



Greenpeace Japan Annual Report

2021



Reflecting on 2021

On the 15th of September 2021, Greenpeace celebrated its 50th anniversary. It is thanks to the support of people like you that what started as a handful of people united over a single cause has been able to grow into a global environmental NGO working in over 55 countries and regions across the world. I would like to take this opportunity to express my sincere gratitude to you all for your ongoing support. 2021 was also a year of many challenges, being the second year in a row that many restrictions had to be imposed on our work due to the COVID-19 pandemic. Nevertheless, it was a great pleasure to be able to celebrate this important milestone of half a century of Greenpeace with our supporters through various online events and programs. 2021 was also a year of internal restructuring in order to strengthen our cooperation with Greenpeace East Asia. This has enabled us to maximise our strength as a global organisation, and will make it possible for us to act even more quickly and more effectively in response to global environmental challenges in the future.

As I reflect on the past year and look forward to the next, I am keenly aware of the many critical and urgent environmental issues that still require our action.

2021 marked 10 years since the Tohoku Earthquake and Tsunami and the TEPCO Fukushima Daiichi Nuclear Power Plant accident. On this occasion I was, once again, made painfully aware that once a nuclear accident has occurred we cannot put things back to the way they were, even with the latest science.

In August, the Intergovernmental Panel on Climate Change (IPCC) published their latest report, stating that global average temperatures have already risen by 1.09°C in comparison to preindustrial times.

Faced with such a situation, it is easy to lose hope. However, while we are definitely in a critical situation, it is still too early to despair and we must remind ourselves that the IPCC report also told us that it is still realistically possible to limit global warming to within 1.5°C. In Autumn 2020, the Japanese government finally declared its intention to become carbon neutral by 2050. Following this declaration, domestic movements working towards a decarbonised society have gained momentum.

In light of this domestic climate, and aiming to take full advantage of recent changes within the business world, we have run diverse campaigns aiming to further accelerate measures against climate change, to protect biodiversity and to

promote a circular society based on 100% renewable energy. Especially thanks to deeper and closer cooperation with other Greenpeace offices in East Asia (Beijing, Hong Kong, Taipei, Seoul), this year we were able to work even faster, take on bolder challenges and create more profound impacts.

In March, we started our campaign for the decarbonisation of Japan's automobile industry, and in December, Toyota Motor Corporation announced that it would end the sale of all fossil fuel-powered cars in its Lexus Brand globally by 2035. The company also announced the sale of 100% zero carbon emission cars, for its other brands, by the same year in Western Europe.

In February, we started a campaign calling on Starbucks Japan to shift from a business model reliant on single-use plastic or paper cups to a "reuse" system. From November, Starbucks Japan started an experimental implementation of reusable cups in Tokyo, with the company's CEO speaking about the importance of "reuse". We will continue to campaign for Starbucks to implement a nationwide "reuse" system.

Greenpeace Japan has also been collaborating with citizens through the "Zero Emission" network. In 2021, numerous local governments adopted Zero Carbon City Declarations following campaigning by members of the "Zero Emission" network, successfully laying the groundwork for concrete zero-carbon roadmaps to be formulated henceforth.

Greenpeace Japan believes that our 50th anniversary should be an opportunity to look hard at the future that lies ahead of us, rather than simply a moment for reflecting on the past. Going forward, we will continue to work as an "NGO of action", committed to a bottom-up approach and rigorous scientific solutions.

We ask you to continue supporting Greenpeace and our work so that our children and grand children living 100 years from now will inherit a diverse and healthy planet.



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A handwritten signature in black ink that reads "S. Annesley". The signature is written in a cursive, flowing style.

Greenpeace Japan
Executive Director, Sam Annesley



8,369

Supporters

6,000

Event participants

295

Volunteers

2,418,625

Greenpeace Japan
website total views

3,327

Greenpeace Japan
media coverage

Key Figures: the year in numbers

Campaign Summary

Climate & Energy

Building a pathway to 2050 Net-Zero without nuclear power or fossil fuels



In 2021, Greenpeace Japan played a critical role in shifting Japan's energy politics by challenging major corporations (in the auto and ICT industry) to move away from fossil fuel-based business models, and by pushing subnational actors (local governments, municipalities) to increase climate targets and to establish a framework for 100% renewable electricity. We made climate impacts more visible by connecting them to people's daily lives, and highlighted that climate risk is also an economic risk. Furthermore, we helped to maintain public opposition to nuclear power by continuing our radiation surveys in Fukushima. We also addressed the radiation contaminated water crisis through international political bodies (IMO, UNHRC, etc) in order to stop the Japanese government's ocean discharge plan.

#DriveChange Campaign

99% of cars worldwide are still burning fossil fuels, and transportation contributes to 24% of direct CO2 emissions from fuel combustion, with passenger vehicles responsible for the largest amount of this at 45%. As such, it is clear how important it is to decarbonise the car industry in order to stop climate change.

Greenpeace Japan launched the Driving Change (#DriveChange) campaign in March 2021 to call on leading Japanese auto company Toyota to step up and become a global leader in climate action. We collaborated with Greenpeace offices in Seoul, Beijing and Germany, as well as other environmental NGOs working in North America, Australia and South East Asia to call on Toyota and other major Japanese automakers to significantly speed up their efforts to reach the following four key targets.

1. Phasing out the sale of new ICE (internal combustion engine) vehicles, including hybrids, by 2030.
2. Supply chain decarbonisation in line with the Paris Agreement.
3. Reducing consumption of virgin materials in manufacturing, and increasing recycling and use of recycled materials, particularly rare earth metals used in batteries, and moving towards a 100% closed loop system.
4. Shifting the auto industry business model from a sales-centric model to a mobility service provision-centric model.



Throughout 2021 we introduced this topic to Greenpeace audiences through a variety of media, including a social media campaign and various videos produced in collaboration with creative agencies. These included “The Ad We Want You To Make”, Don’t Panic, as well as “Haters Gon’ Hate”.

We also released a number of investigative reports, most notably the “Auto Environmental Guide 2021”, which ranked the top 10 global automakers, and a research paper done in collaboration with UK research institute Cambridge Econometrics, “The macroeconomic and environmental impacts of decarbonising Japan’s passenger car fleet”. Our ranking report was the most successful release of the year, garnering significant media attention and was ultimately cited to Toyota CEO Akio Toyoda at a press event in December.

The end of the year culminated in Toyota’s December press event to which Greenpeace was invited as one of the few non-media observers, where they announced changes to their battery EV strategy. Despite being vocally opposed to EVs in the past, at the event CEO Akio Toyoda announced some significant changes to Toyota’s approach and lineup, citing the necessity of providing low-carbon and zero-carbon vehicles.

