, and a system that supports such agricultural methods are essential for us to be able to protect the planet. It is the power of each individual that can make this happen. Join Greenpeace to move towards agriculture that is good for both the planet and people.



© Kengo Yoda / Greenpeace

Supporting the growth of the organic market

Between February and April we submitted a petition of 9,254 signatures to seven major super market chains such as Aeon and Ito-Yokado, asking them to “stock domestically grown organic vegetables and rice in all stores”. In response, Aeon has set up organic corners in 50% of its stores, demonstrating that consumer demand can be a driving force for expanding the amount of shop space allocated to organic produce.

Submitting 14,630 signatures to the Ministry of Agriculture, Forestry and Fisheries to protect honey bees

To show our support for safe and ecological rice farming, in June we submitted a petition to the Ministry of Agriculture, Forestry and Fisheries. The petition called on the Ministry to review the Agricultural Products Inspection



© Greenpeace

Law's regulation on rice grain colour, which force farmers to use pesticides, and for a ban on the use of neonicotinoid pesticides, which are toxic to honey bees. In partnership with farmers and bee keepers who do not want to use pesticides, we brought the voice of consumers to the government and worked to support farmers while also creating a structure for the banning of neonicotinoid pesticides.

Community building through workshops

Having a dialogue with people from different positions is vital when trying to raise awareness about the importance of ecological farming. In January we organised an event for consumers and farmers to discuss ways to familiarise themselves with organic farming. In December, with the aim of encouraging more people to join us in calling for a ban on neonicotinoids, we held a storytelling workshop in partnership with the Japanese Consumers' Co-operative Union. The workshop explored how to choose audience-appropriate language and how to make concrete plans. Through this we learned from each other about how to work together for sustainable agriculture and food.



© Kengo Yoda / Greenpeace

Publications

- May "Organic Agricultural Products for Everyone: How consumer Awareness and Retailers' Procurement Policy has shifted in the past two years"
- Jun "Neonics-Free Cooperative: Findings from Research on Black Rice with Cooperatives"



© Chihito Hashimoto / Greenpeace

Working together for food and agriculture that is good for the planet

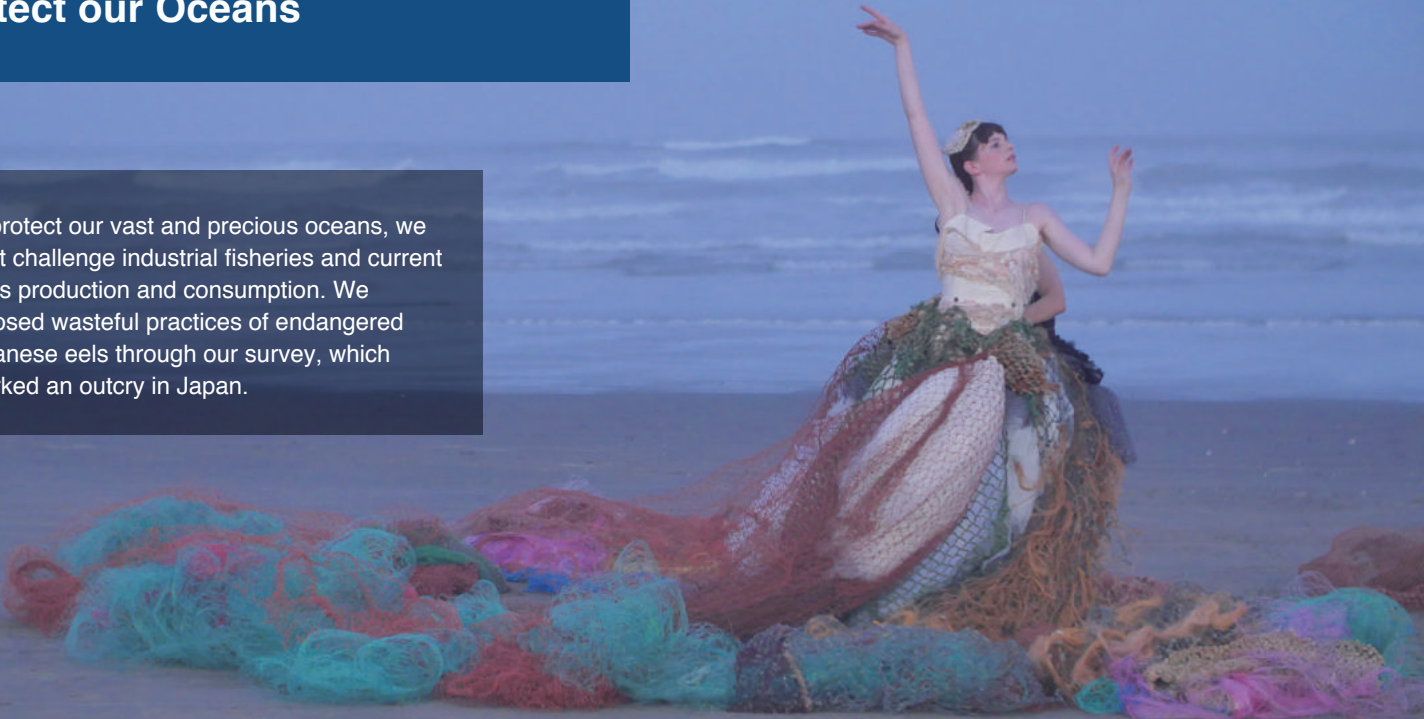
Ayako Sekine (Food and Agriculture Campaigner)

