

Greenpeace Japan

Annual Report

20 23



GREENPEACE

2023 was a year when we felt both the risks and the damaging effects of climate change. Throughout the year, Greenpeace worked with its more than 3 million supporters around the world to avert this global crisis and to create a green and peaceful future for the planet. The many successes that were achieved in Japan, Asia, and around the world were all accomplished in tandem with our supporters.



The end of nuclear power in Germany! The goal – 100% renewables



Germany's last three nuclear power plants have been disconnected from the power grid, completing its phase out of nuclear power. In 2000, nuclear power made up 30% of power generation in Germany. By 2022 this was down to 6%, and then finally in April 2023 nuclear power was completely phased out.

Germany has also vastly increased its ratio of renewable energy to 45%, compared to 7% in 2000. Now, having successfully completed its phase out of nuclear power, the next target is to achieve 100% renewable energy by 2035. Greenpeace has been conducting science-based anti-nuclear campaigns for tens of years. Let this be an opportunity for us to celebrate this achievement as a milestone of hope for all people who wish for a peaceful and sustainable future. A future free from nuclear power and a future where we have chosen renewables instead, has been made possible thanks to the actions of citizens.

TikTok's parent company announces 2030 carbon neutral goal



Chinese internet company ByteDance, which owns social networking apps such as TikTok, announced its commitment to 100% renewable energy in its global operations by 2030 and also pledged to cut greenhouse gas emissions by 90% to reach net zero also by 2030. This positive decision was announced following years of campaigning by Greenpeace for ByteDance to commit to renewable energy.

This is a significant positive announcement by ByteDance, who had been ranked amongst the lowest scoring companies in terms of its climate commitments and renewable energy use in a report by Greenpeace East Asia published in 2022 analyzing China's cloud providers. Along with our supporters around the world, Greenpeace welcomes and applauds this decision by ByteDance, and looks forward to seeing the company's next steps towards 100% renewable energy.

Global Campaign Transcending borders for a greener future



The UN agrees on a Global Ocean Treaty to protect the world's oceans

On March 4, 2023, governments from around the world finally agreed on a "Global Ocean Treaty" that aims to protect the biodiversity of the high seas and ensure their sustainable use. This is a big step forward that heeds the demands made by Greenpeace, and by over 5 million people all around the world, calling for action to protect our oceans. In Japan, we delivered the demands of over 16,000 supporters of the campaign to the government.

As well as being hugely important for biodiversity, the world's oceans also help to stabilize the climate. Overfishing and plastic pollution are a threat to marine biodiversity. 20 years in the making, this Global Ocean Treaty is an important source of hope. According to scientists, increasing marine reserves from the current 1% of the world's oceans to 30% is the minimum required to restore nature's ability to heal and for the oceans to recover and thrive. Protecting our oceans has long been an important part of Greenpeace's work. As well as campaigning for the establishment of marine reserves, we are also working to stop plastic pollution, and to block deepsea mining.



Hyundai stops supply of diggers for illegal mining in the Amazon

Greenpeace East Asia and Greenpeace Brasil exposed the extensive use of hydraulic excavators made by a subsidiary of HD Hyundai Construction Equipment (HD HCE) for illegal mining in the Amazon. Based on this research, Greenpeace demanded that HD HCE stop contributing to illegal mining. In response, HD HCE has stopped its sales of heavy machinery being used for illegal mining and declared that it would work to protect the Amazon. Greenpeace's capacity to collaborate with indigenous groups and to conduct swift investigations are two of its strengths.



Amazon river oil drilling license denied

The Brazilian Institute of the Environment and Renewable Natural Resources (IBAMA) denied Petrobras's request for licensing to drill for oil in the mouth of the Amazon River Basin. Greenpeace conducted research that discovered vibrant coral reefs around the Amazon River mouth and published these findings internationally. The Brazilian authorities stopping this oil project and thus protecting the precious ecosystem at the mouth of the Amazon River Basin is a huge achievement. We must remember that it is not just the forests of the Amazon that need protecting.

Mapping the environmental impact of war

As of February 24, 2024, it is two years since Russia invaded Ukraine. The impact of war on the natural environment is immeasurable. In 2023 Greenpeace collaborated with a Ukrainian NGO to map the environmental effects of the war.

The impacts of war are wide-ranging. Substances produced by bombing can contribute to climate change and acid rain, attacks on oil rigs can lead to oil spills, and sonars used by battleships can impact whales. Soil and groundwater are polluted and forests and ecosystems are destroyed by bombing, while soil from highly contaminated areas near Chernobyl has also been disturbed. War is one of the greatest destroyers of nature. Our investigation has revealed that 1.24 million hectares of natural reserves have already been impacted by the war.



Publication of the 'Auto Environmental Guide'

We published our "Auto Environmental Guide 2023" that evaluated 15 top global automakers, including Japanese companies, based on their climate change initiatives. This year's guide, which was the third to be published, was widely reported on by media inside and outside of Japan and employed as a measure of decarbonisation efforts by automakers. There is growing international pressure for the auto industry to decarbonise its production process and final products. At Greenpeace we leverage our global influence to effectively campaign on this high priority issue.



People all around the world, regardless of their age or background, are uniting to create a brighter future with Greenpeace. So who do you think is the protagonist of Greenpeace's work? It's you, the person reading this. You're a change-maker. You're the protagonist of this story of hope.



