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1 Strategy and Analysis

1.1 Statement from the most senior decision-maker of the organization. [**GRI NGOSS**: p. 25]

Greenpeace campaigns for a sustainable future for our planet. What we ask from governments, companies and individuals is to take into account the impact they have on planet and people, to reduce this impact to an acceptable level and be transparent about it and accountable. Ofcourse this also goes for ourselves. This GRI report, together with our annual report, should provide anybody a good insight in our policies, objectives, performance as well as shortcomings. In this first report against the standards provided to us by the INGO Charter we've tried to be as transparent and complete as possible. In years to come we hope to improve the information provided in this report as well as our performance on key indicators.
Radboud van Delft, Interim Executive Director Greenpeace Netherlands

2. Organizational Profile

2.1 Name of the organization. [**GRI NGOSS**: p. 26]

Geenpeace Netherlands

2.2 Primary activities (e.g., advocacy, social marketing, research, service provision, capacity building, humanitarian assistance, etc.). Indicate how these activities relate to the organization's mission and primary strategic goals (e.g., on poverty reduction, environment, human rights, etc.). [**GRI NGOSS**: p. 26]

Greenpeace is a campaigning (advocacy) organisation. Greenpeace's cornerstone principles and core values are reflected in all our environmental campaign work, worldwide.

- * We 'bear witness' to environmental destruction in a peaceful, non-violent manner;
- * We use non-violent confrontation to raise the level and quality of public debate;
- * In exposing threats to the environment and finding solutions we have no permanent allies or adversaries;
- * We ensure our financial independence from political or commercial interests;
- * We seek solutions for, and promote open, informed debate about society's environmental choices.

In developing our campaign strategies and policies we take great care to reflect our fundamental respect for democratic principles and to seek solutions that will promote global social equity.

2.3 Operational structure of the organization, including national offices, sections, branches, field offices, main divisions, operating companies, subsidiaries, and joint ventures. [**GRI NGOSS**: p. 26]

Greenpeace is a global environmental organisation, consisting of Greenpeace International (Stichting Greenpeace Council) in Amsterdam, and 28 national and regional offices around the world, providing a presence in over 40 countries. These national/regional offices are largely autonomous in carrying out jointly agreed global campaign strategies within the local context they operate within, and in seeking the necessary financial support from donors to fund this work. There is a section on the Greenpeace website on our structure: <http://www.greenpeace.org/international/en/about/how-is-greenpeace-structured>.

Greenpeace Netherlands (GPNL) is part of the worldwide Greenpeace organization (see above). GPNL has approx. 100 employees and 500 volunteers. The board consists of volunteers. The executive director and the department heads / directors operate as the management team. There are 5 departments: campaigns, communications & press, mobilisation & action, fundraising & relation management, and organization. Each department is divided in several units. □

2.4 Location of organization's headquarters. [**GRI NGOSS**: p. 26]

Greenpeace Netherlands is located at Jollemanhof15-17, 1019GW Amsterdam, Netherlands.

2.5 Number of countries where the organization operates. [**GRI NGOSS**: p. 26]

Greenpeace Netherlands: 1 country: Netherlands

2.6 Nature of ownership and legal form. [**GRI NGOSS**: p. 26]

Stichting (foundation in Netherlands)

2.7 Target audience and affected stakeholders. [**GRI NGOSS**: p. 26]

Greenpeace stakeholders are our financial supporters, volunteers and online communities, plus our staff, research partners, campaigning allies and those local communities we work alongside. In addition our stakeholders include those we seek to persuade in government, industry and the media, and those who depend on the industries and eco-systems impacted by our campaigns. □ More specifically, Greenpeace International's stakeholders include our activists, our financial supporters, including major donors and foundations who have made funded specific projects, our staff volunteers and Boards, Trustees and Voting Members and members of like-minded organisations with which we partner to achieve a common goal. We actively seek feedback from these groups in a variety of ways. Stakeholders also include the decision-makers whose opinions and actions we aim to influence. □

2.8 Scale of the reporting organization. [**GRI NGOSS**: p. 26]

donors: 495,000
employees: 103 (average FTE 2010: 82)
volunteers: approx. 500

total income:
total cost:

assets: 27 million
liabilities: 6 million
net assets: 21 million

All figures provided in this section are draft, pre-audit figures. Auditted figures are provided in the Greenpeace Netherlands Annual Report, published around end march 2011.