The effect that agriculture has on our environment is becoming increasingly serious. There are many ways to take your first step towards supporting food and agriculture that can coexist with the planet's eco-systems - connect with organic farmers, choose organic products, or grow your own produce in your garden or balcony. What you choose to eat today can have an impact of the future of the planet.

Oceans

Protect our Oceans

To protect our vast and precious oceans, we must challenge industrial fisheries and current mass production and consumption. We exposed wasteful practices of endangered Japanese eels through our survey, which sparked an outcry in Japan.



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Exposing the Eel Supply Chain

We investigated eel consumption in Japan through surveys of 18 major retailers, DNA sampling, and evaluation of sourcing practices. This year, we emphasized both the careless approach of retailers to the endangered status of some species on the markets as well as wasteful practices that resulted in approximately 2.7 tons of broiled eel being discarded last year (2017). This proved very effective in sparking an outcry.

Bycatch art project

Greenpeace Japan launched an interesting collaboration with members of the artistic community. Rather than only talking about how serious bycatch damage is, we chose to illustrate the issue through art to raise public awareness. The video presents the issue of bycatch, as dancers wearing costumes made from ghost nets and trashed fish nets incorporate



© Marco Care / Greenpeace

bycatch to highlight the plight of marine life. The video helped us reach out to new audiences in Japan and the video was covered by art media outlets. You can watch the video via the QR code or on our Youtube channel.



Supermarket Ranking 7

The annual survey of retailers showed signs of progress across the sector, but no major breakthrough was reported from the participating retailers. Three retailers, namely Aeon, Ito Yokado and Co-op Deli have written sourcing principles or policies, and although others have taken steps in that direction, progress is still slower than we would like. A major concern we continue to have is the significant delays in developing measures for bycatch, endangered species, and traceability. Many retailers are failing to set clear timelines and action plans to reach the objectives that have been set.



Publications

- Jan "Opinion Poll: Eel Consumption in Japan"
- Mar "Annual Survey on Sustainable Seafood Procurement Policy: Supermarket Ranking 7"
- Jun "Survey on Retailers' Eel Sourcing Policy and Practices", "Eels 101"
- Jul "Misery at Sea: Human Suffering in Taiwan's distant water fishing fleets"

Bearing Witness

At the frontline of environmental destruction



© Kosaku Hamada / Greenpeace

“Bearing witness” in Amami Oshima

In early January, an oil tanker caused an oil spill ashore Amami Oshima in the East China Sea. Quickly after the disaster, Greenpeace was on the ground to bear witness to the effect of the oil spill



© Kosaku Hamada / Greenpeace

on the region’s ecosystems. In February, Greenpeace carried out a survey among local residents to help understand their concerns. Bearing witness is a core of Greenpeace activities, which is about taking action based on conscience. To avoid such oil spills in the future, we called for a shift away from a lifestyle based on a dependence on fossil fuels to one based on renewable energy.



© Paul Hilton / Greenpeace

Chinstrap Penguin

The biggest sanctuary in Antarctica

In January, we started a global campaign to create the biggest ocean sanctuary in Antarctica and thereby protect wild animals from industrial fishing and climate change. We investigated the Antarctic Ocean seabed with a submarine and discovered vulnerable ecosystems under the ice. The beauty of the wildlife and the urgency to protect them helped us garner two million supporters in October. We submitted a petition to the Japanese Fishery Agency. Although the Antarctica committee didn’t agree to create a sanctuary because three countries opposed the proposal, many countries including Japan agreed. This action succeeded in building awareness for marine protection which will be discussed further in 2019.



© Christian Aslund / Greenpeace

Exploring the bottom of the Antarctic Ocean



© Greenpeace

Submitting signatures to the Japanese Fishery Agency



© Kosaku Hamada / Greenpeace

Together, we are an ocean.

Akiko Tsuchiya (Communications Officer)

When I saw the tragic consequence of the oil spill with my own eyes I realised that everyone who depends on oil-based products is responsible, including me. We can be the generation that puts an end to fossil fuels. We can all reduce our consumption of fossil fuels and petrochemicals by changing our lifestyles. Individually we are one drop but together we are an ocean.