Reflecting on 2023

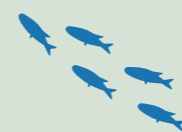
Demonstrating the environmental superiority of reusable cup systems

We co-published a report with Greenpeace East Asia, entitled "Reusable is Futureable", which investigates how much better for the environment reusable cup systems are in comparison with disposable cups. This was the first research of its kind in East Asia and received wide attention. It demonstrated that even small-scale reusable cup systems are more environmentally viable than using disposable containers.

This report quantifies the environmental impact of reusable and disposable cups at all stages of their life cycle, from resource extraction and raw material production, to distribution, consumption and disposal. It is a revolutionary report that evaluates comprehensive environmental impact based on data supplied by various existing service providers. According to the research results, reusable cup systems have a smaller environmental impact than disposable cups, even when implemented on a small scale. Furthermore, the more people use reusable cups, or the more large-scale reusable cup systems become, the smaller the impact on the environment. Greenpeace is using this report to inform our discussions with companies and local authorities. From this we aim to create a movement to shift from disposable cups to reusable systems.

More than one million people sign petition opposing deep sea mining

The oceans are the earth's cradle of life, and the deep sea in particular is a treasure trove of biodiversity. Greenpeace is opposed to deep sea mining for resource development, and over one million people from Japan and all around the world have shared their support for Greenpeace's work on this issue. The world is united to stop the creation of a destructive mining industry.



2023 was the hottest year on record to date. This record will probably continue to be broken. However, more and more people around the world, who are serious about the need to "stop the climate crisis", are uniting. You are an important part of this movement and part of what gives it its strength.

2023 was the year that global leaders finally agreed on a Global Ocean Treaty after almost 20 years of negotiations. This marks the beginning as we continue to work to expand present marine reserves, which currently represent only 1% of the world's oceans, to 30%. 30% represents a turning point for our oceans, and is the minimum amount of protection required to allow them to recover.

Greenpeace's passionate work is always based on science and implemented through strategic, goal-oriented planning. Our financial independence is essential in order to be able to work in this way. That is why, since its founding, Greenpeace has never accepted financial support from corporations or governments, and instead relies solely on donations from individuals to fund its work.

There is still so much that we need to do in order to ensure that we can pass on a beautiful planet to future generations. However, no one needs to try and do this on their own. Greenpeace's work to protect nature is made possible with the help of over 3 million supporters

around the world, and we are making progress. You are not alone in your desire to do something about the problems that the planet is facing.

What we are aiming to create together is not just a green and peaceful planet. We believe that your peace of mind is also essential for such a future.

All of us here at Greenpeace will continue to work our hardest so that you can rest assured knowing that "Greenpeace is out there, working hard to protect our planet." Let us be your partner for a brighter, greener, and more peaceful future.



S. Annesley

Greenpeace Japan
Executive Director
Sam Annesley

To talk about climate is to talk about life

Do you know the "3.5% rule"? It's a principle based on statistics and research which states that if 3.5% of people put their thoughts into action, the impact spreads throughout and changes society. At Greenpeace, we are aiming to reach the 3.5% participation threshold in order to create societal change. Let us introduce to you the changes we have already succeeded in making through our work with a range of stakeholders across various sectors of society, and with our many supporters.



Members of Greenpeace taking action and calling for an early EV switch-over before Toyota's general shareholders meeting at the company's headquarters in Toyota City, Aichi Prefecture, June 2023.



The Association for Achieving Zero Emissions' Yokohama Team, of which Greenpeace is secretariat, holds a press conference calling for insulation of school classrooms, August 2023.



Light messages to G7 world leaders using penlights calling for a peaceful and secure future, May 2023.

Publication of 'Auto Environmental Guide 2023'

The future of automobiles will have a huge impact on the future of the planet. Japan is host to many global car makers. Toyota is one of these and is also the world's largest automaker in terms of number of vehicles sold. Toyota's annual general shareholders' meeting was held in Aichi prefecture on June 14. Greenpeace staff attended the AGM, traveling by electric vehicle (EV) for part of the journey from Tokyo. Staff campaigned in front of the Toyota headquarters, which was also the location of the AGM, to call on Toyota to shift to EVs by 2030.

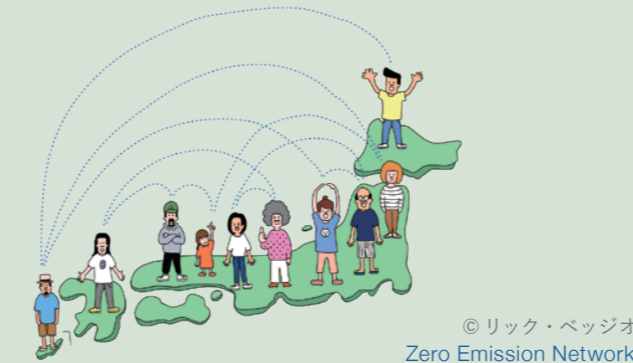
In October, we published our "Auto Environmental Guide 2023" that ranks 15 top automakers according to their decarbonisation efforts. This guide was reported on by numerous media outlets, both inside and outside of Japan. Of the Japanese companies featured in the guide, Honda ranked highest at 10, followed by Nissan at 11 and Toyota at 13. Suzuki, who was included in the guide for the first time this year, came 15th. Greenpeace is not only working on the decarbonisation of automobiles, but also promotes low carbon mobility solutions, such as widely available public transport, walking and cycling.