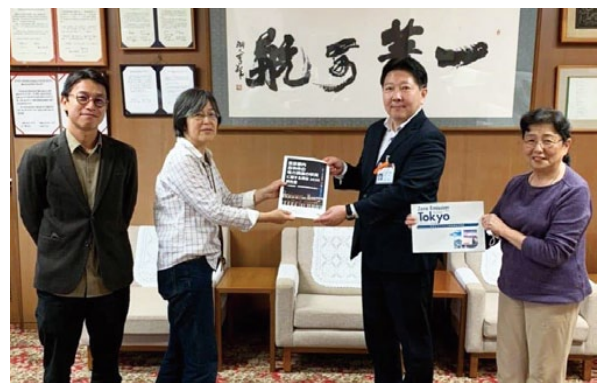
Despite the progress made in 2021, there are still significant deficiencies in the decarbonisation actions being taken by Japan’s leading automakers, and in 2022 the campaign will continue to put pressure on them to truly decarbonise and bring their fleet into the 21st century.

The “Zero Emission” campaign - working with citizens for carbon neutral municipalities

“Zero Emission Tokyo” is an activism community founded by Greenpeace Japan in September 2020 that works to mitigate climate change. It continued to be very active throughout 2021, too. The group’s activities helped achieve “Zero Carbon City” declarations in Minato City, Chofu City, Komae City, Chuo City, Shinjuku City, Kita City, Koto City, Sumida City, Nakano City, Suginami City, Chofu City, Machida City and Meguro City. Significantly, in Minato City, the group submitted multiple petitions calling for buildings within the city to procure renewable energy and implement energy saving measures, contributing to the adoption of the “MINATO Renewable Energy 100” project, which aims for 100% of electricity used in the city to be from renewable energy.

From 2021 the word “Tokyo” was removed from the group’s name making it open to citizens from all over Japan. As of the end of 2021 there were 1,000 members on the Facebook group and 500 on the more active Slack group, with participants hailing from Hokkaido in the north to Okinawa in the south. At the end of April 2021, Nagano prefecture announced its 2030 greenhouse gas target as part of its global warming plan. Initially this target remained low at 48%, however, following a strong campaign by members of the Zero Emission community the prefecture eventually raised it to 60%.

In order to take advantage of the Tokyo Prefectural Election that was held in July, we published the “100% Renewable Energy Scenario in the Tokyo metropolitan area with green recovery by 2050” report with the Institute for Sustainable Energy Policies (ISEP), and demonstrated that a 100% renewable energy future is possible even for a metropolis such as Tokyo.



The Nakano team meet with Nakano Ward Mayor



4 years to go! Now is our chance to protect the future

2021 was also a year of strong collaboration with many other NGOs and consumers' co-operatives. Taking advantage of the opportunity to submit public comments regarding Japan's proposed Strategic Energy Plan, Greenpeace Japan took on the role of steering body for the "Four years to go! Now is our chance to protect the future" campaign, ran a petition, and called on people to submit public comments. The campaign received the support of 228 organisations, and 274,830 people signed the petition.

	自民党	公明党	立憲民主党	日本共産党	緑の党	国民民主党	れいわ	社民党
気候変動政策	×	××	○	○	××	××	△	○
原子力政策	××	×	△	○	××	△	○	○
石炭火力発電	××	××	×	○	××	××	○	○
再生エネルギー	×	×	○	○	×	×	○	○

A comparison of major Japanese political parties by the "4 years to go!" campaign

Elections for the Tokyo Prefectural government and the House of Representatives were also held in 2021. In collaboration with members of the "Zero Emission" group we asked

candidates questions about climate change and published their answers online. For the House of Representatives Election, our campaign to empower young voters to communicate directly with their candidates using our written questionnaire was widely reported in the media, including on Japanese TV.

Climate impact - sea-level rise

At the end of June, Greenpeace East Asia published "The Projected Economic Impact of Extreme Sea-Level Rise in Seven Asian Cities in 2030", a report which provides a simulation of the economic impact of climate change induced sea-level rise. Prior to the publication of this report we also released a Japan sea-level rise simulation map for 2030 and 2050, and a 3D video showing projected flooding in Japanese cities.



Greenpeace Japan also collaborated with YouTuber and Okinawa based comedian with over 300 thousand followers, "Seyarogai Ojisan" to make a video about sea-level rise.

Greenpeace is an official observer of the Intergovernmental Panel on Climate Change (IPCC), and following the release of their latest report in August, we published an independent briefing paper with key takeaways from the Sixth Assessment Report, Working Group 1 (The Physical Science Basis), and a related explanatory blog.

Ten years since the TEPCO Fukushima Daiichi Nuclear Disaster

2021 marked ten years since the TEPCO Fukushima Daiichi Nuclear Disaster. Greenpeace took this opportunity to consolidate results from a decade of radiation surveys into a single report. Although the survey conducted in Autumn 2020 had to be scaled down due to COVID-19, we were able to

obtain the latest data measurements by working in close collaboration with our overseas teams. As well as the radiation survey report, we also worked with external experts to create another report that analyses the decommissioning roadmap for the Fukushima Daiichi Nuclear Plant. These two reports together give a comprehensive overview of the past and future of the nuclear disaster. We held a press conference to announce these two reports, held in four languages (Japanese, English, Korean and Mandarin) that was attended by approximately 50 domestic and international journalists - a credit to the internationality of Greenpeace as an organisation.



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Alongside our ongoing scientific research, we also created a website to bring together and document the real voices of people affected by the nuclear accident. These testimonials made it clear that the disaster is still ongoing. The research team returned to Fukushima in Autumn 2021 to conduct another radiation survey. Greenpeace will continue to dedicate resources to its work relating to the nuclear disaster and nuclear power.



© Christian Åslund / Greenpeace
Special Website "Lives of Fukushima"

Stopping the discharge of Fukushima radioactive water into the ocean

Despite opposition from local residents and the international community, the Japanese

government decided to discharge the polluted radioactive water that is currently being stored within the TEPCO Fukushima Daiichi Nuclear Power Plant into the Pacific ocean. Within 15 minutes of the announcement, Greenpeace published a statement strongly condemning the decision that was broadcast across the global media.

Following the government's decision, TEPCO is making preparations to dump the radioactive water in 2023. Greenpeace will scrutinise every step TEPCO takes while campaigning on the issue both domestically and internationally. For example in Japan, Greenpeace submitted public comments responding to the Environmental Impact Assessment published by TEPCO, pointing out serious issues associated with the ocean discharge plan. Internationally Greenpeace worked to raise the issue to the International Maritime Association (IMO).