2.9 Significant changes during the reporting period regarding size, structure, or ownership. [GRI NGOSS: p. 26]

New department: Mobilisation & Actions, replacing the Education, Volunteers & Actions department, with moer emphasis on mobilisation

2.10 Awards received in the reporting period. [GRI NGOSS: p. 26]

none

3. Report Parameters

Report Profile

3.1 Reporting period (e.g., fiscal/calendar year) for information provided. [GRI NGOSS: p. 26]

This report covers the calendar year 2010.

3.2 Date of most recent previous report (if any). [GRI NGOSS: p. 26]

This is the first report / reporting period.

3.3 Reporting cycle (annual, biennial, etc.). [GRI NGOSS: p. 26]

Annual

3.4 Contact point for questions regarding the report or its contents. [GRI NGOSS: p. 26]

John Eussen, unit head Finance

Report Scope and Boundary

3.5 Process for defining report content. [GRI NGOSS: p. 26]

Greenpeace Netherlands publishes an Annual Report which reports both on the principle campaigning activities and achievements, as well as on the finances of the Greenpeace Netherlands entity. This GRI report covers many of the same issues and refers to the Annual report. Greenpeace Netherlands is in the process of determining how it will fulfill its GRI reporting obligations in future, with the primary purpose of providing meaningful accountability as envisaged by the International NGO Accountability Charter (www.ingoaccountabilitycharter.org). In particular, we are still in the process of determining what and how much to report on through individual reports from National and Regional Greenpeace entities such as Greenpeace Netherlands as opposed to globally through a Greenpeace International/global report.

3.6 Boundary of the report (e.g., countries, divisions, subsidiaries, leased facilities, joint ventures, suppliers). See GRI Boundary Protocol for further guidance. [GRI NGOSS: p. 26]

This report covers the legal entity of Stichting Greenpeace Nederland (Greenpeace Netherlands office)

3.7 State any specific limitations on the scope or boundary of the report. [GRI NGOSS: p. 26]

None

3.8 Basis for reporting on joint ventures, subsidiaries, leased facilities, outsourced operations, and other entities that can significantly affect comparability from period to period and/or between organizations. [GRI NGOSS: p. 27]

None

3.10 Explanation of the effect of any re-statements of information provided in earlier reports, and the reasons for such re-statement (e.g., mergers/acquisitions, change of base years/periods, nature of business, measurement methods). [GRI NGOSS: p. 27]

not applicable, first report

3.11 Significant changes from previous reporting periods in the scope, boundary, or measurement methods applied in the report. [GRI NGOSS: p. 27]

not applicable, first report

GRI Content Index

3.12 Table identifying the location of the Standard Disclosures in the report. [GRI NGOSS: p. 27]

4. Governance, Commitments, and Engagement Governance

4.1 Governance structure of the organization, including committees under the highest governance body responsible for specific tasks, such as setting strategy or organizational oversight. [GRI NGOSS: p. 27]

A full description of the governance structure of the global organisation can be found at <http://www.greenpeace.org/international/en/about/how-is-greenpeace-structured/governance-structure/>

Stichting Greenpeace Netherlands has the following governance structure:

- board: supervisory body; consisting of volunteers with specific expertise (f.e. ships, finance, legal, management)
- executive director: titular director, final responsibility for daily management / operations and implementation; reports to the board
- management team (consisting of executive director and department directors/ heads): operational decisions / management
- department directors : responsible for one department
- departments (5) consist of units (each with a coordinator for the daily management of the unit)

The board treasurer and another board member form the audit committee, which monitors the financial procedures & management of these procedures. Pre-advise the ED and Board on all draft budget and year-end reporting and major changes in finance policies.

There is no hierarchical relation between Greenpeace Netherlands and Greenpeace International. The national board is represented in the international annual general meeting by a trustee. The Dutch executive director participates in the international meeting of directors of Greenpeace International and the national and regional offices (twice a year).