Changing cities together! Raising local government targets for insulation in schools

2023 was the planet's hottest year on record. In Japan, there are no government standards for insulation in schools, meaning that many children are forced to study in sweltering temperatures. The Yokohama group of the Zero Emission Network, of which Greenpeace Japan is the secretariat, led work to garner the support of approximately 27,000 people on this topic. On August 29, we submitted a written request from citizens calling for better insulation in schools, to the Minister of Education, Culture, Sports, Science and Technology in person. Experts also participated in the meeting and emphasized the importance of improving insulation in schools. We also held a press conference, which was widely reported across Japan.

In November, Kunitachi City, Tokyo, announced the most ambitious greenhouse gas reduction goal in Japan. This came about following the hard work of the members of the Zero Emission Kunitachi group. They worked strategically, making presentations to the mayor, amplifying the voices of citizens, and asking experts to make calculations. As a result of this, Kunitachi city included an ambitious target of 62% reductions in CO2 emissions (in comparison with 2013) in their draft bill. The work of the Zero Emission

Network uses climate change initiatives to actually change the towns that we live in thus helping create a more sustainable society. Many people feel that "we should do something about the climate crisis". However, there are probably also many people who think "what can one person do?", or who have not yet found the courage or opportunity to take action. Greenpeace and the Zero Emission Network are working to create a movement for societal change by connecting and supporting people who share these ideas. "Together, we can do it". Why don't you join us too?



Making world leaders listen to us

Many very important international environmental conferences were held in 2023. Bringing together the opinions and demands of civil society and making

these heard by world leaders is a very important part of what Greenpeace does.

In May, the G7 summit was held in Hiroshima. Greenpeace participated in the summit as an observer, and also campaigned on site calling for "energy policies that save the climate and livelihoods". We also submitted the demands of approximately 1,500 people to the Japanese government, which was the chair of this year's summit. The world is looking to Japan to shift away from its dependency on fossil fuels. Greenpeace continues to campaign and advocate concrete proposals to the government for a shift away from fossil fuels and for the promotion of renewable energies.

From November 30th to December 13th, COP28 was held in the United Arab Emirates (UAE). The outcome document from the conference, the UAE Consensus, clearly states the need to "triple renewable energy and double energy efficiency by 2030, and transition away from fossil fuels". However, the outcome document also included approaches that do not fit the 1.5 degree goal, and flawed solutions that contain inconsistencies, especially in regards to the responsibilities of developed countries. Greenpeace took this opportunity to call on the Japanese government to be a responsible leader, aiming to triple domestic renewable energy and to make a speedy transition away from fossil fuels by 2030.

“Climate and Me” through art

Peaceful movements have the power to impart courage on those who look at them. The intersection of art and civil movements in particular can be very powerful. Focusing on the power of art in 2023, Greenpeace held two art exhibitions where people could physically experience the effects of climate change.

In the autumn in Yoyogi park, we created a digital art booth called “Error Code: Autumn” where people could experience a future without Koyo (the seasonal changing of the color of leaves). Approximately 900 people attended the installation and contemplated the effect of climate change on the beautiful autumn leaves. Participants shared their impressions of the exhibition, such as “it was thought-provoking” or “the fusion of digital art with the actual smell of the leaves on the floor and the wood was very powerful”. This new approach used digital art to communicate how irreplaceable our natural environment is by appealing to the senses.

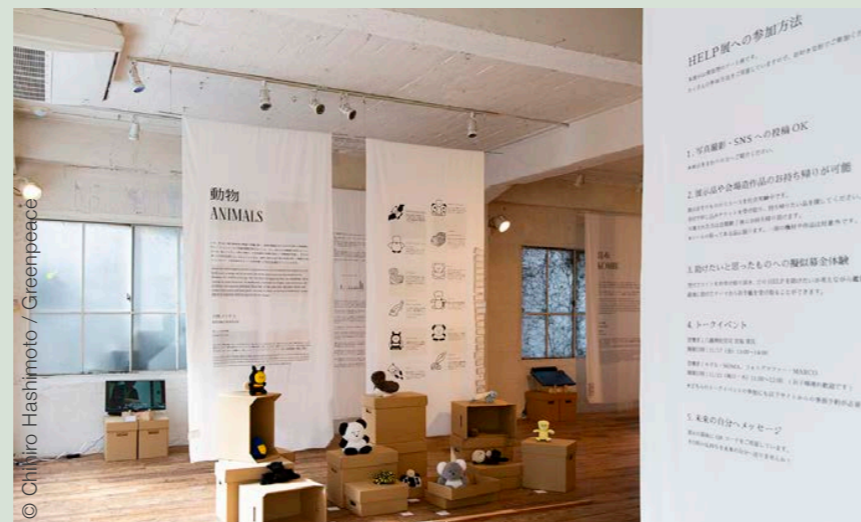
The exhibition inside the booth was intricately designed to enable people to physically experience both the beautiful Koyo and the effects of climate change. Climate change is a topic that can often make people feel anxious, however this digital art installation was a physical expression of the beauty of nature, and people’s responses were very positive, with lots of smiles and admiration. Volunteers participated in the running of the installation and created a great atmosphere around the booth.

In November, we held a “participatory art exhibition” in Omotesando, Tokyo, which was entitled HELP — A eulogy 30 years in the making. This project was co-created and co-run with creative unit HAKUA. It collaborated with plush toy artist, Meriyasu Kataoka; chief priest of Yatsurugi Shrine, Kiyoshi Miyasaka; culinary expert, Yoshiharu Doi; and numerous other artists and cultural figures. More than 750 people attended the exhibition over the period that it was running, and it garnered much attention, being featured by numerous media outlets. Furthermore, as a “waste-free” event it also served as a social experiment to present an alternative way of running an exhibition. In a unique artistic and environmental endeavor, the whole event was set up so that participants could take home all the exhibits or fixtures at the end of the exhibition. This way of enjoying art, while eliminating waste, proved to be quite popular and was very well

received. A video piece that was part of the exhibition, MIWATARI, was nominated for the documentary category of an international climate film festival, and was later awarded the top prize, the “Documentary Grand Jury Prize” in February 2024. 2023 was a year when Greenpeace explored the intersection between art and climate campaigning, and successfully employed artistic mediums to bring the issue of climate change closer to new and broader audiences.