© Masaya Noda / Greenpeace

In addition, we are also working to ensure that the voices of local people working in fisheries who risk losing their livelihoods from this decision, and the concerns of other Asia Pacific Nations, are heard all around the world. We will continue to do all that we can to stop the contaminated water from being discharged into the ocean.

Green Tech Ranking - Race to Green

In our first ever regional tech ranking report, "Race to Green", Greenpeace scored 30* top tech companies in the region on climate action and renewable energy use. We evaluated the companies in four categories: commitments, actions, data transparency and advocacy, and graded them each on a scale of A+~F. Although Japanese companies such as Sony (C+) were classed among the top three of those evaluated, there is still significant room for further improvement, with less than 10% of Sony's offices currently using renewable energy, for example.



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*Japanese companies included in the report were Sony, Fujitsu, Panasonic, Renesas Electronics, Rakuten, Softbank, Hitachi, Toshiba, Yahoo and Canon.

The Mauritius oil spill and corporate responsibility

In 2020, a cargo ship ran ashore off the coast of Mauritius and 1,000 tonnes of fuel spilled out into the beautiful waters of a coral reef, raising many questions about corporate responsibility.

In January 2021, six months after the accident, Greenpeace sent an open letter to shipping company Mitsui Osk Lines (MOL) that was chartering the cargo ship at the time, requesting information about the current local situation and measures they are taking to prevent a recurrence of such an incident. Approximately one month later, we received

a reply. Unfortunately their response did not include phasing out fossil fuels as a preventative measure.

In February, Greenpeace published a briefing paper about the accident and corporate social responsibility in collaboration with “Sustainability Brand Producer” Naoki Adachi. The paper demonstrated that as a company’s impact on society or the environment grows, so does the scope of the company’s social responsibility. The paper also emphasised the importance of phasing out fossil fuels in order to achieve carbon neutrality by 2050.

In August, one year after the accident, Greenpeace participated in a stakeholder round table held by MOL, and once again emphasised the importance of phasing out fossil fuels as part of our ongoing follow-up of the accident.



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Report published

- **“Briefing paper: The Mauritius oil spill and corporate responsibility”**
([Japanese version](#) only) 4 February 2021
- **Special Website “Lives of Fukushima”** ([English](#)) 4 March 2021
- **“Briefing paper: Ammonia co-firing in coal fired power plants - JERA and the Japanese government’s costly and toxic choice”**
([Japanese version](#) only) 27 March 2021
- **“100% renewable energy scenario in Tokyo metropolitan area with green recovery by 2050”**
([Japanese version](#) only) 8 June 2021
This study investigates the possibility of a 100% Renewable Energy Scenario in the Tokyo metropolitan area that is compatible with green recovery in response to the Tokyo Metropolitan Government’s “Zero Emission Tokyo Strategy”. Based on the energy conservation scenario, the report examined a scenario in which 100% renewable energy is used for final energy consumption in all sectors, and conducted an energy model analysis using EnergyPLAN.
- **“Leaflet: Climate crisis election action guide”**
([Japanese version](#) only) 10 June 2021



Report published (cont.)

- **“The projected economic impact of extreme sea-level rise in seven Asian cities in 2030”**

([Full version in English](#), [Japanese summary](#)) 24 June 2021

Rising sea levels and flooding are a threat to coastal cities. Greenpeace selected seven cities in Asia (Manila, Bangkok, Hong Kong, Jakarta, Seoul, Taipei, and Tokyo) that are economic centres and that are located on or close to the coast to analyse how their gross domestic product (GDP) could potentially be impacted by extreme coastal flooding in 2030 with the business-as-usual (BAU) carbon-emission scenario, also called the RCP8.5 scenario. The analysis suggests that the climate crisis may affect the economies of the cities analysed in less than one decade unless we act immediately to apidly reduce in greenhouse gas emissions.



- **“Key takeaways from IPCC Sixth Assessment Report, Working Group 1 (The Physical Science Basis)”**

([Japanese version](#) only) 12 August 2021

Greenpeace is an official observer of the Intergovernmental Panel on Climate Change (IPCC), and following the release of their latest report in August, we published an independent briefing paper, with key takeaways from the Sixth Assessment Report, Working Group 1 (The Physical Science Basis).

- **“Countdown to Zero - Comparison of major automakers’ carbon emission levels and compliance in China, the EU and the USA”**

([Full report](#)) 22 September 2021

Greenpeace looked at four of the world’s best-selling auto brands — Volkswagen, Toyota, Hyundai-Kia and Honda — and how they were doing on complying with CO2 regulations in China (2016-2020), the EU (2016-2019) and the US (2017-2019). The report found that major automakers from East Asia repeatedly failed carbon emissions standards. They also did markedly worse in those markets with weaker regulations, showing huge double standards in their climate change commitments.

- **“Auto Environmental Guide 2021”** ([Full report](#)) 4 November 2021

New research from Greenpeace East Asia analysed the world’s top 10 automakers’ decarbonisation efforts, ranking Daimler, Ford, General Motors, Honda, Hyundai-Kia, Nissan, Renault, Stellantis, Toyota, and Volkswagen. None of the companies plans to phase out internal combustion engine (ICE) vehicles earlier than 2035, which would make achieving the 1.5°C climate goal very difficult, and seven out of ten automobile groups (Daimler, Ford, Nissan, Renault, Stellantis, Toyota, and Volkswagen) do not have a complete ICE phase-out date in any market for their main brands.

- **“Race to Green - Scoring tech companies from China, Japan and South Korea on their climate action and renewable energy use”**

([Full report](#)) 2 December 2021

In our first ever regional tech ranking report, Race to Green, Greenpeace East Asia scored 30 top tech companies in the region on their climate action and renewable energy use.

- **“The macroeconomic and environmental impacts of decarbonising Japan’s passenger car fleet”**

([Full report](#), [Summary](#)) 16 December 2021

This study examines several scenarios and assesses the macro-economic and environmental impacts of decarbonising passenger cars in Japan in the medium (by 2030) and long term (by 2050). It provides details about real GDP projections, job gains, CO2 emissions reductions in the transition to low-carbon mobility, and implications in policymaking and investment in charging infrastructure and related technologies. This research was conducted by the British Research Institute Cambridge Econometrics.