4.2 Indicate whether the Chair of the highest governance body is also an executive officer (and, if so, their function within the organization's management and the reasons for this arrangement). Describe the division of responsibility between the h
i

No. The board chair is a non-executive and a volunteer. Separation of supervisory body (board) and management (executive director) according to Dutch requirements (CBF). The board approves strategy, yearly plan and budget, while day-to-day decisionmaking has been delegated to the executive director.

4.3 For organizations that have a unitary board structure, state the number of members of the and/or non-executive m
e
m

The Board of Greenpeace Netherlands comprises six members, all of whom are non-executive.

4.4 Mechanisms for internal stakeholders (e.g., members), shareholders and employees to provide recommendations or direction to the highest governance body. [GRI NGOSS: provide recommendations or direction to the highest governance body. [GRI NGOSS: p. 27]

We have no members or shareholders. Our internal stakeholders are our employees and volunteers. The way to address our board for employees is through our works council (OR). The works council meets with the board (or a delegation of the board) at least once a year to discuss developments and year plan. 'the state of the organization'. For volunteers through the Mobilisation and Actions department and the Executive Director. In the recruitment procedure for a new executive director, management team members and the works council have an advisory role.

Stakeholder Engagement

4.14 List of stakeholder groups engaged by the organization. [GRI NGOSS: p. 29]

List of groups: see 2.7. We engage stakeholders through direct contact, through provision of well-researched information and through the power of positive action. We aim to engage our supporters and general public in our campaigns and activities through targeted communications (e.g. press releases, website, supporters magazine, emails, social media) as well as online and offline actions and events.

4.15 Basis for identification and selection of stakeholders with whom to engage. [GRI NGOSS: p. 29]

Greenpeace is an organisation that seeks to influence the opinions of others and the decisions made by others. Our identification and selection of stakeholders with whom to engage is determined by our long and short-term strategies for achieving the changes we seek to make. Increasingly we are seeing the strategic need to engage with large number of like-minded individuals and organisations because only in this way will we achieve change on the order of what is required. This is moving our engagement strategies in the direction of mass mobilisation, digital mobilisation and movement building.

Per campaign we identify all stakeholders involved. Based on the campaign goal we determine which stakeholder, at what point, we would like to engage in our campaign.

Data on Performance

Data on Performance. Please check the Indicator Protocols before completing this box.

Indicator 1:

See 2,7 and 4,14

Indicator 2:

Greenpeace Netherlands operates under a complaints policy which is drafted and checked under specific national code (CBF). In our organisation structure we have implemented a unit (Service desk) that deals with feedback from anybody that contacts Greenpeace Netherlands by phone, e-mail or regular mail. Our policy on protection of privacy adheres to national law (Wet bescherming persoonsgegevens).

Social media such as Twitter offer people a way of criticizing, inputting or contributing to our campaigns. Mobilisation. All our staff is instructed on how to deal and react with social media. A specific code of conduct has been drafted in 2010 and approved by our Management Team in 2011.

Complaints made in area's outside our licensed territory are being dealt with by the local GP entity. In 2010 we have (financially) supported campaigns in:

- Indonesia
- Brazil
- Mexico
- etc.

All of these countries have an operating GP entity.

Indicator 3:

As an organisation supported largely by donations from millions of ordinary individuals, we take seriously our obligation to ensure that those donations are used as effectively as possible in pursuit of our publicly stated goals and objectives. However, by its nature, the effectiveness of campaigning/advocacy is extremely difficult to measure and therefore to monitor and evaluate. It is entirely possible to set external goals in a way that it can be determined whether they were met--but next to impossible in most cases to be sure the degree to which our actions helped to meet those goals. We have and are actively improving our systems to ensure that SMART goals are set for all campaign projects; we have sound financial controls in place throughout the global organisation. However we are still in the process of developing mechanisms--including in conjunction with other advocacy-based NGOs--that will more satisfactorily link our actions with desired outcomes. We will report on progress in this area in our next report.

planning and control cycle GPNetherlands

In our annual ODP (organizational development plan) we set out our plans for the next year. Starting point are the international

On a monthly basis all budgetholders receive a financial management report drafted by the Finance unit. This report is inclusive last estimate by budgetholder and an analysis by the Greenpe Netherlands controller. On a quarterly basis the progress an re In our annual report we report as well on our achievements as on the things that we didn't do or achieve.