Future autumn projected on a wall within the digital art booth 'Error Code: autumn', October 2023



Stuffed animals and other animals threatened by the climate crisis on display, November 2023.



Kazue Suzuki

Climate Change / Energy Campaigner

“Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has.” This quote by anthropologist Margaret Mead was my starting point when setting up the Zero Emissions network and continues to be my inspiration as the Greenpeace staff member in charge. The Zero Emissions network is like a school for democracy where we are all both students and teachers. Through the network, we will continue to create change with “people power.”



Hisuyo Takada

Project Manager

It's been 15 years since I started working at Greenpeace and I've always been involved in environmental issues. I feel conflicted that the environment has somehow come to be considered a complex or technical issue that only a small group of people need to think about. My aim with the HELP exhibition was to make it easier for more people to get involved in climate change related activities through the medium of art.



Mariko Shiohata

Climate Change / Energy Campaigner

From now on, I will lead the Japan Driving Change campaign. Before I joined Greenpeace, I worked for many years on social development and humanitarian aid for the Global South at an international NGO. I have witnessed first hand how droughts and flooding caused by the effects of climate change are devastating people's lives in Africa and Asia. I will continue to strive to contribute to the decarbonisation of the Japanese transport sector within the new team structure!

From Staff

Our home — planet earth, is currently facing a "triple crisis" : climate change due to global warming, a loss of biodiversity due to the rapid extinction of species, and pollution and waste from toxic chemicals and other substances. The amount of plastic produced, which has increased 20 fold in comparison to 50 years ago and continues to increase, is fueling all three of these crises. Greenpeace is working on the plastics issue from multiple directions, promoting solutions that are both convenient and kind to the climate, while also vigorously engaging with leaders of the international community who have the ability to change rules and to impact how corporations do business.



Changing to an *undisposable* lifestyle for true comfort and wellbeing

Working with cafes to create reusable systems

We want to be able to spend time relaxing in a cafe with a cup of coffee while also being kind to the environment — 2023 was a year when the hopes of many cafe goers came closer to becoming reality as we continued to focus our work on cafe systems that don't rely on disposable items.

1 Starbucks introduces reusable eat-in glasses at 1,500 stores

In February, Starbucks Coffee Japan announced that it would introduce reusable glasses for eating-in at 1,500 of its stores across Japan. If cafes can properly implement the use of reusable glasses for eat-in customers, the amount of disposable cups they use can be drastically reduced. Starbucks is the world's largest cafe chain, however many of its drinks are served in disposable plastic or plastic-coated paper cups, regardless of whether the order is to take-out or not. Changes at Starbucks, which uses a lot of single-use cups, could also trigger changes in other cafe chains and other sectors in Japan. Greenpeace has been promoting reusable cups since 2021.

2 Using citizen science to research cafes

In September, we conducted a citizen research survey of 150 Starbucks and Tully's cafes in Japan. Citizens, who support making cafes more environmentally friendly, visited 150 stores and investigated to what extent reusable cups are being used in each cafe. There are many cafes, like Starbucks, that have reusable cups to be used for eat-in customers, however what is important is whether or not these cups are actually getting used. The investigation revealed that the rate of reusable cups used for eat-in orders in Starbucks cafes that had implemented reusable cups was 41%, which was an improvement on last time. On the other hand, the usage rate of reusable cups in Tully's was only 12%, demonstrating a clear need for improvement. The investigation revealed areas of progress as well as remaining challenges for cafe chains. Following this report, Tully's coffee Japan made a reference to strengthening its use of reusable cups and glasses for eat-in customers across Japan.

Citizens' report on usage of reusable cups in 150* cafes



* Starbucks Coffee - 95 stores, Tully's Cofee - 55 stores



Percentage improvement of rental reuse cup system's environmental performance for seven select environmental impact categories, compared to disposable cup system

	Climate Change (emission of CO2 -equivalents)	Freshwater ecotoxicity	Marine ecotoxicity	Particulate matter formation	Human toxicity	Fossil fuel depletion	Water depletion
Light-use	18.3	21.5	25.1	42.5	48.9	-19.6	35.8
Med-use	27.2	27.3	31.2	48.3	54.8	-2.9	38.2
High-use	30.2	29.2	33.2	50.2	56.7	2.7	39.0

From the report *Reusable is Futurable*. Reused cups were found to have a lower environmental impact (Survey location: Tokyo).

3 Investigating the environmental impact of reusable cup systems

Normalizing the use of returnable, reusable cups for take-out customers is a challenge that all cafes will eventually face in the near future. In November, Greenpeace investigated the environmental impact of reusable and disposable cups based on 16 criteria, and published an investigative report comparing their respective environmental impacts. We did a quantitative life-cycle assessment of the environmental impact of reusable systems and disposable cups used for take-out. We examined all stages of the life cycle, from resource extraction and raw material manufacturing, to distribution, consumption, disposal and recycling. Our research

revealed that reusable systems are better than disposable cups, even when only small-scale. Another important fact revealed by the research is that the more people use reusable cups, or the more large-scale the reusable cup system becomes, the more we can reduce not only CO2 emissions, but also the environmental impact across all areas, including water consumption. This report is a comprehensive evaluation of the superiority of reusable cup systems based on data supplied by various existing service providers, and offers an important scientific analysis that could strongly influence how companies offer takeaway drinks and food in the future.