Good Life

**The “Reuse Revolution”
is the answer
to the plastic
crisis**

Measures to combat plastic pollution remain inadequate both globally and within Japan. At present, up to 1.2 million tonnes of plastic waste are added to the world’s oceans every year. If we do nothing, this amount is said to triple by 2040. Furthermore, even if all the measures currently being proposed by governments and corporations are implemented and are successful, the amount of waste will still double by 2040, compared to 2016. Moreover, plastic is not only polluting our oceans, but it is becoming more and more clear that plastic creates serious problems throughout its life-cycle, such as contributing to climate change and land pollution, and damaging human health.

In order to solve global plastic pollution, we must drastically reduce the amount of plastic being produced. For this to happen we must prioritise “reuse” systems. Greenpeace is campaigning for the retail, consumer goods and catering industries to urgently shift from a model reliant on the mass production and mass use of single-use plastics to a “reuse” system where resources are not thrown away.

Cafe Campaign

In February 2021, Starbucks Japan (hereafter Starbucks) announced that it would replace its single-use plastic cups with paper cups across Japan. In response to this, Greenpeace Japan started its emergency campaign “Dear Starbucks, we’re waiting for a new “reuse”

system that doesn’t even use paper cups” in the same month. We have been holding ongoing discussions with Starbucks, calling on them to establish “reuse goals”, implement a “reuse” system across Japan, and only use reusable tableware for eat-in customers.

When submitting the petition to Starbucks, we also included an analysis of the comments we received from people who signed the petition, rather than just showing the number of signatures. Furthermore, as a new way to amplify the voice of citizens and to encourage corporations to act quicker, we invited influential climate activists and used clothing store DEPT owner eri to join our meetings with Starbucks as a representative of citizen supporters of the campaign.

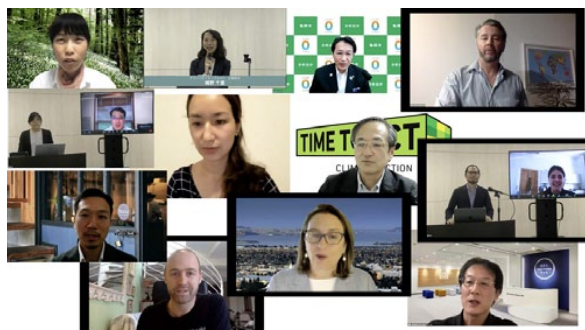


In August we published our report “Reuse Revolution - Solutions for phasing out single-use

packaging in the cafe industry”, which called on the cafe industry to implement reuse systems. We have started to see changes in the industry, with Starbucks starting an experimental implementation of reusable cups at its Tokyo Marunouchi store in November, and its CEO Mr. Mizuguchi saying, “promoting reusables is an important issue. We will continue to try and expand our reusable options, working towards a future where using reusables is considered normal and becomes the new standard”. Greenpeace will continue to campaign for Starbucks to implement its reusable cup system on a national level.

Working with diverse stakeholders to bring the Reuse Revolution to Japan

While efforts by large corporations to combat the plastics crisis remain biased towards recycling and alternative materials, Greenpeace works to accelerate the higher priority shift towards reusables. In May, we collaborated with the Global Environmental Forum (GEF) to host a symposium entitled “Reuse revolution! Circular innovation starting from packaging”, inviting guests from domestic “reuse” companies, local governments and foundations etc. The symposium was backed by the Tokyo Metropolitan Bureau of Environment and Kameoka City in Kyoto Prefecture. The event received much attention, with more than 800 people from the corporate sector, media, think-tanks, local governments and civil society registering to participate. On the same day a website that we co-created with GEF explaining a “reuse” business model went live. Throughout the year we also disseminated information directly to the press by holding a series of seminars about “reuse”.



Plastics and climate change

As the connection between plastics and climate change becomes more and more apparent, an opinion poll conducted by Greenpeace revealed that many citizens believe that “the plastics issue

should be tackled as part of climate change”. In the report “The Climate Emergency Unpacked - How consumer goods companies are fueling big oil’s plastic expansion” we published in November, we revealed the connection between global consumer goods companies and big oil through investigating the supply chain. We also pointed out how both sectors have used the recycling myth as a smokescreen while actually expanding a business model dependent on single-use packaging.



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Furthermore, in 2021 we held 11 screenings (including co-hosting or as a guest speaker) of the documentary film “The Story of Plastic”. Greenpeace Japan translated the Japanese subtitles for this film in 2020, aiming to inform more people about global plastic pollution in an accessible way. Through the film screenings, we were able to raise awareness about the urgency of the issue to approximately 660 people, including members of the media.

Waste-free shopping map “Goodbye Waste” goes live

In May, we published the results of our “opinion poll on single-use packaging/extras provided when shopping” which revealed that more than 40% of people think single-use bags or packaging/extras are “unnecessary”, “something they do not want to use”, or “something they would not choose”, and that the majority of people (56.4%) “would like to try out” “reuse” services.

Around the same time, we also published the online map “Goodbye Waste” that enables people to search for and register stores where they can shop without having to use single-use packaging. This initiative has been covered by numerous media outlets so far, including Japanese TV, radio and magazines. The map has more than 1,400 stores registered (as of February 2022).

We also held an event to celebrate the launch of the “Goodbye Waste” online “plastic-free shopping map”. The event was an opportunity for volunteers to share their experiences of using the map. In October, we set up the “Goodbye Waste” official Instagram account, where our volunteers introduce stores from all around Japan that have been registered on the platform. The account acquired approximately 400 new followers in the first four months after it was set up.



Breaking away from mass-production and consumption to protect biodiversity

Sightings of dangerous creatures, such as fire ants that have a painful bite and can cause an anaphylactic reaction, or the yellow fever mosquito known to carry various infectious diseases, such as dengue fever, have been

reported all over Japan. Invasive species and infectious diseases expert Kouichi Goka of the National Institute for Environmental Studies Japan points out that one cause of this is an over-expansion of the global economy to support modern-day mass-production and consumption. We ran a campaign, with the supervision of Mr Goka, to sensitise people to these dangers that lurk close by, and to promote circular and local lifestyles.

As part of the campaign, we used humour to spread the message that excessive globalisation and global warming could enable potentially harmful creatures to enter our biosphere. We displayed a giant “thank you letter” from fire ants to humans in the consumer capital of Japan, Shibuya, Tokyo. The letter reads “thanks to you we are now also able to live in Japan”.