Volunteers

Volunteers and Internship community



Image taken from the Upcycle Workshop (Tokyo, Aoyama)

Respect each other. Confront the future.

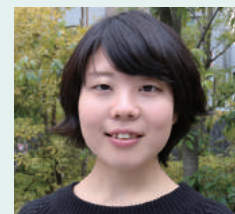
By Hisaka Chibana, Greenpeace Intern



My main reason for participating in Greenpeace Japan's internship program was simply to see what the organisation actually does. What I found over the course of the internship was an environment that was rich in challenges, and which was welcoming to anyone who wants to make a difference. Greenpeace is not an ideologically narrow environmental activist group. It is comprised of members from many different nationalities and cultures, who boast a variety of experiences. They work in an environment of mutual respect, while striving to solve environmental and social problems. Some of you may also be curious about what type of organization Greenpeace is and about what you can do to protect our future. Step through the door of Greenpeace's quiet office in Nishi-Shinjuku, Tokyo, and you will find a world of answers waiting for you.

Expanding and Connecting with Our Youth Volunteers

By Chihiro Gido, Public Engagement and
Youth Engagement Coordinator



The number of youth volunteer teams has been on the rise since 2017. Against this backdrop, we have been able to hold Upcycle Workshops in addition to staging large-scale litter collection events alongside famous artists. Our monthly volunteer meetings, which were launched in October 2018, foster a creative atmosphere where participants from a variety of backgrounds and ages express a wide range of diverse opinions on many topics. We developed a project to establish plastic free universities at the start of this year and in cooperation with student Greenpeace members. This project is currently in the planning stages. With more and more university students and everyday people interested in our environment joining forces, now is an ideal time to join our movement.



Garbage collection in Kabukicho



Volunteer meeting at the Greenpeace office



Zero waste study session run by volunteers

Key Figures

The year in numbers



© Jeremie Souteyrat / Greenpeace



© Dhemas Reviyanto / Greenpeace



© Greenpeace / Tim Aubry



© Christian Áslund / Greenpeace



© Justin Hofman / Greenpeace



© Greenpeace

The year in numbers Key Figures

Supporters:
7,228

Twitter followers:
24,510

People who directly learned
about Greenpeace activities:
12,634

Instagram followers:
4,107

Volunteers:
704

E-mail magazine subscribers:
105,764

Greenpeace Japan
website views:
1,714,593

Greenpeace Japan media
coverage:
1,933

Facebook followers:
148,789

Finance

2018 Financial Report

2018 Financial Report

Greenpeace Japan's financial report for the 2018 fiscal year (January - December) was prepared in accordance with International Financial Reporting Standards (IFRS), and was audited by the RSM Seiwa Accounting and Auditing Firm. During the above-mentioned period, we regularly received both human resources and financial support from Greenpeace International, Greenpeace Germany, Greenpeace France, Greenpeace Belgium and individual funds. This enabled us to carry out campaign work on energy, food production, ocean ecosystems and plastic waste.

In 2018 we were able to expand the support for environmental protection in Japan. Our regular donors grew to 7,228 and email magazine subscribers reached 100,000 people, while approximately 180,000 people followed our activities on social media. Greenpeace Japan's income and expenditure in 2018 was the same scale as the previous fiscal year. We cooperated with many groups including the media and our supporters, providing them with information on our research, publications and campaigns aimed at both companies and governments. We would like to sincerely thank everyone who have supported our activities.

Statement of Operations

(From 1 January to 31 December 2018) Unit: '000s yen

Revenue	
Donations from Supporters	146,739
Grants from GPI	91,968
Grants from other GP offices	17,680
Income from Foundations	44,265
Other Revenue	250
	<u>300,901</u>
Cost and Expenditure	
Cost	-152,463
Fundraising Expenses	-67,916
Administrative Expenses	-68,017
Contribution to GPI	-1,587
Other cost	0
	<u>-289,983</u>
Operating Surplus	10,918
Non-Operating Income	
Interest Income	1
Miscellaneous Income	542
	<u>543</u>
Non-Operating Costs and Expenditure	
Loss on Sold Stocks	-428
	<u>-428</u>
Surplus/Deficit before Taxes	11,033
Taxes	-70
	<u>10,963</u>
Surplus/Deficit after Taxes	10,963