Systemic change through an International Plastics Treaty

An “International Plastics Treaty” holds the key to solving the issue of global plastic pollution. The plastics treaty, which is currently being negotiated, has the potential to change the world’s rules around plastic.

In 2023, international conferences were held in May and November, in Paris France and Nairobi Kenya respectively, to discuss the terms of a plastics treaty. The most important issue is the unavoidable regulation of plastic production. We know that, in order to limit the increase of global temperatures to within 1.5°C, we must reduce plastic production to 75% of what it is now. For this, a plastics treaty that regulates the production of plastic is a must. Staff from Greenpeace Japan attended both of these international meetings (INC-2, INC-3), and participated in the front line of negotiations to demand the creation of a robust treaty. Greenpeace is working with citizens around the world, and directly participating in international meetings, to call for a treaty that stops plastic pollution at its source.



Hirota Koike, Senior Political & External Affairs Officer, Greenpeace Japan, and Greenpeace Africa's Plastic Campaign Officer at INC-3, November 2023.



Hosting a multi-stakeholder symposium

On September 28, we held an International Plastics Treaty symposium in collaboration with Local Governments for Sustainability (ICLEI) Japan. A wide range of stakeholders, from business, the corporate sector, local governments and youth organizations participated and discussed treaty negotiations, with a view to resolving the plastics issue. Our Senior Political & External Affairs Officer, Hirota Koike participated as a speaker and talked about what is needed from the plastics treaty, such as production regulation. He also touched on how it represents an opportunity for Japan to show global leadership. Having leaders from a wide range of different sectors together in one room enabled participants to gain an understanding of each other’s positions, and to build a clear picture of what concrete goals we should be aiming for based on this mutual understanding. There are many things that Japan can do to aid the creation of an effective plastics treaty. The Global Plastics Treaty is scheduled to be enacted by 2025 following negotiations at two more international conferences (INC-4 Canada and INC-5 South Korea) that are to be held in 2024. Greenpeace is working hard with its over 3 million supporters around the world to demand the creation of a robust and effective treaty. This symposium created a shared awareness of the current situation and existing challenges across a wide range of stakeholders and made a significant contribution to aiding constructive negotiations at the upcoming international meetings.

love earth with reusables

People who want to see more reusables replacing single-use options have been using the #love earth with reusables hashtag to share pictures of their tumblers and other reusable containers on SNS. More than 100 great posts were shared during the campaign.



Messages of hope from our supporters

You — our supporters, are the power behind Greenpeace’s work and are at the center of this movement for societal change. Here are some messages of hope from just a few of the people who became Greenpeace supporters during 2023.

“I decided to donate to Greenpeace because I sympathized with their principle of independence. Donations from individuals are essential for Greenpeace to be able to conduct its work freely and flexibly, and to not have to rely on companies or governments. Greenpeace represents a vision for a peaceful and green future, and through doing so, shares its power with us.” Ms. Matsumoto



“I became a Greenpeace supporter after joining one of their seminars about insulation. I sympathize with the passionate and diligent work Greenpeace is doing. Initiatives to change the world always create challenges, and I respect Greenpeace’s courage. Posterity will eventually reveal what was right but one thing can be said for sure as of present — to do nothing would be a mistake. The mayor of Nagano prefecture, where I live, is standing at the front line of prefectural decarbonisation efforts that exceed any of Japan’s national initiatives. I want to be the person who supports those who undertake challenges.” Mr. Tsune



Legacy Donation

What do you want to leave behind for future generations?

There are many different ways to support Greenpeace. Legacy donations, which mean leaving part of your estate to an organization or individual through your will, is one such way. Although legacy giving is not yet so well known in Japan, it has been garnering attention in recent years as a great way to pass on hope to future children and generations through philanthropy. Read on to learn more about a Greenpeace legacy donor and her story.



“Making my will has taken a weight off and made me feel refreshed.”

Ms. Sugizawa
Aichi Prefecture

At Greenpeace Japan, we accept not only cash donations, but also universal legacy donations as well as donations of real estate or land. Of course, you can also make donations in small amounts, or designate to only donate if there’s something left over. We are currently offering a specially made Ending Notebook to people who are considering legacy giving or who have booked a free consultation with a lawyer or other professional. Please feel free to contact us at :

☎ 03-4330-7678 (legacy giving / donor support)

Moving to her current home at 65, Ms. Sugizawa decides it’s time to start getting her affairs in order.

“When I moved house, I just had so much stuff. So, I decided it was time to declutter. I don’t have any children, so I also realized that I needed to decide what I was going to do with my financial assets. I got in touch with Greenpeace because I wanted to be able to make a contribution that will be used to protect the environment.”

When Ms. Sugizawa learnt about legacy giving, she decided to make a will.

A shared love of nature brought me to the right lawyer

When it comes to writing your will, getting help from an expert can be the most reassuring way to do it. When Greenpeace introduced Ms. Sugizawa to a lawyer from the Japan Environmental Lawyers Federation, Green Wills Project, by pure coincidence, she actually already knew him.

“I had consulted that lawyer years ago through some national trust work to try and prevent the development of a local green area.”