Report published

- **“Opinion poll on single-use packaging/extras provided when shopping”**
 (Japanese version only) 25 May 2021
 Greenpeace Japan published the results of its “Opinion poll on single-use packaging/extras provided when shopping”. More than 40% of respondents said that single-use bags/packaging etc, provided when purchasing products are “unnecessary”, “something they do not want to use” or “something they would not choose”. Furthermore, more than half of respondents (56.4%) answered that they would like to try new waste-free alternatives that are being implemented in other countries. The results of the opinion poll point to a high level of public interest in reducing waste and protecting the environment.
- **“Reuse Revolution - Solutions for phasing out single-use packaging in the cafe industry”**
 (Japanese version only) 23 August 2021
 Greenpeace Japan published this report focusing on phasing out disposable cups in cafes. The report is made up of five chapters, 1. Moving on from a “disposable culture”, 2. Domestic cafe industry initiatives for reducing single-use packaging, 3. The reality of single-use cups, 4. The solution: reusable cups, 5. Recommendations for adopting reusable cups.
- **“The Climate Emergency Unpacked
 - How consumer goods companies are fueling big oil’s plastic expansion”**
 (Full report in English, Japanese summary) 9 November 2021
 This report exposes the business links between the world’s largest consumer goods and fossil fuel companies and the overall lack of transparency around emissions from plastic packaging. Greenpeace Japan created a Japanese language summary of the original report.



Global Campaign

**50 years
of working
together
for a better
future**

Greenpeace was founded half a century ago. Now, with offices in over 55 countries and regions around the world, we use our international network to find solutions to global environmental issues.

As climate change progresses and we are being warned that extreme weather events will become even more frequent, 2021 was no exception. July was the hottest on record in terms of global average temperatures, and record heat waves were recorded in North America, Russia and the Arctic. Severe wild fires raged across California, the Mediterranean, Siberia and large-scale flooding occurred in Germany. Floods were also reported in Australia, India and China. In Japan, torrential rains caused a large-scale landslide in Atami in July, while record heavy rains in August also caused widespread damage.

The effects of the climate crisis are felt all over the globe, and marine pollution flows around the planet on ocean currents. By their very nature, environmental issues have no borders. As an international environmental NGO, we will continue to join hands with people all around the world to campaign for governments and corporations to address global environmental crises.

Japan joins global treaty to protect 30% of the earth's land and oceans by 2030 for the first time

The world's oceans cover 70% of the planet's surface and play an essential role in absorbing CO₂ and stabilising the climate. However, overfishing, excessive resource extraction and plastic pollution are threatening the oceans' ecosystems. Greenpeace has been working globally since 2019 to make 30% of the high seas a marine sanctuary, by 2030. We have been lobbying governments around the world with the support of more than 3.5 million people. Greenpeace Japan also participated in this campaign, submitting a petition (signed by 8,245 people) to the Ministry of the Environment with model, climate activist and Greenpeace Oceans Ambassador, Lillian Ono.

And in January 2021, the Japanese government, which had previously not supported this target, joined a coalition calling for the protection of a minimum of 30% of the world's land and oceans, officially endorsing the 30% target for the first time.

This is a critical first step. Greenpeace will continue to use its global network to ensure that Japan fulfils its responsibility as a global leader, and to ensure that a treaty which protects 30% of the world's land and oceans becomes a reality by 2030.

Calling on large corporations, such as Coca Cola, to shift to a “reuse” model

According to a brand audit of plastic waste found in oceans and rivers across 45 different countries, run by the global “Break Free From Plastic” network, Coca-Cola was the top polluter again in 2021, four years in a row. Other corporations that are regulars in the top polluters list include Pepsi and Nestle.

Greenpeace is calling on Coca-Cola, Pepsi, Nestle and Unilever to “become lead actors in the solution to the plastic crisis, rather than being the cause of it”. Globally, more than 7 million people have already signed the

petition, and Greenpeace Japan is campaigning domestically to garner more support for the movement in Japan.



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50th Anniversary

50 years of
Greenpeace

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Greenpeace celebrated its 50th anniversary on the 15th of September 2021. It is thanks to you and the millions of Greenpeace volunteers, donors and supporters around the world that we have been able to come this far. We started out as a group of 12 activists, trying to stop nuclear testing. Now, we have grown into a global environmental NGO, working in over 55 countries and regions with approximately 3,532 paid staff. As an “NGO of action”, committed to a bottom-up approach and rigorous scientific solutions, we will continue to work with people all around the

world so that children living 100 years from now can inherit a diverse and healthy planet.

Greenpeace 50th Anniversary Event

We held a 50th Anniversary event with Greenpeace Japan Ambassadors Masahiro Takemoto and Daisuke Yosumi, entitled “Changing lifestyles and businesses: Environmental Action/Activism”. The event focused on what individuals can do in their

lives, places of work and society in order to mitigate the climate crises. The event was a great success with approximately 250 people participating. We reflected on the past 50 years and looked forward to the next half century, examining themes such as “peace”, “the climate crisis” and the “future of the youth” and discussed how to connect these with Greenpeace’s work. The time was filled with many ideas for the future and unique insights from the Greenpeace Ambassadors.

It has been a year since Mr. Takemoto and Mr. Yosumi became Greenpeace Japan Ambassadors; a year of many new connections, with some people learning about Greenpeace for the first time through them, or making their first donation through an event they joined.



Greenpeace Japan adopts a new “Mission”, “Vision” and “Slogan”

Greenpeace’s 50th year anniversary was an opportunity for us to adopt a new “Mission”, “Vision” and “Slogan”.



Slogan

“Act today for the future”

Vision

So that children living 100 years from now will inherit a diverse and healthy planet.

We envisage a society where the way we live our daily lives ensures that we will be able to pass on the earth’s “many diverse fruits” to future generations. We envisage people 100, 200, 1000 years in the future finding this planet “beautiful” in the same way that we do today. To make this vision of tomorrow a reality, we must fulfil our responsibilities as today’s inhabitants of the earth.

Mission

Protect nature, protect life and protect our future. Greenpeace Japan’s mission is to be an “NGO of action”. We work with people in Japan who share our beliefs about the environment, using a bottom-up approach and rigorous scientific solutions to create a diverse and peaceful future that is free from the threat of climate change. We do this to build a society where “things that are good for the environment” are not considered out of the ordinary, but are a routine part of day-to-day life, business, and policy decisions.

Launching the “Greenpeace Japan NEXT 100 Project”

Greenpeace Japan believes that this important milestone of half a century should be an opportunity for us to not only reflect on the past, but also look hard at the future that lies ahead of us. To this end, we have set up the “Greenpeace Japan NEXT 100 PROJECT” to propel us through the next century with even more strength and passion, towards the ideal future that we envisage. It is also an opportunity for us to reflect on the reason for Greenpeace Japan’s existence and our vision of the future. The answers to these reflections will help us to reinforce our strengths and sense of purpose as we invite more people to join us and build a better future together.