Project organisation

Most of our campaigns are won with input from different departments. Therefor the primary campaigns for a year a set in a pro The process for all projects are set in the following steps:

1. In ODP process outlines for projects to come are set
2. based on the ODP goals a Projectassignment is drafted and sent to the Managment Team
- 3, The assignment states: objective, manager concerned, Projectleader and initial budget
4. Based on the assignment the projectleader drafts a projectplan and assembles a projectteam

Indicator 4:

Because we are a campaigning organisation not a service provision organisation, this indicator only has meaning for us with respect to the diversity of our staff. See answer under indicator 15

Indicator 5:

On the global level, our positions are formed through extensive internal debate within an intellectual framework that derives our short term goals from longer term goals of equitable sustainability which in turn are derived from our mission and values frame statements. The hierarchy of decision-making at these different strategic levels maps to the governance hierarchy in the organisation. Annual campaign plans at the local/national level are drawn up by those offices, within the framework of the global priorities (the "Global Programme") but with attention to local priorities and concerns.

Alignment of global priorities and activities is achieved on a formal level through the annual agreement between Greenpeace International and each national/regional office of an organisation development plan, and on an ongoing working basis through international project structures.

On the national level we set campaign strategies, objectives an priorities in line with the international priorities, taken into consideration the specific national circumstances and actual situation in society, business, media, politics and government. These strategies are set by the Management Team and approved by the Board.

Quality of our advocacy positions and campaigns is ensured, inter alia, by internal peer review; in many cases also by external

Indicator 6:

At the global as well as the national level, our annual planning cycle includes (in the power analyses that support the campaign proposals) assessments of the effectiveness and intentions of other actors. While such assessments are not necessarily of uniform quality (and certainly will be more accurate and strategically relevant in those cases where we are working closely with other actors and therefore planning together), such analyses are inherent to our model of goal-oriented advocacy: by definition, where we assess that such coordination is desirable to meet our campaign goals, we will include it in our plans. A good example of this is our work with other organisations on the issue of climate change under the auspices of the Global Campaign for Climate Action (GCCA). At the same time we must ensure our independence. The question of whether we do this assessment well enough (and therefore allocate the right level and type of attention to such coordination) can only be answered in the context of the exercise described above under indicator 2.

In 2010 GPNetherlands has engaged in a round table group called the 'groene 11'. This is coalition of 11 environmental NGO's

Indicator 7:

Details of our resource allocation can be found in our annual report on www.greenpeace.nl publication date 30.3.2011. Our funding is mainly from private donors, and is not earmarked for a specific goal. The only earmarked funding we received in 2010 is for our new ship: the Rainbow Warrior III and money we received from the Swedish postcode lottery for our southern ocean campaign in 2010 and 2011.

Indicator 8:

Our sources of funding are:
private donations (85 %)
contribution by PostcodeLoterij (12 %)
Interest income (3 %)

Details of our resource allocation can be found in our annual report on www.greenpeace.nl publication date 30.3.2011.

Indicator 9:

Greenpeace Netherlands has no specific policy on this. However, a good understanding of the Dutch language is a prerequisite and most of our staff is recruited locally. In the coming years we aim to increase the diversity of our staff as well as to encourage international movement of staff around the global organisation in order to maintain a strong global sense of unity and common purpose and to quickly transfer skills.

Indicator 10:

Our total greenhouse gas emissions count to 664 tons of CO2. Air flights 38 tons, Car transport 16 tons, Public transport 26 tons, Ships 15 tons, Buildings (gas, electricity) 43 tons, Printed paper 526 tons. All emissions are compensated by purchasing Gold Standard certificates.

Indicator 11:

Our 2010 emission level is 2% lower than the 2009 level. In 2011 we want to achieve an emission reduction of 10% on printed paper.