Through the process of making a will, she learnt that it’s best to sell real estate and make a cash donation, that woodland is difficult to sell or to donate, that she needs to have all of her paperwork (such as the deeds registers) in order, and that she still had a lot of work to do, such as cataloging all her assets. Ms. Sugisawa realized that “writing your own will is not easy.” There are many complicated rules about making holographic wills and the will can be invalid if a mistake is made. By making a will as a notarised document and designating a professional as the executor, you can have them handle all of the time consuming work on your behalf. As Ms. Sugizawa says “it’s reassuring to know that the beneficiaries of my will won’t have to do anything.” After all, making a will is ultimately something you do for the people who will receive your assets, such as your partner or children.

I want to end to my life in a responsible way and leave something behind that will help the future

From her desire to protect the environment, Ms. Sugizaawa has supported Greenpeace and its work to resolve global environmental issues for over 25 years. However, through the process of putting her affairs in order, she experienced first hand how a huge amount of waste was created when her house was knocked down. She also realized that not only her house but also many of her household items will also eventually become waste, and was made aware that in a way, she too had been a part of a “scrap and build” culture. “I became aware of how sorting everything out at the end is actually very difficult and can be quite a burden,” explains Ms. Sugizawa.

“It’s the same when building a nuclear power plant. We only think about the present, and don’t consider where the nuclear waste is going to go. When I was young, I was also very forward-looking and only thought about moving forward, but actually, it’s important to always consider how we are going to clean everything up, don’t you think?”

Could there be some overlap between protecting nature to ensure a brighter future for the planet, and putting your affairs in order in preparation for the end of your life? Ms. Sugizawa sounds bright and cheerful as she talks about how she feels now. “Making a will made me feel lighter and refreshed” she says and we can see she is living her present life to the fullest.

*1 The Japan Environmental Lawyers Federation, Green Wills Project is an association of lawyers who have an active interest in environmental issues and also have experience of legacy giving. Greenpeace is recommended by the “Green Wills Project” as a trustworthy donation recipient.

*2 For non-cash donations, please consult us in advance so that we can do our best to accept your donation. In some cases we may not be able to accept non-cash donations.

Greenpeace Japan conducts a wide range of activities that provide opportunities for people to engage with our campaigns. The Greenpeace community is continually growing as more and more inspiring and passionate people join us to learn about environmental issues and to explore how their own ideas and individuality can help to protect the planet.



© Daiki Tateyama

Volunteers & Interns

Dancing polar bears raise awareness about climate voting

The Yokohama group of the Zero Emissions Network, a citizen's platform that works to promote decarbonisation by local governments, of which Greenpeace Japan is the secretariat, organized an event entitled "Vote for the planet! Polar bears dancing in the middle of Yokohama." It was held at the Nihon Maru Memorial Park in Yokohama Nishi-ku, on April 1st. Many volunteers joined the event and called for people to actively use their vote at the nationwide local government elections, which took place the following week, to support climate change initiatives.



© Taishi Takahashi / Greenpeace

8,000 people parade to demand 100% renewable energy and social justice

A renewable energy and social justice themed event and parade entitled "My Future" was held on September 18, at Yoyogi park in Tokyo. Approximately

8,000 participants joined the call for a future where we have social justice and 100% renewable energy. Food and drink at the event was sold in reusable containers, and Greenpeace Japan, along with our volunteers, was in charge of running the reusable container system. Despite this being the first time for our members to run such a booth, many people came to ask us about what we were doing and we were able to successfully promote the use of reusable systems.



The Zero Emissions Network also had a booth at the event and engaged with participants to discuss the theme of "climate change initiatives in my town." The Kunitachi team of the Zero Emissions Network collected messages for Kunitachi city, which expressed support and anticipation for ambitious CO2 reduction goals. The Koganei team ran an event where participants could draw pictures of things that they would like to see happening in their towns. All of the teams had lively and enjoyable interactions with participants while also demonstrating the importance of taking action.

Intern Activities

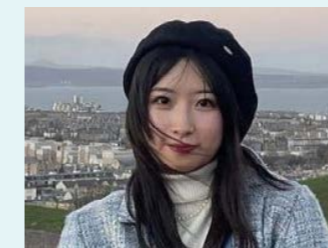
We had eight interns in 2023. They participated in a wide range of Greenpeace activities, such as managing social media and community chat for the Zero Emissions Network; organizing events; planning, preparing and conducting presentations for the International Plastics Treaty Symposium held in September; and research and document creation for various other projects. The team has already been joined by new members for 2024 as our interns continue their good work.

As a political and external affairs intern, I conducted research about the environmental policies of the diet, ministries, agencies, and local governments. I also helped organize and run events that we held to coincide with important political moments. Up until now, environmental issues were something that I had been exposed to through my studies in international relations and political affairs as a graduate and postgraduate

student. Through my studies, I explored the challenge of "how to move beyond the theoretical to transfer knowledge into practical endeavors." Experiencing work in this department of Greenpeace, which is directly involved in trying to influence politics, has been very significant for my future career building. Researching the "Basic Energy Plan," which is at the heart of Japanese climate change initiatives, was an especially meaningful experience.



Ayako Takeuchi



Rina Nozaki

As an intern, I have mostly been involved in social media related work and government campaigning. I created and published content to raise awareness about climate change, such as "Climate Change 101" and content relating to the nation-wide local government elections. Furthermore, through our engagement with local governments, I was able to experience how citizens have the power to change policies, and the importance of grassroots work. This also inspired

me to find my next goal, which is to do more specialized study into how to approach governments or policies relating to climate change and how to evaluate environmental impact. The experiences I acquired at Greenpeace have been invaluable, especially having the opportunity to be in charge of a wide range of jobs, not only social media related work, and also having the opportunity to meet many like-minded people.