Volunteers and Interns



Making use of online tools to collaborate, organise and raise awareness

As part of our petition and campaign “Dear Starbucks, we’re waiting for a new “reuse” system that doesn’t even use paper cups”, Greenpeace volunteers collected and analysed messages received from over 2,400 people, before consolidating these into a presentation that they submitted to Starbucks. In preparation for the May launch of the “Goodbye Waste” shopping map, our volunteers also created a database of stores all across Japan that sell goods by weight or enable you to use your own containers.

The “Side by Side” team organises and runs monthly study sessions for volunteers. In 2021 their events covered various topics such as single-use plastic and food waste, creating an opportunity for volunteers to learn about a broad range of environmental issues. “Team Plants” works to raise awareness about a “Less Meat” lifestyle where one consumes less meat. Throughout 2021 they held events and used social media to raise awareness about the relationship between industrial livestock farming and deforestation, or to share simple vegetarian recipes. Over the year, the volunteer teams organised a total of 14 events, which were attended by close to 400 people.

In 2021, Greenpeace interns interviewed an organic farmer who practises organic farming

from a concern for the climate, and published a write-up of the interview. Our interns also created the “Stop Climate Change! Action Guide” aimed at people who want to take action to prevent the climate crisis. They also played an important role in the “Zero Emission” network, of which Greenpeace Japan is the secretariat, helping manage the group and interviewing candidates from the Tokyo Prefectural and House of Representatives Elections and aggregating the results of these interviews.

Open Volunteer Seminar “Let’s learn about new initiatives for plastic waste solutions”

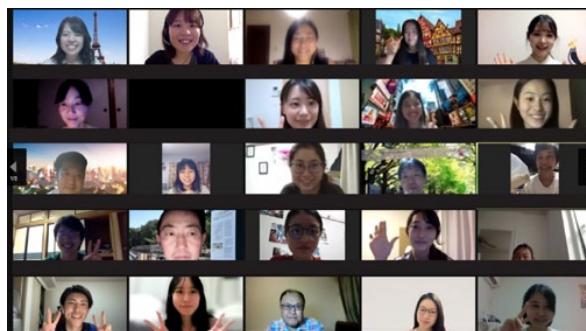


In February, the “Side by Side” team organised an open volunteer seminar entitled “Let’s learn about new initiatives for plastic waste solutions”. Eric Kawabata, APAC General Manager at shopping platform “Loop”, spoke at the event, which was a great opportunity for participants

to learn about ways to solve the plastic waste crisis.

Plastic-free university event: “Plastic-free trip! Get that holiday feel while learning about ‘eco’ initiatives around the world”

In July, the university student team “Plastic-free University” hosted the event “Plastic-free trip! Get that holiday feeling while learning about “eco” initiatives around the world”. At a time when many study abroad programs have been cancelled and it is difficult to travel internationally, the event aimed to be a fun opportunity for people to learn about plastic-free initiatives while also enjoying virtually travelling around the world. The event had quizzes introducing different projects from different countries, and a talk session by guests who have spent time overseas.



“Goodbye Waste” launch event

We held an event to celebrate the launch of the “Goodbye Waste” online “plastic-free shopping map”. The event was an opportunity for volunteers to share their experiences of using the map. In October we set up the “Goodbye Waste” official Instagram account, where our volunteers introduce stores from all around Japan that have been registered on the platform. The account acquired approximately 400 new followers in the first four months after it was set up.



© Noriko Hayashi / Greenpeace

Ambassadors

Diversity and action for the planet's future

Despite the fact that many COVID-19 related restrictions remained in place throughout the year, we were able to engage with a large audience by using online platforms and working together to change societal systems. By collaborating with influential people, we were able to get Greenpeace's message out to a new audience.

Rethinking the decade that followed the nuclear disaster

Greenpeace was joined by Tsuji Shinichi (cultural anthropologist) and Tatsuko Okawara (from Koriyama city in Fukushima prefecture) for an event reflecting on the decade that followed the TEPCO Fukushima nuclear power plant disaster, and the next ten years to come.



Mr. Tsuji, who is a leader of Japanese environmental and social movements as both

an activist and cultural anthropologist, shared a powerful message stating that “democracy and nuclear power are incompatible” and that he wants “the younger generation to have the courage to question everything that they have been told is ‘realistic’ up until now”, and impressing upon us the need to “all make a new reality together”.

A digital picture book - environmental education for all the family



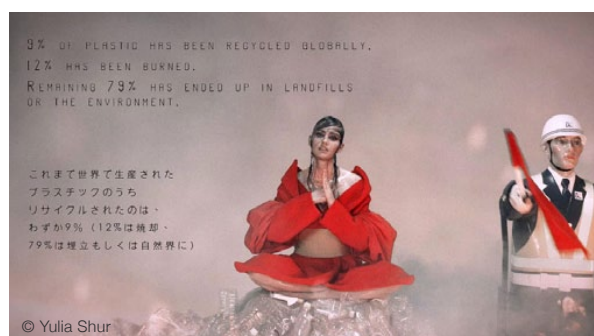
This picture book was created in response to reflections by our university student interns that “they weren’t taught about the environment when they were younger” or that “they wished they had known about environmental issues earlier”.

Official supporter of the project, Arie Mizusawa (entrepreneur), collaborated on the book

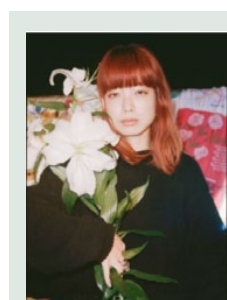
narration that aims to teach children about environmental issues. The story is told through endearing characters and is a great tool for families who want to talk about the environment with their children.

A new musical collaboration

Singer-songwriter, DJ, model and poet RHYME released a song about single-use plastic waste “#meburn” in support of Greenpeace’s “Reuse Revolution”, and invited her listeners to also join the campaign. This was a new sort of collaboration for Greenpeace Japan, with RHYME using her music and unique worldview to tell people about the reality of plastic pollution.



Incorporating diverse voices into our dialogue with corporations



© Kishshomaru Shimamura eri

「今日はスターバックスさんに皆さんの声を代表して届けてきました。スターバックスが変わったら、世の中が大きく動くと思います。地球資源を使い捨てない社会に向けて、日本のスターバックスにも世界の先進事例に並ぶような高い目標を立ててほしいです。私たち市民ひとりひとりの環境問題へのアクションももちろん重要ですが、同時に進む方向を示してくれるリーダーが必要です。『持ち歩く』というカルチャーを世界に広めたスターバックスが『どう持ち歩くか』という新しいカルチャーを私たちに広め、次の社会のあり方へ導いてくれることを期待します！」

At Greenpeace, we have been holding ongoing discussions with Starbucks Japan as part of our campaign for them to implement a returnable/reusable cup system. In 2021, eri (used-clothing store DEPT owner and climate activist) also joined these discussions as a supporter

of the campaign. eri shared comments from people who signed the petition, as well as comments that she received directly in support of reuse systems. Being able to incorporate these diverse perspectives added further significance to our dialogue with Starbucks.