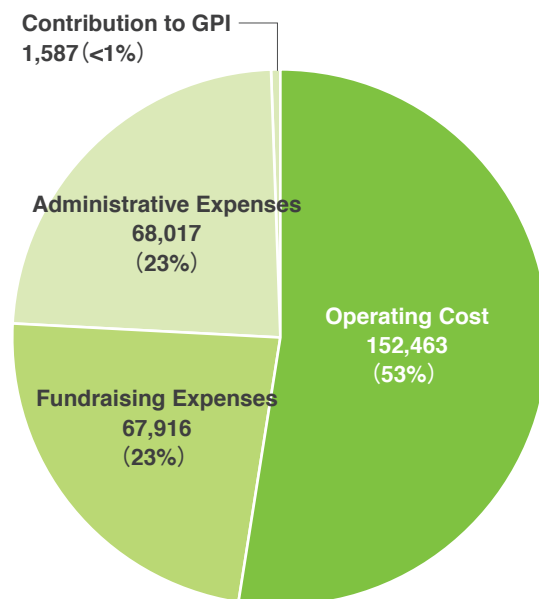
Balance Sheet

(as of 31 December 2018) Unit: '000s yen

Assets	
Current Assets	143,436
Non-current Assets	3,341
Tangible Assets	0
Intangible Assets	2,022
Long-term Stockholdings	0
Other Assets	1,318
Total Assets	146,777
Liabilities	
Current liabilities	28,862
Non-current liabilities	0
Total liabilities	28,862
Fund Balance	
Total Fund Balance	117,915
Total Liabilities and Total Fund Balance	146,777

Breakdown of Cost and Expenditure

Unit: '000s yen



Overview of Greenpeace Japan

Organization Name: Greenpeace Japan

Address: 2nd Floor, NF Building, 8-13-11 Nishi Shinjuku, Shinjuku, Tokyo, Japan 160-0023

Year established: April 1989

Representative Spokespersons: Yoko Aoki and Makoto Teranaka

Areas engaged in: Global environmental protection which covers issues of climate change, energy production, nuclear power, marine ecosystem, pesticides, toxics and forests.

Geographical regions active in: Worldwide

Organizational goal: The prevention of environmental destruction on a global scale

Our approach:

- Conducting scientific research on environmental destruction and releasing to public
- Sharing information to media and supporters
- Calling for actions that prevent environmental destruction
- Protesting at environmental destruction sites
- Presenting alternative solutions to resolve environmental problems
- Lobbying and Advocacy to the government and corporate sectors
- Monitoring and making suggestions in the process of negotiating international treaties

Principles: Non violent direct action (NVDA), political and financial independence

Supporters: 7,228 people in Japan, and 3 million people worldwide as of December 2018

Office Staff: 37 staff members in Japan (including 14 part time staff)

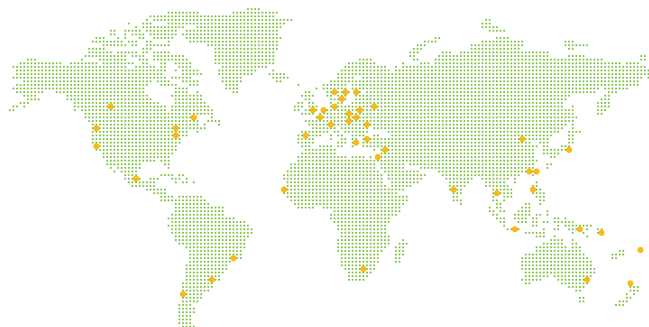
International Headquarters Address: Amsterdam, Netherlands. Offices in more than 55 countries and regions including Japan.

Number of paid staff: 2,400 members.

Homepage: www.greenpeace.org/japan

Social Networking Sites: Twitter: @GreenpeaceJP / Facebook: Greenpeace Japan / Instagram: greenpeacejp

Greenpeace Offices in the world



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- Greenpeace Africa
- Greenpeace Andino
- Greenpeace Belgium
- Greenpeace Brasil
- Greenpeace Canada
- Greenpeace Central & Eastern Europe
- Greenpeace Czech Republic
- Greenpeace East Asia
- Greenpeace European Unit
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- Greenpeace Germany
- Greenpeace Greece
- Greenpeace India
- Greenpeace Italy
- Greenpeace Japan
- Greenpeace Mediterranean Foundation
- Greenpeace Mexico
- Greenpeace Middle East & North Africa
- Greenpeace Netherlands
- Greenpeace New Zealand
- Greenpeace Nordic
- Greenpeace Research Laboratories
- Greenpeace Russia
- Greenpeace Southeast Asia
- Greenpeace Spain
- Greenpeace Switzerland
- Greenpeace UK
- Greenpeace USA

Greenpeace Campaign is your idea

Our activities to solve environmental problems are based on financial independence and political neutrality, supported by those who wish to protect the future of our planet. The successes celebrated in this report could not have happened without you. Together, we can achieve a green and peaceful world where everyone can live safe and secure lives. Donate to Greenpeace and be part of making this a reality.

More Information

Tel: 03-5338-9810

Email: supporter.jp@greenpeace.org

donate Greenpeace Japan

SEARCH



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