That we were able to organize this event promoting 100% renewable energy and social justice in collaboration, not only with organizations that work on nuclear or climate change issues, but also with groups engaged in social issues such as gender and poverty, was very meaningful. The event and parade was an expression of the social engagement of members of modern Japanese society, and it was full of positive energy providing encouragement even for those who were unable to join this time. Greenpeace will continue to make the most of this experience in our future work.



The Tokyo Rainbow parade

Greenpeace staff and volunteers participated in the Tokyo Rainbow Pride, held over two days from April 23, 2023. This year's Pride was especially important due to its timing as it was held just before the G7 summit that was held in Hiroshima in May. Japan is the only country in the G7 not to have any comprehensive legal protection for members of LGBTQIA+ community. At our booth we were asked questions and held open discussions about a wide range of topics by people who visited. Greenpeace wants a green, peaceful future for our planet, where everyone can live comfortably as themselves. Participating in Pride clearly showed the importance of expressing our solidarity with the queer community.



© Natsuki Fujii / Greenpeace



In 2023, many experts and prominent celebrities from various fields participated in Greenpeace campaigns. Collaborating with prominent and inspirational people who are involved in environmental work is one way for Greenpeace to get its message out to an even broader audience.



Model NOMA and photographer MARCO in conversation at the talk event 'The Sea Plastic and Our Lives' (November 2023).

Collaboration Campaigns with Celebrities

Seven experts share their thoughts about the G7 Summit

The G7 summit was held in Hiroshima, from May 19 to May 21, 2023. To coincide with this, we interviewed seven environmental experts from different fields: Mika Ohbayashi, Director of the Japan Renewable Energy Institute; Lillian Ono,

climate activist and model; Tetsunari Iida, Executive Director of the Institute for Sustainable Energy Policies; Hiroki Osada, Development Finance and Environment Campaigner for FoE Japan; Suzuka Nakamura, student at Kagoshima University; Greenpeace Japan Ambassador, environmental activist and professional diver, Masahiro Takemoto; and Greenpeace Japan Program Manager, Hisayo Takada.



平和で安全な
未来のために
気候も暮らしも救う
エネルギー政策を！

Exhibition “HELP — could disappear in 30 years”

From November 17 to 26, 2023, we held an art exhibition entitled “HELP — A eulogy 30 years in the making”, at the LIGHT BOX STUDIO AOYAMA in Tokyo. We collaborated with a diverse range of artists and cultural experts such as plush toy artist Meriyasu Kataoka, chief priest of Yatsurugi Shrine, Kiyoshi Miyasaka, and culinary expert, Yoshiharu Doi. 15 volunteers also participated in the event, running the reception desk and providing explanations of the pieces of art on display.



Culinary expert, Yoshiharu Doi

Talk events: Oceans, Plastics, and our Lives / Global Warming and Miwatari

At a special event that was held as part of the HELP exhibition, model NOMA, who is an ambassador for Greenpeace Japan's plastics campaign, and photographer MARCO talked about what we can do as individuals for the environment, focusing on the theme of “oceans, plastics and our lives.” We also held a talk event with the chief priest of Yatsurugi Shrine in Nagano, Kiyoshi Miyasaka, to discuss the impact of changing temperatures on the phenomenon of *Miwatari*. Suwa lake, which is located in the Suwa basin in central Nagano, is known for a natural phenomenon where the frozen lake's ice cracks and is pushed up to form a ridge of ice across the surface of the lake. In the past, this phenomenon, known as *Omiwatari* or *Miwatari*, could be observed every winter. Now, however, it has become much less common due to global warming. Kiyoshi Miyasaka, who is in charge of the shinto ritual for *Miwatari*, and Executive Director of Greenpeace Japan, Sam Annesely, discussed the issue.



Chief priest of Yatsurugi Shrine, Kiyoshi Miyasaka

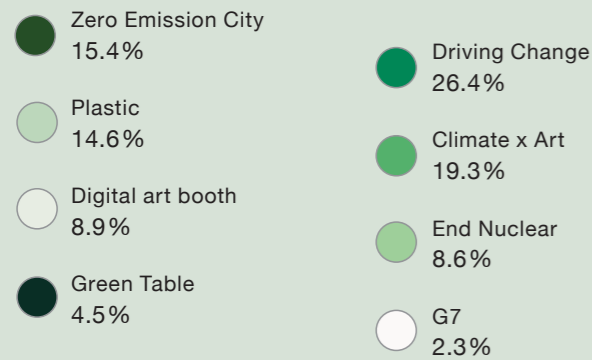
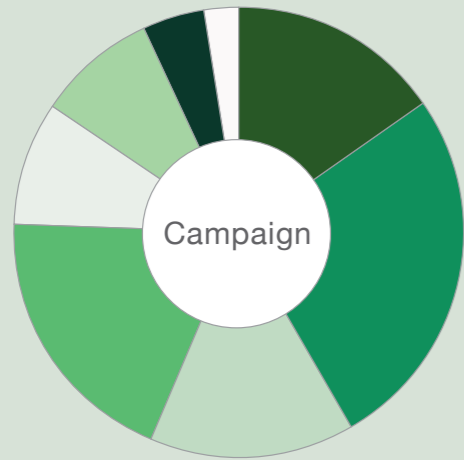
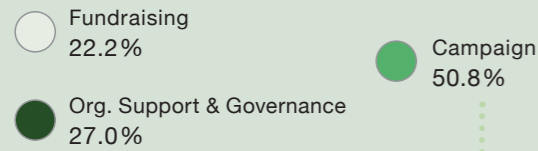
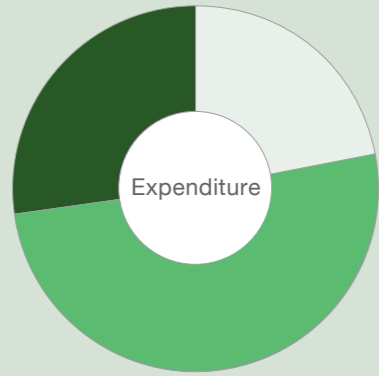