Connecting and bringing people together for climate action

Model and climate activist Lillian Ono joined us as a guest speaker for our climate campaign event, which focused on sea-level rise mitigation. Ms. Ono, who is herself a member of the “Zero Emission” network, spoke about the importance of finding like-minded people and working together. More than 70 people participated in the morale-building event that was a great opportunity for participants to unite for future climate actions.



Finance

Greenpeace Japan's financial report for the fiscal year 2021 (January - December) was prepared in accordance with the auditing standards generally accepted in Japan (J-GAAS) and audited by the SCS Global LLC Accounting & Auditing Firm. As in previous years, we received both staffing and financial support from Greenpeace International and Greenpeace East Asia, and donations from individual supporters and private foundations. These invaluable contributions enable us to act as an independent campaigning organisation highlighting global environmental issues and developing solutions for a sustainable, green and peaceful future.

In 2021 our campaigns were focused on climate and energy; renewable energy; zero emissions; the #DriveChange campaign (decarbonisation of the automobile industry); nuclear power and radiation; biodiversity; and plastics. 2021 was also a year of internal restructuring, which enabled us to maximise our strength as an international environmental organisation and respond even more quickly and more effectively in response to global issues.

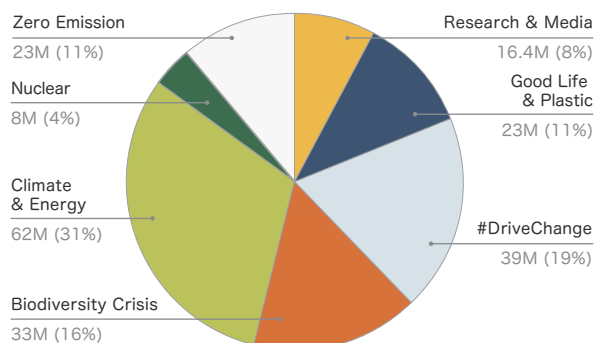
2021 saw an increase in revenues, both from supporters' donations by ¥13.6M, an 8% increase on last year's donations, and a significant increase in contributions from GPI/GPEA by ¥51M, a 53% increase on last year. Total revenue in 2021 was ¥332M, up by ¥65M on the previous year's ¥268M.

Expenditure increased significantly by ¥105M, a 33% increase on last year. This increase was due to higher spending on new and diversified campaign activities, investments in digital fundraising and engagement, and investments in the organisation. Total expenditure in 2021 was ¥422M compared to ¥317M the previous year.

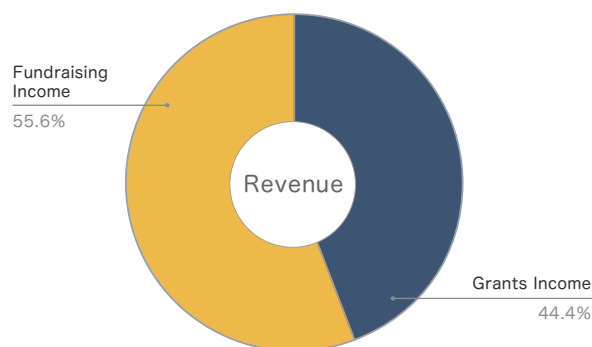
Greenpeace accepts no corporate or government donations in order to maintain an independent voice. This means we rely on individual supporters and private foundations to fund our work. By making a contribution, you are joining our efforts to protect our precious planet and find solutions to the planet's most critical environmental issues.

You are helping Greenpeace investigate, campaign, document and lobby so that children living 100 years from now will inherit a diverse and healthy planet. As an "NGO of action", committed to a bottom-up approach and rigorous scientific solutions, we have been able to drive climate and energy actions and provide information to the public, including the media and all of our supporters, concerning research, publications and our campaigns. We sincerely thank everyone who has supported our activities.

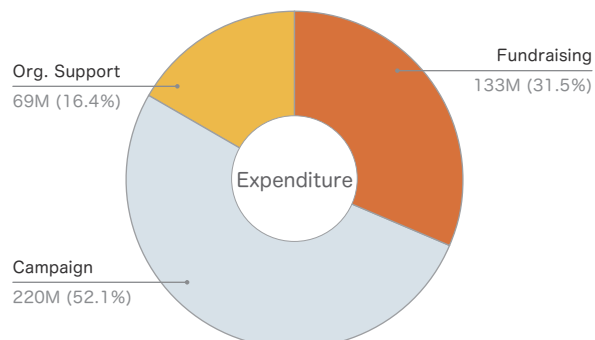
Our Campaigns 2021



Breakdown of GPJ revenue 2021



Breakdown of GPJ expenditure 2021



Statement of Operations from Jan.1 to Dec.31 2021
(Unit : Yen)

Revenue	2021	2020
FR Income		
Existing donor contributions	115,106,194	102,117,420
New donor contributions	15,258,560	11,449,005
Foundations, trusts, major gifts	54,345,206	57,504,525
Total FR Income	184,709,960	171,070,950
Grants Income		
Grants from GPI/GPEA*	147,600,000	80,856,186
Grants from other NROs*	0	15,607,610
Total Grants Income	147,600,000	96,463,796
Other Revenue	0	13,562
TOTAL Revenue	332,309,960	267,548,308

Cost & Expenditure	2021	2020
FR Expenditure		
Existing supporter care & development	10,593,769	11,492,701
New donor outreach	71,909,651	66,070,269
Foundations, trusts, major gifts	3,568,354	3,230,228
Supporter database & coordination	1,994,090	4,760,704
FR staff costs	44,621,513	40,899,432
Total FR Expenditure	132,687,377	126,453,334
Program Expenditure		
Good life	6,695,180	3,451,939
Climate & Energy	92,487,358	16,857,224
Media & Communications	3,458,283	1,633,197
Public info & Outreach	1,898,572	0
Engagement	25,371,614	18,232,840
Program coordination	3,641,416	686,783
Program staff costs	86,848,222	83,745,736
Total Prgm. Expenditure	220,400,645	124,607,719
Org. Support Expend.		
Operations & overheads	23,791,452	23,698,905
Org. support staff costs	45,107,376	41,857,643
Total Org Support Expenditure	68,898,828	65,556,548
Contributions to GP		
Contributions to GPI	0	7,017,000
Contributions to NROs	0	772,915
TOTAL Cost & Expenditure	421,986,850	324,407,516