Indicator 12:

Our 2010 workforce consisted of 103 permanent employees and 21 contract workers at our office. Also 7 of our volunteers helped out in office work. In the field we have about 600 volunteers who are the backbone to all our actions and events. Most volunteers are deployed through our action unit. Other volunteers are spread over the country and organised through local groups(9)

Indicator 13:

We do not collect data on training hours per employee. Greenpeace has a global training programme which provides training on request for Greenpeace core skills like campaigning, project management, fundraising techniques of various types, actions, on-board ship campaigning and management skills). Our 2010 training budget was 70k euro of which 71k was spend.

In 2010 we've deployed the following training:

- XX spokesperson training
- XX global skillshare (IT, FR, ???)
- XX action training (base, canoe, boat and climb)
- XX Projectmanagement training
- XX Outreach training
- XX Basic campaign training
- XX Direct Dialogue training
- XX Other training

Indicator 14:

Yearly performance and career development interviews must be conducted with all employees. The percentage of reported interviews is 90.

Indicator 15:

Our governance bodies are:

Board: 3 female, 3 male, 30-40 yrs: 1, 40-50 yrs: 1, 50-60 yrs: 3, 60-70 yrs: 1

Executive director: female. 50-60 yrs: 1

Heads of department: 1 female, 4 male. 30-40 yrs: 2, 40-50 yrs: 2, 50-60 yrs: 1

(Management team consists of executive director and heads of departments)

Team coordinators: 8 female, 9 male. 30-40 yrs: 10, 40-50 yrs: 6, 50-60 yrs: 1

Indicator 16:

Prior to starting a campaign all involved stakeholders regarding the issue are identified by Greenpeace. Based on this identification we choose specific groups to engage in our campaign. Where possible we involve the local community, and try to get them to actively support our campaigning goal. Possible negative effects of our campaigning goal are identified (i.e. job loss in case of closing down coal-fired powerplant) and are when possible counteracted by an alternative solution. (job creation from wind turbines)


Indicator 17:

At induction employees are introduced to our core values, which are the principles of our organization. In our contract and working conditions, known to and signed by all employees, we have arrangements on usage of company telephones and computers, on business gifts, on business travel and expenses. In our financial policy we have arrangements on segregation of responsibilities. In our procurement policy we have arrangements on fair competition.

Indicator 18:

In regard to ethical fundraising the CBF hallmark was developed in the Netherlands. Greenpeace Netherlands are in compliance with the standards and code of conduct set by this hallmark. Our annual report is subject to inspection by a committee of the CBF (Central bureau of Fundraising entities). In 2010 new legislation was passed regarding fundraising by telephone. (Bel-me niet register : national register of people who do not want to get receive commercial calls) Greenpeace complies to these set rules.

GRI Self-Assessment Application Level

Report Application Level	C	C+	B	B+	A	A+
Standard Disclosures	G3 Profile Disclosures OUTPUT	Report on: 1.1 2.1 - 2.10 3.1 - 3.8, 3.10 - 3.12 4.1 - 4.4, 4.14 - 4.15	Report on all criteria listed for Level C plus: 1.2 3.9, 3.13 4.5 - 4.13, 4.16 - 4.17		Same as requirement for Level B	
	G3 Management Approach Disclosures OUTPUT	Not Required	Management Approach Disclosures for each Indicator Category	Report Externally Assured	Management Approach Disclosures for each Indicator Category	Report Externally Assured
	G3 Performance Indicators & Sector Supplement Performance Indicators OUTPUT	Report on a minimum of 10 Performance Indicators, including at least one from each of: Economic, Social and Environmental.	Report on a minimum of 20 Performance Indicators, at least one from each of Economic, Environmental, Human rights, Labor, Society, Product Responsibility.	Report Externally Assured	Report on each core G3 and Sector Supplement* Indicator with due regard to the Materiality Principle by either: a) reporting on the Indicator or b) explaining the reason for its omission.	Report Externally Assured
		*Sector supplement in final version				

GRI Application Level C

I hereby declare that to the best of my understanding this report fulfills the requirements for a GRI G3 Application Level C.

Name:
Position:
Date:

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