Financial Report

Greenpeace Japan's financial report for the fiscal year 2023 (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. We received both staffing and financial support from Greenpeace East Asia, and donations from individual supporters and private foundations. These invaluable contributions enable us to act as an independent campaigning organization highlighting global environmental issues and developing solutions for a sustainable, green and peaceful future.

In 2023 our campaigns focused on the Zero Emissions Network; Driving Change; the plastics issue; Climate x Art (Help Exhibition); the digital art booth "Error Code: Autumn"; nuclear power and radiation. 2023 was the third consecutive year for Greenpeace East Asia and Greenpeace Japan to collaborate and strengthen their relationship. Conducting campaigns in conjunction with the East Asia office enables Greenpeace Japan's activities to expand their influence as global campaigns, yielding results with even greater impact.

Despite facing several challenges, campaign activities have remained robust, and project activities have increased. This is thanks to all of you who continuously support Greenpeace's activities through dedicated teams and donations. Moving forward, we will continue to dedicate ourselves fully to the mission of protecting the environment and promoting a sustainable society for a brighter future.



2023 Total Revenue ¥415M	Total amount of donations Compared to the prev. year Decreased by ¥13M (6%)
	Contribution from Greenpeace East Asia Compared to the prev. year Decreased by ¥69M (24%)
2023 Total Expenditure ¥449M	Program expenditure - ¥228M Compared to the prev. year Increase of ¥29M (15%)
	Fundraising program Compared to the prev. year Decreased by ¥7.3M (6%)

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 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 standing on the frontline and promoting 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.

Key figures 2023

Many thanks for your support

6,730

Supporters

5,000^{*1}

Event participants

120

Volunteers

2,774^{*2}

Media coverage

2,061,003

Website total views



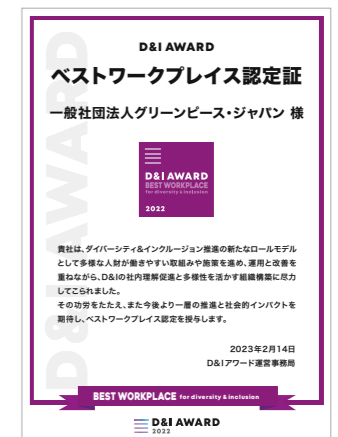
*1 : Approximately 5,000 people. In addition to regular events, this includes lectures at schools, corporate training, study sessions for journalists and live-streaming.

*2 : From 2023, the evaluation method for media coverage has been changed and the figures have been standardised to be more directly related to Greenpeace Japan's substantive activities. Figures up to last year cannot be simply compared.



Best Workplace Award

We must uphold our ideals, not only externally in society, but also on the inside. Greenpeace works to create an inclusive workplace where the principles of JEDIS (Justice, Equity, Diversity, Inclusivity and Safety) are upheld and promoted. In recognition of our work in this regard, Greenpeace received the biggest award in Japan to recognise organizations that have diverse and inclusive workplaces, the D&I Best Work Place Award 2022. Greenpeace believes that a world that is kind to the environment can only be achieved with kindness and inclusivity.



Overview of Greenpeace Japan

Address	12F Tsao Hibiya, 3-3-13 Shinbashi, Minato City, Tokyo, 105-0004
Year established	April 1989
Board chairs	Yoko Aoki and Makoto Teranaka
Area engaged in	Global environmental protection which covers issues of climate change, plastics, toxics and forests
Our approach	<ol style="list-style-type: none"> ① Conducting scientific research on environmental destruction and releasing to public ② Providing information to media and supporters ③ Calling for environmental actions ④ Protesting at environmental destruction site ⑤ Presenting alternative solutions to resolve environmental problems ⑥ Lobbying and advocacy to the government and corporate sectors ⑦ Monitoring and making suggestions in the process of negotiating international treaties
Principles	Non-violent direct action, political and financial independence
Supporters	6,730 people in Japan and 3 million people worldwide as of Dec. 2023
Office staff	34 staff members in Japan (including 6 part-time staff) as of Dec. 2023

Our Offices

Offices in more than 55 countries and regions



Donate Online,
by Email or Phone
03-4330-7678
supporter.jp@greenpeace.org



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国際環境NGO グリーンピース・ジャパン
GREENPEACE

we has moved to
a new office

As Greenpeace's work to protect the environment grows every year, so does our team. Due to this expansion, we have moved offices as of August 1, 2023.

We will continue to work as an "NGO of action" using a bottom-up approach and rigorous scientific solutions from our new office and we are grateful for your continued support.



12F Tsao Hibiya, 3-3-13 Shinbashi, Minato City, Tokyo, 105-0004
Tel. 03-4334-6986 Fax. 03-6838-9242
(Following the move, our telephone and fax numbers have also changed)