* GPI : Greenpeace International
GPEA : Greenpeace East Asia
NRO : National Regional Offices

Operating Deficit	-89,676,890	-56,859,208
Non-operating Income		
Interest income	550	338
Gain on sales of stock holding	339,153	0
Miscellaneous	0	2,946,629
Total Non-op. Income	339,703	2,946,967
Non-operating Expend.		
Net realized forex loss	0	633
Loss of valuation stock holding	15,910	14,975
Total Non-op. Expend.	15,910	15,608
Deficit Before Tax	-89,353,097	-53,927,849
Taxes	70,000	70,000
Deficit After Tax	-89,423,097	-53,997,849

Balance Sheet As of Dec.31 2021 (Unit:Yen)

Assets	2021	2020
Current Assets		
Cash & cash equivalents	78,016,220	152,583,091
FR (trade) income receivable	11,061,738	10,077,842
Other current assets	1,934,917	1,359,153
Total Current Assets	91,012,875	164,020,086
Non-current Assets		
Tangible assets	902,416	1,075,402
Intangible assets	648,720	1,106,640
Long term stockholdings	29,700	404,685
Other non-current assets	538,000	530,000
Total Non-current Assets	2,118,836	3,116,727
TOTAL Assets	93,131,711	167,136,813

Liabilities	2021	2020
Current Liabilities		
Accounts payable	44,636,322	24,712,012
Accrued annual leave	7,301,736	6,891,869
Tax & social insurance withheld	160,122	64,970
Intercompany payable (GPEA)	1,937,577	6,948,911
Total Current Liabilities	54,035,757	38,617,762
Long-term Liabilities		0
TOTAL Liabilities	54,035,757	38,617,762

Fund Balance	2021	2020
Fund Balance at beginning	128,519,051	182,516,900
Deficit year-to-date	-89,423,097	-53,997,849
TOTAL Fund Balance	39,095,954	128,519,051

TOTAL Liabilities & TOTAL Fund Balance	93,131,711	167,136,813
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※ Greenpeace Japan is a minimum shareholder of TEPCO and TOYOTA stock so that it can participate and vote in their shareholder AGMs to campaign for an end to fossil fuel and nuclear power, and to accelerate a shift towards renewable energy.

Overview of Greenpeace Japan Organization

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

[Year established] April 1989

[Board Chairs] Yoko Aoki and Makoto Teranaka

[Area 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

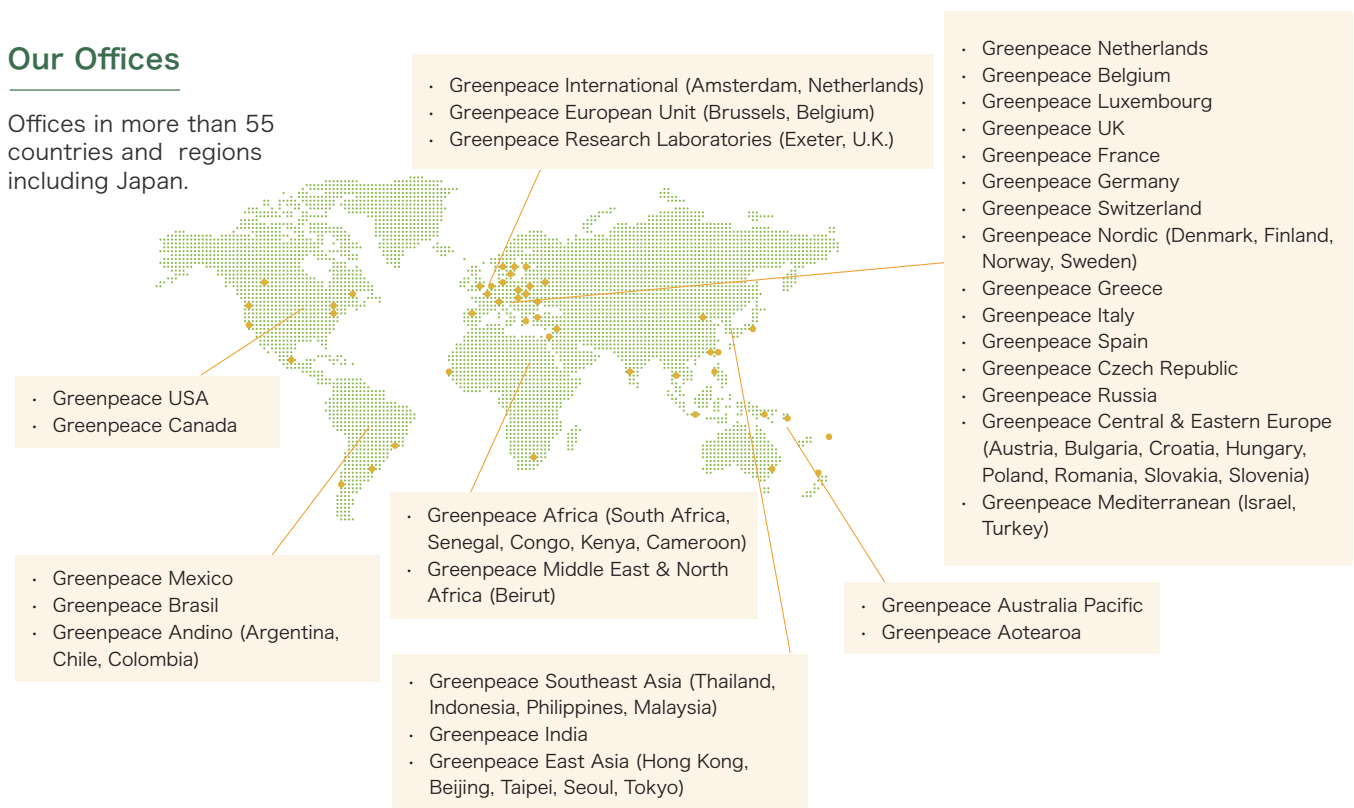
[Supporters] 8,369 people in Japan, and 3 million people worldwide as of Dec. 2021

[Office staff] 36 staff members in Japan (including 9 part time staff) as of Dec. 2021

[International Headquarters location] Amsterdam, Netherlands.

Our Offices

Offices in more than 55 countries and regions including Japan.



Greenpeace campaigns are your ideas

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 us and be part of making this a reality.

You can **DONATE** online or via your mobile phone



03-5338-9810

supporter.jp@greenpeace.org

国際環境NGO グリーンピース・ジャパン

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